

2024 FARE STRUCTURE SURVEY

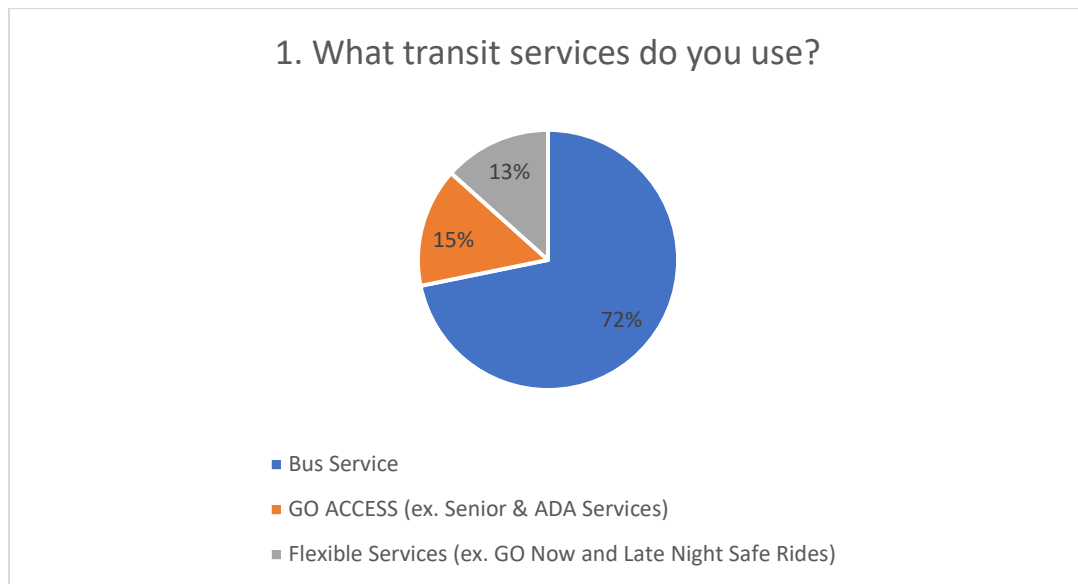
GOLD COAST TRANSIT DISTRICT

OJAI | OXNARD | PORT HUENEME | VENTURA | COUNTY OF VENTURA

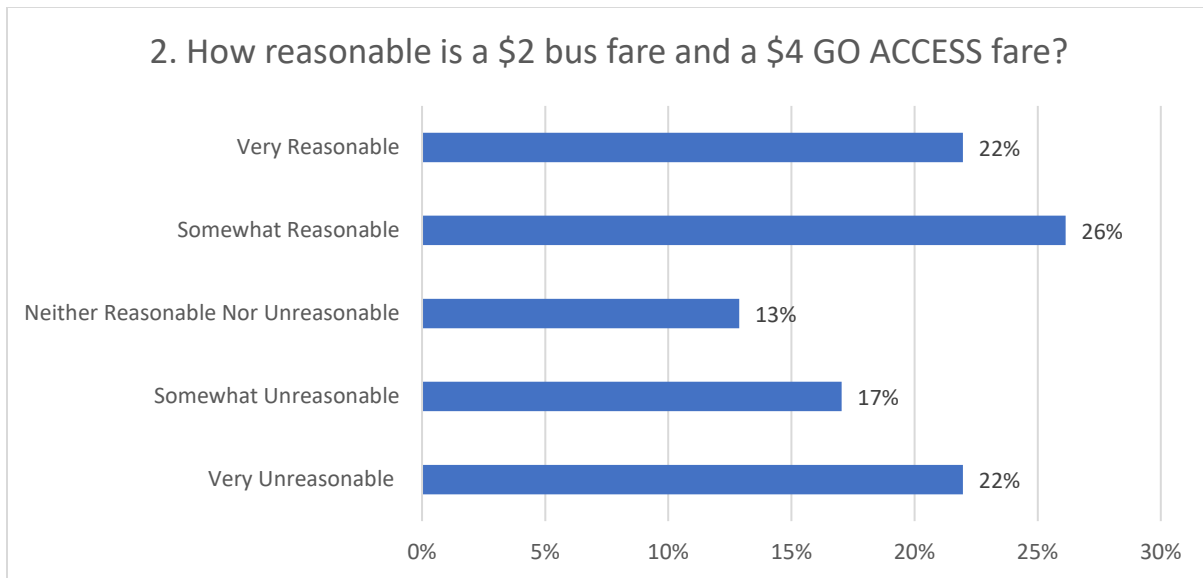
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Proposed Fare Adjustment Survey Analysis

