



**Gold Coast Transit District  
Technical Advisory Committee (TAC)  
Wednesday, February 18, 2026  
10:00am  
GCTD Board Room  
1901 Auto Center Drive, Oxnard, CA 93036**

*In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in a Technical Advisory Committee meeting, please contact the clerk at 805-853-3153. Notification of at least 72 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.*

**Meeting Agenda**

<b>Item 1</b>	<b>Call to Order/Introductions</b>	<b>Action</b>
<b>Item 2</b>	<b>Public Comment</b>	<b>Info</b>
<b>Item 3</b>	<b>TAC Member Comments</b>	<b>Info</b>
<b>Item 4</b>	<b>GCTD Staff Comments</b>	<b>Info</b>
<b>Item 5</b>	<b>Updates to Current Agenda &amp; Approval of December 2025 Meeting Summary</b>	<b>Action</b>
<b>Item 6</b>	<b>Receive Preliminary Results Presentation on 2025 GCTD Passenger</b> Wesley Cooksey, Transit Planner	<b>Info</b>
<b>Item 7</b>	<b>Receive Presentation on FY25-26 Quarter 2 Fixed-Route and Demand Response Report</b> Austin Novstrup, Planning Manager Robbie Lucio, Mobility Management Coordinator	<b>Info</b>
<b>Item 8</b>	<b>Receive Update on SRTP Public Outreach Plan</b> Austin Novstrup, Planning Manager	<b>Info</b>
<b>Item 9</b>	<b>Future Agenda Items</b> <ul style="list-style-type: none"><li>• FY27 Member Claims for TDA Funding</li></ul>	
<b>Item 10</b>	<b>Adjournment</b>	



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Item 5

**Gold Coast Transit District  
Technical Advisory Committee (TAC)**  
1901 Auto Center Drive, Oxnard, CA 93036  
Wednesday, December 17, 2025  
10:00am

**Meeting Summary**

- TAC Members Present:** Sergio Albarrán, City of Ventura (Chair)  
Brian Yanez, City of Oxnard (Vice Chair)  
Steven Almcrantz, City of Port Hueneme  
Susanna Arroyo, County of Ventura  
Aubrey Smith, VCTC (ex-officio)  
Hayden Balsys, VCTC (ex-officio)
- TAC Members Absent:** City of Ojai
- GCTD Staff Present:** Vanessa Rauschenberger, General Manager  
Cynthia Torres Duque, Director of Planning & Marketing  
Austin Novstrup, Planning Manager  
Andrea Meza, Marketing Manager  
Robert Lucio, Mobility Management Coordinator  
Wesley Cooksey, Transit Planner  
Catherine Tran, Financial Analyst  
Christine Feng, Chief Financial Officer/Assistant General Manager
- Members of the Public:** None

- Item 1      Call to Order/Introductions**  
Chair Sergio Albarrán called the meeting 10:03am.
- Item 2      Public Comment**  
None.
- Item 3      TAC Member Comments**  
None.
- Item 4      GCTD Staff Comments**  
Cynthia Torres Duque shared that GCTD hosted a staff development workshop with Gary Butterworth that emphasized the importance of communication to have positive teamwork and healthy workplace environment.

Andrea Meza shared that the Holiday Bus was unveiled during the Oxnard Christmas Parade and that through the month of December rides on the holiday bus will be free for passengers.

Wesley Cooksey gave an update on the 2026 Passenger Survey and shared that staff will present results in the February Technical Advisory Committee.

**Item 5                    Updates to Current Agenda & Approval of October 2025 Meeting Summary**  
Vice Chair Brian Yanez moved to approve the agenda and October 2025 Meeting Summary. Steven Almcrantz seconded the motion. The motion passed unanimously.

**Item 6                    Elect Technical Advisory Committee Officers for Calendar Year 2026**  
Chair Sergio Albarrán nominated the County as Chair for the Technical Advisory Committee for Calendar Year 2026 and nominated the City of Port Hueneme is Vice Chair. Vice Chair Brian Yanez seconded the motion. The motion passed unanimously.

**Item 7                    Approve GCTD Technical Advisory Committee Meeting Schedule for 2026**  
The committee reviewed the meeting schedule for 2026 and there was no discussion. Steven Almcrantz moved to approve the 2026 Meeting Schedule and Brian Yanez seconded the motion. The motion passed unanimously.

**Item 8                    Update on GCTD Technology Projects**  
Cynthia Torres Duque presented an update on the technology projects that GCTD is implementing. Most projects will be complete in 2026. The three projects include: the transition to RideCo for demand-response scheduling and dispatching, Open Loop Fare Payment implementation, and an upgrade to a Countywide Radio Communications System. For each project she shared recent milestones, key benefits for the transition or the implementation and next steps.

She concluded that the three technology initiatives position GCTD to improve service quality, enhance safety and reliability, and strengthen coordination with regional partners. She mentioned staff will continue to provide updates as each project progresses.

**Item 9                    Future Agenda Items**  
Christine Feng shared that the staff will bring an item for TDA funding and member claims.

**Item 10                  Adjournment**  
Chair Susanna Arroyo adjourned the meeting at 10:40am.



Item # 6

**DATE**            **Wednesday, February 18, 2026**

**TO**              **Technical Advisory Committee**

**FROM**          **Wesley Cooksy, Transit Planner**

**SUBJECT**      **Receive Presentation on Preliminary Annual Passenger Survey Results**

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#### **SUMMARY**

GCTD Staff will present preliminary results from the 2025 Annual Passenger Survey. GCTD seeks to routinely surveys passengers in order to gauge passenger satisfaction with GCTD services and develop a better understanding of passenger preferences. The 2025 Passenger survey was conducted in late fall concluding December of 2025. This survey is the first annual survey to be conducted since 2022 as in recent years survey efforts focused on the development of the Short Range Transit Plan and Fare Adjustments. Planning staff are working to complete an analysis and report on the survey results.

