GOLD COAST TRANSIT DISTRICT
SHORT RANGE TRANSIT PLAN

FY26-30 Final Report

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CONTENTS

INTRODUCTION

The last few years have brought significant change to West Ventura County, impacting every aspect of life – including public transportation. To better serve our community, **Gold Coast Transit District (GCTD)** needs a transportation network that reflects the new ways we live, work, shop, travel, and play. The Short Range Transit Plan provides a roadmap for how GCTD will make changes to their transit system over the next five years (FY2024-FY2029). The project started in June 2023 and will be completed by December 2024, pending Board approval.

This plan document is divided into sections based on the process outlined in Figure 1.

✔ **Existing Conditions**

- Market Assessment: A review of where and when transit can be successful in western Ventura County. (Page 2)
- Existing Service Evaluation: Analysis of the existing strengths and weaknesses of the existing transit services. (Page 3 and Attachment A)

✔ **Community Outreach**

- Community Survey: Survey of both existing customers and non-riders to determine what should be improved and would encourage people to ride transit more often. (Page 6)
- Draft Recommendation Survey: Collecting and responding to feedback from customers and the general public on the draft Fixed-Route and Transit Opportunity Corridor recommendations. (Pages 9 and 13)

✔ **Recommendations**

- Fixed-Route Recommendations: Route-by-route recommendations on how to improve the existing service. (Page 8 and Attachment C)
- Transit Opportunity Corridor Recommendations: Recommended corridor alignment and stop locations for future enhanced transit service. (Page 13)
- Marketing and Outreach Recommendations: Summary of an assessment of GCTD's current marketing and outreach strategies and recommendations for improvements during the SRTP. (Page 15)

✔ **Implementation Plan**

- Implementation Phasing: Year-by-year work plan for the SRTP which includes service changes, marketing, and capital improvements necessary for implementation (Page 15)
- Financial Plan: Summary of the operating resources necessary to implement the changes included in the SRTP. (Page 21)

Figure 1: SRTP Timeline

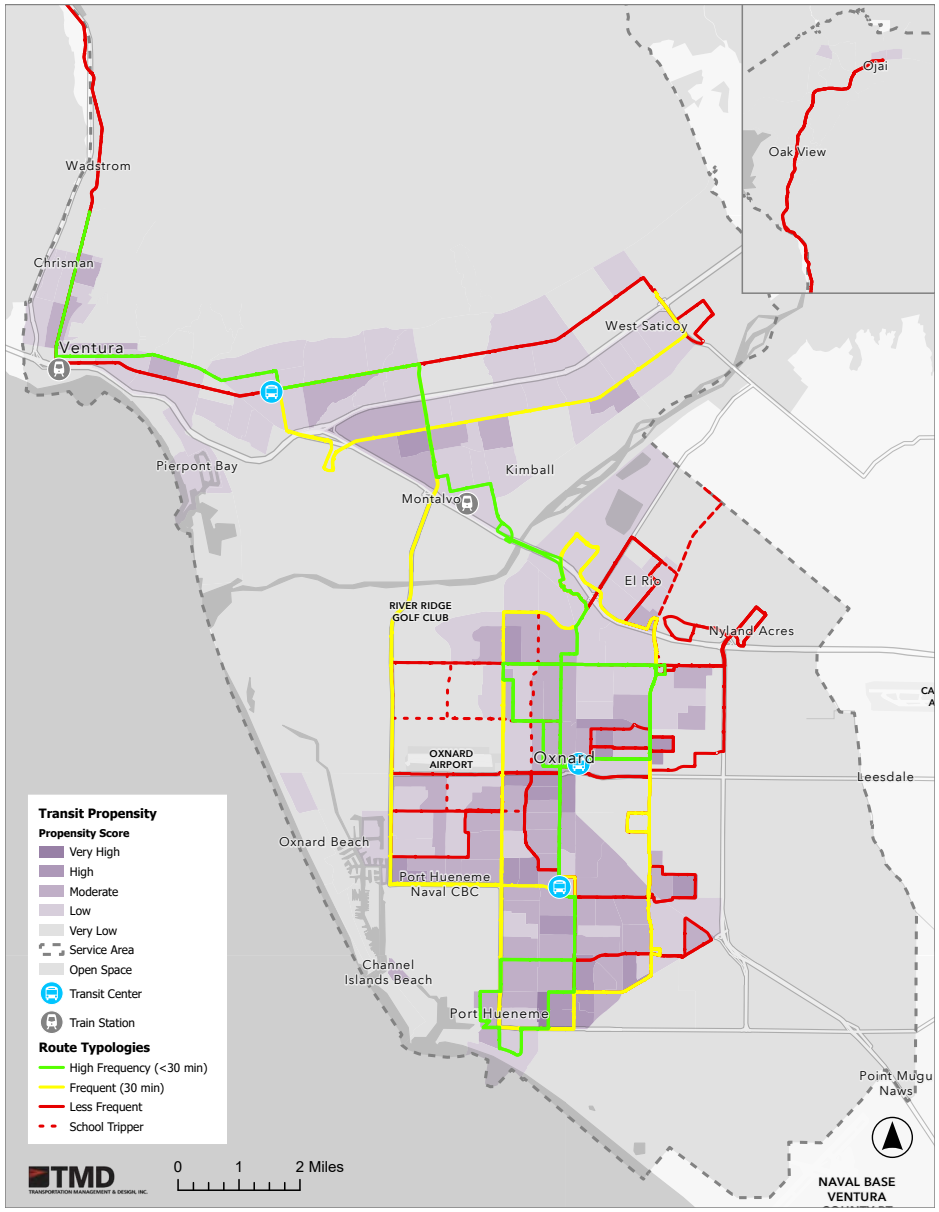
MARKET ASSESSMENT

A comprehensive understanding of the western Ventura County mobility market is foundational to analyzing existing transit service and performance conditions. Key characteristics of the built environment and local population, such as the diversity of neighborhoods, locations of jobs and housing, and the design of street networks, significantly affect travel demand and strongly influence where transit can be both effective and efficient. The Market Assessment centered around the factors that impact transit's ability to be successful: **Density, Design, and Demand**.

KEY FINDINGS

- **Most residents living in the GCTD service area work outside the service area** and have longer commutes to destinations covered by VCTC and Metrolink services.
- Transit demand in the service area is strongly correlated to locations with higher Population Density, Trip Activity, and Youth Population (Figure 2). Employment density, Senior Density, and College-Aged Density have the lowest correlation.
- The **southern Oxnard and eastern Ventura parts of the service area have the highest transit demand**.
- The Santa Clara River, U.S. 101, and Highway 126 provide limited access points for the fixed-route network to connect communities within the service area.
- The open space and agricultural fields within and around the service area make it difficult to provide efficient service along a corridor. The Naval Base Ventura County also makes it difficult to service areas to the west and south of the base.
- **Travel activity within the service area exceeds pre-pandemic levels. Trip activity in the morning and midday period has shifted to the late afternoon and early evening**. GCTD should shift resources between these periods to grow ridership.
- The area with the largest increase in trip activity since 2019 is in the Southern Oxnard / Port Hueneme area bounded by Ventura Rd, Wooley Rd, Oxnard Blvd, and Pleasant Valley Rd. Trip demand decreased in Downtown Ventura, likely due to changes in commuting patterns.

Figure 2: Transit Propensity



EXISTING SERVICE EVALUATION

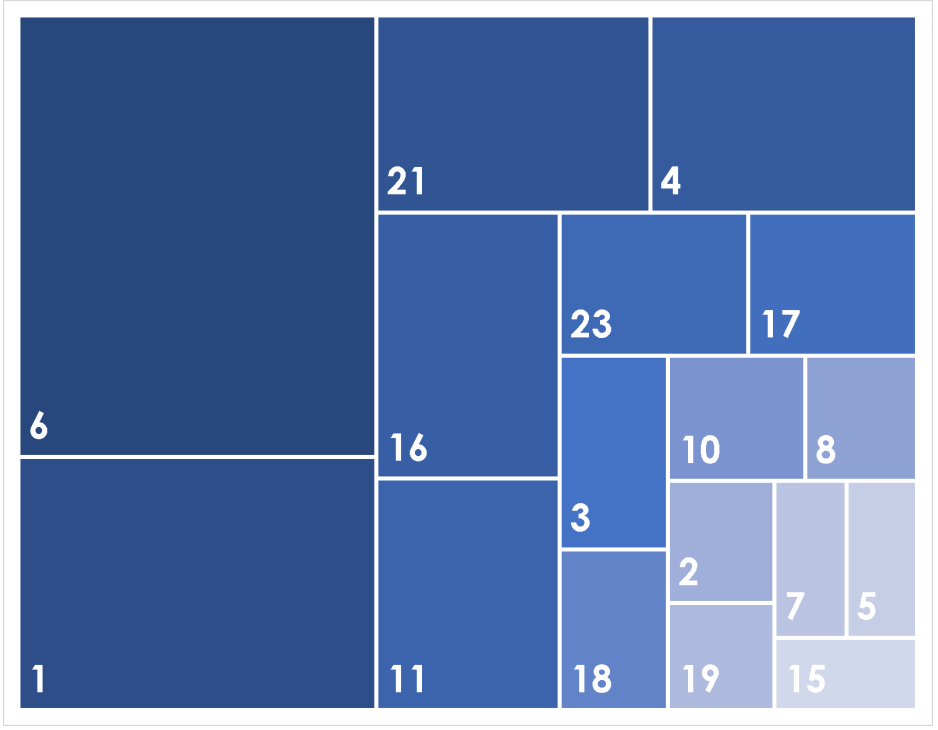
The Service Evaluation analyzed how riders use the GCTD network and how the various routes performed compared to one another. The goal was to understand the strengths of the current operation as well as identify opportunities for improvement – both in elevating the customer experience and in increasing the efficiency and effectiveness of service delivery.

The analysis relied on ridership, fare revenue, and system performance information provided by GCTD to complete this task. Data was analyzed from both January - April 2019 and January - April 2023 to identify any changes in usage or travel patterns since the COVID-19 pandemic. Route by route statistics for 2023 are included as **Attachment A**.

KEY FINDINGS

- GCTD ridership has almost returned to pre-pandemic levels, though still below the highest ridership year in 2015.
- GCTD only made moderate reductions to bus service during the height of the pandemic. The more modest reductions in service levels were likely a contributing factor to ridership returning to pre-pandemic levels faster than other agencies. Another contributing factor is that GCTD operates predominantly local bus service and does not have routes specific to commuters who may be continuing to work from home.
- There are increased boardings in the 7am and 3pm hours during weekday in 2023 compared to 2019. This may be because of higher school or work trips. During the weekday midday period, trips are down the most post-pandemic. Morning trips are down on both weekend days.
- **Route 6 accounts for 25% of all GCTD bus ridership and is the highest ridership route in Ventura County. Routes 6, 1, and 21 account for 49% of GCTD ridership** (Figure 3). This means that making improvements to these three routes impacts one of every two customers.
- Route 8 has seen decreases in ridership, productivity, and speed across all days between 2019 and 2023.
- **The average unlinked trip length decreased from 4.7 miles in 2019 to 3.5 miles in 2023**. This decrease means that although ridership is only 12% less than 2019 levels, total passenger miles traveled across the system are still down 34%.
- In 2023 GCTD had an 84.6% on-time performance rate which is very good compared with their regional peers.
- **Based on observations of the built environment, traffic, and passenger loads, the 11 mile per hour average speed seems low, which was also validated by the peer review**. The high on-time performance standard of 90% and number of turns on each route may be the reason for the low overall speed.
- Much of the service area is served along arterials spaced on a mile grid. However, **there are many routes in Oxnard which operate service on streets between the mile grid which are very close to each other**. As part of developing the SRTP recommendations, these routes were examined to determine if it made sense to move the resources from these routes to the major arterials to improve frequency.

Figure 3: Proportional Weekday Ridership by Route



PEER REVIEW

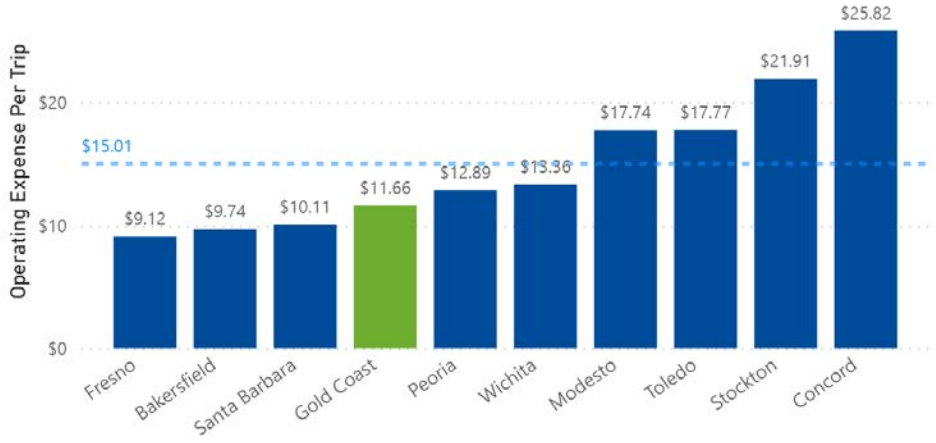
A National Transit Database peer review was conducted of nine transit systems to determine how GCTD was performing across several performance metrics. The peer review helps the agency determine where they may be performing better, worse, or the same to agencies of similar size and operating profile. Areas for improvement can be addressed as part of the SRTP recommendations.

KEY FINDINGS

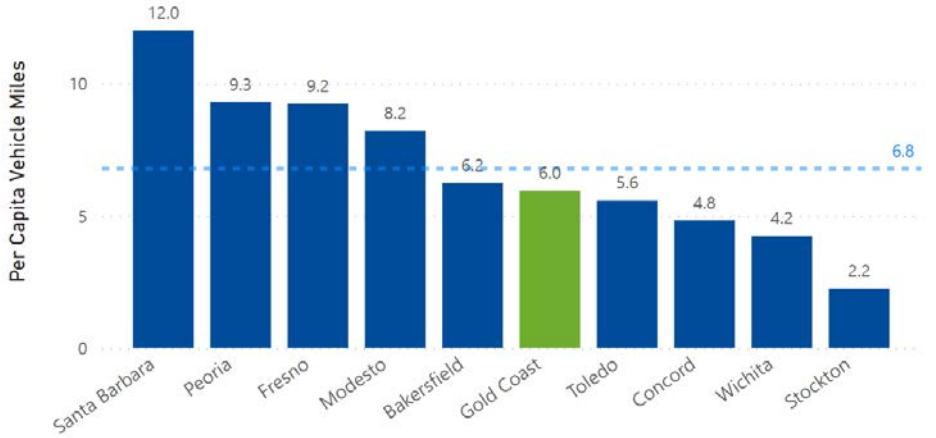
- **The supply of bus service is comparable to peer agencies**. The coverage is slightly better with the headways being higher. GCTD has a slightly shorter maximum span of service than their peers.
- GCTD has shorter trip distances and lower average operating speed than their peers.
- **GCTD's operating expense per passenger boarding and per hour of service is better than their peers**. This indicates that the agency is managing costs well and allocating resources effectively.

Figure 4: Peer Comparison

Operating Expense Per Passenger Trip



Vehicle Miles Per Service Area Capita



COMMUNITY OUTREACH

PUBLIC OUTREACH GOALS

The public outreach process for Gold Coast Transit District's (GCTD) Short-Range Transit Plan (SRTP) was developed to support the following goals:

- Conduct outreach across the GCTD service area to both riders and non-riders
- Proactively engage new riders, especially youth and college students
- Seek feedback from a cross section of the community
- Provide in-person and virtual opportunities for direct and meaningful feedback

OUTREACH SCHEDULE

The project was structured with two distinct outreach phases. **Phase 1** sought community input on the existing state of the GCTD system as well as the wants, needs, and priorities of non-riders. The input gathered during Phase 1 informed the Existing Conditions section of the SRTP. Phase 1 public outreach ran from October through December 2023. A summary of the Community Survey is provided in the next section.

Phase 2 provided an opportunity for the community to see how their feedback was incorporated into the Draft Fixed-Route recommendations and Draft Transit Opportunity Corridor Concepts and give input on those key pieces of the SRTP while they were still in draft form. Phase 2 public outreach ran from June through August 2024. A summary of the input for Phase 2 is included in the recommendation sections of the report.

PUBLIC OUTREACH TACTICS AND ACTIVITIES

The following tactics and activities were used to promote the SRTP project. **Attachment B** provides more details regarding the outreach efforts and examples of the materials developed.

- Bilingual Project Page on GCTD Website: gctd.org/srtp24
- Bilingual SRTP Fact Sheet
- Bilingual Bus Rider Outreach Materials
- Bilingual Online Surveys
- Bilingual Social Media Posts
- Stakeholder Outreach & Presentations
- Email Blasts
- Transit App Messaging
- Press Releases

COMMUNITY SURVEY SUMMARY

As part of Gold Coast Transit District's (GCTD) Short Range Transit Plan for their bus service, a community survey was crafted to build a demographic profile and identify preferences and satisfaction of existing GCTD services for riders and non-riders. The survey was conducted between October and December 2023. In total, 724 valid responses were collected.

Key Findings

- New GCTD riders are frequent riders which are more likely to be students than pre-pandemic riders.
- **Current riders find frequency and on-time performance to be the most important service factors**, while the cost of the service and customer service were the least important (Figure 5).
- Current riders are most satisfied with the ease of payment, service cost, and safety on-board the bus. They are least satisfied with on-time performance, frequency, arrival time info, and bus stop safety.
- Current riders would like to see more frequent service during the morning and afternoon peak periods. They would like to see service extended on weekdays during the early morning and evenings.
- Non-riders indicated that on-time performance, service availability, and stop safety are the most important service factors. They rank customer service, cost, and seat availability as the least important (Figure 5).
- **The primary reason noted by non-riders for not taking the bus is that it takes too long**.
- About half of households that responded to the survey have an annual household income below $24,000. About a third had a household size of five or more people.

Figure 5: Importance of GCTD Services by Riders and Non-Riders (1 being least important to 5 being most important)

SERVICE FACTOR	OVERALL	TYPE OF RIDER	
		RIDER	NON-RIDER
Bus Frequency	4.6	4.6	4.3
Bus on Time	4.5	4.6	4.4
Arrival Time Info	4.5	4.6	4.3
Service Availability	4.5	4.5	4.4
Bus Safety	4.5	4.5	4.3
Stop Safety	4.5	4.5	4.4
Bus Clean	4.4	4.4	4.3
Transfer Ease	4.3	4.3	4.1
Trip Time	4.3	4.3	4.2
Stop Distance	4.2	4.3	4.0
Seat Availability	4.1	4.2	3.8
Paying Ease	4.1	4.1	3.9
Cost	4.0	4.0	3.8
Customer Service	3.9	4.0	3.7

Key: Most Important — Least Important

SRTP GOALS

A set of SRTP Goals and Objectives were developed based on the findings from the Market Assessment, Existing Service Evaluation, and Community Survey. These were presented to the GCTD Board in November 2023. For each objective, a list of strategies are provided which were used to develop the Fixed-Route and Transit Opportunity Corridor recommendations.

IMPROVE MOBILITY

- **Respond to changes in travel patterns and development**
  - Later evening service
  - Provide service to new, high trip generators
- **Improve frequency on key existing corridors**
  - Improve routes to 30 min where possible
- **Improve regional connections**
  - Time connections to key regional VCTC routes

ENHANCE CUSTOMER EXPERIENCE

- **Improve system legibility**
  - Simplify routing and schedules
- **Provide seamless connections between routes**
  - Timed transfers at transit centers (15, 30, 60 min)
  - Continued focus on On-Time Performance

ENVIRONMENTAL STEWARDSHIP

- **Support transition to Zero Emission Buses**
  - Route recommendations should be consistent with ZEB plan and range limitations
- **Target longer transit trips within service area that reduce VMT**
  - Increase speed of key corridors to attract more riders by improving travel time
  - Develop Transit Opportunity Corridor which reduces transit travel time between key destinations

FINANCIAL SUSTAINABILITY

- **Better utilize existing resources through service design**
  - Modify routes to increase revenue miles within same revenue hours
  - Improve system speed
  - Consider on-demand services in low-productivity areas or during low-productivity hours
- **Leverage regional and state operating and capital funding for transit**
  - Develop a Transit Opportunity Corridor which would be competitive for state and federal funding
  - Continue existing grant funded service and propose new services which may be grant funded

FOCUS ON EQUITY

- **Balance plan to minimize impacts on low-income and minority populations**
  - Net positive benefits for low-income and minority communities
- **Connect vulnerable populations to fixed-route network**
  - Connect low-income and/or minority neighborhoods on edge of service area
  - Consider microtransit to improve mobility
- **Provide opportunities for low-income residents to use transit service**
  - Continue youth-ride free program

FIXED-ROUTE RECOMMENDATIONS

Recommended changes were developed for the existing GCTD fixed-route bus system. The recommendations are based on the Goals and Objectives which were developed based on the Market Assessment, Existing Service Evaluation, and Community Survey. Figure 6 shows which improvement strategies were used for each route recommendation. The route recommendations have the following systemwide benefits:

- Improved weekday peak frequency on six routes and weekend peak frequency on seven routes
- Increased access to 30 minute or better weekday peak service by 21%
- Increased access to 40 minute or better weekend peak service by 73%
- Improved weekend evening service frequency and span
- Improved timed transfers at Oxnard Transit Center, Ventura Transit Center, and The Esplanade

Attachment B has more detailed information on each of the route recommendations.

