



# GOLD COAST TRANSIT DISTRICT

DEMAND-RESPONSE TECHNOLOGY &  
REGIONAL COORDINATION UPDATE

July 1, 2026

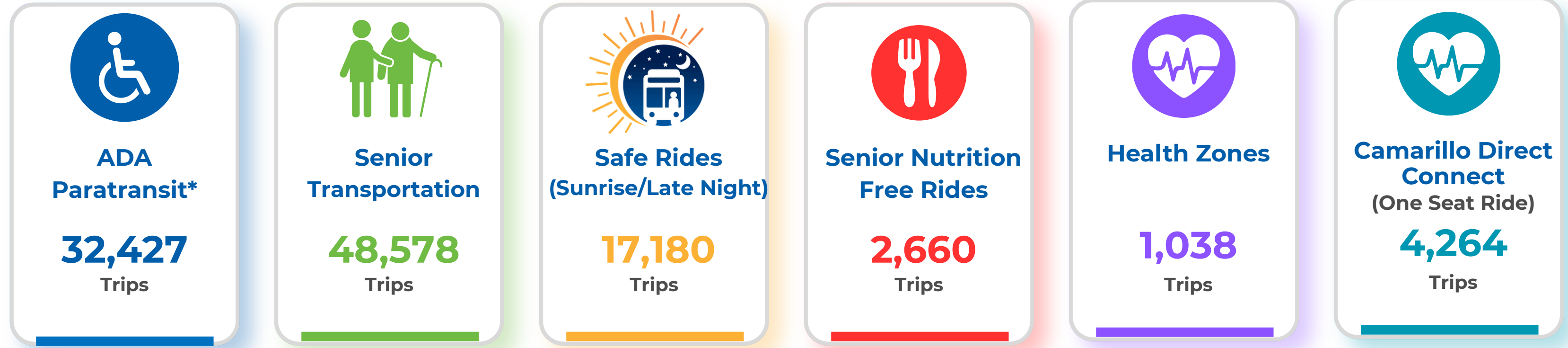
**Presenter:**

**Cynthia Duque**

*Director of Planning and Marketing*



# NETWORK



**108,907** Total Annual Trips  
\$50 cost per trip (avg)

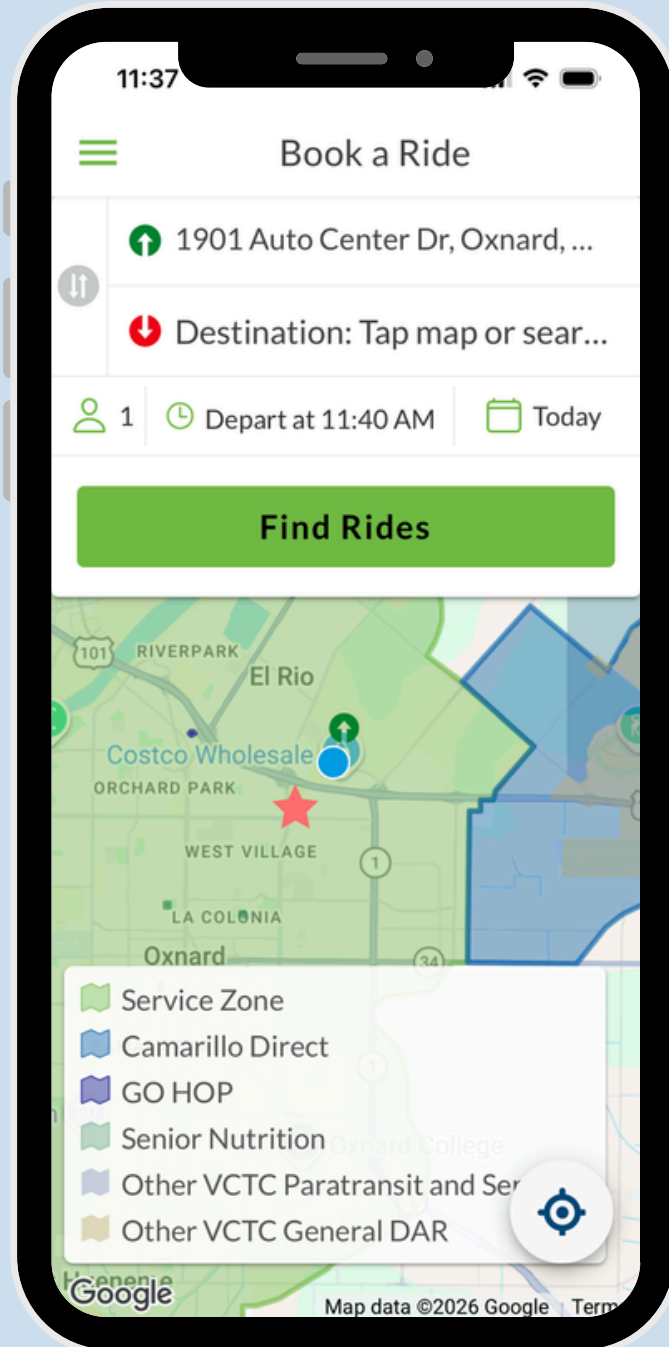
\*Note: ADA complementary paratransit is the only federally required demand-response service. The other programs are locally offered programs and regional partnerships that GCTD has chosen to provide to meet local mobility needs.

**GCTD provides several community mobility programs beyond federally required ADA complementary paratransit.**



# IN ACTION

## Ride Co. Platform Highlights (since launch on Jan. 18, 2026)



### Online Booking

Easy self-service through the Go Flex Rides App

### Automated Notifications

Trip reminders and real-time updates, vehicle tracking

### Real-Time Operations

Live visibility for scheduling, dispatching and performance.