#### **II. RECOMMENDATION**

**It is recommended that the GCTD Technical Advisory Committee receive and file this presentation and provide staff with feedback on the SRTP Outreach Plan.**

**GOLD COAST TRANSIT DISTRICT**

CITY OF OJAI | CITY OF OXNARD | CITY OF PORT HUENEME | CITY OF VENTURA | COUNTY OF VENTURA  
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Item # 7

**DATE** Wednesday, February 18<sup>th</sup>, 2026

**TO** GCTD Technical Advisory Committee

**FROM** Austin Novstrup, Planning Manager  
Robbie Lucio, Mobility Management Coordinator

**SUBJECT** Fixed-Route & Flexible Services Quarterly Update

## I. EXECUTIVE SUMMARY

This quarterly report covers the 2<sup>nd</sup> Quarter (October 1 through December 31) of Fiscal Year 2025-26. This report includes a summary of performance and operating statistics for both fixed-route and Demand Response Flexible services.

## II. FIXED-ROUTE DATA

Ridership for the second quarter of FY 2025-26 decreased by 5.8% compared to the same period last year. This drop in ridership continues a trend that began in early 2025. The sustained decrease in ridership follows the long rebound that brought total ridership back to—and in some cases above—pre-pandemic levels. Despite this ongoing trend, total ridership remains above the 25-year historical average. On-time performance improved by 2.4% during this period despite road work that caused a significant detour on the County's busiest transit corridor, affecting routes 6, 10, and 21.

### 2nd Quarter FY 25-26 Systemwide Ridership & Performance

	2nd Qtr FY 2025-26	2nd Qtr FY 2024-25	Difference	% Change
<b>Fixed-Route Ridership</b>				
Total System Boardings	853,964	908,838	-54,874	-6.0%
Average Daily Passengers Weekdays	11,220	11,793	-573	-4.9%
Average Daily Passengers Saturdays	5,695	6,191	-496	-8.0%
Average Daily Passengers Sundays	5,280	5,540	-260	-4.7%
Wheelchair Boardings	9,784	6,271	3,513	56.0%
Bicycle Boardings	17,989	19,454	-1,465	-7.5%
<b>Performance Measures</b>				
Passengers Per Revenue Hour	19	20	-1.15	-5.8%
Fare Revenue Per Service Hour	\$22.28	\$23.28	\$(1.00)	-4.3%
Total Fare Revenue	\$1,018,183	\$1,066,129	\$(47,945)	-4.5%
On-Time Performance	82.0%	79.6%	Goal > 90%	
% Systemwide Boarding as Free Transfers	10.3%	12.2%	Goal < 20%	

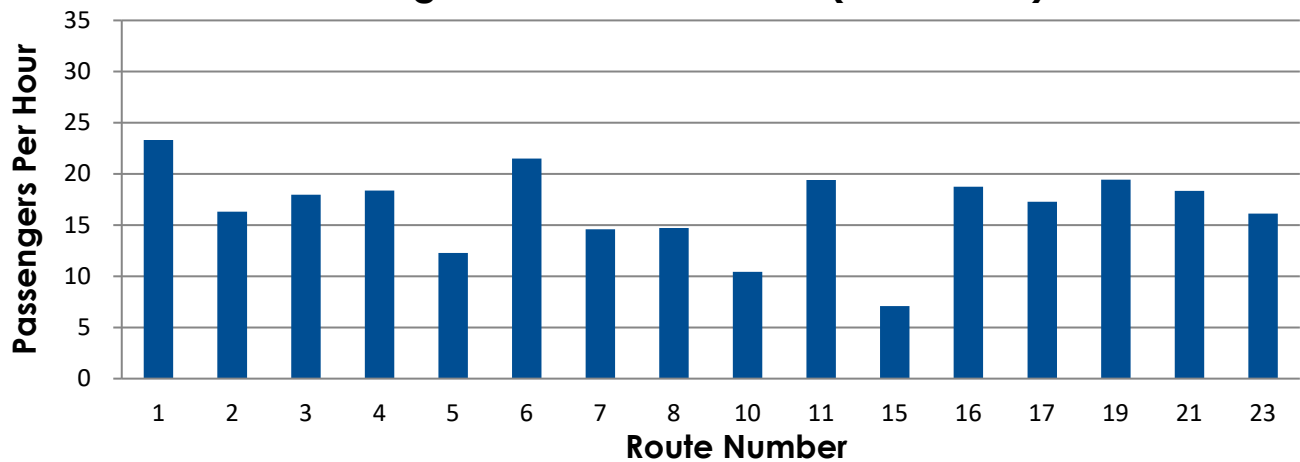
### GOLD COAST TRANSIT DISTRICT

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### 2nd Quarter FY 25-26 Ridership by Route

Route	Route Name	2nd Quarter FY 2025-26 Unlinked Passengers	2nd Quarter FY 2024-25 Unlinked Passengers	Change	% Change
1	Port Hueneme - Oxnard Transit Center	109,510	124,044	(14,534)	-12%
2	Colonia - Downtown Oxnard	17,551	17,958	(406)	-2%
3	J St - Centerpoint Mall - Lemonwood	29,761	32,567	(2,806)	-9%
4	North Oxnard - Ventura Rd - St. John's	75,226	79,025	(3,800)	-5%
5	Hemlock - Seabridge - Wooley	14,459	18,245	(3,787)	-21%
6	Oxnard - Ventura - Main St	205,132	218,637	(13,504)	-6%
7	Oxnard College - Centerpoint Mall	14,054	14,863	(810)	-5%
8	OTC- Oxnard College - Centerpoint Mall	24,011	21,852	2,159	10%
10	Pacific View Mall - Telegraph -Saticoy	21,510	25,392	(3,882)	-15%
11	Pacific View Mall - Telephone - Wells	63,617	62,169	1,448	2%
15	Esplanade - El Rio - St. John's	10,344	13,325	(2,981)	-22%
16	Downtown Ojai - Pacific View Mall	59,281	63,891	(4,610)	-7%
17	Esplanade - Oxnard College	46,536	46,344	192	0%
18	Trippers	23,203	20,177	3,025	15%
19	OTC- 5th St - Airport - Gonzales Rd	17,428	18,276	(848)	-5%
21	Port Hueneme - Ventura - Victoria Ave	74,648	82,630	(7,982)	-10%
23	Oxnard College - Naval Base - Esplanade	47,694	49,443	(1,749)	-4%
<b>Total GCTD System</b>		<b>853,964</b>	<b>908,838</b>	<b>(54,874)</b>	<b>-6%</b>