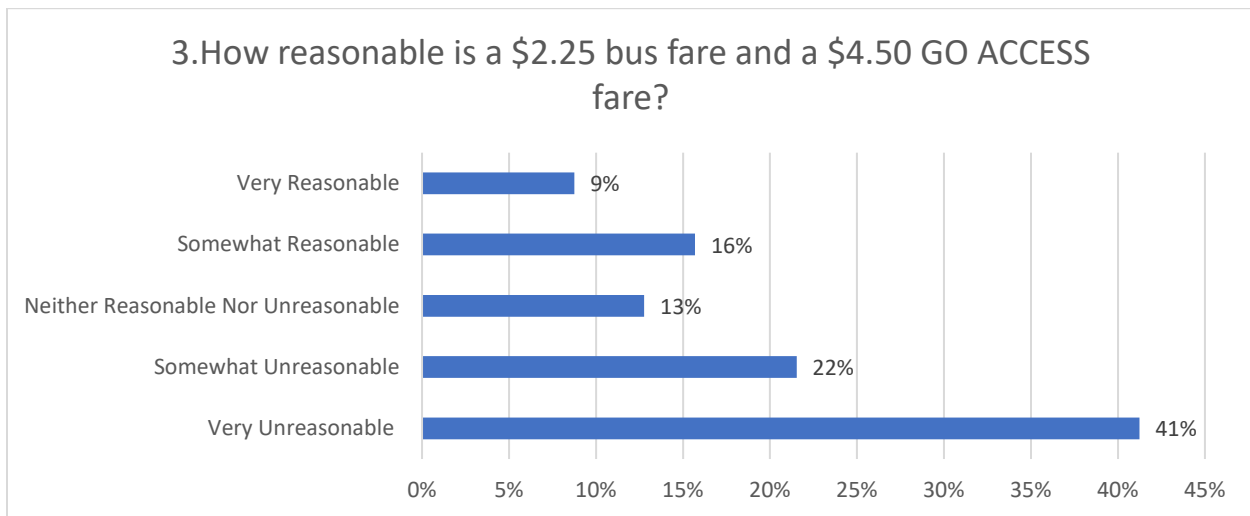
After closing the survey on March 7, 2024, GCTD received a total of 281 responses. Of the responses received, 180 were completed digitally and 106 were submitted on paper. All in all, 249 of the surveys were answered in English, and 37 were in Spanish. The following report shows the complete summary of all responses collected during Phase 1 of the fare adjustment.



At 72% most of the respondents identified using GCTD's bus service, followed by Flexible Services at 15%, and GO ACCESS at 13%.

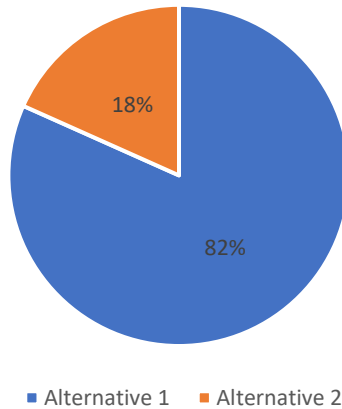


When asked how reasonable a \$2 bus fare and a \$4 GO ACCESS fare are, 22% answered very reasonable and 26% answered somewhat reasonable. Inversely 22% of people answered the fare increase at this price range to be very unreasonable, and 17% replying it was somewhat unreasonable. The remaining 13% thought the price range was neither reasonable nor unreasonable.