Figure 6: Improvement Strategies by Route

	IMPROVED FREQUENCY	LATER EVENING SERVICE	EASIER TO UNDERSTAND ROUTING	MORE EFFICIENT ROUTING	REDUCED ROUTE DUPLICATION	IMPROVED TRAVEL TIME	BETTER TIMED TRANSFERS	SERVICE TO NEW AREAS
Route 1			✓		✓	✓	✓	
Route 2	✓	✓				✓	✓	✓
Route 3					✓			
Route 4A/B			✓		✓	✓		
Route 5			✓					✓
Route 6	✓	✓					✓	
Route 7	✓				✓			
Route 8	✓				✓			
Route 10				✓			✓	
Route 11	✓						✓	
Route 15	✓		✓	✓				
Route 16		✓						
Route 17	✓	✓				✓		
Route 19					✓			
Route 21	✓				✓			
Route 23	✓	✓						

FREQUENCY AND SPAN IMPROVEMENTS

One focus of the plan recommendations was to improve the span of service and frequency based on post-pandemic changes to travel patterns. The charts in Figure 8 show the change in weekday frequency and span and Figure 9 shows weekends (on the following page). Resources from the eliminated, duplicative routes were used to provide more frequent service, increased the number of routes with 30 minute or better service during peak hours. Improving frequencies has been the most requested service improvement customers have asked for on the most recent survey and for several years. Route operating hours were extended on all days, bus especially weekend evenings based to match the general travel market.

SUMMARY OF PUBLIC FEEDBACK

A second survey was conducted to receive feedback on the draft Fixed-Route Recommendations. As noted earlier, outreach regarding the recommendations was bilingual and conducted between June and August 2024. Figure 7 is a summary of the sentiment regarding the recommendations by route.

Almost all the route recommendations received a majority of “Agree” and “Strongly Agree” survey responses. Route 19 had the highest percentage of survey responses disagreeing with the proposed change. The comments regarding this route focused on the elimination of service to Ontario Airport and nearby Mexican Consulate. To address this change, the proposed Route 5 routing was adjusted to serve this location. There was some negative sentiment regarding the proposed change to Route 2, though a review of these comments did not lead to any changes to the recommendation.

Figure 7: Route Recommendation Sentiment by Route

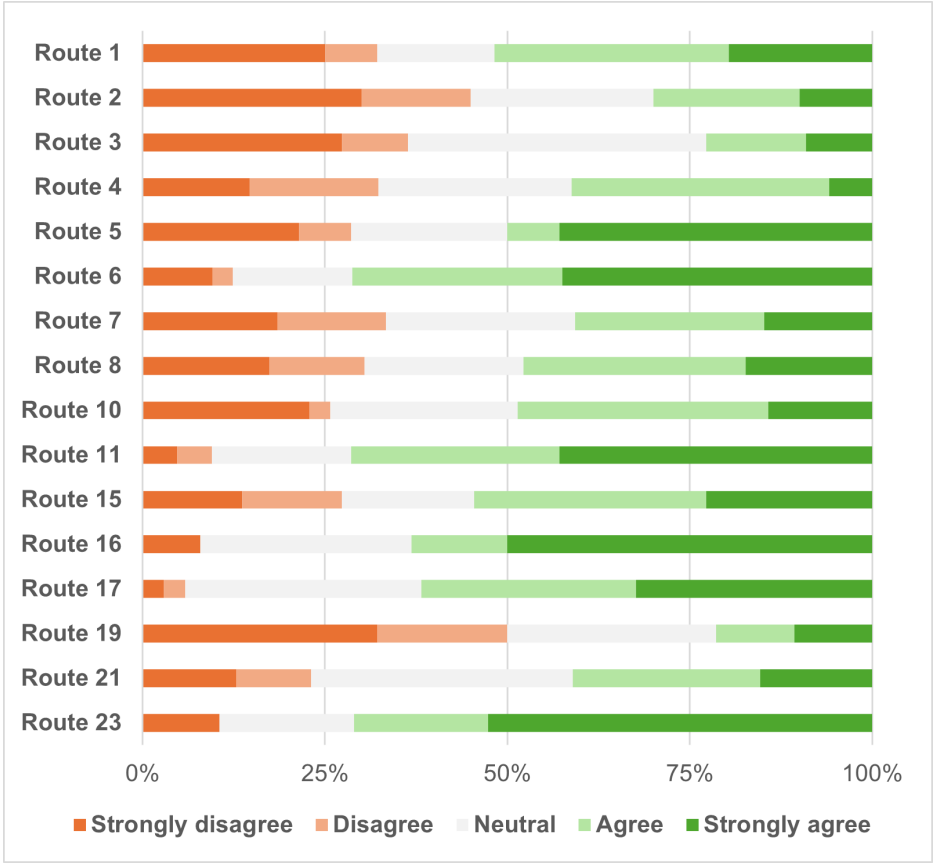


Figure 8: Weekday Frequency Current versus Proposed

Weekday Current Service	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
1A / 1B- Port Hueneme - Oxnard Transit Center		33	33	20	20	20	20	20	20	20	20	20	20	20	20	20	33		
2 - Colonia - Downtown Oxnard		45	45	45	45	45	45	45	45	45	45	45	45	45	45	45			
3 - J Street - Centerpoint Mall - Lemonwood		60	60	40	60	40	40	60	40	40	60	40	60	40	60	40			
4A - North Oxnard			20	60	60	60	30	60	60	30	60	60	30	60	60	30			
4B - North Oxnard			30	20	30	20	30	30	20	20	20	20	20	20	30	20	60		
5 - Hemlock - Seabridge - Wooley			60	40	60	40	40	60	40	40	60	60	60	40	40	60	60		
6 - Oxnard - Ventura	60	60	40	40	40	30	30	30	30	30	20	20	24	24	30	60	40	60	
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	60	40	40	60			
8 - OTC- Oxnard College - Centerpoint Mall			120	40	40	60	60	40	40	60	40	40	60	60	30	60			
10 - Pacific View Mall - Telegraph - Saticoy			60	60	60	60	60	60	60	60	60	60	60	40	60	60	60		
11 - Pacific View Mall - Telephone - Wells Center			60	120	60	60	24	30	30	30	30	30	30	30	30	30	40		
15 - Esplanade - El Rio - St. John's Medical Center					40	60	60	120	40	60	60	60	120	120	60				
16 - Downtown Ojai - Pacific View Mall		60	60	60	60	60	60	60	60	60	60	40	60	60	60	60	60		
17 - Esplanade - St.John's - Oxnard College			40	120	40	30	30	30	30	30	30	30	60	40	40	40	30		
19 - Oxnard Transit Center - 5th - Gonzales Road		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60			
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center		60	30	30	60	60	60	60	60	60	60	60	60	60	60	60			
23 - Oxnard College - NBVC - Esplanade			60	60	30	30	30	30	30	30	40	40	40	60	40	40	60		

Weekday Proposed Service	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
1 - Port Hueneme - Oxnard Transit Center		60	40	20	20	20	20	20	20	20	20	20	20	20	20	40	40	60	
2 - Colonia - Downtown Oxnard			30	30	60	60	60	60	60	60	30	30	30	30	60	60			
3 - J Street - Centerpoint Mall - Lemonwood																			
4A/4B North Oxnard			60	30	30	30	30	30	30	30	30	30	30	30	30	30	60		
5 - Hemlock - Seabridge - Wooley			60	60	60	60	60	60	60	60	60	60	60	60	60	60			
6 - Oxnard - Ventura		60	40	20	20	20	20	20	20	20	20	20	20	20	20	40	40	60	
7 - Oxnard College - Centerpoint Mall																			
8 - OTC- Oxnard College - Centerpoint Mall			40	40	40	40	40	40	40	40	40	40	40	40	40	40			
10 - Pacific View Mall - Telegraph - Saticoy			60	60	60	60	60	60	60	60	60	60	60	60	60	60	60		
11 - Pacific View Mall - Telephone - Wells Center			40	30	30	30	30	30	30	30	30	30	30	30	30	40	40		
15 - Esplanade - El Rio - St. John's Medical Center			60	60	60	60	60	60	60	60	60	60	60	60					
16 - Downtown Ojai - Pacific View Mall		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60		
17 - Esplanade - St.John's - Oxnard College			60	30	30	30	30	30	30	30	30	30	30	30	30	60	60	60	
19 - Oxnard Transit Center - 5th - Gonzales Road																			
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center			40	30	30	30	30	30	30	30	30	30	30	30	40	40			
23 - Oxnard College - NBVC - Esplanade			60	30	30	30	30	30	30	30	30	30	30	30	30	60	60	60	

Figure 9: Weekend Frequency Current versus Proposed

Weekend Current Service	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
1A / 1B- Port Hueneme - Oxnard Transit Center		60	60	40	40	40	40	40	40	40	40	40	40	40	40	60			
2 - Colonia - Downtown Oxnard		45	45	45	45	45	45	45	45	45	45	45	45	45	45	45			
3 - J Street - Centerpoint Mall - Lemonwood	60	60	40	60	40	40	60	40	40	60	40	60	40	60	40				
4A - North Oxnard		30	30	60	60	30	60	60	30	60	60	30	60	60	30				
4B - North Oxnard		60	30	60	30	30	30	30	30	30	30	30	30	20	30	60			
5 - Hemlock - Seabridge - Wooley		60	40	60	40	40	60	40	40	60	60	60	40	40	60	60			
6 - Oxnard - Ventura	60	40	60	40	40	40	30	30	30	24	30	24	40	60	40	60			
7 - Oxnard College - Centerpoint Mall		60	40	60	40	40	60	40	60	40	60	60	40	40	60				
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10 - Pacific View Mall - Telegraph - Saticoy		60	60	60	60	60	60	60	60	60	60	60	40	60	60	60			
11 - Pacific View Mall - Telephone - Wells Center		60	120	40	60	40	60	120	40	60	40	120	60	40	60	60			
15 - Esplanade - El Rio - St. John's Medical Center				40	40	120	60	60	60	120	120	120	60						
16 - Downtown Ojai - Pacific View Mall		60	60	60	60	60	60	60	60	60	40	60	60	60	60	60			
17 - Esplanade - St.John's - Oxnard College			60	60	60	60	60	60	60	60	60	60	60	60	60				
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center		60	60	40	60	60	60	60	60	120	120	120	120	120	60				
23 - Oxnard College - NBVC - Esplanade		60	60	60	60	60	60	60	60	60	60	60	60	60	60				

Weekend Proposed Service	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
1 - Port Hueneme - Oxnard Transit Center			30	30	20	20	20	20	20	20	20	20	20	20	20	30	30	60	
2 - Colonia - Downtown Oxnard			60	60	60	60	60	60	60	60	60	60	60	60	60				
3 - J Street - Centerpoint Mall - Lemonwood																			
4A/4B North Oxnard			40	40	40	40	40	40	40	40	40	40	40	40	40	40			
5 - Hemlock - Seabridge - Wooley			60	60	60	60	60	60	60	60	60	60	60	60	60				
6 - Oxnard - Ventura			40	40	30	30	30	30	30	30	30	30	30	30	30	40	40	60	
7 - Oxnard College - Centerpoint Mall																			
8 - OTC- Oxnard College - Centerpoint Mall			40	40	40	40	40	40	40	40	40	40	40	40	40	40			
10 - Pacific View Mall - Telegraph - Saticoy			60	60	60	60	60	60	60	60	60	60	60	60	60	60			
11 - Pacific View Mall - Telephone - Wells Center			40	40	40	40	40	40	40	40	40	40	40	40	40	40			
15 - Esplanade - El Rio - St. John's Medical Center			60	60	60	60	60	60	60	60	60	60	60	60					
16 - Downtown Ojai - Pacific View Mall			60	60	60	60	60	60	60	60	60	60	60	60	60	60			
17 - Esplanade - St.John's - Oxnard College			60	40	40	40	40	40	40	40	40	40	40	40	60	60			
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center			60	40	40	40	40	40	40	40	40	40	40	40	60	60			
23 - Oxnard College - NBVC - Esplanade			60	40	40	40	40	40	40	40	40	40	40	40	60	60			

ON-DEMAND SERVICE RECOMMENDATIONS

Microtransit

GCTD started its first microtransit service in South Oxnard in 2021. The "GO Now" on-demand service is available to anyone over the age of 14 who requires transportation around the South Oxnard neighborhood. Connections may be made to fixed routes, commuter buses, or rail services at the Oxnard Transit Center and C Street Transfer Center.

The proposed service changes in the SRTP will improve frequencies and operating hours of the fixed-route service in the South Oxnard microtransit zone. GCTD should evaluate if the service should continue to operate in this area based on ridership and cost per passenger boarding.

There are three potential zones within the GCTD service area where microtransit may make sense based on the travel demand and built-environment:

- **Riverpark, El Rio, Nyeland Acres**: The existing street network and land uses north of Highway 101 make it difficult to serve with traditional fixed-route bus service. The SRTP proposes changes to Routes 15 and 17 to address some of the issues. However, microtransit may be a better option to service this area based on an analysis completed for the "Nyeland Acres Transportation Needs Assessment". GCTD could seek funding to pilot microtransit in this area and then determine to what extent fixed-route services are needed in the future.
- **Ventura Harbor and Market Street Industrial Area**: This is another area which would be difficult to serve with fixed-route bus service based on the street network and nearby open space and agricultural uses. GCTD may consider microtransit to provide internal trips for local residents and connect to nearby transit routes.
- **Ventura Pier, Fairgrounds, and Amtrak Station**: This area between Highway 101 and the ocean is also difficult to serve with fixed-route transit. GCTD and/or the City could consider microtransit in this area during the summer to connect destinations in this areas to the rest of the transit system and Downtown Ventura.

Late-Night Safe Rides

To supplement the span of the current fixed-route bus service, GCTD operates a shared-ride, on-demand service between 7:00pm and 12:00am. The service is operated using GO ACCESS paratransit vehicles and is available to anyone over the age of 16. The extension of operating hours for more routes may decrease the need for this service as the plan is implemented. GCTD should monitor the performance of the extended service hours and adjust the Late-Night service accordingly.

TRANSIT OPPORTUNITY CORRIDORS RECOMMENDATIONS

The Transit Opportunity Corridor (TOC) would provide high frequency, fast bus service connecting major destinations in the cities of Ventura and Oxnard. Ideally this service would be provided every 15 minutes but no more than every 20 minutes during most of the day. Providing faster service can be achieved through the deployment of different strategies. These can include:

- Spacing stops an average of .5 miles apart,
- Pre-paid fare collection and all door boarding,
- Selected transit priority treatments at appropriate locations along the route including:
  - Signal preemption where a bus can turn a signal green or maintain the green light longer
  - Queue jumps where a bus stopping nearside at an intersection can get priority over other traffic entering the intersection
  - Dedicated bus lanes for transit during some or all times of the day
- Use of faster roadways that are parallel to streets currently used by local bus routes,
- Bus stop design that allows a bus to serve the stop without exiting the travel lane.

Which options are used will depend on the final alignment and specific conditions along the route. In addition to deploying strategies to provide faster and therefore more appealing transit service, each stop will have amenities that will distinguish them and provide a comfortable and safe location for customers waiting for the bus. At locations with poor access, improvements to pedestrian access may be part of the project.

In addition to the enhancements described above, the transit opportunity corridor would have a unique brand to distinguish it from other regular bus services provided by Gold Coast Transit District (GCTD). Regular bus service will not go away and instead will work in concert with the transit opportunity corridor to accommodate shorter trips at a lower frequency, every 30 minutes. Additionally, the new service would connect with other regular service routes as well, to enhance the customer experience for trips that start or end outside of the corridor.

Figure 10: Similar to San Bernardino's SBX Service, GCTD's service could be branded as GO Express.

RECOMMENDED CORRIDORS

Seven alignment alternatives were developed for analysis (see **Attachment D**). They were presented to the public and stakeholder for feedback. In general, the public preferred alignments which used Oxnard Boulevard for faster travel time. Alignments serving Downtown Ventura and Ventura Transit Center were most popular on the northern end of the alignment and serving Oxnard Transit Center and Oxnard College were popular as southern route termini.

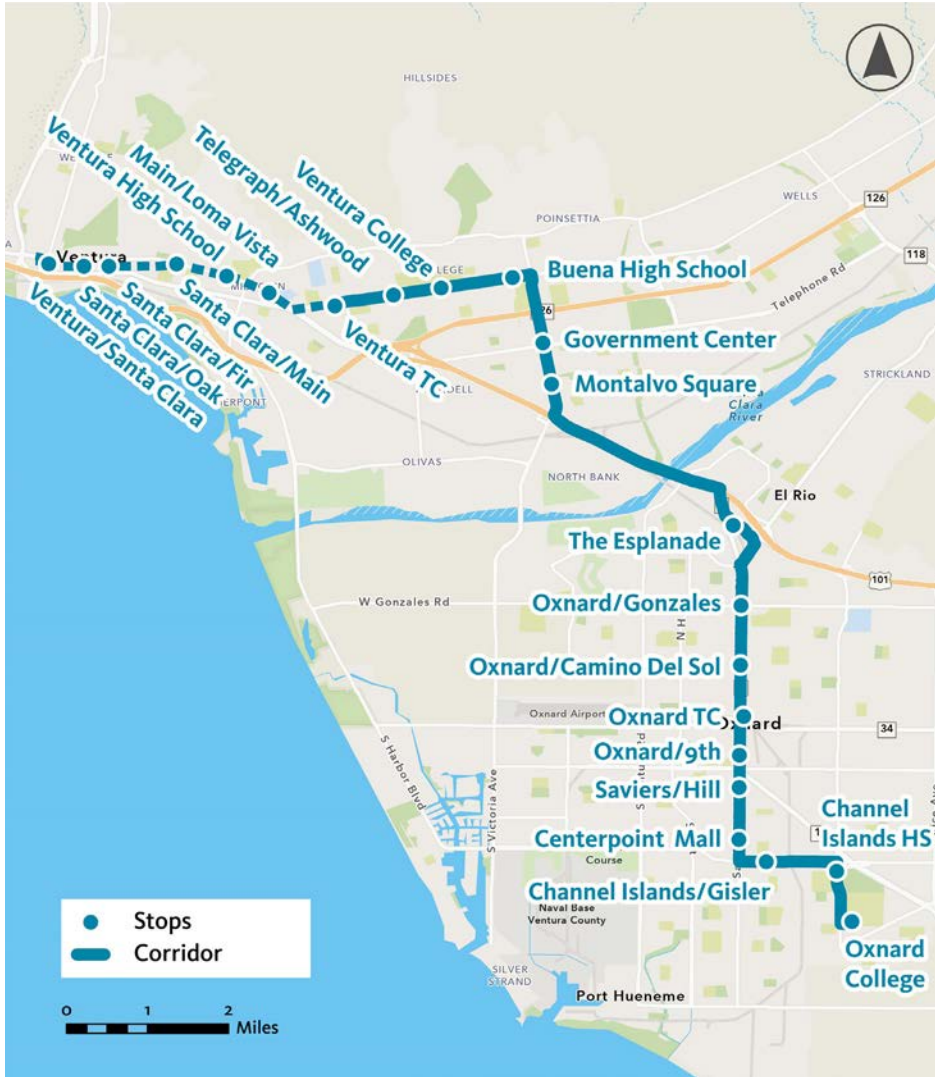
Based on the feedback, it is recommended that GCTD focus on an alignment between Ventura Transit Center and Oxnard College via Oxnard Blvd as shown in Figure 11. The alignment may be extended to Downtown Ventura if a suitable terminus can be found.

A high-level look at the resource requirements for the Transit Opportunity Corridor found that the TOC could be added for a modest increase in service hours and vehicles if Route 1 and 6 frequencies were reduced to every 30 minutes during peak times. As most of the existing riders on these routes would use the TOC, the 30-minute frequency would adequately service the short trip market. This is because the TOC stops will serve the majority or origins and destinations of existing Route 1 and 6 riders.

TOC NEXT STEPS

GCTD should continue to develop the TOC concept including refining cost estimates for the additional operating cost and capital improvements needed for a successful implementation. There are several State transit grant programs that would be a good match for the implementation of the corridor. The TOC is not included in the five-year horizon of the SRTP but will be included in the Long-Range Financial Plan which includes an additional five years of projected costs.

Figure 11: Recommended Transit Opportunity Corridor Alignment and Stops



MARKETING AND OUTREACH RECOMMENDATIONS

As part of this SRTP, a Marketing and Customer Experience Assessment was conducted to help GCTD increase awareness, grow ridership, retain customers, and achieve the goals set forth in the SRTP. The review included field observations, a website audit, and review of social media engagement. The Implementation Plan section includes strategies to address the marketing and outreach needs during each year of the SRTP.

KEY FINDINGS

- Website performance needs improvement in areas like speed, ADA compliance, and SEO
- User-interface and design improvements to the website's trip planning tools, especially the Routes & Schedules pages, will improve user experience for visitors to GCTD.org
- 80% of web traffic comes from mobile devices
- Only 6% of web traffic comes from Spanish speakers, despite serving an area that is 60% Latino
- Paid social media campaigns significantly outperform organic posts and are recommended to strengthen GCTD's reach and engagement on social platforms.
- Most physical assets (shelters, transit centers) are owned by partner agencies, requiring coordination for improvements
- Many promotional and information display opportunities are underutilized
- Wayfinding signage needs improvement at transit centers
- Bus interiors are clean and well-maintained but have unused promotional space

IMPLEMENTATION PLAN

This section provides a summary of when service changes, marketing and outreach strategies, and capital projects should be implemented in support of the SRTP.

- **Service Changes**: The route changes are packaged in logical groupings based on the resource requirements and geographical location. The service changes will take place over three years, starting in Year 2 of the plan. This will give staff adequate time to work with local jurisdictions on bus stop improvements and allow for notification to existing customers and marketing to new customers.
- **Marketing and Outreach**: The marketing and outreach items support the service changes and address the needs identified in the Marketing and Customer Experience Assessment. Major efforts include website redesign, signage improvements, and targeted ridership campaigns.
- **Capital and Technology**: The capital and technology projects are consistent with GCTD's Ten-Year Capital Project Plan. The SRTP implementation will require bus stop improvements on some new route alignments included in the plan. The plan also includes upgrades to bus stop signage which will need to be added into future Capital Project Plan updates.