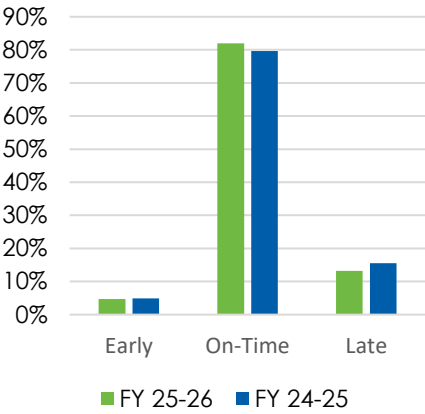
### 2nd Quarter FY 25-26 Passengers Per Revenue Hour (All Periods)



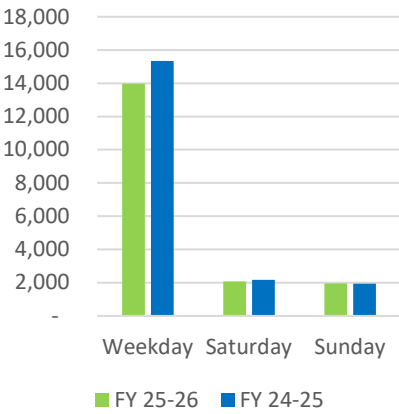
**Notes:** Route 18 (school trippers) not shown in graph. Trunk Route minimum standard greater than 20.  
Local Route minimum standard greater than 15.