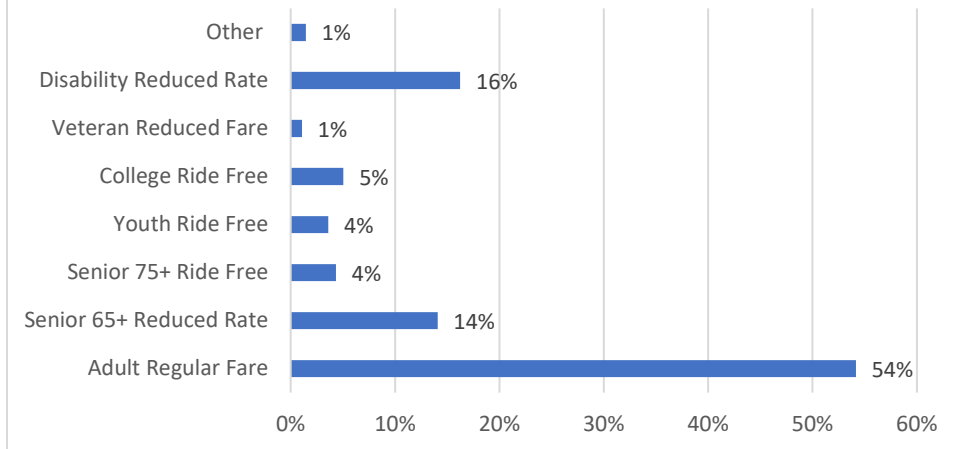
For Alternative 2, the same question was asked as the previous one, but with a \$2.25 bus fare and a \$4.50 GO ACCESS fare. Most people found this price range to be very unreasonable, with 41% answering as such and 22% answering the price range to be somewhat unreasonable. Only 9% found this price range to be very reasonable, followed by 16% who answered somewhat reasonable. The remaining 13% found this price range to be neither reasonable nor unreasonable.

4. Between Alternative 1 and Alternative 2, which would like to see implemented?

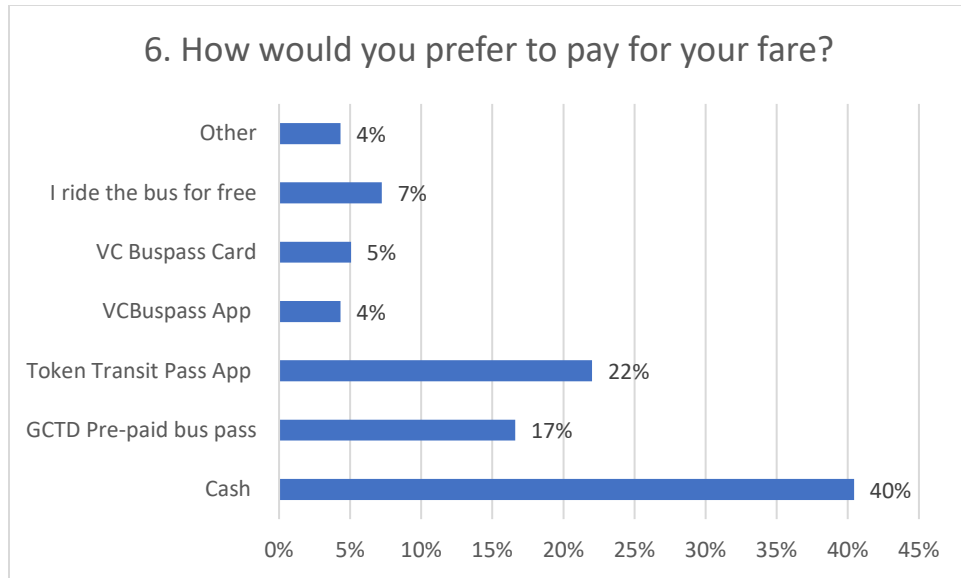


Given the choice between Alternative 1 and Alternative 2, 82% of people prefer Alternative 1. Only 18% of people responded to prefer Alternative 2.

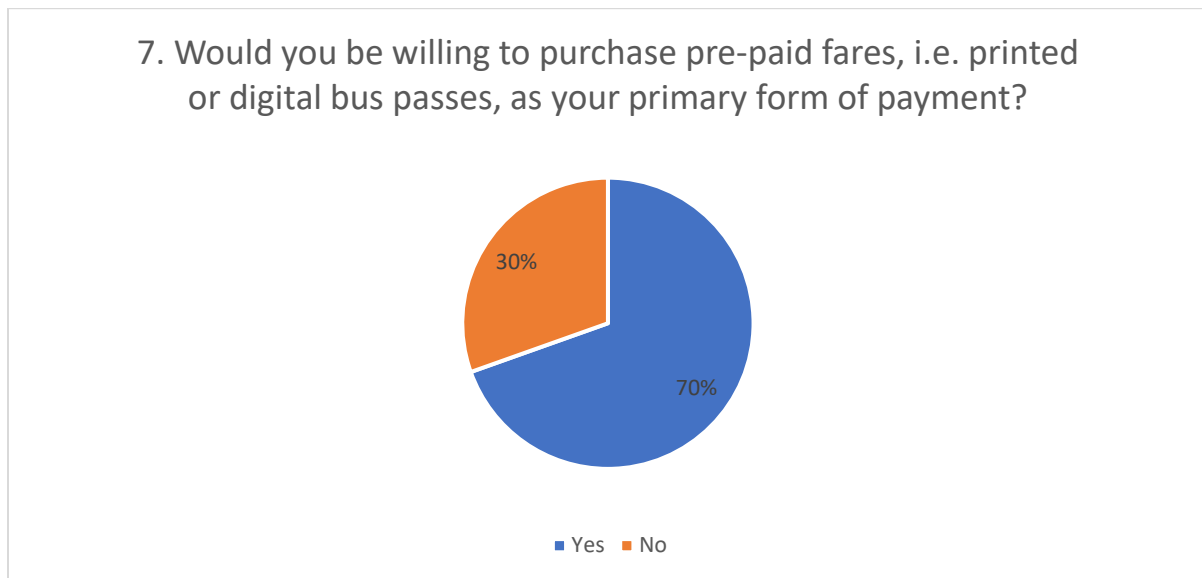
5. What type of fare do you pay?



