



GOLD COAST TRANSIT DISTRICT

OJAI
OXNARD
PORT HUENEME
VENTURA
COUNTY OF VENTURA

Presenter:
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Item 12:
Consider the Discontinuation of the GO Now On-Demand Microtransit Service (Pilot Program) Due to Ending of Grant Funding and Low Productivity

BACKGROUND

MICROTRANSIT PILOT

Timeline: Launched July 2023

Grant Funded: FTA 5307 JARC, CA Clean Energy/VCREA, Access for All

What is GO NOW Microtransit?:

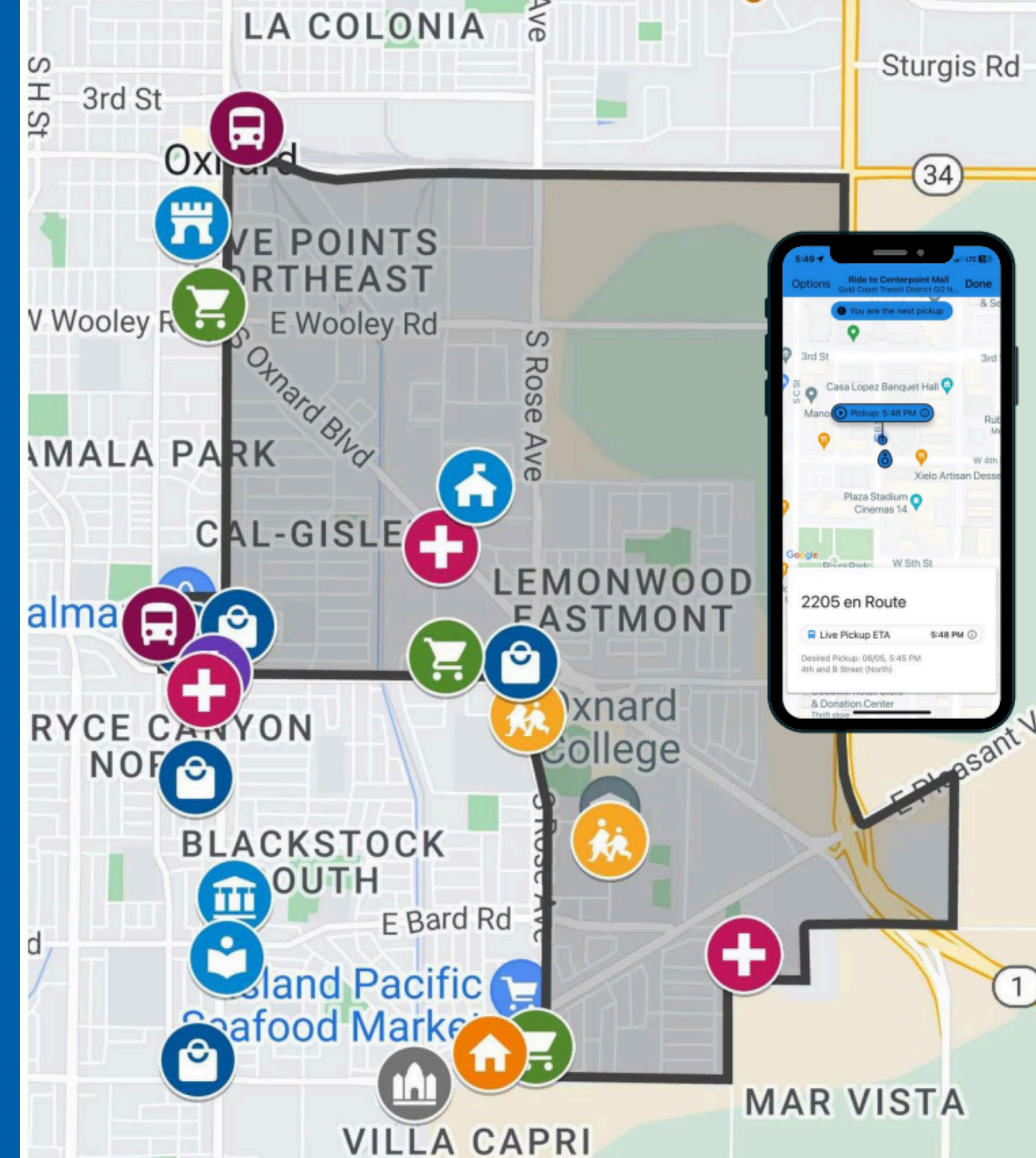
GO Now is an app-based, on-demand rideshare service available to anyone over the age of 14 who requires transportation within the service zone.