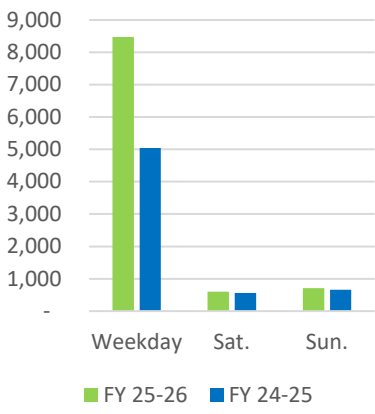
On-Time Performance  
2nd Quarter



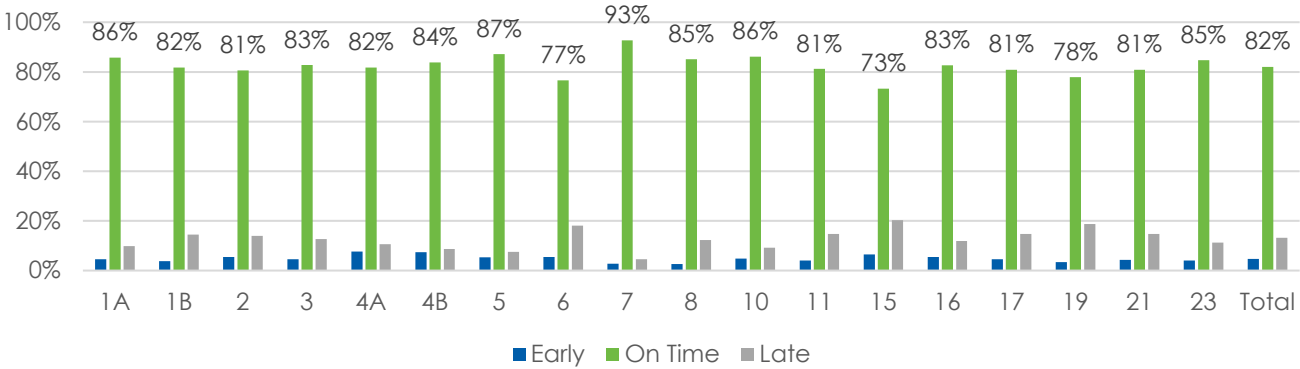
Bicycle Boardings  
2nd Quarter



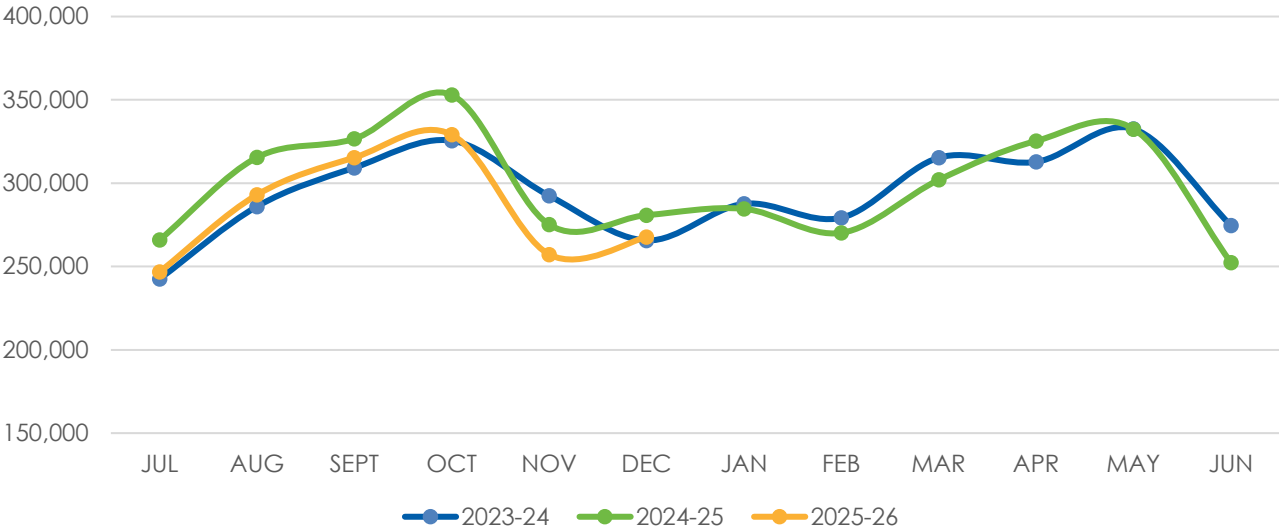
2nd Quarter  
Wheelchair Boardings



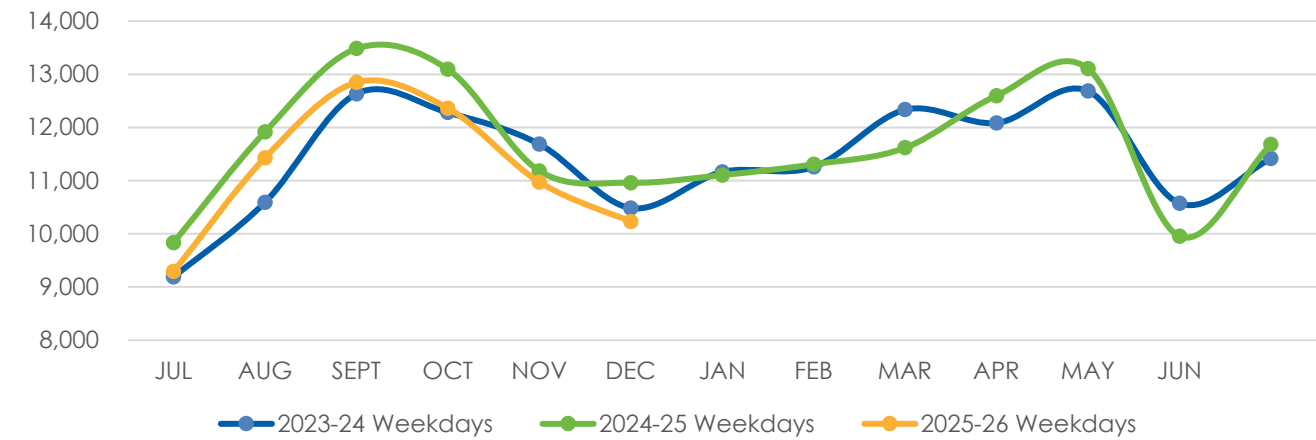
2nd Quarter Ontime Performance by Route



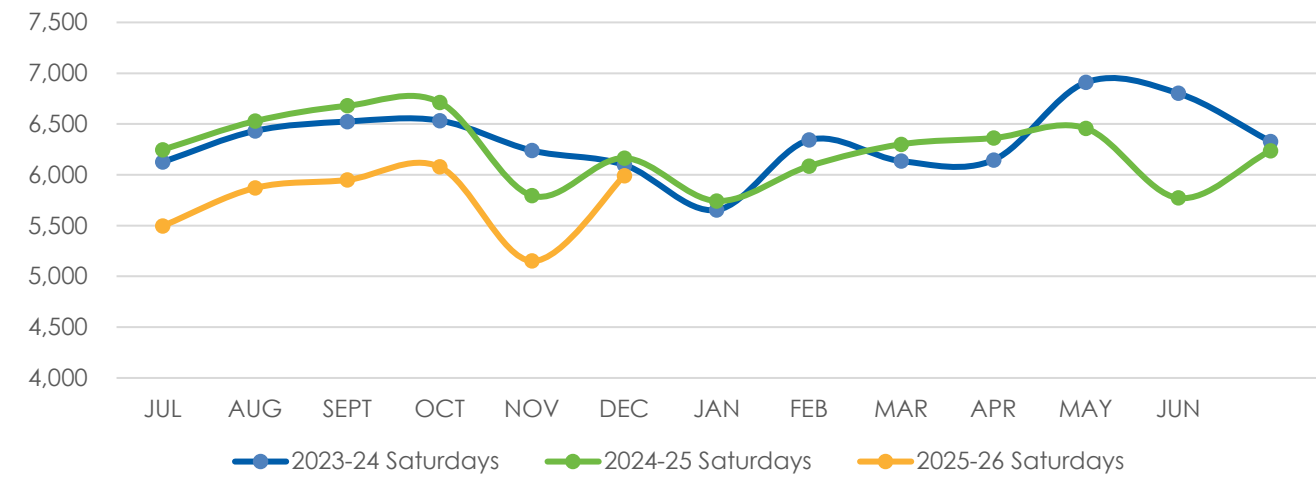
Monthly Fixed Route Ridership



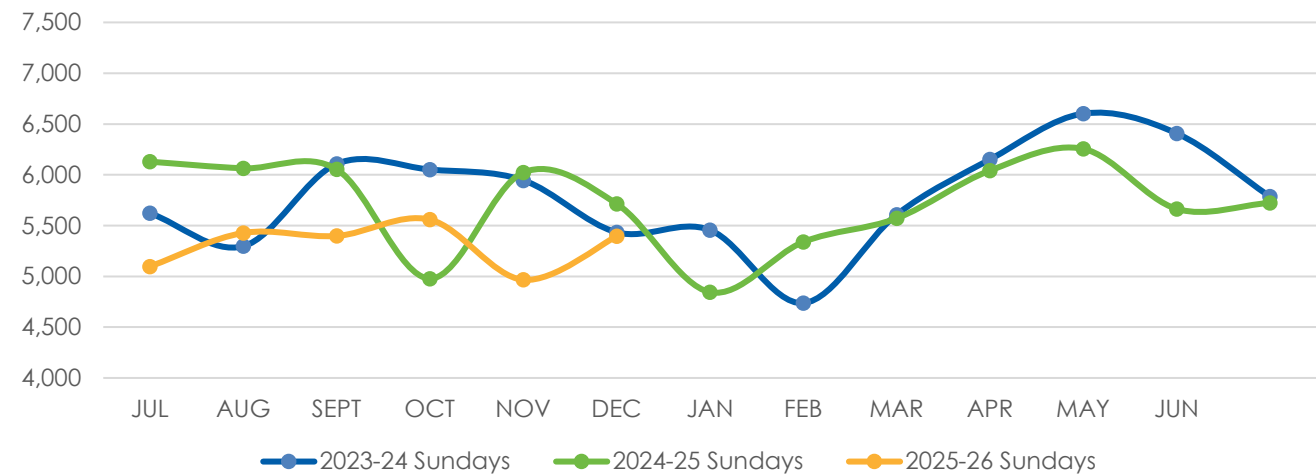
Average Weekday Boardings



Average Saturday Boardings



Average Sunday Boardings



<b>2nd Quarter Complaints/Commendations by Type</b>				
<i>Type</i>	<i>Issue</i>	<i>FY25-26 2nd Quarter</i>	<i>FY24-25 2nd Quarter</i>	<i>FY24-25 YTD</i>
Scheduling Operations	On-Time Performance	1	2	2
	Operator Conduct	33	13	62
	Driving Complaints	15	18	27
	Passed by	16	10	43
	Commendations	5	1	18
	Bus Stop Issues	9	2	18
Other	Other*	9	11	20
<b>Totals</b>		<b>88</b>	<b>57</b>	<b>190</b>

\*Service suggestions, fare disputes, disturbances, bus did not show, or other system issues