When asked to identify what type of fare people pay, 54% answered paying a adult regular fare, followed by 16% who pay a disability reduced. For those who pay veteran reduced fare and senior 65+ reduced, each of these groups corresponded to 14% of respondents. College Ride Free was 5%, followed by Youth Ride Free and senior 75+ ride free each at 4%. "Other" was only 1% of responses.



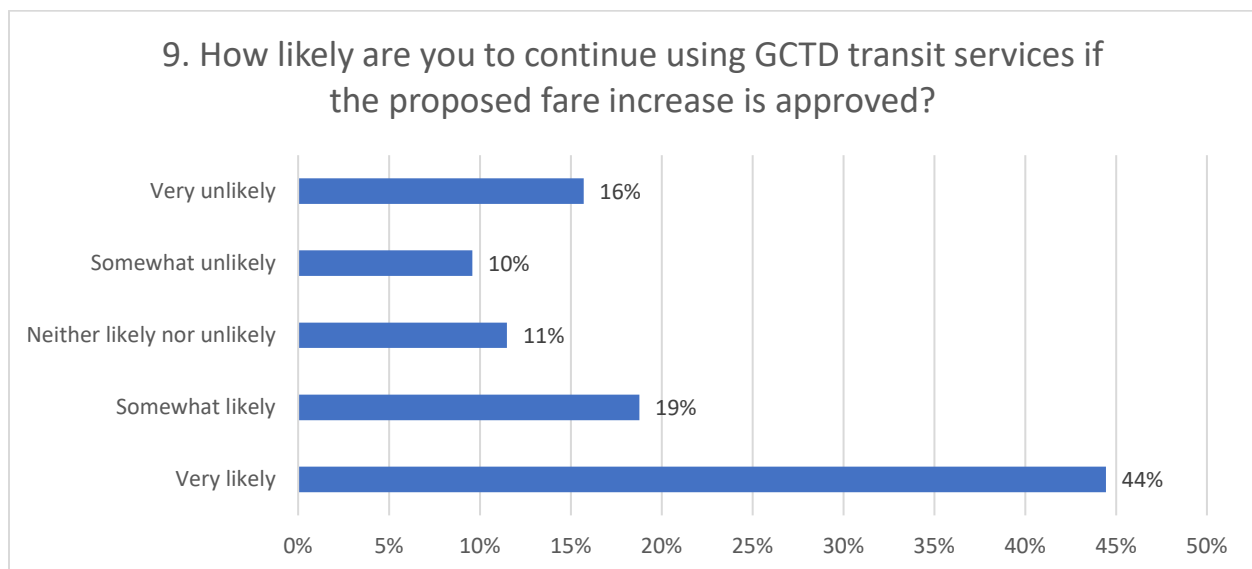
When asked how people preferred to pay for their fares, 40% responded cash, followed by Token Transit App at 22%, and GCTD pre-paid bus passes at 17%. Less chosen options were VC Buspass Card at 5% and VC Buspass App at 4%. The remaining either rode the bus for free or identified "Other" as their preferred form of payment.



Overall, 70% of people said they would be willing to purchase pre-paid fares as their primary form of payment, with the remaining 30% answering "No."

8. If not, please explain why.

Of those who reply not willing to purchase a pre-paid fare as their primary form of payment, some of the top reasons were not knowing or not being comfortable using digital forms of payments, not having reliable internet access, being afraid of losing passes, only using GCTD's service intermittently, and cash being more the most convenient form of payment.