### Enhanced Reporting

Data insights to improve service and efficiency.



# CONTINUOUS IMPROVEMENT

We are committed to continuously improving our demand-response and fixed-route services through collaboration, assessment, and action.



# REGIONAL COORDINATION

Continuous improvement also includes working with our regional partners. Regional coordination is happening through practical partnerships, collaboration and shared technology.

- Countywide implementation of technology
- One-seat ride coordination between GCTD and Camarillo Transit
- Regional transfer opportunities
- Coordination through existing committees, including TRANSCOM, and other regional forums to address operational issues and mobility opportunities
- Ongoing collaboration among transit operators to share best practices, training opportunities, and more



# DEMAND RESPONSE INTEGRATION PLAN (DRIP)

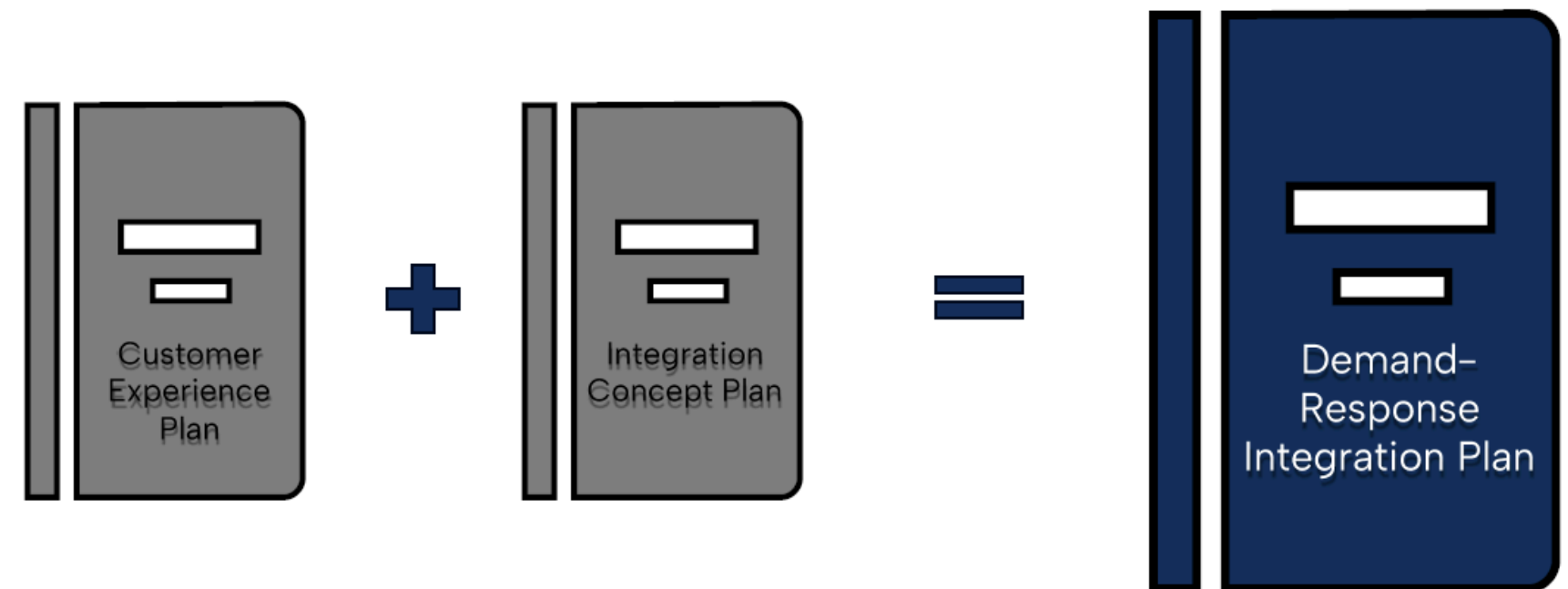
The Demand-Response Integration Plan (DRIP) is VCTC's draft planning effort for the future direction of demand-response services in Ventura County.

It combines two planning documents, a **Customer Experience Plan** and an **Integration Concept Plan**, into a single set of recommendations that includes:

- Service integration
- Centralized operational functions
- Potential governance changes

In the coming months, the VCTC Commission will consider these recommendations, several of which could significantly affect the future organization and delivery of GCTD's demand-response services.

## DRIP Composition



# DEMAND RESPONSE INTEGRATION PLAN (DRIP)



## What We Support

- Regional Coordination
- Technology Improvements
- Practical pilot projects
- Partnerships
- Customer-focused service
- Encourage support and use of fixed-route where possible.



## Concerns/Feedback

- Long Term Financial Sustainability
- Increased administrative costs (proposes funding “Client Representative”)
- Potential countywide governance and operational restructuring (i.e ., a Joint Powers Authority with services operated by a single contractor)
- Reduced local operational flexibility to set policy, address costs, etc.

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**GCTD will continue to participate in regional planning efforts while advocating for practical, financially sustainable solutions.**

# MOVING FORWARD



Maintain long-term financial sustainability



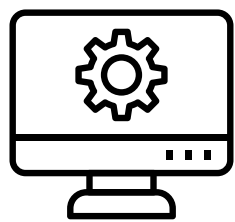
Implement ADA Oversight Recommendations



Expand Community Outreach and Education



Continue Regional Partnerships



Continue Enhancing Technology





**Action: Receive and File**

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**THANK YOU**

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