### III. FIXED-ROUTE SERVICE SUMMARY

In the second quarter of FY 25-26, ridership decreased by 5.8% over the second quarter of FY 24-25. This is the continuation of a trend that began in the third quarter of FY25. Ridership losses were observed on most routes, with three routes, routes 8, 11, and 18, seeing moderate increases. The most impacted routes continue to be Routes 1, 5, 10, and 15, which all recorded a 10% decrease, with Route 1 seeing over 14,000 fewer riders in the period. Consistent with previous data, ridership losses were more pronounced on weekdays than on weekends. It is likely that past reductions in weekend service frequencies on some routes are contributing to this trend.

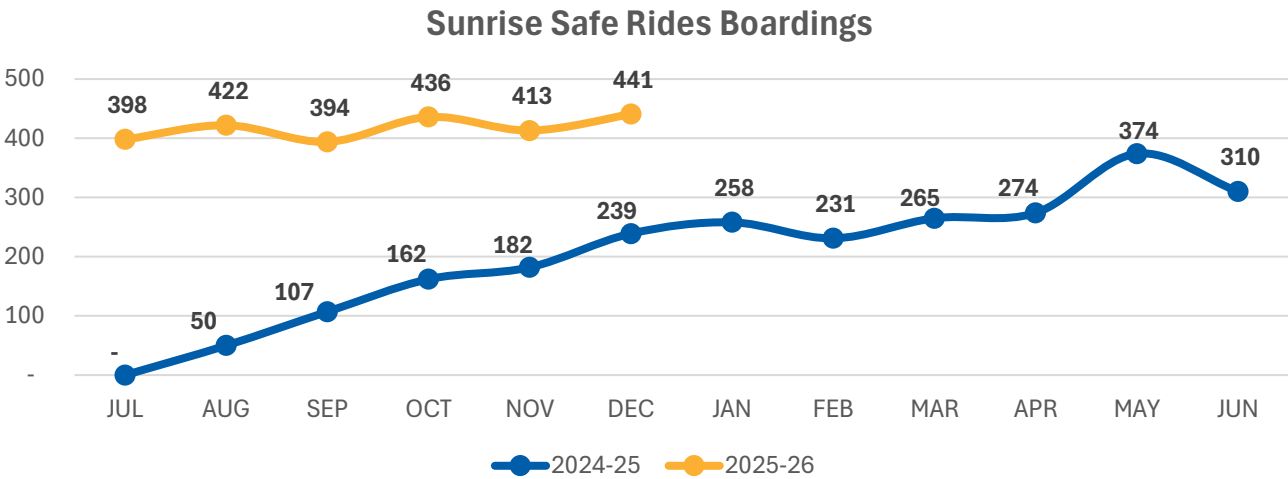
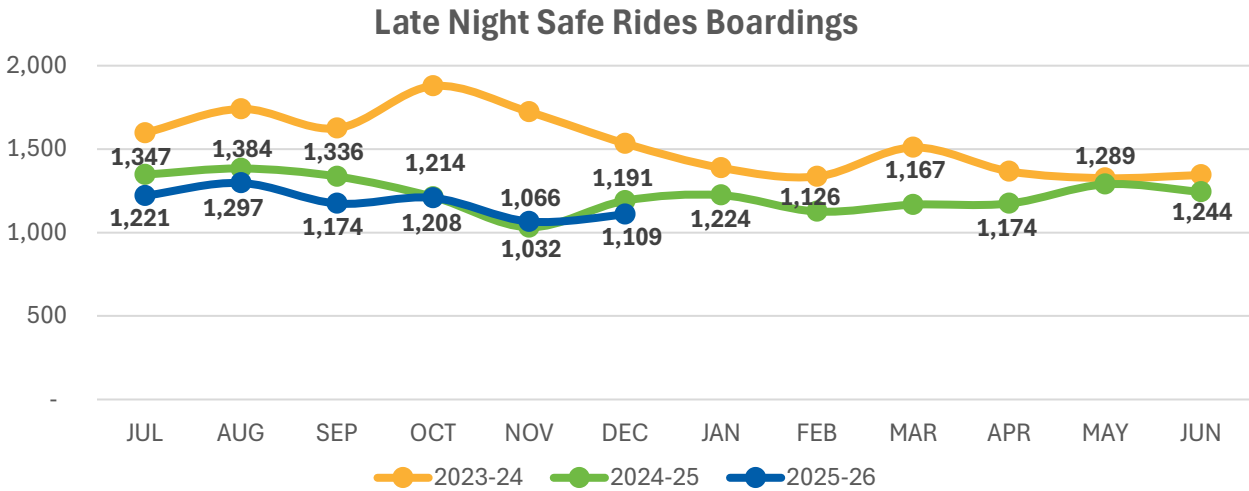
As previously reported, given the timing of the shift, the specific routes most affected, and the sharper decline in weekend ridership, it is likely that increased immigration enforcement activity within the GCTD service area has been a significant contributing factor. As a result of the overall decline, only half of the routes currently meet the established passenger-per-hour service standard. Nevertheless, total ridership remains consistent with long-term historical averages.