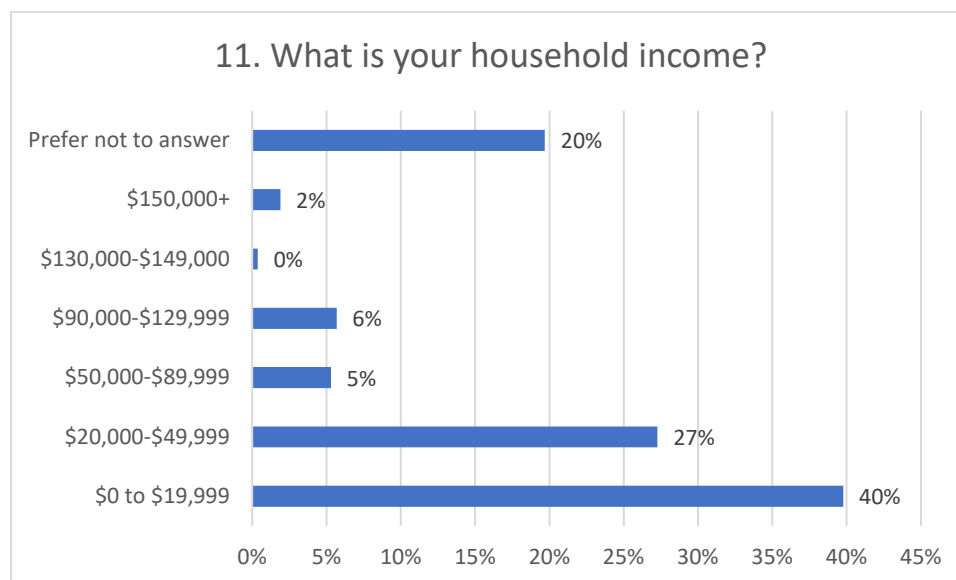
If the proposed fare increase were to take place, 44% responded to being very likely to continue using GCTD's transit services. This was followed by 19% indicating being somewhat likely, 16% being very unlikely, 11% being neither likely nor unlikely, and 10% being somewhat unlikely.

10. Do you have any other comments concerning GCTD's proposed fare adjustment?

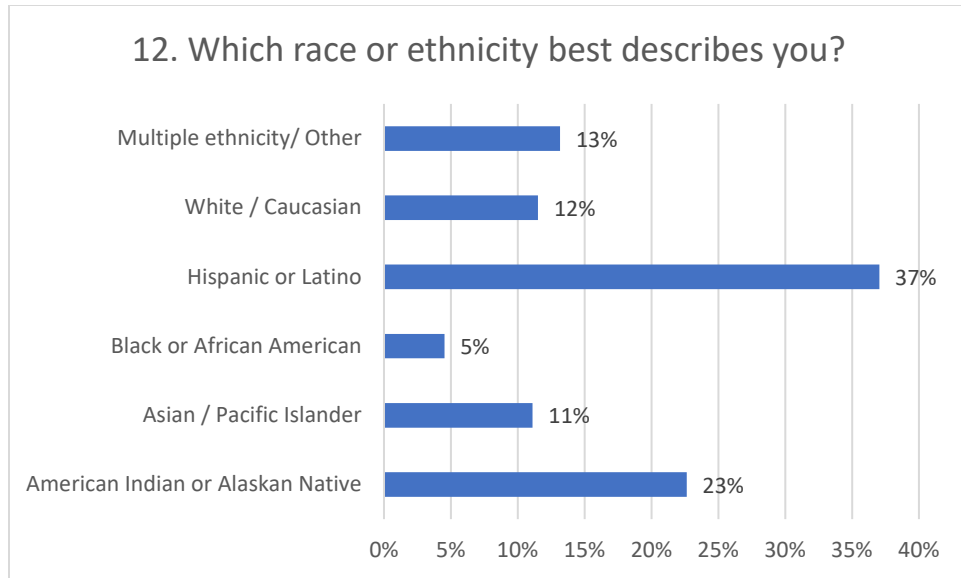
Based on the provided feedback on the proposed fare adjustment for public transportation, here are the top three takeaways:

- **Affordability Concerns:** Many users express concerns about the affordability of public transportation, particularly for those on fixed incomes or with limited financial means. They emphasize that any fare increase would add strain to low-income families and individuals who rely on the bus as their primary mode of transportation.