Service Area:

The 5-square-mile zone in South Oxnard was chosen because it aligned well with the grant's criteria. As a designated disadvantaged community with a high pollution burden, the area provided a strong case for introducing an electric vehicle pilot, helping to reduce emissions and deliver improved access to jobs and services where it is most needed.

Goals and Objectives:

To test a new option that connects riders to jobs and essential services within the zone, or provides first mile, last mile connectivity from a transit stop. We aimed to have response time within 30 minutes, and serve 3-5 passenger per hour.



OVERVIEW PERFORMANCE ANALYSIS

- **Ridership**

- FY 23-24: 2,556
- FY 24-25: 1,832

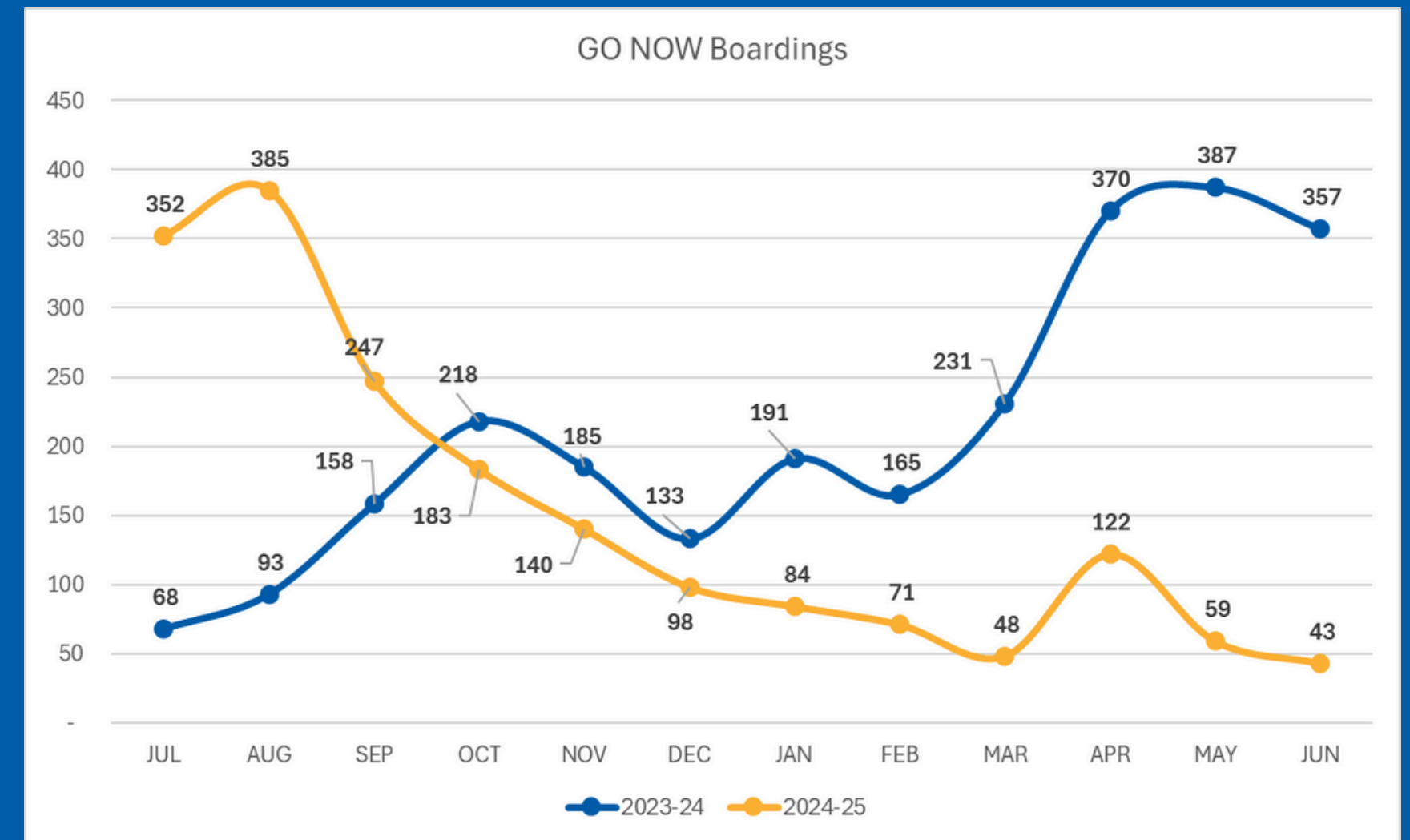
- **Productivity**

- FY 23-23: 1.25 PPH
- FY 24-25: .92 PPH

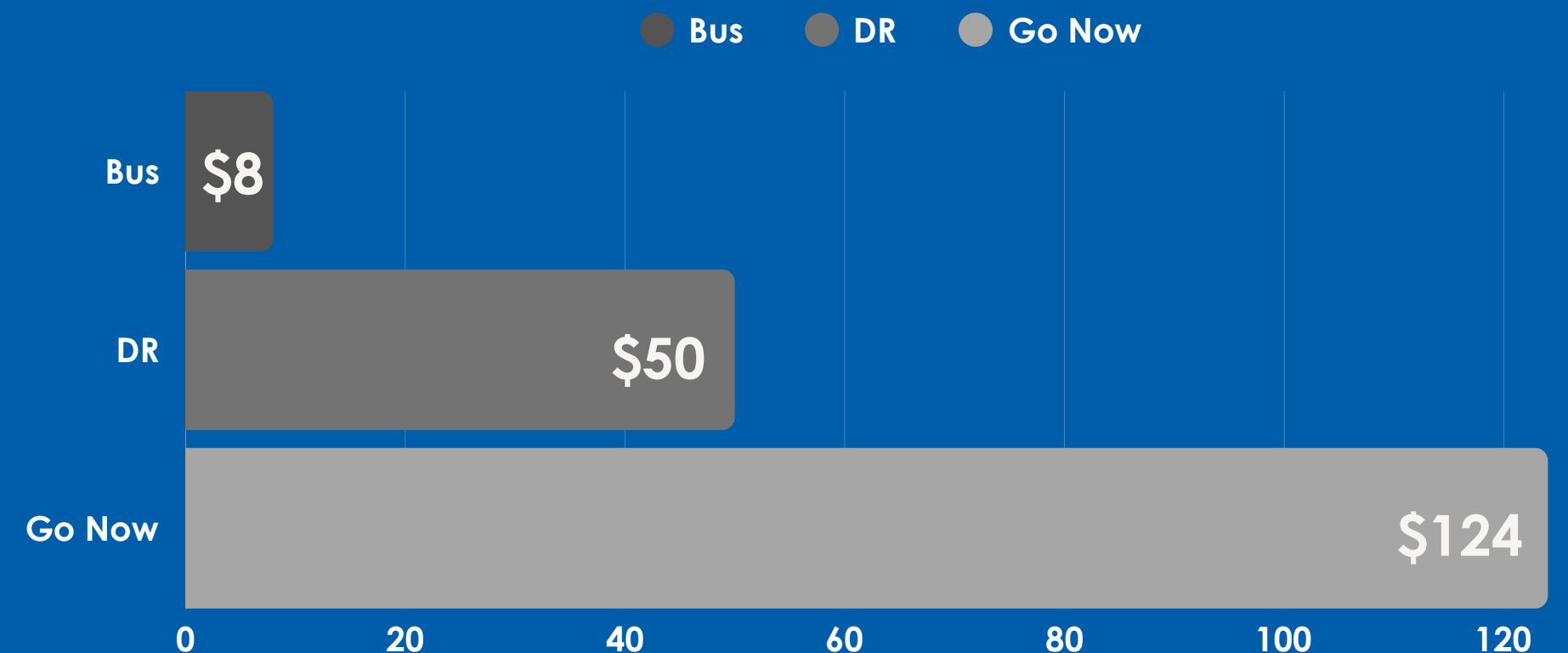
- Vehicles carried, on average, just over 1 passenger per hour- meaning most of the time they ran empty or nearly empty.

- **Cost Per Trip: \$124 per trip**

- Demand Response Cost: \$50
- Fixed Route Cost: \$8



Cost Per Trip



OVERVIEW

CHALLENGES AND LESSONS LEARNED

Challenges

- Service Zone overlap with fixed route service.
- Booking App was unreliable and not user-friendly.
- Fare increase reduced affordability and appeal.
- Low rates of ride sharing leading to single rider or empty vehicles.

Lessons Learned

- Zone selection is important - access to fixed-route service limits demand for microtransit
- App performance and reliability drive adoption and repeat usage
- Price sensitivity matters

Pilot, grant-funded programs are useful because they allow agencies to test new service models, evaluate performance, and gather community feedback without committing long-term local funds. In this case, with grant funding ending, this program becomes unsustainable.



RECOMMENDATION & NEXT STEPS

Staff recommends discontinuing GO Now effective October 1, 2025

- Productivity remains very low.
- Cost per trip is extremely high (\$124 per passenger).
- Grant funding that supported the service ends in November 2025.

Benefits of discontinuation:

- Avoids high ongoing subsidy.
- Redirects resources to higher-performing fixed-route and paratransit services.
- Lessons will inform future service planning.

Next Steps:

- Board approval.
- Distribute public notices of pending discontinuation.
- Assist with travel training and promote alternatives.

ITEM 12 ACTION:

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THANK YOU

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