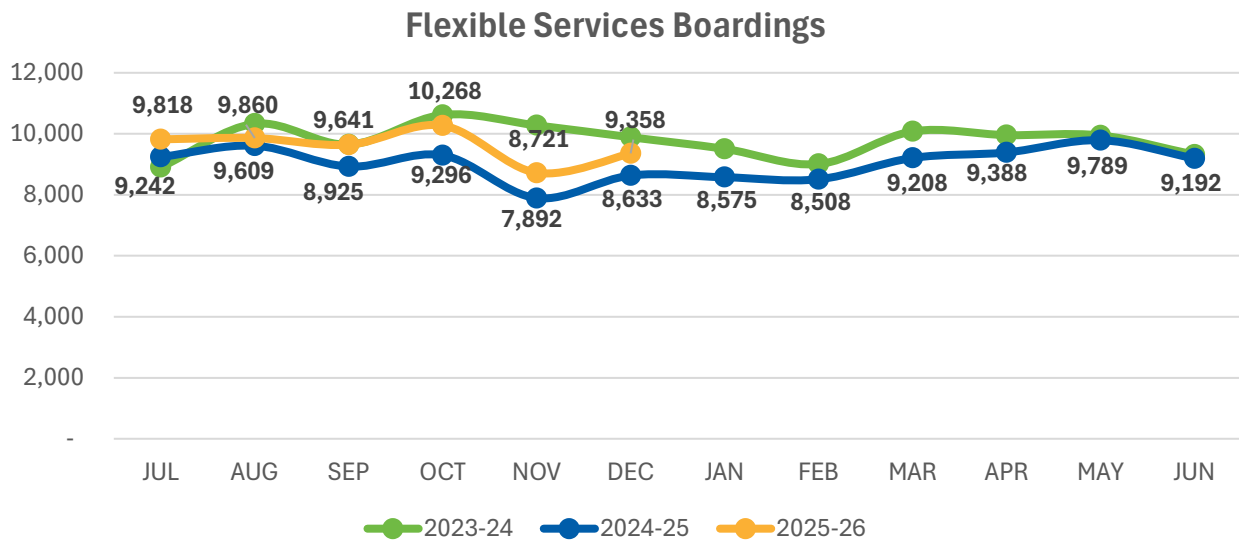
Systemwide on-time performance increased year over year from 79.6% to 82%. This improvement can be attributed to reduced traffic delays following the completion of major construction projects, schedule adjustments implemented over the past year, and the continued diligence of operations staff in maintaining schedule reliability. In addition, the recent reduction in ridership has alleviated previous concerns about bus crowding. Planning staff continue to monitor peak-period ridership and will recommend adjustments to tripper and booster services as needed to prevent overcrowding.

### V. FLEXIBLE SERVICES DATA

GO ACCESS's flexible services include the federally mandated ADA paratransit service to complement Gold Coast Transit District's fixed route services. In addition, the flexible services provide service to seniors, 65 years of age and older, congregate transportation to Senior Nutrition meal sites, Health Zones, and other transportation options to assist with mobility in the community. The program helps

passengers preserve their independence through this advance-reservation demand response transportation, which studies show is essential to protecting the quality of life for mobility-impaired members of the community. These efforts are intended to improve the overall customer experience by presenting GCTD’s transportation network as an integrated system that helps our customers connect with people, places, and opportunities, one trip at a time.





**2nd Quarter FY 2025-26  
GO ACCESS Ridership & Performance**

	2nd Qtr FY 2025-26	2nd Qtr FY 2024-25	Difference	% Change
<b>Flexible Services Ridership</b>				
Total System Boardings	28,347	25,825	+2,522	+9.8%
Average Daily Passengers Weekdays	362	334	+28	+8.4%
Average Daily Passengers Saturdays	210	175	+32	+18%
Average Daily Passengers Sundays	185	163	+22	+13.5%
<b>Performance Measures</b>				
Passengers Per Revenue Hour	2.01	1.98	+0.03	+1.5%
On-Time Performance (Arrive within the window)	87.9%	83.1%	+5	+5.8%
Early (Before the start of the pick-up window)	7.8%	5.5%	+2	+41.9%
Late (After the end of the pick-up window)	4.3%	11.4%	-7	-62.2%

**2nd Quarter FY 2025-26  
GO ACCESS Flexible Services Customer Feedback**

Type	Issue	2nd Quarter Comments	2nd Quarter Verified Comments	YTD 2025-26 Verified Comments
Scheduling	Travel Time	5	1	3
	Schedules	9	6	11
Operations	Operator	7	0	7
	Dispatch	1	1	5
Other	Reservations	2	0	0
	Policies	2	0	6
	Commendations	1	1	2
<b>Totals</b>		<b>27</b>	<b>13</b>	<b>34</b>

#### **IV. FLEXIBLE SERVICES SUMMARY**

During the second quarter of FY 2025–26 (October–December), Flexible Services averaged more than 9,440 monthly boardings, representing a 9.8% increase compared to the same period in FY 2024–25, which averaged approximately 8,600 boardings. This growth indicates a positive start in the second quarter, as we generally see a decline in the winter months.