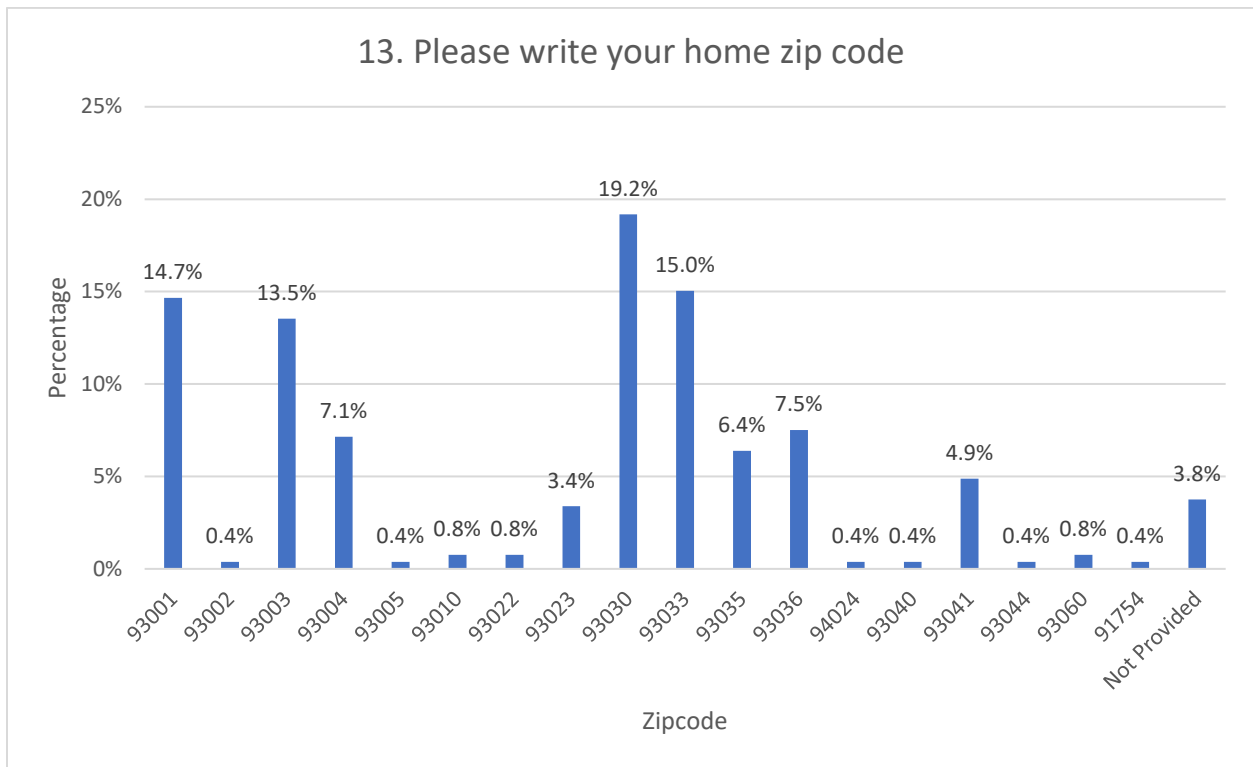
- **Service Quality:** Users are not only concerned about the cost but also the quality of service provided. Some users suggest that improvements in service quality should synchronously improve with a fare increase.
- **Impact on Ridership:** There are concerns that a fare increase could lead to decreased ridership, as some individuals mention that they would be forced to seek alternative transportation options if the fares became unaffordable.
- **Youth Ride Free:** Many mentioned having the youth pay in full or partially for riding the bus, erroneously believing that they add further financial burden to the agency. In reality, GCTD gets reimbursed in full for youth 18 years of age or younger. Youth Ride Free is funded by California's Low Carbon Transit Operations Program, which is a part of the state's cap-and-trade revenue and is administered by the Ventura County Transportation Commission.



For household income, 40% replied earning less than \$19,999, 27% earning \$20,000-\$49,999, and 20% preferred not to answer. The remaining household income for people was 6% earning \$90,000-\$129,999, 5% earning \$50,000-\$89,999, and 2% earning more than \$150,000 household income.



Among survey takers, 37% identified as being Hispanic or Latino, 23% as being American Indian or Alaskan Native, and 12% as being White/Caucasian. A smaller representation was Asian/Pacific Islander at 11% and multiple ethnicities/other at 13%. Black or African Americans made up 5% of correspondents.



The top five zip codes we have received responses from have been 93030, 93033, 93001, 93003, and 93036. The zip code listed corresponds to Oxnard, Ventura, Casita Springs, Port Hueneme, and El Rio areas.