YEAR 1 (FY25-26)

Service Changes

- Continue grant-funded services
- Planning scheduling for Year 2 service changes

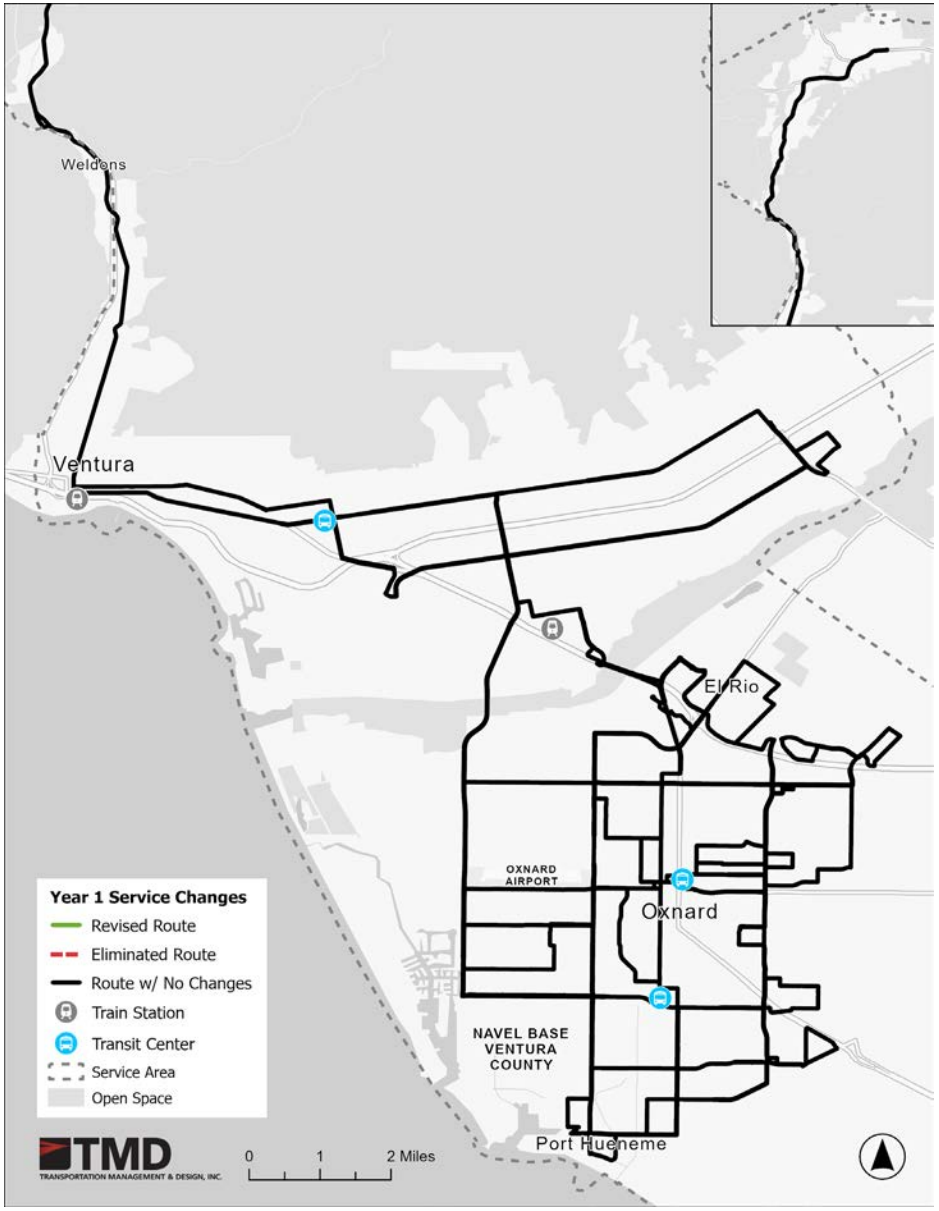
Marketing and Outreach

- Develop comprehensive five-year marketing and communications plan
- Plan website upgrades
- Expand digital marketing capacity
- Enhance digital marketing efforts
- Additional customer / ridership research
- Develop and launch ridership campaign
- Conduct audit of display and wayfinding opportunities

Capital and Technology

- Improve bus stops for Year 2 service changes
- Purchase fixed-route CNG replacement buses
- Purchase demand-response CNG / gas replacement vehicles
- Purchase support replacement vehicles
- Hydrogen fuel station upgrade (Year 1)

Figure 12: Year 1 Service Changes



YEAR 2 (FY26-27)

Service Changes

- **Route 1**: Revise alignment and schedule
- **Route 6**: Revise schedule
- **Route 10**: Revise alignment and schedule
- **Route 11**: Revise schedule

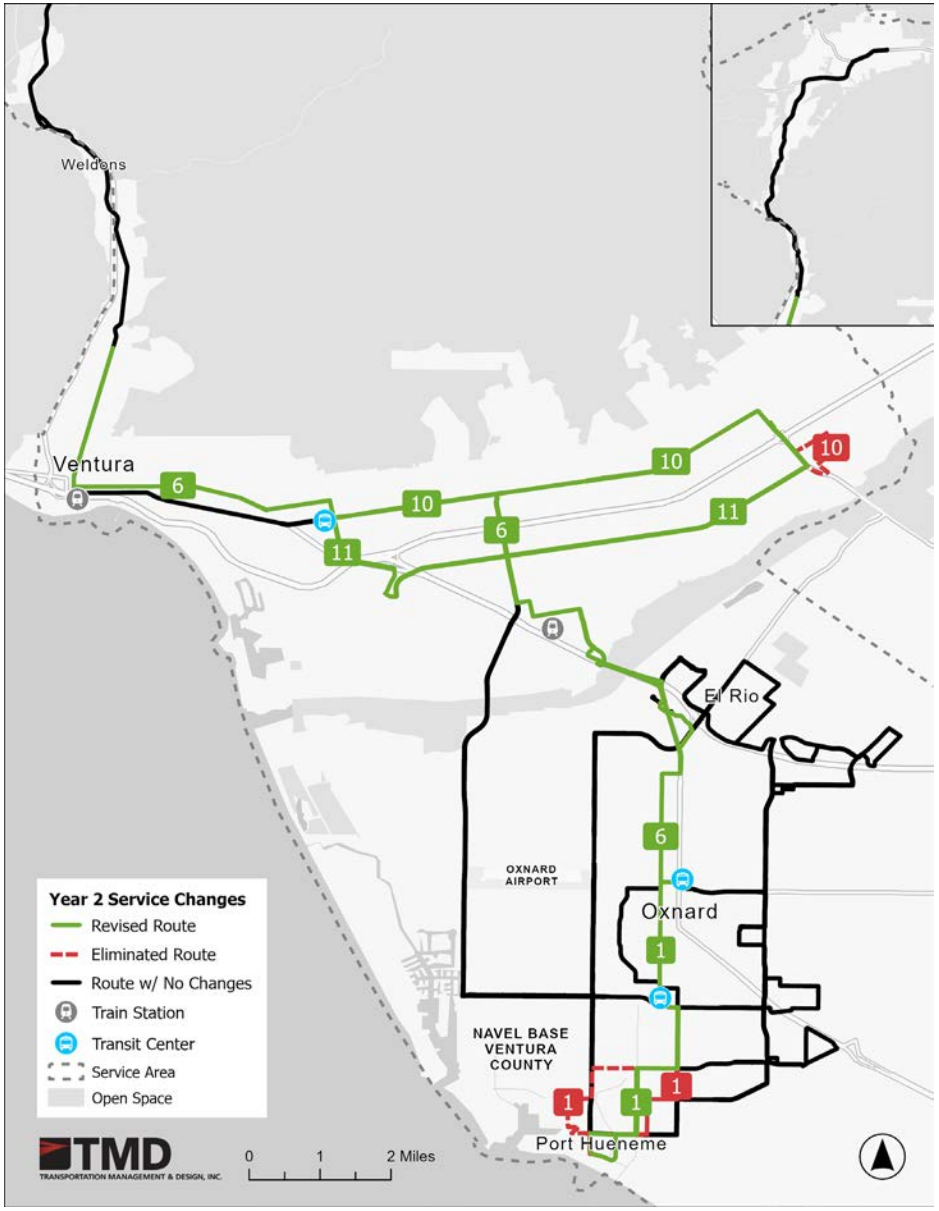
Marketing and Outreach

- Implement website upgrades
- Develop and launch one-seat ride and safety campaigns
- Promote Year 2 route changes
- Plan and design comprehensive transit center and bus shelter display signage
- Enhance digital marketing efforts

Capital and Technology

- Improve bus stops for Year 3 service changes
- Purchase fixed-route CNG replacement buses
- Purchase demand-response CNG / gas replacement vehicles
- Purchase demand-response ZEB expansion vehicles
- Pre-construction of solar / energy storage (Year 1)
- Hydrogen fuel station upgrade (Year 2)
- Bus technology replacements / upgrades

Figure 13: Year 2 Service Changes



YEAR 3 (FY27-28)

Service Changes

- **Route 2**: Revise alignment and schedule
- **Route 4**: Revise alignment and schedule
- **Route 5**: Revise alignment and schedule
- **Route 19**: Discontinue service

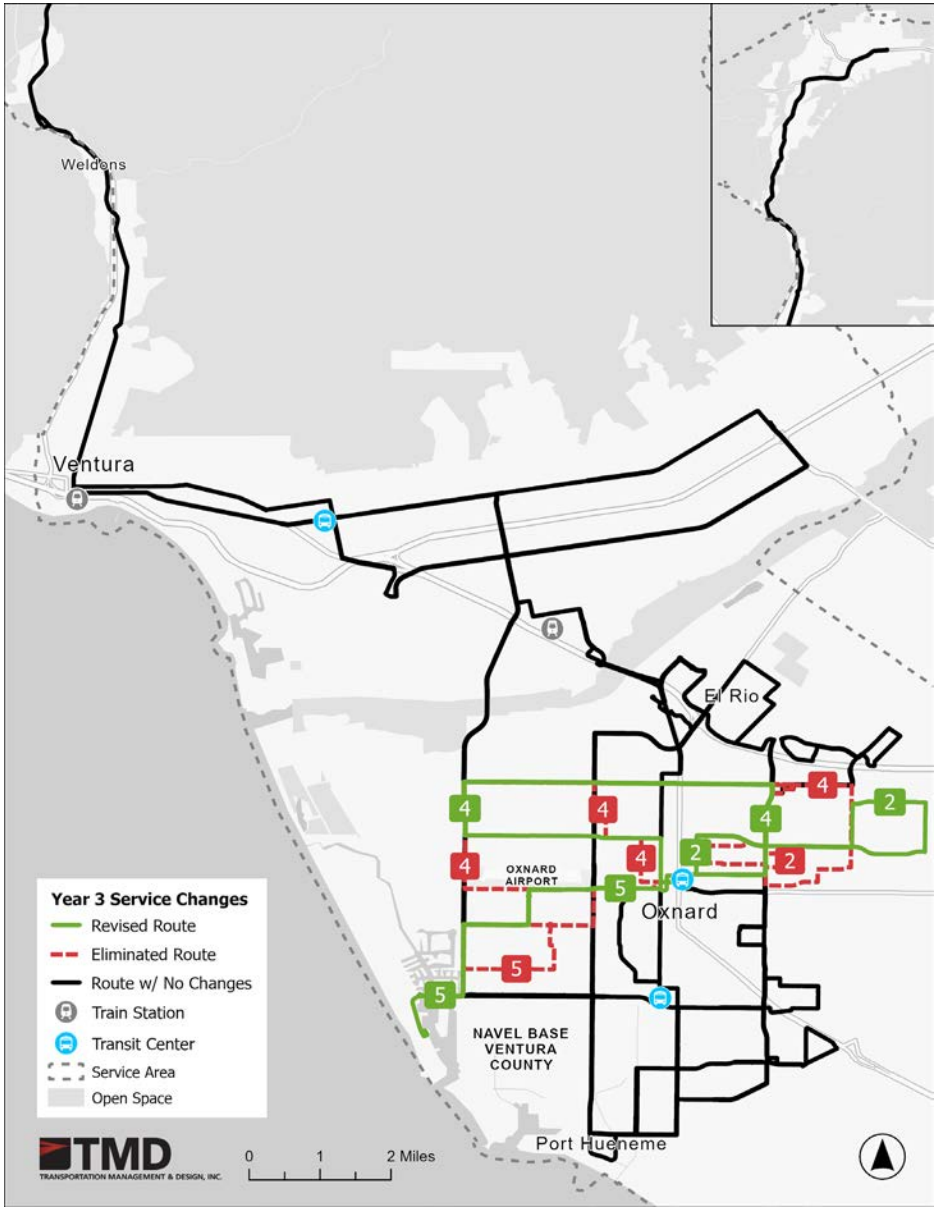
Marketing and Outreach

- Develop and launch real-time information and student ridership campaigns
- Promote Year 3 route changes
- Procure digital signage for bus stops
- Enhance digital marketing efforts

Capital and Technology

- Fabricate and install top priority system signage
- Improve bus stops for Year 4 service changes
- Purchase fixed-route ZEB replacement buses
- Purchase demand-response CNG / gas replacement vehicles
- Purchase support replacement vehicles
- Pre-construction of solar / energy storage (Year 2)

Figure 14: Year 3 Service Changes



YEAR 4 (FY28-29)

Service Changes

- **Route 3**: Discontinue service
- **Route 7**: Discontinue service
- **Route 8**: Revise alignment and schedule
- **Route 15**: Revise alignment and schedule
- **Route 16**: Revise schedule
- **Route 17**: Revise alignment and schedule
- **Route 21**: Revise alignment and schedule
- **Route 23**: Revise alignment and schedule

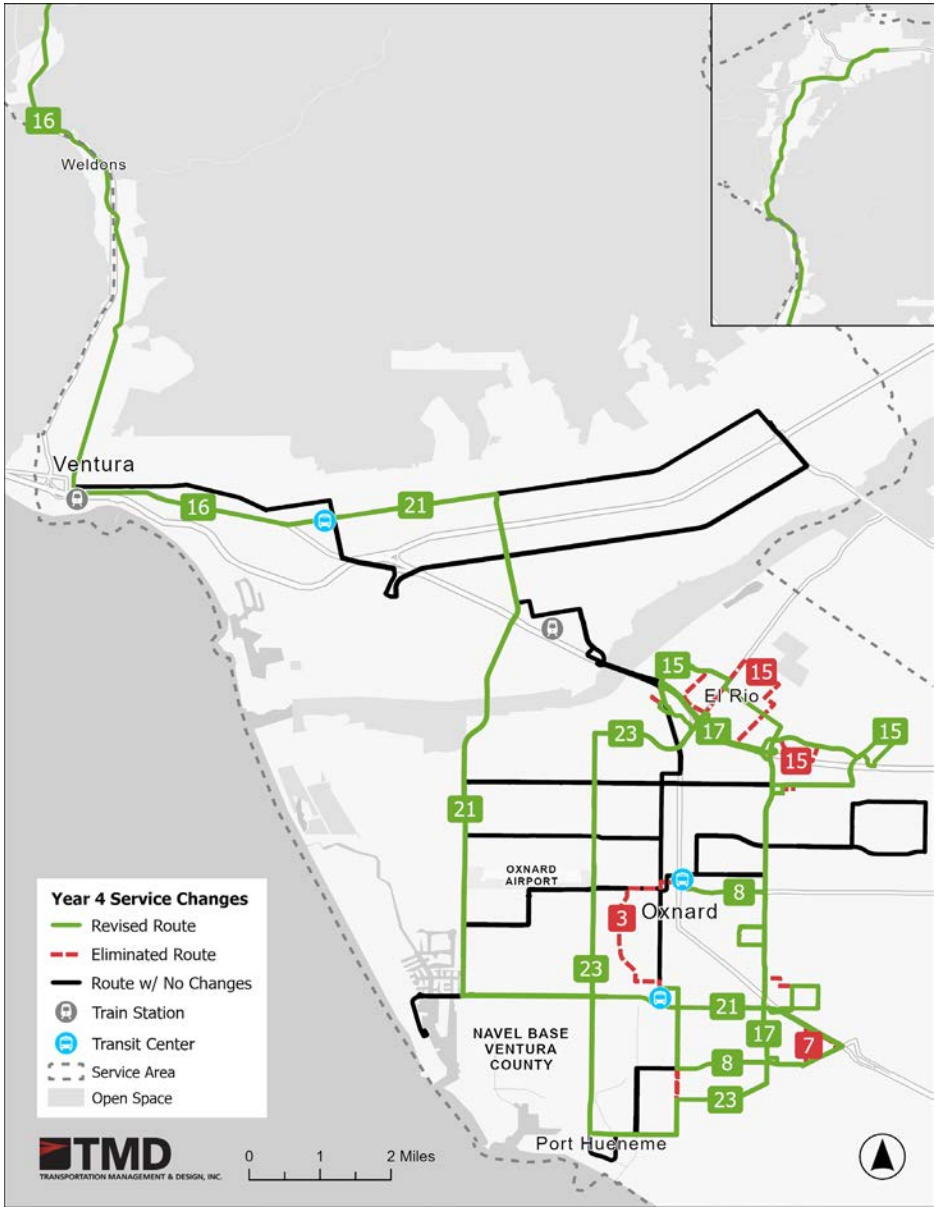
Marketing and Outreach

- Develop and launch senior and “Ride and Save” ridership campaigns
- Promote Year 4 route changes
- Integrate user-generated and influencer content in organic and paid social media

Capital and Other

- Install second priority system signage
- Install new electronic signage
- Purchase fixed-route CNG replacement buses
- Purchase demand-response CNG / gas replacement vehicles
- Purchase support replacement vehicles
- Bus technology replacements / upgrades

Figure 15: Year 4 Service Changes



YEAR 5 (FY29-30)

Service Changes

- Review performance of route changes and make adjustments as needed

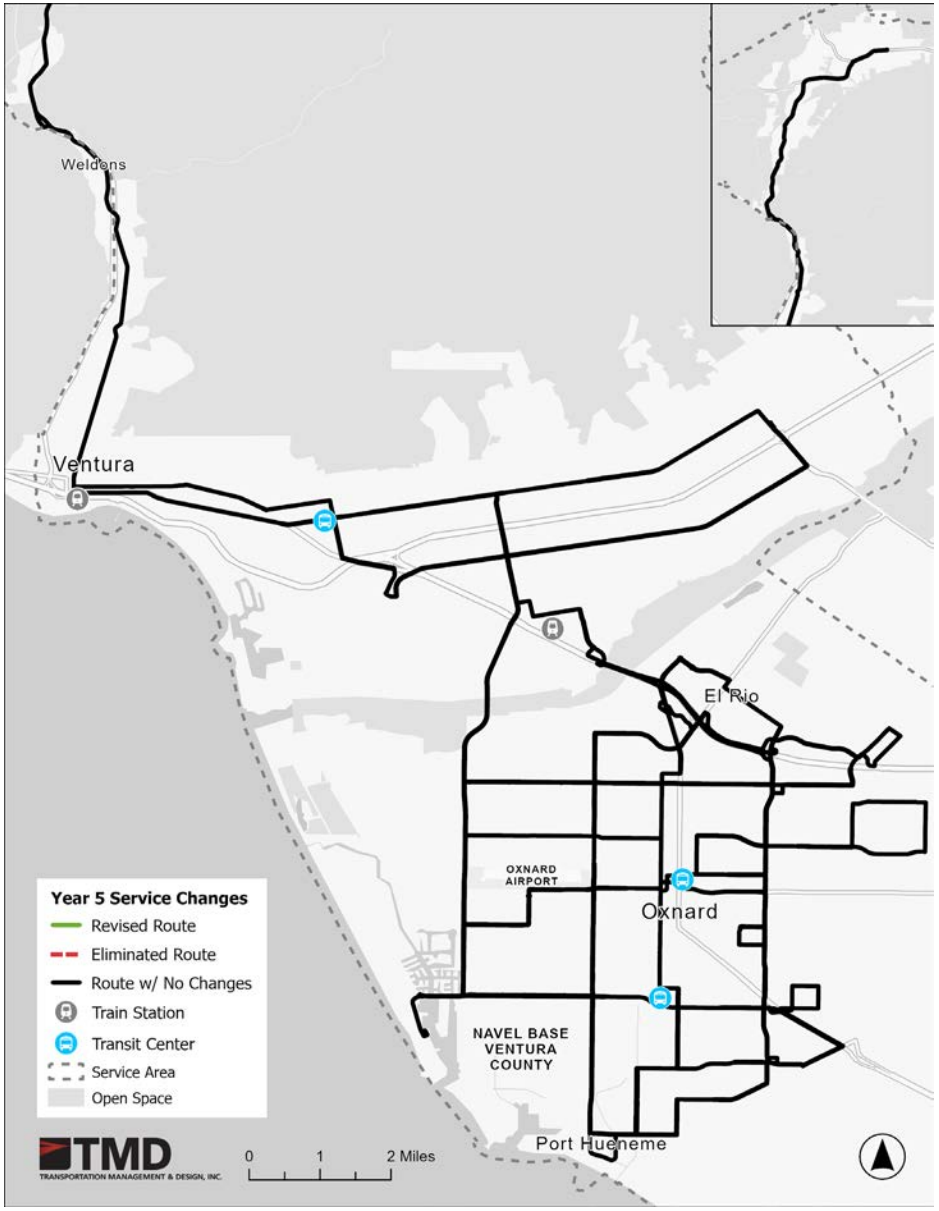
Marketing and Outreach

- Re-audit website and make upgrades as needed
- Re-survey riders for customer satisfaction
- Update five-year marketing and communications plan
- Promote routes as needed based on ridership and productivity
- Integrate user-generated and influencer content in organic and paid social media

Capital and Other

- Purchase fixed-route CNG replacement buses

Figure 16: Year 5 Service Changes



FINANCIAL PLAN

The Five-Year Financial Plan in Figure 17 provides a summary of the financial resources required to implement the plan over the five-year period. It includes the assumed service levels for the public transportation services and anticipated ridership. The plan also includes the capital projects contained in the GCTD Ten-Year Capital Project Plan. The revenues to pay for the plan will be from a combination of ongoing operations and maintenance funding in addition to potential capital and operating grants for new services. Below is a summary of the plan impacts and assumptions:

- The Financial Plan is a projection and actual costs and revenues will be subject to the annual budget process.
- Fixed-Route and Flex Service revenue hours will increase by 1.3% over the five-year plan based on the service recommendations contained in the Implementation Plan.
- ADA paratransit revenue hours will increase 5% over the five-year plan.
- Peak Fixed-Route bus requirements will decrease by five buses during over the five years because the service plan more efficiently uses weekday peak vehicles.
- Fixed-Route and Flex Service ridership will increase by 20% throughout the plan based on the proposed service changes, marketing strategies, and post-pandemic ridership trends.
- Operating and capital unit costs will increase between 3-4% annually

Figure 17: SRTP Five-Year Financial Plan

Operations Summary	FY2025 Baseline	Year 1 FY2026	Year 2 FY2027	Year 3 FY2028	Year 4 FY2029	Year 5 FY2030	5-Year Total
Fixed-Route and Flex Service Statistics							
Revenue Hours	201,912	201,912	202,839	203,662	204,388	204,388	1,017,189
Revenue Miles	2,360,957	2,360,957	2,325,766	2,330,608	2,292,202	2,292,202	11,601,736
Passengers	3,518,886	3,672,750	3,842,760	3,988,880	4,041,340	4,219,570	19,765,300
System Productivity	17.4	18.2	18.9	19.6	19.8	20.6	19.4
ADA Service Statistics							
Total Hours	67,000	67,670	68,347	69,030	69,720	70,418	345,185
Total Miles	1,050,000	1,060,500	1,071,105	1,081,816	1,092,634	1,103,561	5,409,616
Passengers	134,000	135,340	136,693	138,060	139,441	140,835	690,370
Operating Expenses							
Fixed-Route and Flex Operating Cost	$ 26,755,717	$ 27,825,946	$ 29,075,300	$ 30,072,300	$ 31,087,700	$ 32,020,300	$ 150,081,546
ADA Operating Cost	$ 5,946,250	$ 6,245,941	$ 6,560,700	$ 6,825,100	$ 7,100,200	$ 7,386,300	$ 34,118,241
Administrative and Other Cost	$ 4,241,772	$ 4,627,497	$ 4,780,794	$ 4,931,740	$ 5,015,414	$ 5,041,898	$ 24,397,342
Total Operating Expenses	**$ 36,943,739**	**$ 38,699,384**	**$ 40,416,794**	**$ 41,829,140**	**$ 43,203,314**	**$ 44,448,498**	**$ 208,597,129**

Capital Summary	FY2025 Baseline	Year 1 FY2026	Year 2 FY2027	Year 3 FY2028	Year 4 FY2029	Year 5 FY2030	5-Year Total
Capital Expenses							
Bus Stop Amenities	$ 500,000	$ -	$ -	$ -	$ -	$ -	$ -
Facility/Infrastructure	$ 4,111,000	$ 9,792,000	$ 1,200,000	$ -	$ -	$ -	$ 10,992,000
Technology and Equipment	$ 194,000	$ 136,000	$ 361,000	$ 434,000	$ 27,000	$ 84,000	$ 1,042,000
Vehicles	$ 7,470,000	$ 10,166,400	$ 4,243,300	$ 3,278,300	$ 5,065,200	$ 8,115,500	$ 30,868,700
Total Capital Expenses	**$ 12,275,000**	**$ 20,094,400**	**$ 5,804,300**	**$ 3,712,300**	**$ 5,092,200**	**$ 8,199,500**	**$ 42,902,700**

Figure 18 is a longer-term financial projection which includes five additional years beyond the short-term plan shown in Figure 17. The annual operating and capital cost increases in Years 6 through 10 are projected between 3-4%, the same as in the short-term plan. The operating and capital costs for the Transit Opportunity Corridors have been included in the plan with service starting in Year 7. The TOC cost assumptions are as follows:

- Year 6 includes $4.1 million for bus stop upgrades at the proposed TOC bus stops. The projected cost of $3.5 million in **Attachment D** has been increased by 3% annually to account for inflation.
- Year 7 includes four expansion zero-emission buses to operate the TOC service. This includes three net buses compared to the existing Route 1 and 6 with an additional spare bus. These buses account for $9.5 million of the $16.4 million vehicle line item cost in Year 7.
- Year 7 also includes 16,305 additional revenue hours to operate the TOC, an increase of 8% compared to the fixed-route service level after implementation of the SRTP.
- Funding for the TOC operating and capital costs have not been identified at this time. The projected costs provide GCTD with a basis to seek additional funding through local, state and federal sources.

Figure 18: SRTP Long-Range Financial Plan

Operations Summary	Year 6 FY2031	Year 7 FY2032	Year 8 FY2033	Year 9 FY2034	Year 10 FY2035	10-Year Total
Fixed-Route and Flex Service Statistics						
Revenue Hours	204,388	220,694	220,694	220,694	220,694	2,104,354
Revenue Miles	2,292,202	2,491,688	2,491,688	2,491,688	2,491,688	23,860,689
Passengers	4,400,350	4,639,458	4,841,210	5,055,660	5,281,350	43,983,328
System Productivity	21.5	21.0	21.9	22.9	23.9	20.9
ADA Service Statistics						
Total Hours	71,122	71,833	72,551	73,277	74,010	707,978
Total Miles	1,114,596	1,125,742	1,137,000	1,148,370	1,159,853	11,095,176
Passengers	142,244	143,666	145,103	146,554	148,019	1,415,956
Operating Expenses						
Fixed-Route and Flex Operating Cost	$ 32,980,982	$ 36,751,100	$ 37,853,600	$ 38,989,200	$ 40,158,900	$ 336,815,328
ADA Operating Cost	$ 7,683,993	$ 7,993,700	$ 8,315,800	$ 8,650,900	$ 8,999,600	$ 75,762,234
Administrative and Other Cost	$ 4,796,277	$ 4,898,637	$ 5,004,068	$ 5,112,662	$ 5,224,514	$ 49,433,500
Total Operating Expenses	**$ 45,461,252**	**$ 49,643,437**	**$ 51,173,468**	**$ 52,752,762**	**$ 54,383,014**	**$ 462,011,062**

Capital Summary	Year 6 FY2031	Year 7 FY2032	Year 8 FY2033	Year 9 FY2034	Year 10 FY2035	10-Year Total
Capital Expenses						
Bus Stop Amenities	$ 4,109,627	$ -	$ -	$ -	$ -	$ 4,109,627
Facility/Infrastructure	$ -	$ -	$ -	$ -	$ -	$ 10,992,000
Technology and Equipment	$ 29,000	$ 159,000	$ 31,000	$ 32,000	$ -	$ 1,293,000
Vehicles	$ 143,400	$ 16,383,800	$ 2,216,800	$ 9,134,500	$ 11,290,200	$ 70,037,400
Total Capital Expenses	**$ 4,282,027**	**$ 16,542,800**	**$ 2,247,800**	**$ 9,166,500**	**$ 11,290,200**	**$ 86,432,027**

ATTACHMENT A

Route Profiles

2023

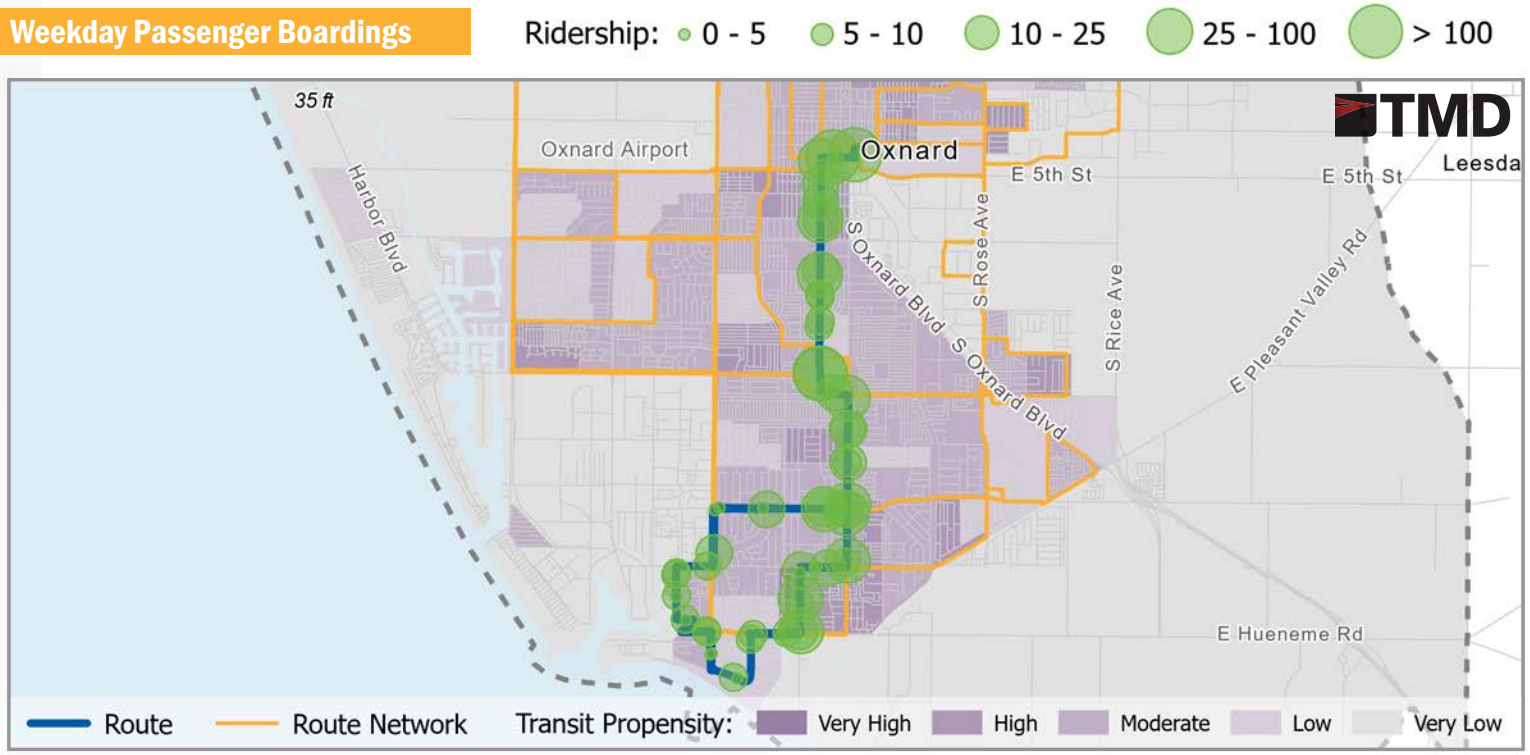
Route 1

Port Hueneme - Oxnard Transit Center

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	17	20	20
Hours of Operation The hours the bus is in service	*4:45 AM to 9:24 PM*	*6:05 AM to 9:17 PM*	*6:30 AM to 9:17 PM*
Daily Passenger Boardings The average number of daily boardings	1,320 2 System Rank	859 2 System Rank	846 2 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	21.4 2 System Average	15.8 3 System Average	15.5 3 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$4.69 $6.07 System Average	$6.38 $7.91 System Average	$6.48 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	20% 17% System Average	15% 13% System Average	14% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	88.0%	86.4%	85.8%

Weekday Passenger Boardings



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 2

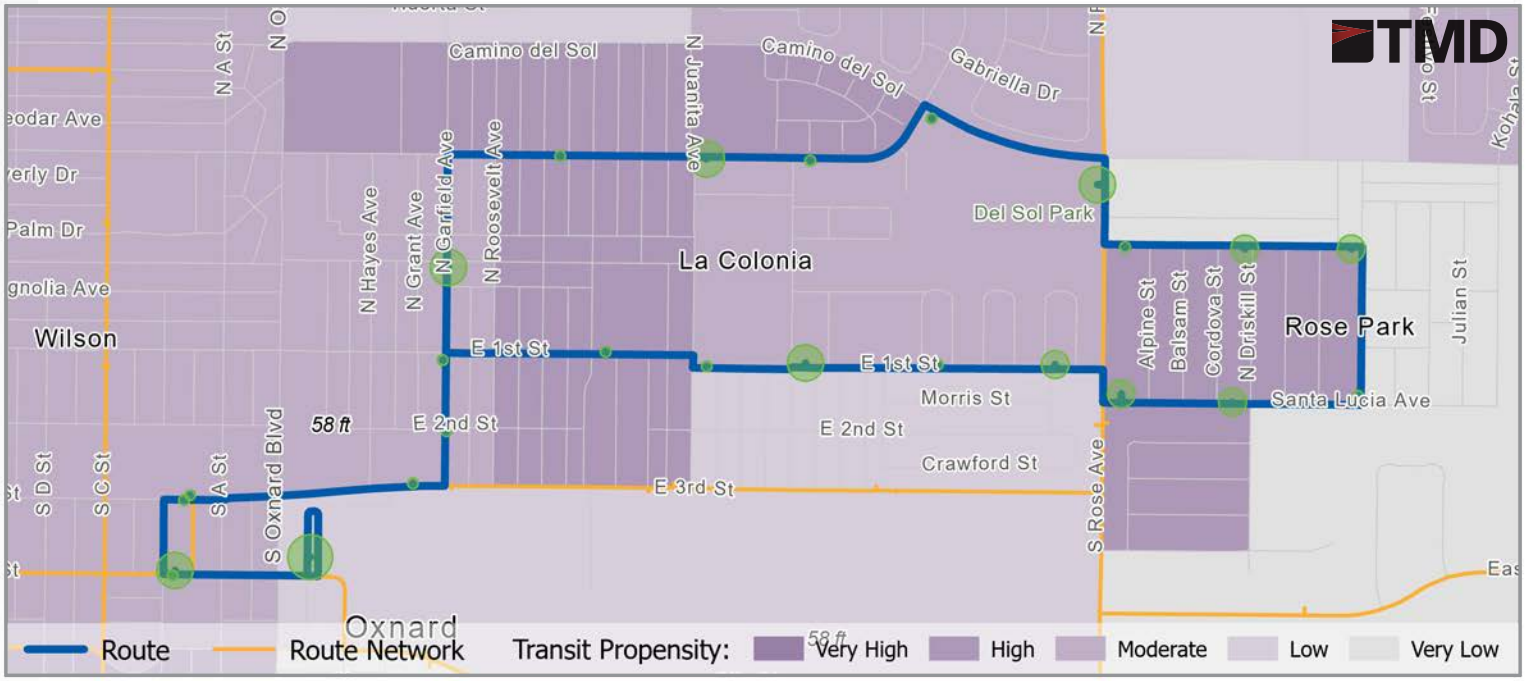
Colonia - Downtown Oxnard

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	60	60
Hours of Operation The hours the bus is in service	*5:15 AM to 7:20 PM*	*5:15 AM to 7:20 PM*	*5:15 AM to 7:20 PM*
Daily Passenger Boardings The average number of daily boardings	178 14 System Rank	155 10 System Rank	145 10 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	13.9 11 System Average	12.1 6 System Average	11.4 6 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$7.22 $6.07 System Average	$8.29 $7.91 System Average	$8.87 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	12% 17% System Average	11% 13% System Average	10% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	82.3%	77.1%	78.1%

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

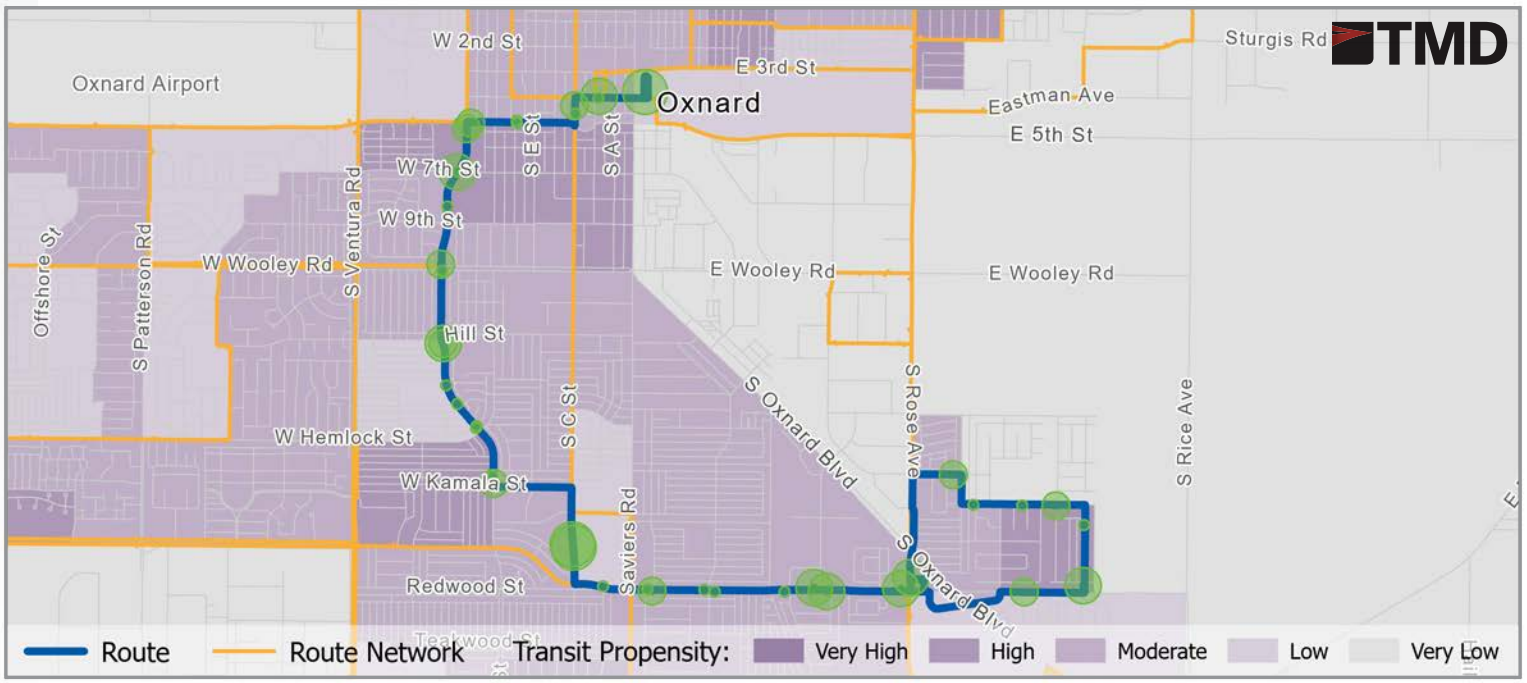
2023

Route 3

J St - Centerpoint Mall - Lemonwood

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	40	40	40
Hours of Operation The hours the bus is in service	*5:35 AM to 7:48 PM*	*5:35 AM to 7:48 PM*	*5:35 AM to 7:48 PM*
Daily Passenger Boardings The average number of daily boardings	305 10 System Rank	208 7 System Rank	195 7 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	15 8 System Average	10.2 9 System Average	9.6 10 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.73 $6.07 System Average	$9.86 $7.91 System Average	$10.52 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	14% 17% System Average	10% 13% System Average	9% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	87.5%	84.2%	84.9%

Weekday Passenger Boardings



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 4

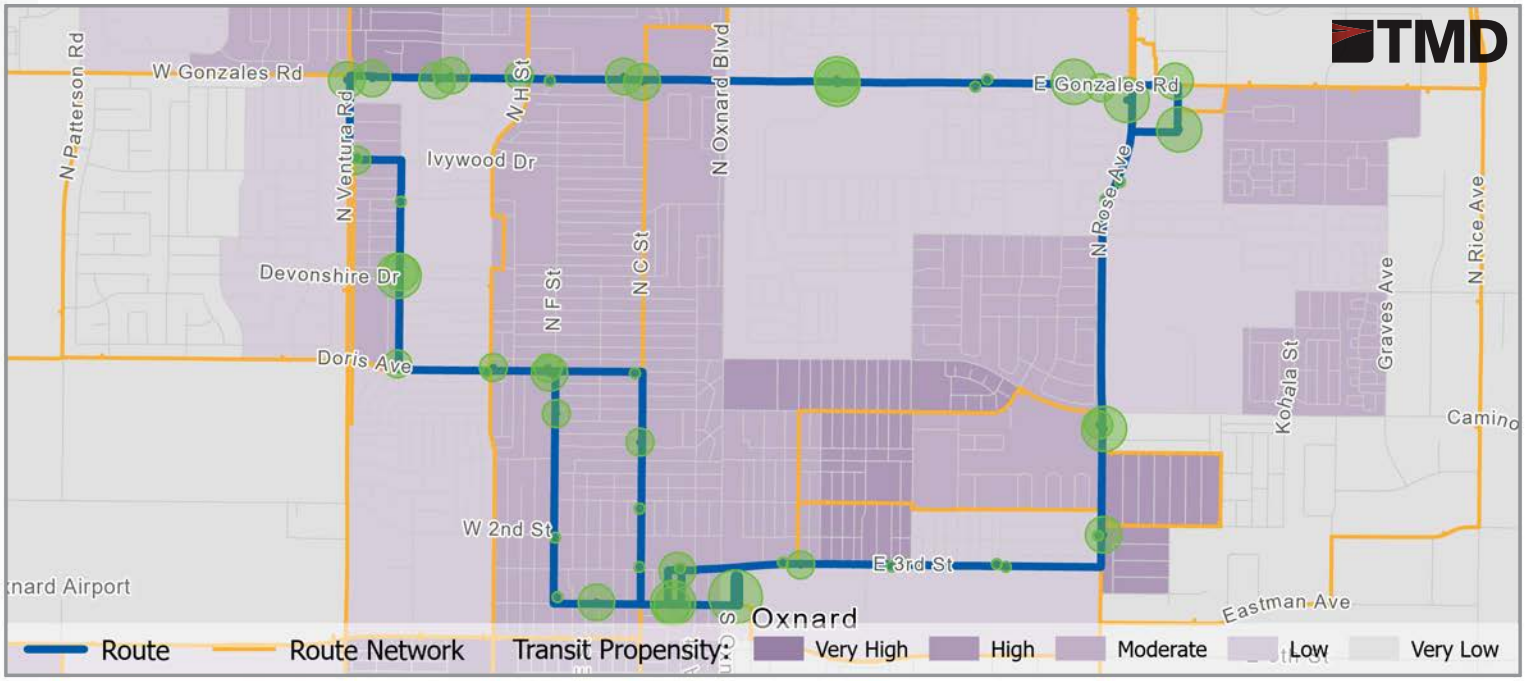
North Oxnard - Ventura Rd - St. John's

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	20	20	20
Hours of Operation The hours the bus is in service	*6:05 AM to 8:25 PM*	*6:10 AM to 8:20 PM*	*6:10 AM to 8:20 PM*
Daily Passenger Boardings The average number of daily boardings	787 4 System Rank	469 4 System Rank	404 4 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	16.7 5 System Average	11.4 8 System Average	9.8 9 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.01 $6.07 System Average	$8.83 $7.91 System Average	$10.25 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	16% 17% System Average	11% 13% System Average	9% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	77.3%	76.9%	78.5%