Flexible Services continue to serve a high proportion of riders with specialized transportation needs. ADA riders accounted for 32.1% (9,103 riders) of total Flexible Services boardings, while Seniors represented 44.7% (12,678 riders). Combined, these two groups make up 76.8% of all Flexible Services passengers, underscoring the program’s critical role in supporting mobility for individuals with disabilities and older adults. Additional ridership is supported through other specialized programs that collectively round out Flexible Services.

#### **IX. RECOMMENDATION**

**IT IS RECOMMENDED** that the GCTD Technical Advisory Committee receive and file this report.

*Attachment A: 2nd Quarter FY 2025-26 Fixed-Route Service Evaluation*  
*Attachment B: 2nd Quarter FY 2025-26 Flexible Services Evaluation*

## Fixed Route Service Evaluation Report FY 25-26 2nd Quarter

Ridership Measure: Passengers Per Revenue Hour						
Route #	Route Name	Service Type	Total Revenue Hours	Total Passengers	Passengers per Revenue Hour	Quartile
1	Port Hueneme - Oxnard Transit Center	Trunk	4,697	109,510	23	4
6	Oxnard - Ventura - Main St	Trunk	9,537	205,132	22	4
19	OTC- 5th St - Airport - Gonzales Rd	Local	896	17,428	19	4
11	Pacific View Mall - Telephone - Wells	Trunk	3,280	63,617	19	4
16	Downtown Ojai - Pacific View Mall	Trunk	3,164	59,281	19	3
4	North Oxnard - Ventura Rd - St. John's	Local	4,094	75,226	18	3
21	Port Hueneme - Ventura - Victoria Ave	Trunk	4,066	74,648	18	3
3	J St - Centerpoint Mall - Lemonwood	Local	1,657	29,761	18	3
17	Esplanade - Oxnard College	Trunk	2,691	46,536	17	2
2	Colonia - Downtown Oxnard	Local	1,076	17,551	16	2
23	Oxnard College - Naval Base - Esplanade	Trunk	2,957	47,694	16	2
8	OTC- Oxnard College - Centerpoint Mall	Local	1,631	24,011	15	2
7	Oxnard College - Centerpoint Mall	Local	964	14,054	15	1
5	Hemlock - Seabridge - Wooley	Local	1,176	14,459	12	1
10	Pacific View Mall - Telegraph - Saticoy	Trunk	2,059	21,510	10	1
15	Esplanade - El Rio - St. John's	Local	1,457	10,344	7	1

**Excluded Routes**

18	High School Trippers	Booster	292	23,203	79
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Systemwide Performance Target & Description		Passengers per Revenue Hour Target
Trunk	Routes that link 2 or more major or regional commercial and employment centers and travel on arterial roads or highways.	20
Local	Routes that connect residential areas to major commercial and employment centers and travel on both arterial and residential streets.	15

Economic Measure: Subsidy Per Passenger									
Route #	Service Type	Total Revenue Hours	Total Passengers	Systemwide Operating Cost Per Hour	Total Cost	Cost Per Passenger	Average Fare Per Passenger	Subsidy Per Passenger	Quartile
1	Trunk	4,697	109,510	\$ 166.20	\$ 780,669	\$ 7.13	\$1.12	\$ 6.01	4
6	Trunk	9,537	205,132	\$ 166.20	\$ 1,585,060	\$ 7.73	\$1.18	\$ 6.54	4
19	Local	896	17,428	\$ 166.20	\$ 148,915	\$ 8.54	\$1.24	\$ 7.30	4
11	Trunk	3,280	63,617	\$ 166.20	\$ 545,142	\$ 8.57	\$1.14	\$ 7.43	4
16	Trunk	3,164	59,281	\$ 166.20	\$ 525,835	\$ 8.87	\$1.26	\$ 7.62	3
21	Trunk	4,066	74,648	\$ 166.20	\$ 675,769	\$ 9.05	\$1.24	\$ 7.82	3
4	Local	4,094	75,226	\$ 166.20	\$ 680,478	\$ 9.05	\$1.14	\$ 7.91	3
3	Local	1,657	29,761	\$ 166.20	\$ 275,349	\$ 9.25	\$1.14	\$ 8.11	3
17	Trunk	2,691	46,536	\$ 166.20	\$ 447,278	\$ 9.61	\$1.26	\$ 8.35	2
23	Trunk	2,957	47,694	\$ 166.20	\$ 491,420	\$ 10.30	\$1.29	\$ 9.02	2
2	Local	1,076	17,551	\$ 166.20	\$ 178,864	\$ 10.19	\$1.15	\$ 9.05	2
8	Local	1,631	24,011	\$ 166.20	\$ 271,094	\$ 11.29	\$1.23	\$ 10.06	2
7	Local	964	14,054	\$ 166.20	\$ 160,228	\$ 11.40	\$1.14	\$ 10.26	1
5	Local	1,176	14,459	\$ 166.20	\$ 195,501	\$ 13.52	\$1.09	\$ 12.43	1
10	Trunk	2,059	21,510	\$ 166.20	\$ 342,211	\$ 15.91	\$1.25	\$ 14.66	1
15	Local	1,457	10,344	\$ 166.20	\$ 242,190	\$ 23.41	\$1.11	\$ 22.30	1

**Excluded Routes**

18	High School Trippers	292	23,203	\$ 166.20	\$ 48,539	\$ 2.09	\$ 1.379	\$ 0.71	
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## Attachment B: Flexible Services Performance Evaluation FY 25-26 2nd Quarter