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 5

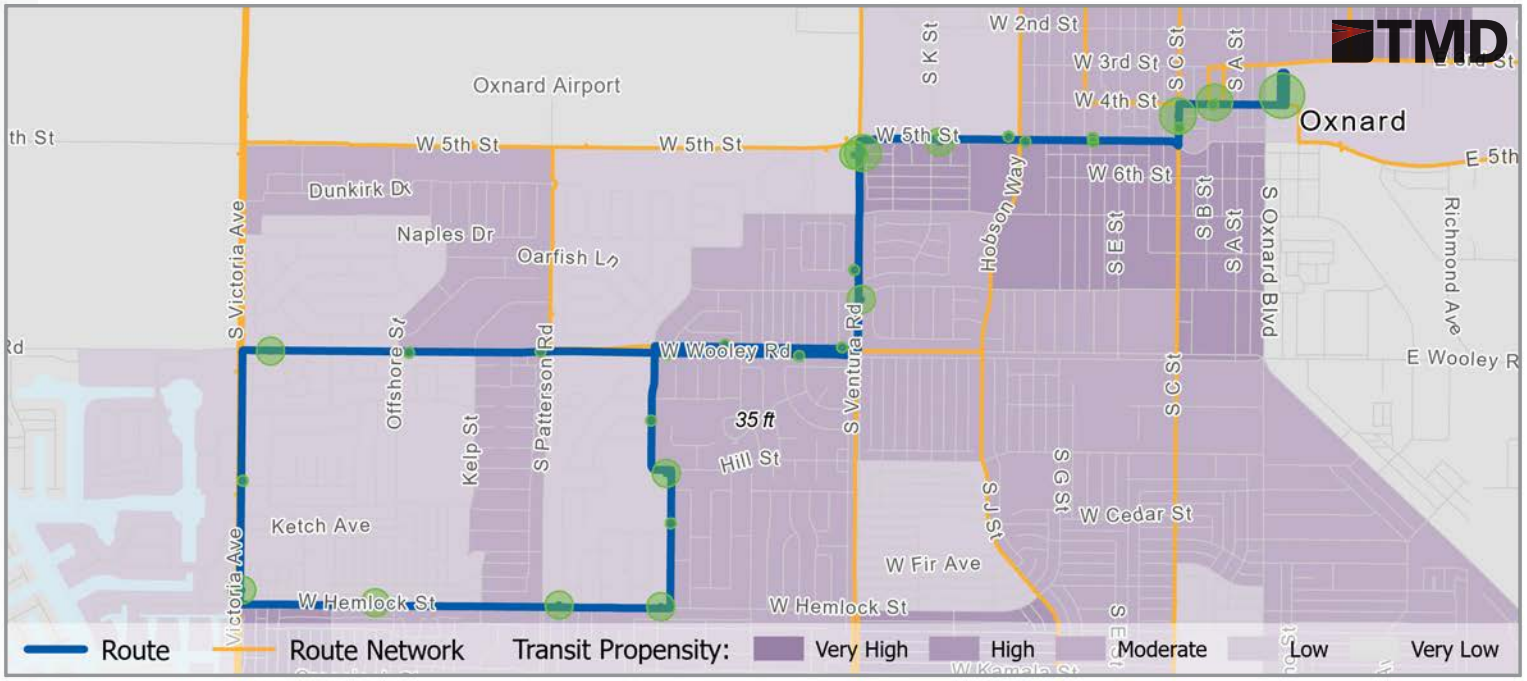
Hemlock - Seabridge - Wooley

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	40	40
Hours of Operation The hours the bus is in service	*6:50 AM to 8:15 PM*	*6:50 AM to 8:15 PM*	*6:50 AM to 8:15 PM*
Daily Passenger Boardings The average number of daily boardings	154 16 System Rank	130 11 System Rank	118 14 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	11.5 13 System Average	9.7 10 System Average	8.8 11 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$8.75 $6.07 System Average	$10.36 $7.91 System Average	$11.41 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	11% 17% System Average	9% 13% System Average	8% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	86.5%	85.7%	82.5%

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 6

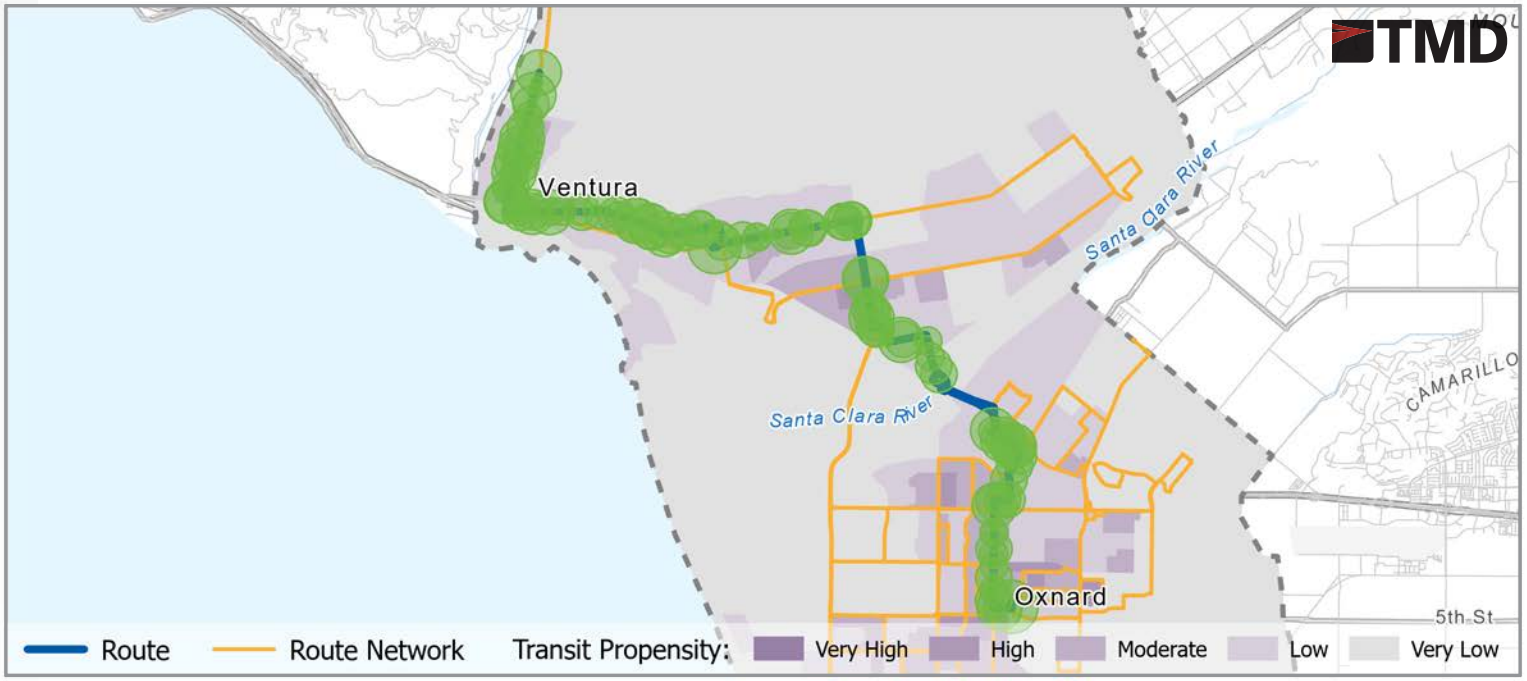
Oxnard - Ventura - Main St

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	20	30	30
Hours of Operation The hours the bus is in service	*4:50 AM to 9:00 PM*	*5:15 AM to 8:50 PM*	*5:15 AM to 8:50 PM*
Daily Passenger Boardings The average number of daily boardings	2,346 1 System Rank	1,407 1 System Rank	1,335 1 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	20.3 3 System Average	16.6 2 System Average	15.8 1 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$4.95 $6.07 System Average	$6.06 $7.91 System Average	$6.38 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	21% 17% System Average	17% 13% System Average	16% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	89.9%	90.0%	89.6%

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 7

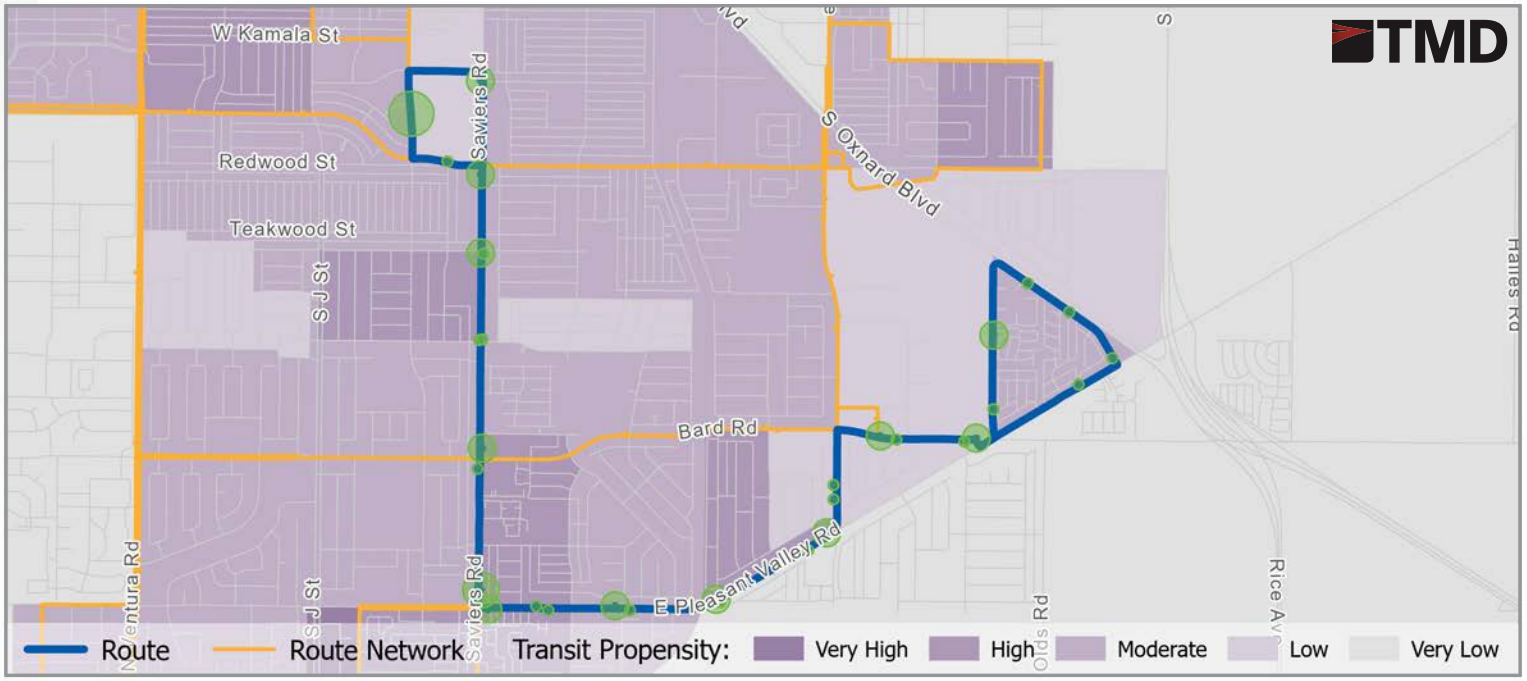
Oxnard College - Centerpoint Mall

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	40	40
Hours of Operation The hours the bus is in service	*6:50 AM to 7:25 PM*	*6:50 AM to 7:25 PM*	*6:50 AM to 7:25 PM*
Daily Passenger Boardings The average number of daily boardings	156 15 System Rank	122 12 System Rank	135 11 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	12.4 12 System Average	9.7 11 System Average	10.7 8 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$8.12 $6.07 System Average	$10.38 $7.91 System Average	$9.38 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	12% 17% System Average	9% 13% System Average	10% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	88.2%	88.2%	88.2%

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 8

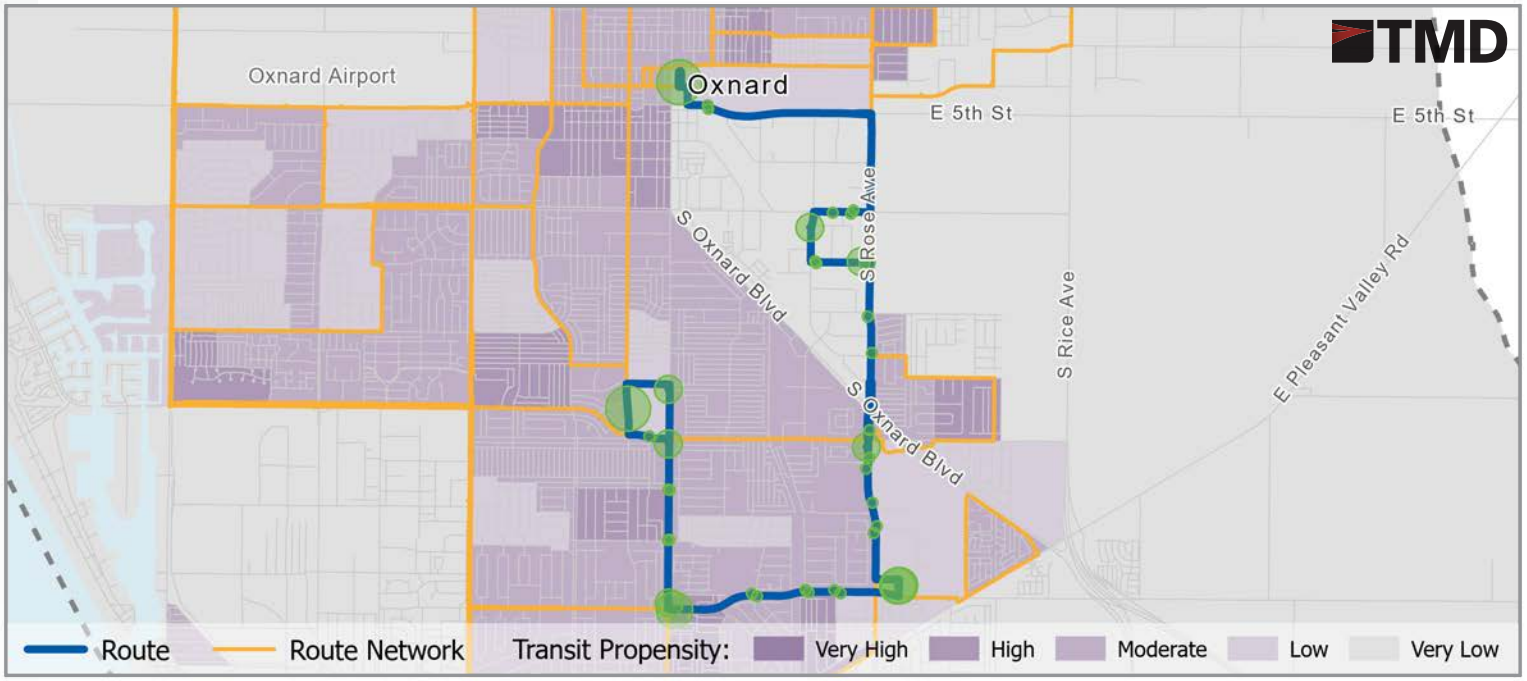
OTC - Oxnard College - Centerpoint Mall

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	40	40	40
Hours of Operation The hours the bus is in service	*6:35 AM to 7:30 PM*	*6:35 AM to 7:30 PM*	*6:35 AM to 7:30 PM*
Daily Passenger Boardings The average number of daily boardings	210 12 System Rank	98 14 System Rank	134 12 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	9.6 16 System Average	4.5 15 System Average	6.1 14 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$10.47 $6.07 System Average	$22.45 $7.91 System Average	$16.42 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	10% 17% System Average	5% 13% System Average	6% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	79.4%	79.4%	77.7%

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 10

Pacific View Mall - Telegraph - Saticoy

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	60	60
Hours of Operation The hours the bus is in service	*6:05 AM to 8:58 PM*	*6:05 AM to 8:58 PM*	*6:05 AM to 8:58 PM*
Daily Passenger Boardings The average number of daily boardings	264 11 System Rank	116 13 System Rank	130 13 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	14 10 System Average	6.2 13 System Average	6.9 13 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$7.19 $6.07 System Average	$16.36 $7.91 System Average	$14.60 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	16% 17% System Average	7% 13% System Average	8% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	89.8%	85.0%	83.2%

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100

Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 11

Pacific View Mall - Telephone - Wells

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	30	60	60
Hours of Operation The hours the bus is in service	*6:00 AM to 8:40 PM*	*6:00 AM to 8:05 PM*	*6:00 AM to 8:05 PM*
Daily Passenger Boardings The average number of daily boardings	631 6 System Rank	400 5 System Rank	328 6 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	15.7 6 System Average	19.1 1 System Average	15.7 2 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.40 $6.07 System Average	$5.27 $7.91 System Average	$6.43 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	16% 17% System Average	19% 13% System Average	15% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	80.4%	79.5%	80.0%

Weekday Passenger Boardings

Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

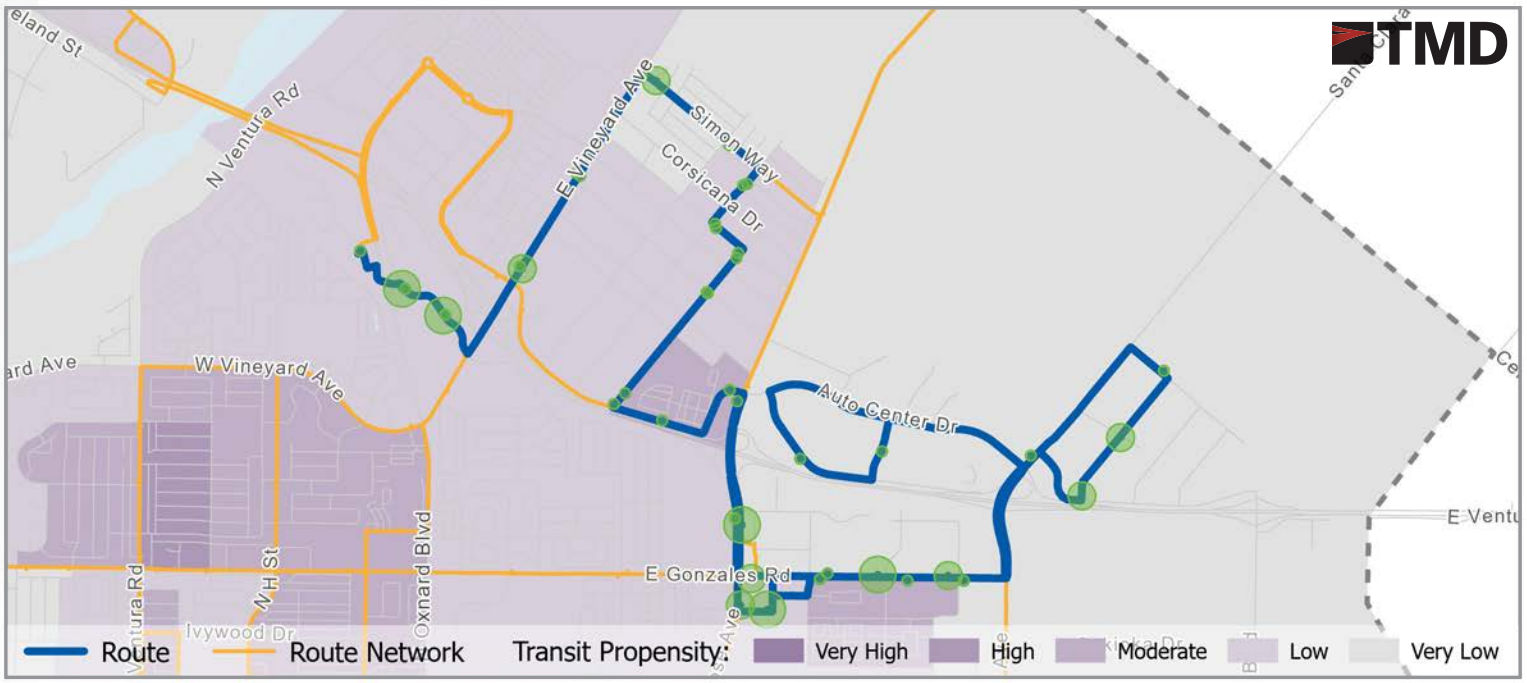
Route 15

Esplanade - El Rio - St. John's

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	60	60
Hours of Operation The hours the bus is in service	*8:15 AM to 6:00 PM*	*8:15 AM to 5:50 PM*	*8:15 AM to 5:50 PM*
Daily Passenger Boardings The average number of daily boardings	150 17 System Rank	95 15 System Rank	100 15 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	7.9 17 System Average	5 14 System Average	5.3 15 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$12.75 $6.07 System Average	$20.13 $7.91 System Average	$19.13 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	7% 17% System Average	5% 13% System Average	5% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	77.4%	78.2%	79.8%

Weekday Passenger Boardings



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

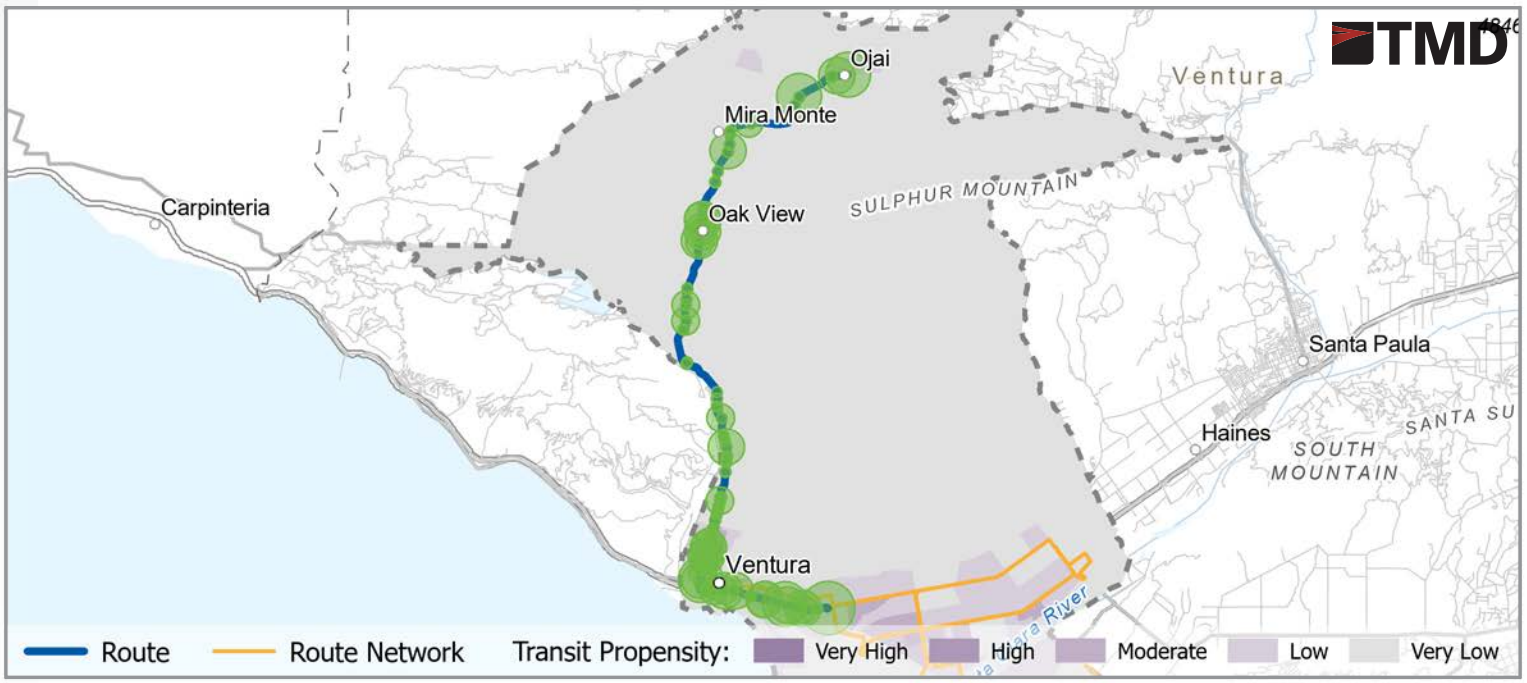
Route 16

Downtown Ojai - Pacific View Mall

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	40	60	60
Hours of Operation The hours the bus is in service	*5:15 AM to 8:00 PM*	*6:05 AM to 8:00 PM*	*6:05 AM to 8:00 PM*
Daily Passenger Boardings The average number of daily boardings	692 5 System Rank	506 3 System Rank	484 3 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	17.7 4 System Average	14.1 5 System Average	13.5 5 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$5.67 $6.07 System Average	$7.14 $7.91 System Average	$7.47 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	20% 17% System Average	16% 13% System Average	15% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	86.7%	83.9%	85.3%

Weekday Passenger Boardings



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

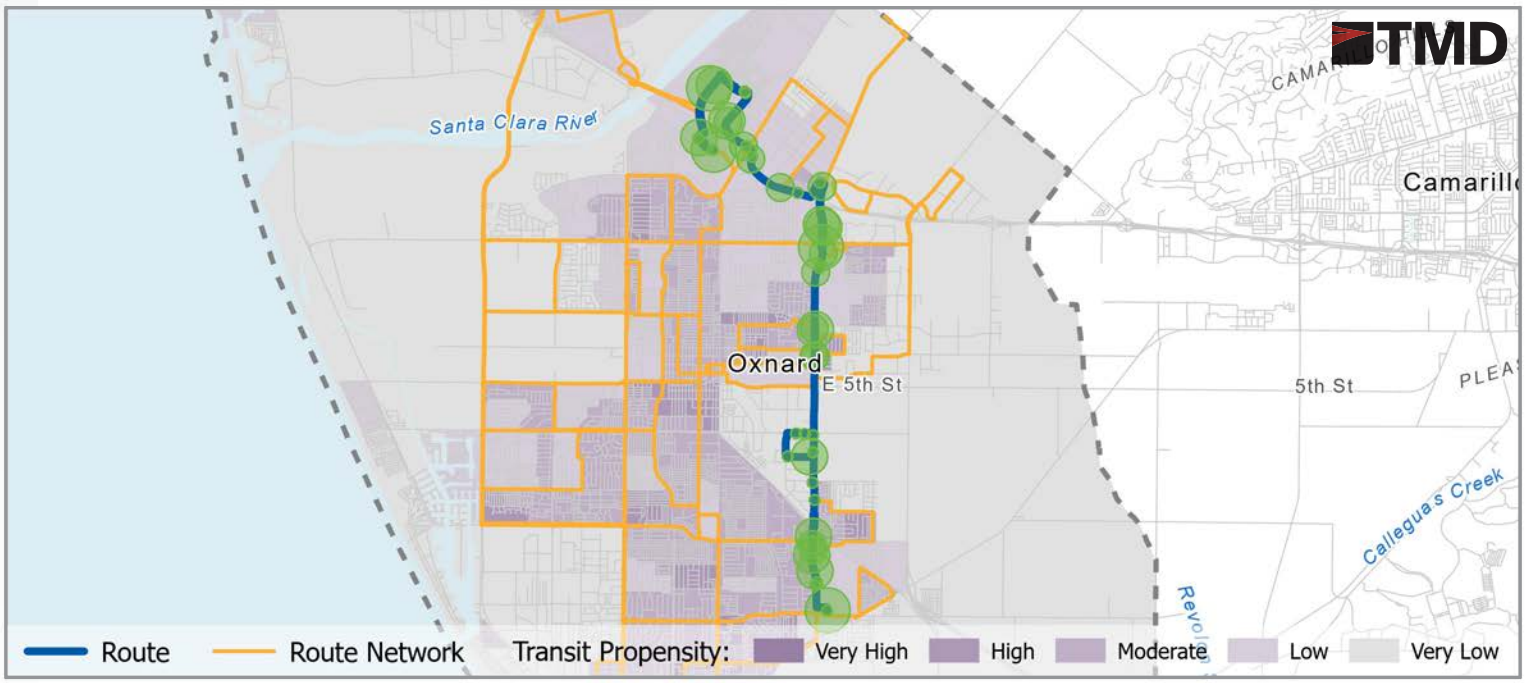
Route 17

Esplanade - Oxnard College

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	30	60	60
Hours of Operation The hours the bus is in service	*6:21 AM to 8:55 PM*	*7:15 AM to 7:55 PM*	*7:15 AM to 7:55 PM*
Daily Passenger Boardings The average number of daily boardings	375 8 System Rank	178 9 System Rank	161 9 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	11.4 14 System Average	9.4 12 System Average	8.5 12 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$8.83 $6.07 System Average	$10.72 $7.91 System Average	$11.85 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	12% 17% System Average	10% 13% System Average	9% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	77.8%	78.5%	78.5%

Weekday Passenger Boardings



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

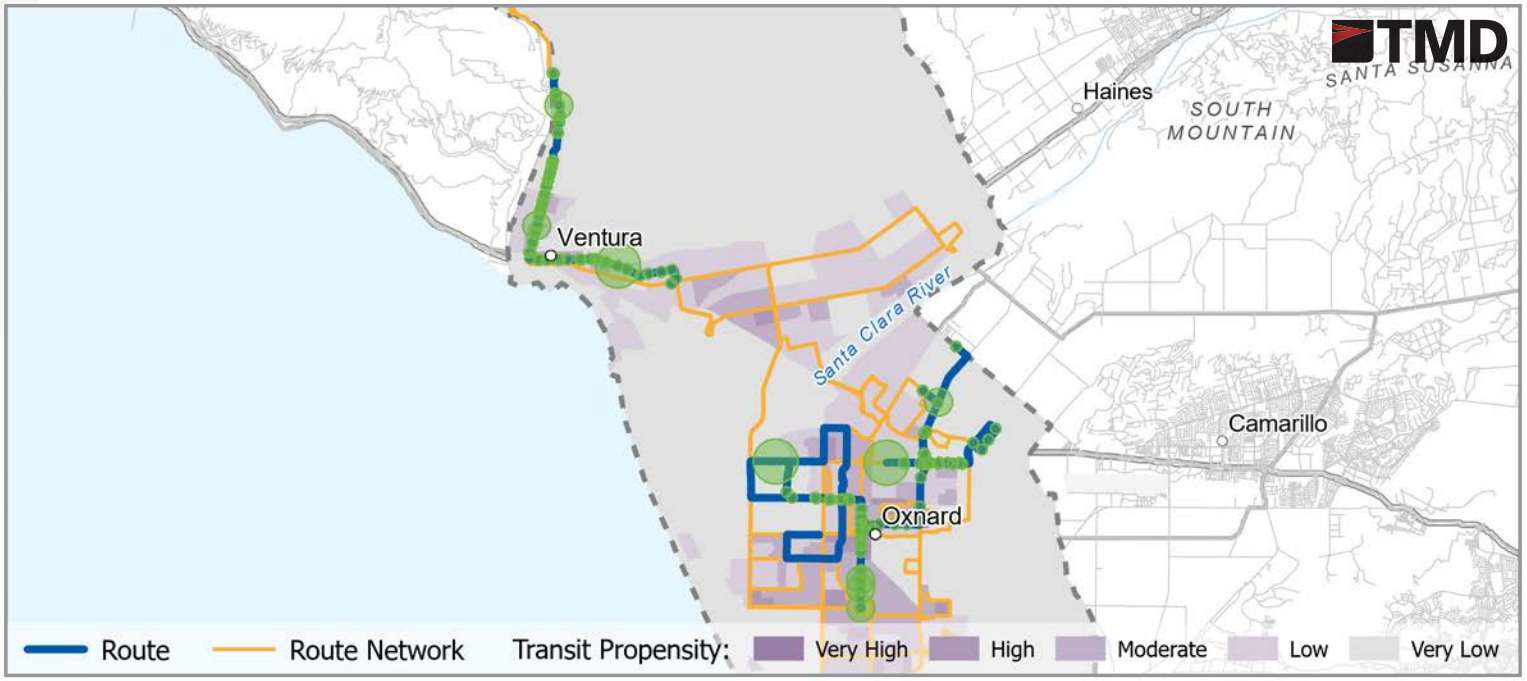
Route 18
Trippers

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	9 trips	-	-
Hours of Operation The hours the bus is in service	*7:40 AM to 3:50 PM*	*No Service*	*No Service*
Daily Passenger Boardings The average number of daily boardings	320 9 System Rank	- - System Rank	- - System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	71.9 1 System Average	- - System Average	- - System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$1.40 $6.07 System Average	- - System Average	- - System Average
Fare Box Recovery Passenger revenue divided by the operating costs	91% 17% System Average	- - System Average	- - System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	66.7%	-	-

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

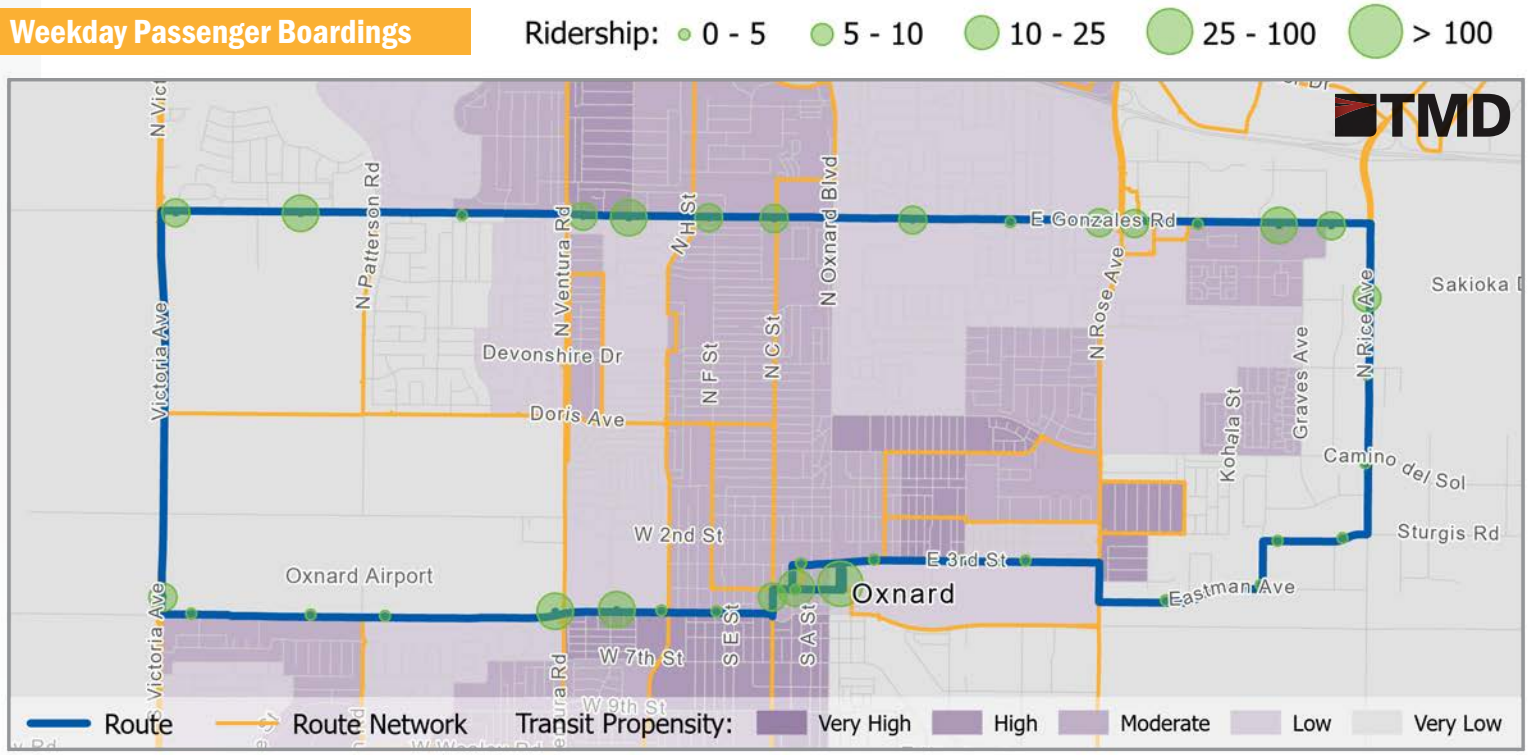
Route 19

OTC - 5th St - Airport - Gonzales Rd

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	-	-
Hours of Operation The hours the bus is in service	*5:55 AM to 7:10 PM*	*No Service*	*No Service*
Daily Passenger Boardings The average number of daily boardings	208 13 System Rank	- - System Rank	- - System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	14.9 9 System Average	- - System Average	- - System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.74 $6.07 System Average	- - System Average	- - System Average
Fare Box Recovery Passenger revenue divided by the operating costs	16% 17% System Average	- - System Average	- - System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	86.7%	-	-

Weekday Passenger Boardings



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

Route 21

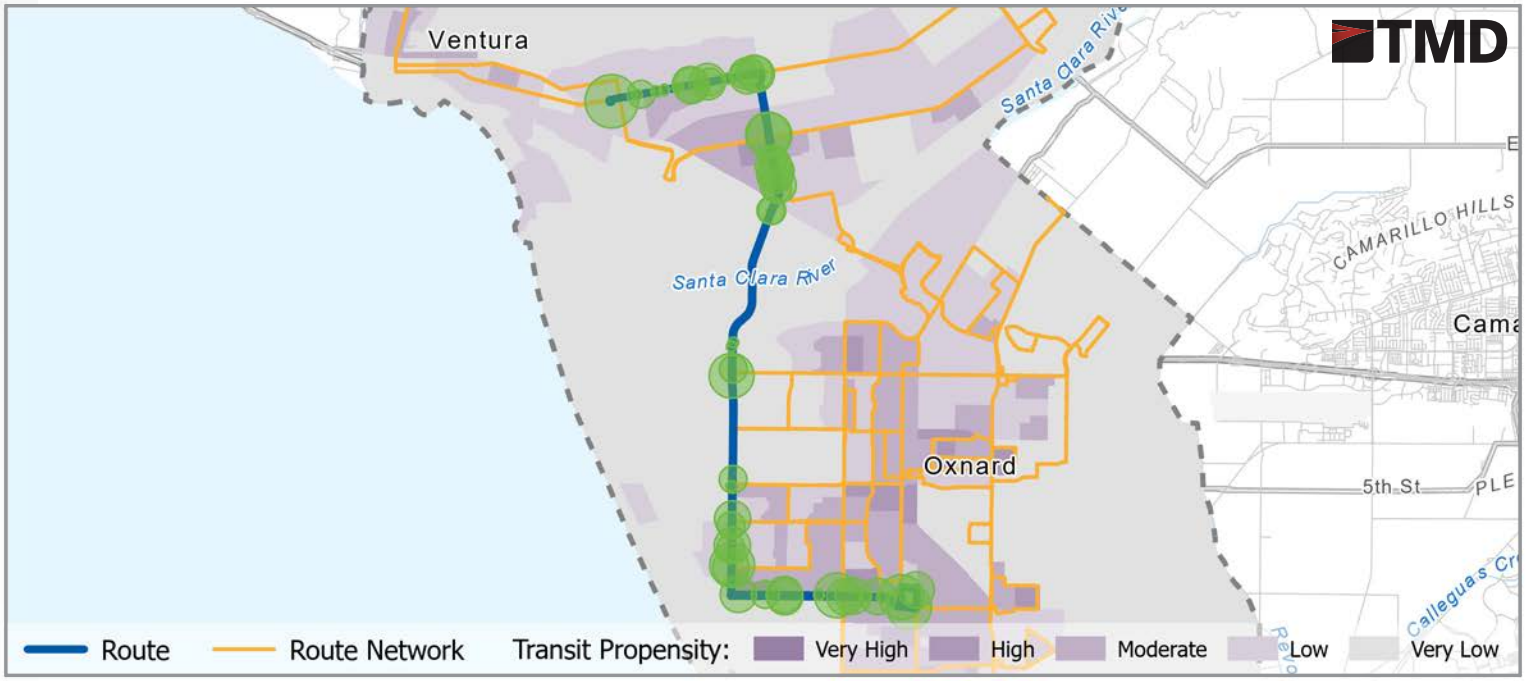
Port Hueneme - Ventura - Victoria Ave

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	60	60
Hours of Operation The hours the bus is in service	*5:40 AM to 7:45 PM*	*6:15 AM to 7:50 PM*	*6:15 AM to 7:50 PM*
Daily Passenger Boardings The average number of daily boardings	837 3 System Rank	390 6 System Rank	370 5 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	15.6 7 System Average	14.4 4 System Average	13.7 4 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.45 $6.07 System Average	$6.99 $7.91 System Average	$7.37 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	17% 17% System Average	16% 13% System Average	15% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	83.6%	83.9%	79.4%

Weekday Passenger Boardings

Ridership: 0 - 5 | 5 - 10 | 10 - 25 | 25 - 100 | > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

2023

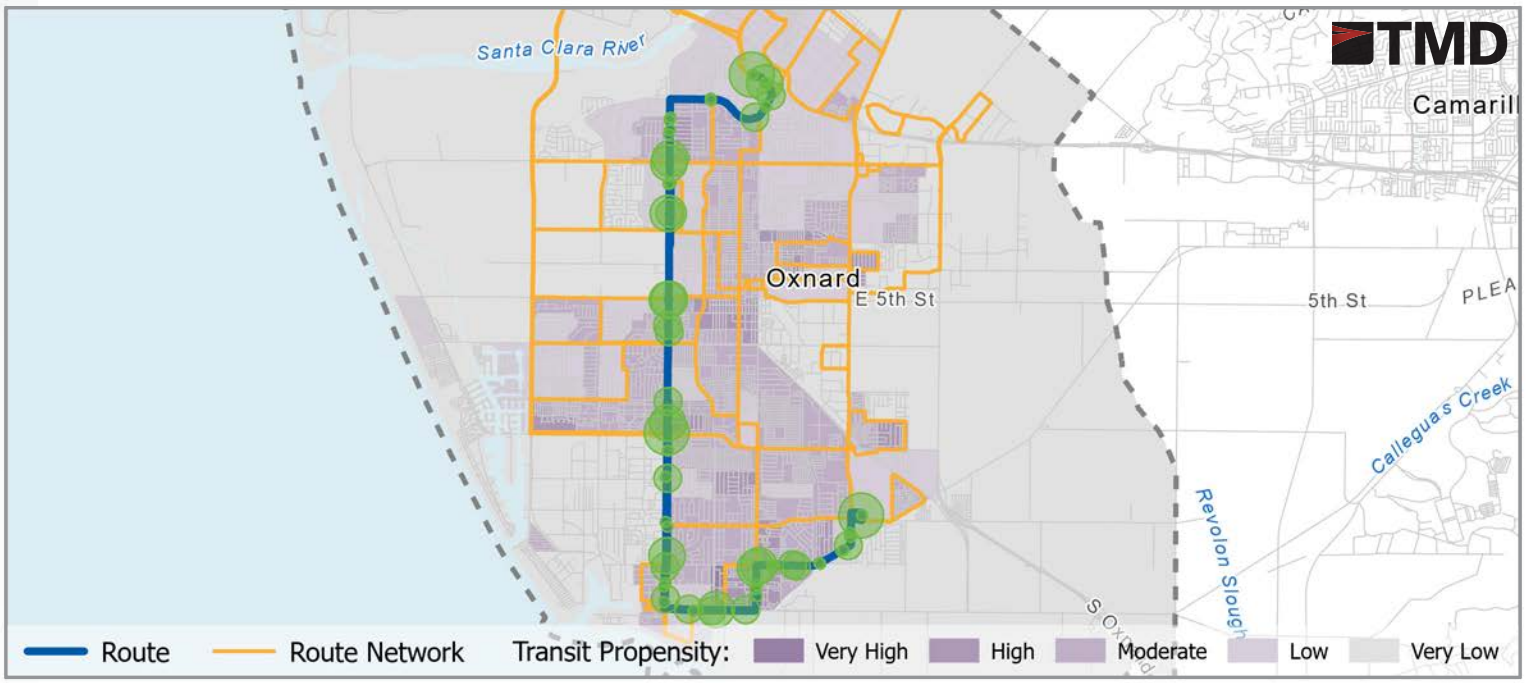
Route 23

Oxnard College - Naval Base - Esplanade

GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	40	60	60
Hours of Operation The hours the bus is in service	*6:40 AM to 8:15 PM*	*6:40 AM to 7:40 PM*	*6:40 AM to 7:40 PM*
Daily Passenger Boardings The average number of daily boardings	414 7 System Rank	207 8 System Rank	192 8 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	11.2 15 System Average	11.8 7 System Average	11 7 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$9.00 $6.07 System Average	$8.50 $7.91 System Average	$9.19 $8.32 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	12% 17% System Average	13% 13% System Average	12% 12% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	83.0%	82.7%	85.9%

Weekday Passenger Boardings



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

ATTACHMENT B

SRTP Outreach Summary

GOLD COAST TRANSIT DISTRICT
FY26-30 SHORT-RANGE TRANSIT PLAN
OUTREACH SUMMARY

TABLE OF CONTENTS

PUBLIC OUTREACH GOALS

The public outreach process for Gold Coast Transit District's (GCTD) Short-Range Transit Plan (SRTP) was developed to support the following goals:

CONDUCT OUTREACH ACROSS GCTD SERVICE AREA TO BOTH RIDERS AND NON-RIDERS

Objective: Reach as many GCTD stakeholders as possible using mass communication tactics and leveraging technology.