## GOLD COAST TRANSIT DISTRICT FLEXIBLE SERVICES

	ALL SERVICES			FY 2026	FY 2025	
	AVERAGE	AVERAGE	AVERAGE			
	WEEKDAY	SATURDAY	SUNDAY	MONTHLY	MONTHLY	COST/
	BOARDINGS	BOARDINGS	BOARDINGS	BOARDINGS	BOARDINGS	TRIP
October	378	201	191	10,268	9,296	\$ 50.22
November	359	201	176	8,721	7,892	\$ 52.17
December	349	229	188	9,358	8,633	\$ 51.40

2nd QTR BOARDINGS:

28,347

25,821

## SERVICE REQUIRED TO BE PROVIDED UNDER FTA REGULATIONS

Eligibility: Certification of mobility disability. Service started July, 1996

ADA	% of TTL	Pass/VSH	% Change from prior FY	QTR 2 FY 2026 BOARDINGS	QTR 2 FY 2025 BOARDINGS	OTP
	32%	2.04	21%	9,103	7,549	88%

## SERVICE AVAILABLE TO SENIORS/DISABLED NOT REQUIRED TO BE PROVIDED

Eligibility: 62+; no fare transportation to the nearest congregate meal site. Service started October, 1999

SENIOR NUTRITION PROGRAM	% of TTL	Pass/VSH	% Change from prior FY	QTR 2 FY 2026 BOARDINGS	QTR 2 FY 2025 BOARDINGS	OTP
	2.3%	2.70	9%	647	591	90%

Eligibility: 65+. Service started October, 1999

SENIORS	% of TTL	Pass/VSH	% Change from prior FY	QTR 2 FY 2026 BOARDINGS	QTR 2 FY 2025 BOARDINGS	OTP
	44.7%	2.08	8%	12,678	11,764	87%

Eligibility: ADA or 65+; CAMARILLO transfers started October 1999. SP DAR in 2001, TO in 2002

TRANSFERS	% of TTL	Pass/VSH	% Change from prior FY	QTR 2 FY 2026 BOARDINGS	QTR 2 FY 2025 BOARDINGS	OTP
	0.2%	1.33	-30%	56	80	80%

Eligibility: ADA or 65+; Started in 2018

CAMARILLO DIRECT CONNECT	% of TTL	Pass/VSH	% Change from prior FY	QTR 2 FY 2026 BOARDINGS	QTR 2 FY 2025 BOARDINGS	OTP
	3.8%	1.04	1%	1,083	1,075	88%

## SERVICE AVAILABLE TO GENERAL PUBLIC NOT REQUIRED TO BE PROVIDED

Eligibility: Temporary medical or mobility impairment; No age restriction; Started in 2013

HEALTH ZONES	% of TTL	Pass/VSH	% Change from prior FY	QTR 2 FY 2026 BOARDINGS	QTR 2 FY 2025 BOARDINGS	OTP
	0.4%	1.69	-67%	107	325	86%

Eligibility: Must be at least 16 to ride without adult. Started in 2021

LATE NIGHT SAFE RIDES	% of TTL	Pass/VSH	% Change from prior FY	QTR 2 FY 2026 BOARDINGS	QTR 2 FY 2025 BOARDINGS	OTP
	11.9%	2.11	-2%	3,383	3,437	89%

Eligibility: Must be at least 16 to ride without adult. Started in 2023

SUNRISE SAFE RIDES	% of TTL	Pass/VSH	% Change from prior FY	QTR 2 FY 2026 BOARDINGS	QTR 2 FY 2025 BOARDINGS	OTP
	4.6%	2.17	121%	1,290	583	88%

Note: Pilot started July 2024.





Item # 8

**DATE**            **Wednesday, February 18, 2026**

**TO**              Technical Advisory Committee

**FROM**          Austin Novstrup, Planning Manager

**SUBJECT**      **Receive Presentation on Outreach for SRTP Implementation**

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### **SUMMARY**

For this item, Staff will present on plans for outreach efforts to be conducted in preparation for implementation of Year 2 Short Range Transit Plan (SRTP) recommendations. The purpose of these efforts is to inform impacted community members and passengers of coming changes and provide additional opportunity for the community to share feedback with GCTD staff about the planned changes. Staff are preparing materials and scheduling outreach events to be conducted in the coming months.

### **BACKGROUND**

July 2025 marked the beginning of the Year 1 of the SRTP Implementation Plan. While there were no changes recommended to routing or schedules in this first year, Staff has begun planning for Year 2 of the SRTP. The scope of the work for Year 2 centers around the re-alignment of the Route 1 and Route 10, as well as updated schedules for Routes 6, 11, and 16.

In late 2025, Planning staff collaborating with operations staff and staff from the appropriate jurisdictions to review bus stop changes and improvements. As preparations for implementation progress, Staff has developed an Outreach Plan, which centers around a campaign to highlight the core benefits of the planned changes as defined by the SRTP: better connections, more frequent service, faster travel times, and improved evening service. Marketing and outreach activities are categorized by key stakeholders:

- internal stakeholders (Operators and Board of Directors), and
- external stakeholders (general public, community stakeholder groups and jurisdictional partners).

Staff have developed strategies for engaging each stakeholder group differently to address specific interests or concerns that each group might have. For example, Staff will be hosting a Day with Planning with GCTD Operators to update on the progress of the SRTP and solicit marketing ideas as many operators have deeper connections with passengers and may have input that would resonate with the community. Communication with GCTD riders will focus on the benefits of the SRTP implementation. Outreach activities and marketing materials are in development and presented in a way that is simple and effective so that the message is clearly understood. The primary approach for outreach will be to hold town hall style meetings in affected neighborhoods as well as a number more informal pop-up events in affected areas. Staff will

### **GOLD COAST TRANSIT DISTRICT**

prepare a variety of materials for this campaign including rider alerts to promote outreach events, informational flyers, frequently-asked-questions, and establish a landing page on GCTD's website with detailed information about the planned changes.

## **II. RECOMMENDATION**

**It is recommended that the GCTD Technical Advisory Committee receive and file this presentation and provide staff with feedback on the SRTP Outreach Plan.**