Audience: Anyone of any age in West Ventura County with an interest in the transportation system. This audience includes – but is not limited to – residents, employers, workers, and students; elected officials and government agency staff; community organizations and advocates; business groups; schools and institutions; media and influencers; and GCTD employees.

PROACTIVELY ENGAGE NEW RIDERS, ESPECIALLY YOUTH AND COLLEGE STUDENTS

Objective: Ensure active dialogue with GCTD's newest riders who have started using the service since the pandemic.

Audience: Newer riders of GCTD fixed-route service with special emphasis on the young riders who currently enjoy free bus service thanks to the county's Youth Ride Free and College Ride programs.

SEEK FEEDBACK FROM A CROSS SECTION OF THE COMMUNITY

Objective: Ensure outreach is inclusive, equitable, and multilingual, using data to help determine gaps in engagement and leveraging community partnerships to guarantee that all voices are being heard.

Audience: Assure that a diverse cross-section of communities is included to represent all those who use GCTD's services.

PROVIDE OPPORTUNITIES FOR DIRECT (IN-PERSON OR VIRTUAL) AND MEANINGFUL FEEDBACK

Objective: Meet people where they are, either physically or in the virtual world, by providing opportunities for community members to interact with project staff, ask questions and make comments in a personalized way.

Audience: All audiences listed above with an emphasis on connecting with individuals at the times and in the places and formats that work with their busy lives and schedules. This audience also includes formal and informal representatives of organizations and communities who are willing to help GCTD inform and engage with their constituents.

DEVELOP RIDER PROFILES

Objective: Using data from GCTD's existing customer surveys plus additional information gleaned through the public outreach process, develop profiles of GCTD's key ridership segments for use in future planning, outreach, and service promotion.

Audience: Current and potential GCTD riders, including youth, college students, commuters, seniors, and families.

PUBLIC OUTREACH SCHEDULE

The project was structured with two distinct outreach phases. Phase 1 sought community input on the existing state of the GCTD system as well as the wants, needs, and priorities of non-riders. The input gathered during Phase 1 informed the Existing Conditions section of the SRTP. Phase 1 public outreach ran from October through December 2023.

Phase 2 provided an opportunity for the community to see how their feedback was incorporated into the Draft System Improvement recommendations and Draft Transit Opportunity Corridor Concepts and give input on those key pieces of the SRTP while they were still in draft form. Phase 2 public outreach ran from June through August 2023.

PUBLIC OUTREACH TACTICS AND ACTIVITIES

BILINGUAL PROJECT PAGE ON GCTD WEBSITE (GCTD.ORG/SRTP24)

- **Phase 1:** The SRTP project page went live in October 2023 and remained in place throughout the project. The page serves as a library of all project materials and contains links to community surveys.

- **Phase 2:** GCTD updated the project page with new information in June 2024, including draft route recommendations and draft Transit Opportunity Corridor alternatives.

BILINGUAL SRTP FACT SHEET

- **Phase 1**: A fact sheet, available online and in printed form, was used for public outreach presentations starting in October 2023. The Phase 1 fact sheets are included as Attachment A.

- **Phase 2:** The fact sheet was updated in June 2024. The Phase 2 fact sheets are included as Attachment B.

BILINGUAL BUS RIDER OUTREACH MATERIALS

- **Phase 1**: Car cards, sandwich board posters, and rider alerts in English and Spanish were posted throughout the system, alerting riders to the SRTP project and inviting them to give their feedback via an online survey. The Phase 1 Rider Alert is included as Attachment C.

- **Phase 2:** Updated rider materials were posted throughout the system in July 2024. These materials encouraged riders to give their feedback on draft route recommendations and Transit Opportunity Corridor alternatives. The Phase 2 car cards is included as Attachment D.

BILINGUAL ONLINE SURVEYS

- **Phase 1:** An online survey was live and available to the public from October 12 through December 17, 2023. It was the primary means of gathering feedback from riders and non-riders on the existing transit system. (GCTD also made printed copies of the survey available as needed.) As an incentive, people who completed the survey were offered a chance to win a $50 VISA gift card and a 31-day bus pass. GCTD collected 724 survey responses. The English Phase 1 survey is included as Attachment E.

- **Phase 2:** A second online survey ran from July to September 2024. This survey asked for specific feedback on GCTD's draft route recommendations and Transit Opportunity Corridor alternatives. As with Phase 1, GCTD made printed copies of the survey available as needed and offered survey respondents a chance to win a $50 VISA gift card and a 31-day bus pass as an incentive for participation. GCTD collected 333 survey responses. The English Phase 1 survey is included as Attachment F.

BILINGUAL SOCIAL MEDIA

GCTD used both paid and organic social media to educate the public about the SRTP process and encourage survey participation. The information below focuses on the performance of paid ads, which Meta provides in greater detail than that of organic posts. Organic posts occurred throughout the two phases described below.

- **Phase 1:** Paid social ads in English and Spanish targeted three different demographics: riders, college students, and the community at large (including non-riders) with tailored images and messaging. The social ads reached 101,711 people, garnered 371,372 impressions, and drove 3,956 people to the survey page. An example Phase 1 social media post is included as Attachment G.

- **Phase 2:** Paid social media ads in English and Spanish targeted the community at large in Phase 2, encouraging people to give feedback on GCTD's draft route recommendations and Transit Opportunity Corridor alternatives. The social ads reached 57,224 people, garnered 169,463 impressions, and drove 1,906 people to the survey page. An example Phase 2 social media post is included as Attachment H.

STAKEHOLDER DATABASE AND OUTREACH

- **Phase 1:** GCTD created a stakeholder database for the purpose of community outreach regarding the SRTP project. The database contained key stakeholders in the GCTD service area, including elected officials, relevant government agency staff, and community organizations. GCTD used this database to schedule presentations for interested groups and individuals and send email blasts.
- **Phase 2:** Using the stakeholder database, GCTD made follow-up calls and offered a virtual presentation and office hours to the most highly impacted groups and individuals. GCTD made 42 stakeholder calls and 25 people attended the virtual office hours or made follow-up inquiries with staff.

EMAIL BLASTS

- **Phase 1:** GCTD used email blasts to notify riders and key stakeholders about the SRTP process and encourage public engagement. Eblasts went to GCTD's existing rider database as well as to the stakeholder database created for the SRTP project. The stakeholder email contained a toolkit for agencies and organizations to use to engage their constituencies in the project. Emails were sent on 10/26/23. The Phase 1 email blast is included as Attachment I.

- **Phase 2:** As in Phase 1, eblasts were sent on 07/26/24. The Phase 2 email blast is included as Attachment J.

APP MESSAGING

- **Phase 1:** GCTD used the direct messaging features in two popular transit apps, GOVCBus and the Transit App, to notify riders about the SRTP process and encourage participation. App messages were sent on 10/30/23.

- **Phase 2:** As in Phase 1, app messages were sent to riders notifying them about the draft recommendations. App messages were sent on 07/24/24.

PRESS RELEASE

- **Phase 1:** A press release was sent to local media outlets on 10/12/23. The Phase 1 press release is included as Attachment K.

STAKEHOLDER PRESENTATIONS (IN-PERSON AND VIRTUAL)

- **Phase 1:** GCTD staff made presentations to community organizations, agency staff, and other key stakeholders between October and December 2023 notifying them about the project and how they could participate.

- **Phase 2:** GCTD staff made presentations to community organizations, agency staff, and other key stakeholders between June and August 2024 to inform them that the draft recommendations were available for review. In addition, virtual presentations and office hours were offered to key stakeholders on Aug. 14, 2024, from 1-3 p.m. and 5-7 p.m. GCTD also offered a pre-recorded PowerPoint presentation that could be accessed online anytime.

ATTACHMENT A: PHASE 1 FACT SHEETS

About SRTP

What Goes into the SRTP

Existing Conditions Analysis
The SRTP will study the current condition of the transit system. GCTD will gather input from current riders, former riders, and the community at large about what is working well and what could be improved. We will conduct a line-by-line analysis of each GCTD bus route.

System Improvement Recommendations
Based on data gathered during the Existing Conditions Analysis, the SRTP will provide recommendations for improving the GCTD system. These recommendations may include adding, subtracting, or modifying bus routes, schedules, frequencies, or stops. They could also include augmenting fixed-route transit with on-demand service or new technologies.

High-Quality Transit Corridor Analysis
The SRTP will analyze the feasibility of connecting core parts of GCTD's service area in Ventura and Oxnard with a new, higher-quality transit service. This analysis will consider which areas could be served by this new route and how to connect them most effectively.

Implementation and Financial Plan
This will estimate the cost of implementing the improvements recommended in the SRTP, project future GCTD revenue for the next five years, and outline a prioritized implementation plan to guide the agency moving forward.

Community Engagement
The cornerstone of the SRTP is community input. GCTD wants to hear from current and former riders as well as the community at large. Anyone who lives or works in West Ventura County is encouraged to provide their feedback.

$50 VISA GIFT CARD & 31-DAY BUS PASS

SCAN ME

Take the Survey!

Survey respondents who provide their contact information will be entered for a chance to win a $50 Visa Gift Card and a 31-day bus pass.

SRTP PROJECT *Timeline*

October-November 2023
Please participate in our first community survey. We'd like to know:

- Which parts of the system work well for you?
- What could be improved?
- If you've stopped riding transit, what would encourage you to return?
- If you've never ridden a bus, what would entice you to try it?

February-March 2024
Review our proposed system improvements and let us know what you think. You can view the proposed changes line-by-line and see the initial findings of the Ventura-Oxnard Transit Corridor Feasibility Study.

Survey available:
Now to December 1, 2023

STAY CONNECTED:

805-487-4222

gctd.org/SRTP24

Follow Us

GOLDCOAST TRANSIT

Plan de Transporte (SRTP)

Información

RESUMEN

Estos últimos años trajeron cambios significativos a West Ventura County, los cuales impactaron cada aspecto de la vida – incluido el transporte público. Para servir mejor a nuestra comunidad, Gold Coast Transit District (GCTD) necesita una red de transporte público que refleje mejor las nuevas maneras en las que vivimos, trabajamos y jugamos.

Este plan de transporte a corto plazo (SRTP) es la herramienta que nos llevará a donde necesitamos estar. El SRTP analizará todas las facetas del servicio de transporte del GCTD y recomendará cómo mejorarlas en el corto y largo plazo.

PROPÓSITO

El propósito del SRTP es mejorar la movilidad y la calidad de vida en nuestra región al:

- Aumentar la eficacia y eficiencia del transporte
- Reestructurar el servicio de autobús para promover el crecimiento económico y la conectividad regional
- Evaluar la viabilidad de crear un corredor de transporte público de mayor calidad entre Oxnard y Ventura
- Mejorar el número de pasajeros, la confiabilidad y la experiencia del cliente

¡SU VOZ IMPORTA!

Acerca del SRTP

Qué está incluido en el SRTP

Análisis de condiciones existentes
El SRTP analizará las condiciones actuales del sistema de transporte. El GCTD recopilará opiniones de usuarios actuales, usuarios antiguos y la comunidad en general sobre lo que funciona bien y lo que se puede mejorar. Realizaremos un análisis línea por línea de cada ruta de autobús del GCTD.

Recomendaciones para la mejora del sistema
Con base en la información que se recopiló durante el análisis de condiciones existentes, el SRTP proporcionará recomendaciones para mejorar el sistema de GCTD. Estas recomendaciones pueden incluir agregar, quitar o modificar rutas de autobús, horarios, frecuencias o paradas. También pueden incluir el aumento del tránsito en rutas fijas con un servicio de demanda o nuevas tecnologías.

Análisis del corredor de transporte público de alta calidad
El SRTP analizará la viabilidad de conectar partes centrales del área de servicio de GCTD en Ventura y Oxnard con un nuevo servicio de transporte de mayor calidad. Este análisis considerará qué áreas pueden atenderse con esta nueva ruta y cómo conectarlas de la manera más efectiva.

Implementación y plan financiero
Esto estimará el costo de implementar las mejoras recomendadas en el SRTP, proyectará los ingresos futuros de GCTD en los próximos cinco años y perfilará un plan de implementación priorizado para guiar a la agencia en el futuro.

Participación de la comunidad
El fundamento del SRTP es el aporte de la comunidad. GCTD quiere escuchar de usuarios actuales y antiguos, así como de la comunidad en general. Se anima a cualquier persona que vive o trabaja en West Ventura County a brindar sus comentarios.

¡Participa para ganar!

UNA TARJETA DE REGALO DE $50 Y UN PASE DE 31-DÍAS.

ESCANEE EL CÓDIGO

¡Haga la encuesta!

Las personas encuestadas que proporcionen su información de contacto tendrán la oportunidad de ganar una tarjeta de regalo Visa de $50 y un pase de autobús de 31 días.

SRTP *cronograma del projecto*

Octubre-noviembre 2023
Por favor participe en nuestra primera encuesta para la comunidad. Queremos saber:

- ¿Qué partes del sistema funcionan bien para usted?
- ¿Qué puede mejorarse?
- Si dejó de usar el transporte público, ¿qué le motivaría a regresar?
- Si nunca se ha subido a un autobús, ¿qué le animaría a intentarlo?

Febrero-marzo 2024
Revise nuestras propuestas para mejorar el sistema y háganos saber lo que piensa. Puede ver los cambios propuestos línea por línea y ver los hallazgos iniciales del estudio de viabilidad del corredor de transporte público Ventura-Oxnard.

Encuesta disponible:
Ahora hasta el 1 de diciembre de 2023

Para más información:

805-487-4222

gctd.org/SRTP24

Síguenos en redes sociales

ATTACHMENT B: PHASE 2 FACT SHEET

Your Vision, Our Mission

HELP SHAPE THE FUTURE OF GO GOLD COAST TRANSIT

The last few years have brought significant change to West Ventura County, impacting every aspect of life – including public transportation. To better serve our community, **Gold Coast Transit District (GCTD)** needs a transportation network that reflects the new ways we live, work, shop, travel, and play. **The Short-Range Transit Plan (SRTP)** is the tool to get us where we need to go.

Recommended Bus Service Changes

In Fall 2023, we asked for community input on the current transit system. Riders told us what they think is working well and what could be improved. Non-riders weighed in on what might entice them to give transit a try. Based on that feedback and technical analysis, we've developed a set of recommended service changes to 13 GCTD routes.

Overall, our recommendations will improve weekday frequency on six routes and weekend frequency on seven routes. They will increase access to 30-minute-or-better weekday service by 21% and 40-minute-or-better weekend service by 73%. They will also improve transfer times at the Ventura Transit Center, Oxnard Transit Center, and The Esplanade.

Transit Opportunity Corridor

In parallel with the SRTP, GCTD is studying the feasibility of creating a Transit Opportunity Corridor (TOC) in western Ventura County. A TOC is designed to provide fast, high-frequency bus service between major destinations with service running every 15-20 minutes during most of the day. Each stop in a TOC would have enhanced amenities and provide a comfortable and safe location for customers waiting for the bus. At locations with poor access, pedestrian improvements may be part of a TOC project.

As part of this study, GCTD is considering seven alignment alternatives made up of different routing and stop locations. We would like your feedback on these alignments which will be filtered down to a list of top options.

Su visión es nuestra misión

AYUDE A DAR FORMA AL FUTURO DE GCTD GOLD COAST TRANSIT

Los últimos años han traído cambios significantes al oeste del Condado de Ventura, afectando todos los aspectos de la vida, incluido el transporte público. Para servir mejor a nuestra comunidad, **Gold Coast Transit District (GCTD)** necesita una red de transporte que refleje las nuevas formas en que vivimos, trabajamos, compramos, viajamos y nos divertimos. **El Plan de Tránsito de Corto Plazo (SRTP por sus siglas en inglés)** es la herramienta para llevarnos a donde necesitamos ir.

Cambios recomendados en el servicio de autobuses

En otoño del 2023, pedimos la opinión de la comunidad sobre el sistema de tránsito. Los pasajeros compartieron lo que les gusta y lo que se podría mejorar. Aquellos que no usan el transporte público nos dijeron qué los motivaría para intentarlo. Con esos comentarios y análisis técnico, hemos propuesto mejoras en 13 rutas del GCTD.

En general, nuestras recomendaciones mejorarán la frecuencia entre semana en seis rutas y la frecuencia de fin de semana en siete rutas. Aumentarán el acceso a un servicio de 30 minutos o mejor entre semana en un 21% y a un servicio de 40 minutos o mejor durante el fin de semana en un 73%. También mejorarán los tiempos de transferencia en el Centro de Tránsito de Ventura, el Centro de Tránsito de Oxnard y The Esplanade.

Corredor de oportunidad de tránsito

GCTD también está analizando la posibilidad de establecer un Corredor de oportunidad de tránsito (TOC por sus siglas en inglés) en el oeste del Condado de Ventura. Este corredor facilitaría un servicio de autobús rápido cada 15-20 minutos durante el día entre los principales destinos. Las paradas tendrían mejoras para hacer más cómoda y segura la espera del autobús. También podrían incluir mejoras peatonales en lugares con mal acceso.

En este estudio, GCTD está evaluando siete opciones diferentes de rutas y ubicaciones de paradas. Nos gustaría conocer su opinión sobre estas opciones para seleccionar las mejores.

ATTACHMENT C: PHASE 1 RIDER ALERT

RIDER ALERT

Help Shape the Future of Gold Coast Transit

Contribute to our survey! Available Now - December 1, 2023

We're committed to improving your local transit experience, and your input is essential. Your thoughts, ideas, and opinions are invaluable to us, which is why we invite you to participate in our community survey. Survey respondents who provide their contact information will be entered for a chance to win a $50 Visa gift card and a 31-day bus pass.

Why Your Feedback Matters: Your insights will play a pivotal role in shaping the future of Gold Coast Transit services.We want to align our services with your expectations and preferences. Our goal is to make your daily transit trips even more convenient and enjoyable.

How You Can Get Involved: Participate in our community survey! It's easy and impactful. Scan the QR code below to share your valuable feedback.

Follow Us!

GOLDCOAST TRANSIT

Stay conected: 805-487-4222 gctd.org/srtp24

AVISO AL PASAJERO

Ayude a moldear el futuro de Gold Coast Transit

¡Contribuya a nuestra encuesta! Disponible ahora - 1 de diciembre de 2023

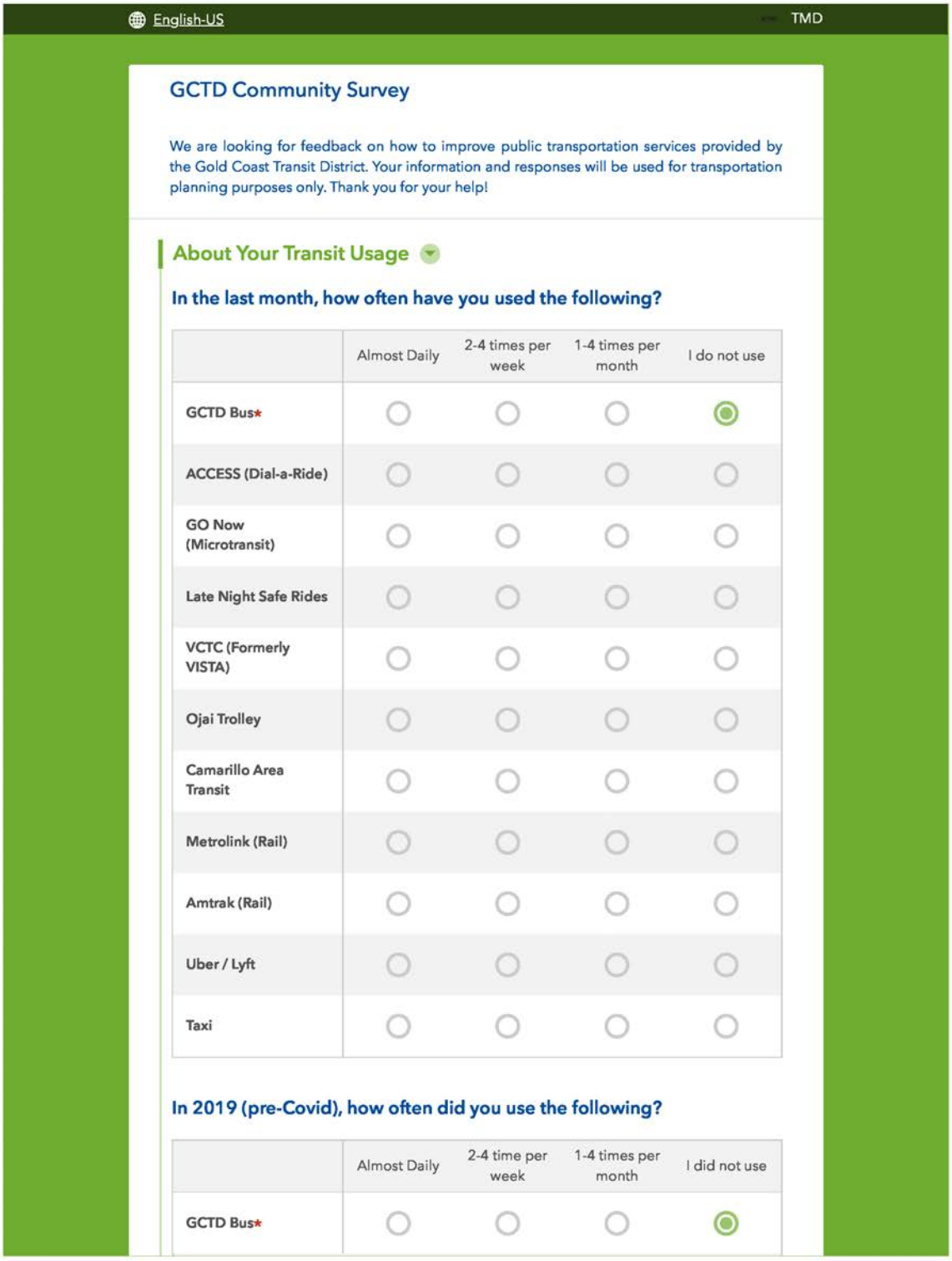
Estamos comprometidos a mejorar su experiencia en el transporte público y su participación es esencial. Sus ideas y opiniones son invaluables para nosotros, por eso los invitamos a participar en nuestra encuesta comunitaria. Las personas encuestadas que proporcionen su información de contacto tendrán la oportunidad de ganar una tarjeta de regalo Visa de $50 y un pase de autobús de 31 días.

Por qué sus comentarios importan: Sus comentarios desempeñarán un papel fundamental en la configuración del futuro de los servicios de Gold Coast Transit. Queremos alinear nuestros servicios con sus expectativas y preferencias. Nuestra meta es hacer que sus viajes diarios en transporte público sean aún más convenientes y agradables.

Cómo puede participar: ¡Participe en nuestra encuesta comunitaria! Es fácil y de gran impacto. Escanee el código QR a continuación para compartir su valiosa aportación.

ATTACHMENT D: PHASE 2 CAR CARD

ATTACHMENT E: COMMUNITY SURVEY



English-US TMD

GCTD Community Survey

We are looking for feedback on how to improve public transportation services provided by the Gold Coast Transit District. Your information and responses will be used for transportation planning purposes only. Thank you for your help!

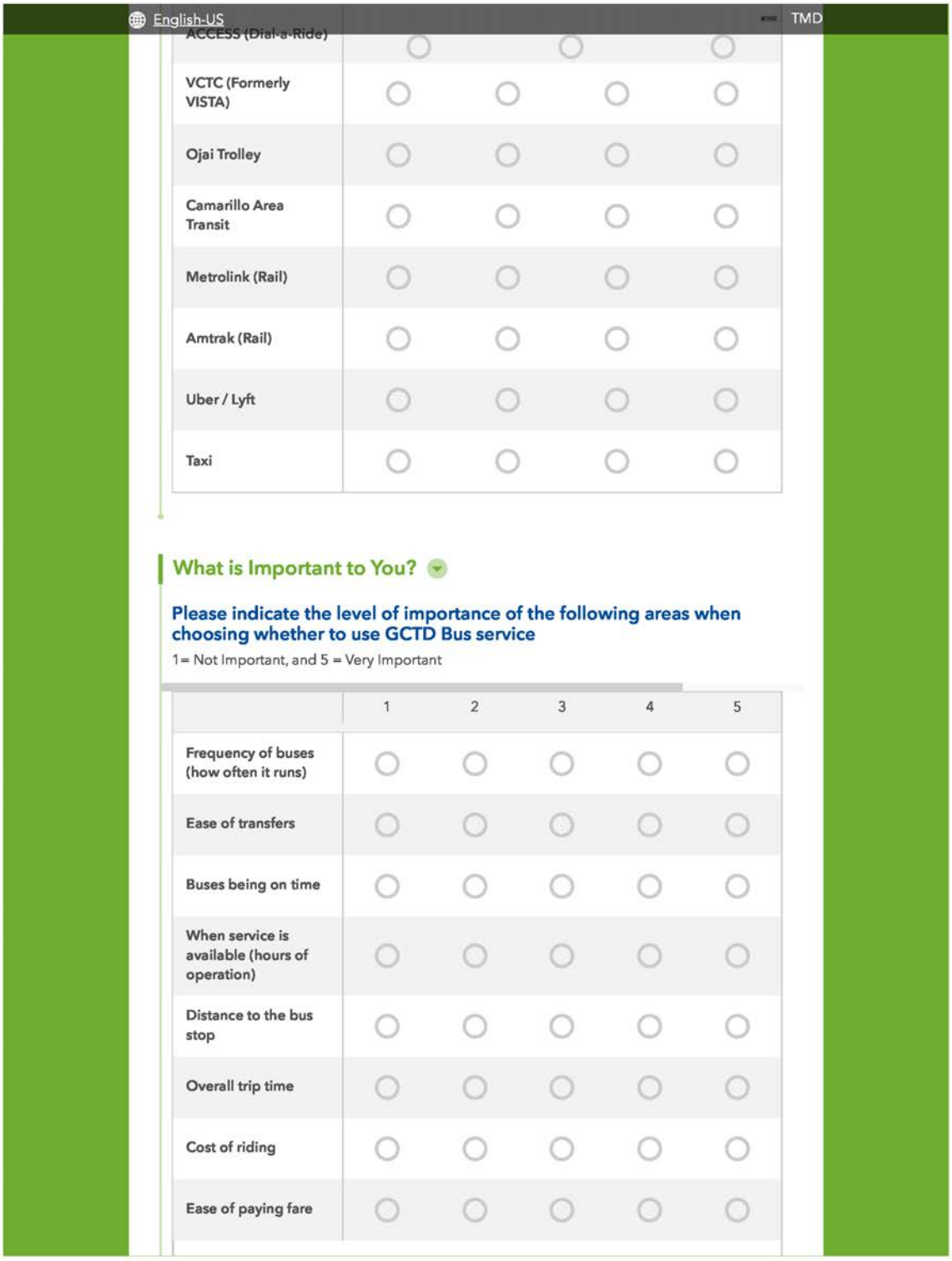
About Your Transit Usage

In the last month, how often have you used the following?

	Almost Daily	2-4 times per week	1-4 times per month	I do not use
GCTD Bus*	○	○	○	◉
ACCESS (Dial-a-Ride)	○	○	○	○
GO Now (Microtransit)	○	○	○	○
Late Night Safe Rides	○	○	○	○
VCTC (Formerly VISTA)	○	○	○	○
Ojai Trolley	○	○	○	○
Camarillo Area Transit	○	○	○	○
Metrolink (Rail)	○	○	○	○
Amtrak (Rail)	○	○	○	○
Uber / Lyft	○	○	○	○
Taxi	○	○	○	○

In 2019 (pre-Covid), how often did you use the following?

	Almost Daily	2-4 time per week	1-4 times per month	I did not use
GCTD Bus*	○	○	○	◉



English-US TMD

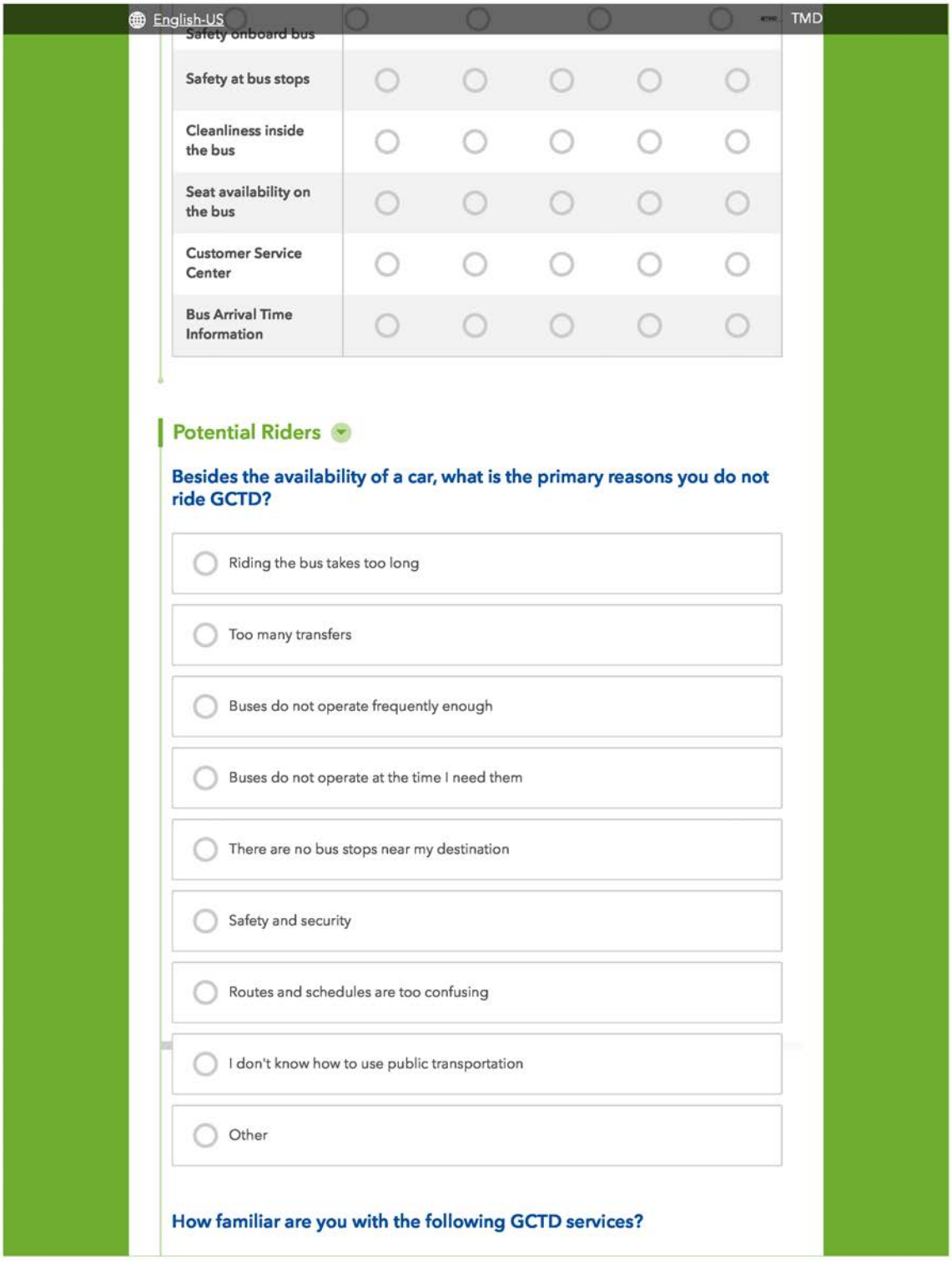
ACCESS (Dial-a-Ride)	○	○	○	○
VCTC (Formerly VISTA)	○	○	○	○
Ojai Trolley	○	○	○	○
Camarillo Area Transit	○	○	○	○
Metrolink (Rail)	○	○	○	○
Amtrak (Rail)	○	○	○	○
Uber / Lyft	○	○	○	○
Taxi	○	○	○	○

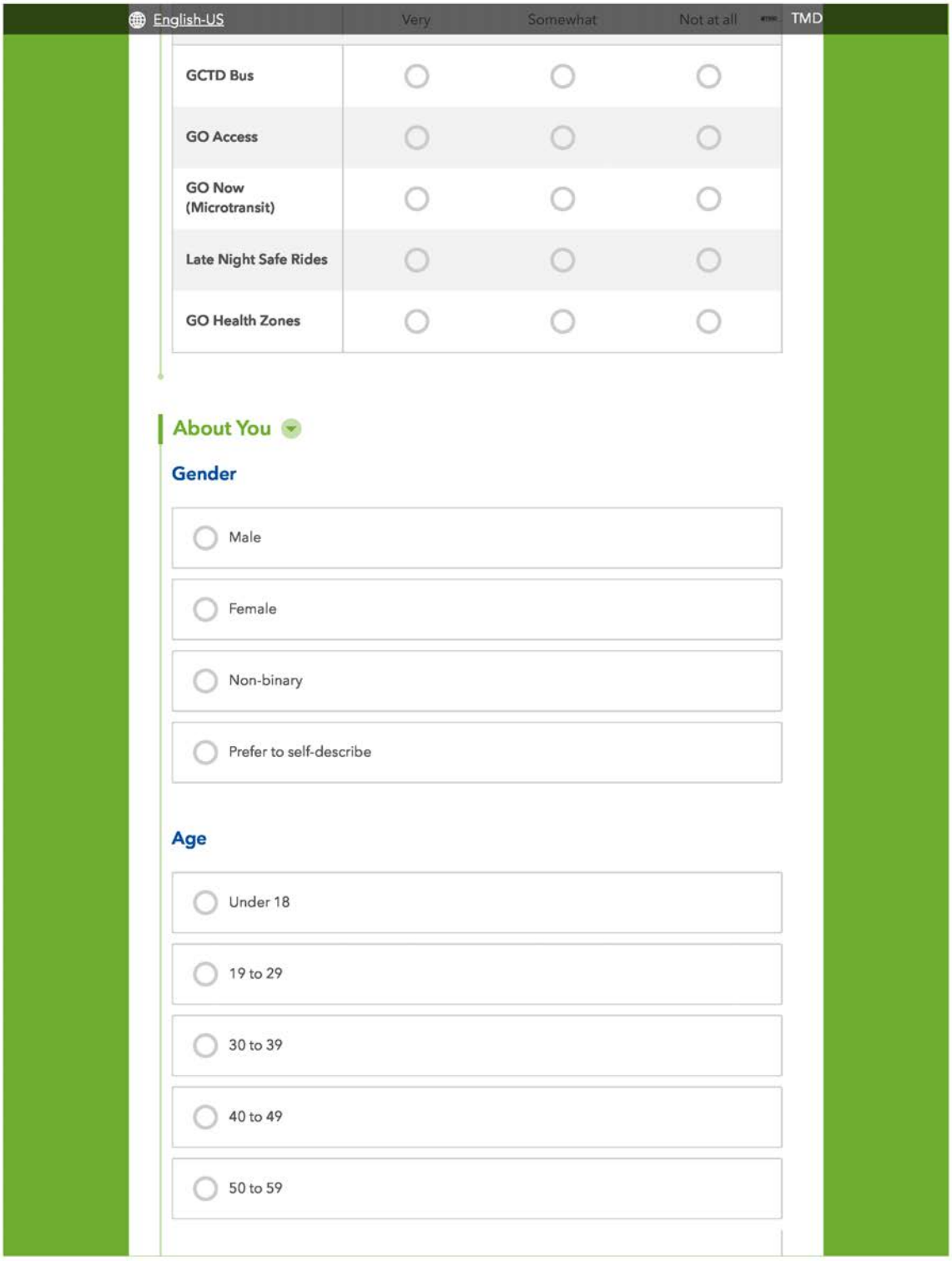
What is Important to You?

Please indicate the level of importance of the following areas when choosing whether to use GCTD Bus service

1= Not Important, and 5 = Very Important

	1	2	3	4	5
Frequency of buses (how often it runs)	○	○	○	○	○
Ease of transfers	○	○	○	○	○
Buses being on time	○	○	○	○	○
When service is available (hours of operation)	○	○	○	○	○
Distance to the bus stop	○	○	○	○	○
Overall trip time	○	○	○	○	○
Cost of riding	○	○	○	○	○
Ease of paying fare	○	○	○	○	○


English-US
TMD
Safety onboard bus
Safety at bus stops
Cleanliness inside the bus
Seat availability on the bus
Customer Service Center
Bus Arrival Time Information
Potential Riders
Besides the availability of a car, what is the primary reasons you do not ride GCTD?
Riding the bus takes too long
Too many transfers
Buses do not operate frequently enough
Buses do not operate at the time I need them
There are no bus stops near my destination
Safety and security
Routes and schedules are too confusing
I don't know how to use public transportation
Other
How familiar are you with the following GCTD services?



English-US | Very | Somewhat | Not at all | TMD

GCTD Bus	○	○	○
GO Access	○	○	○
GO Now (Microtransit)	○	○	○
Late Night Safe Rides	○	○	○
GO Health Zones	○	○	○

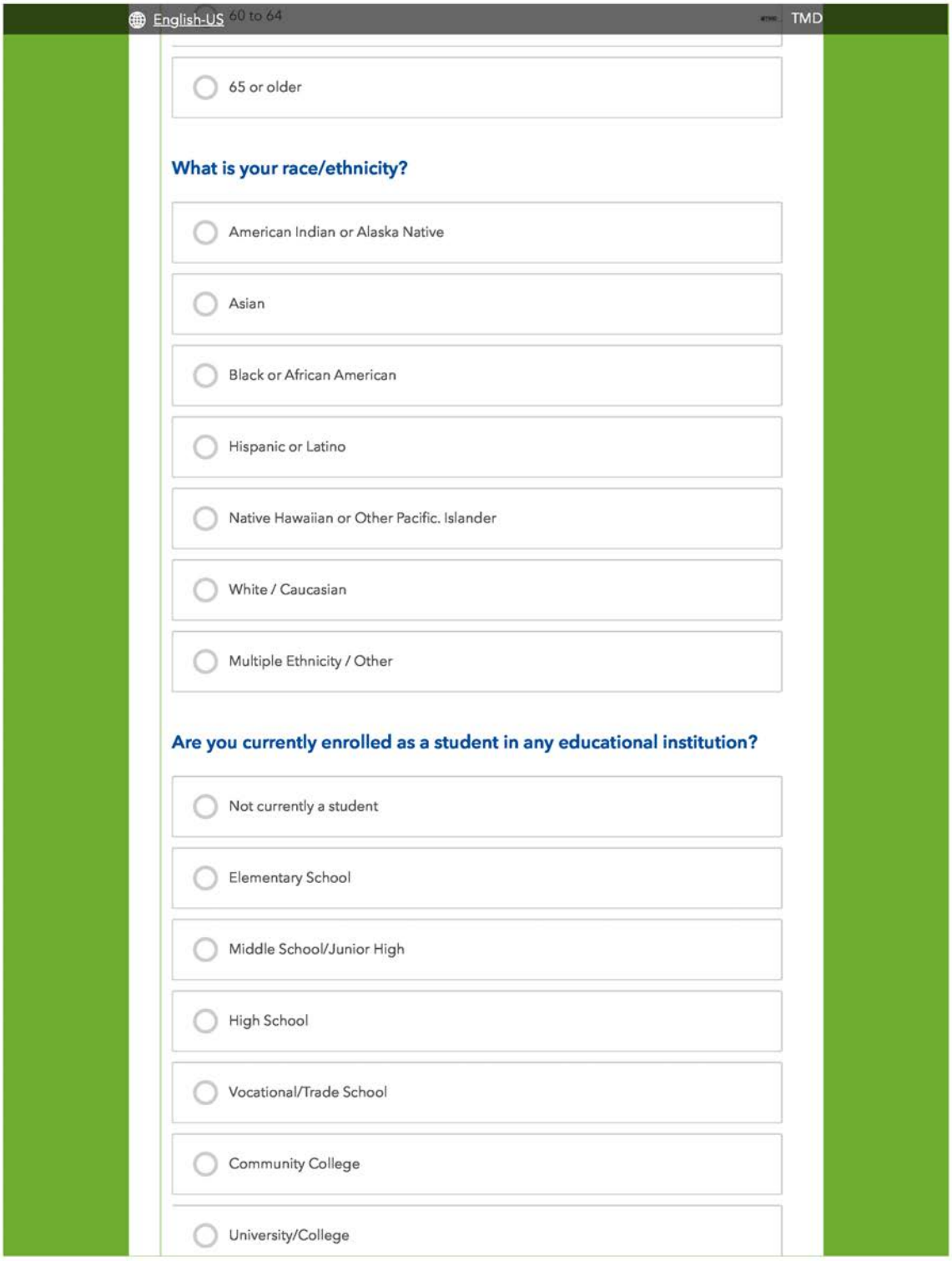
About You

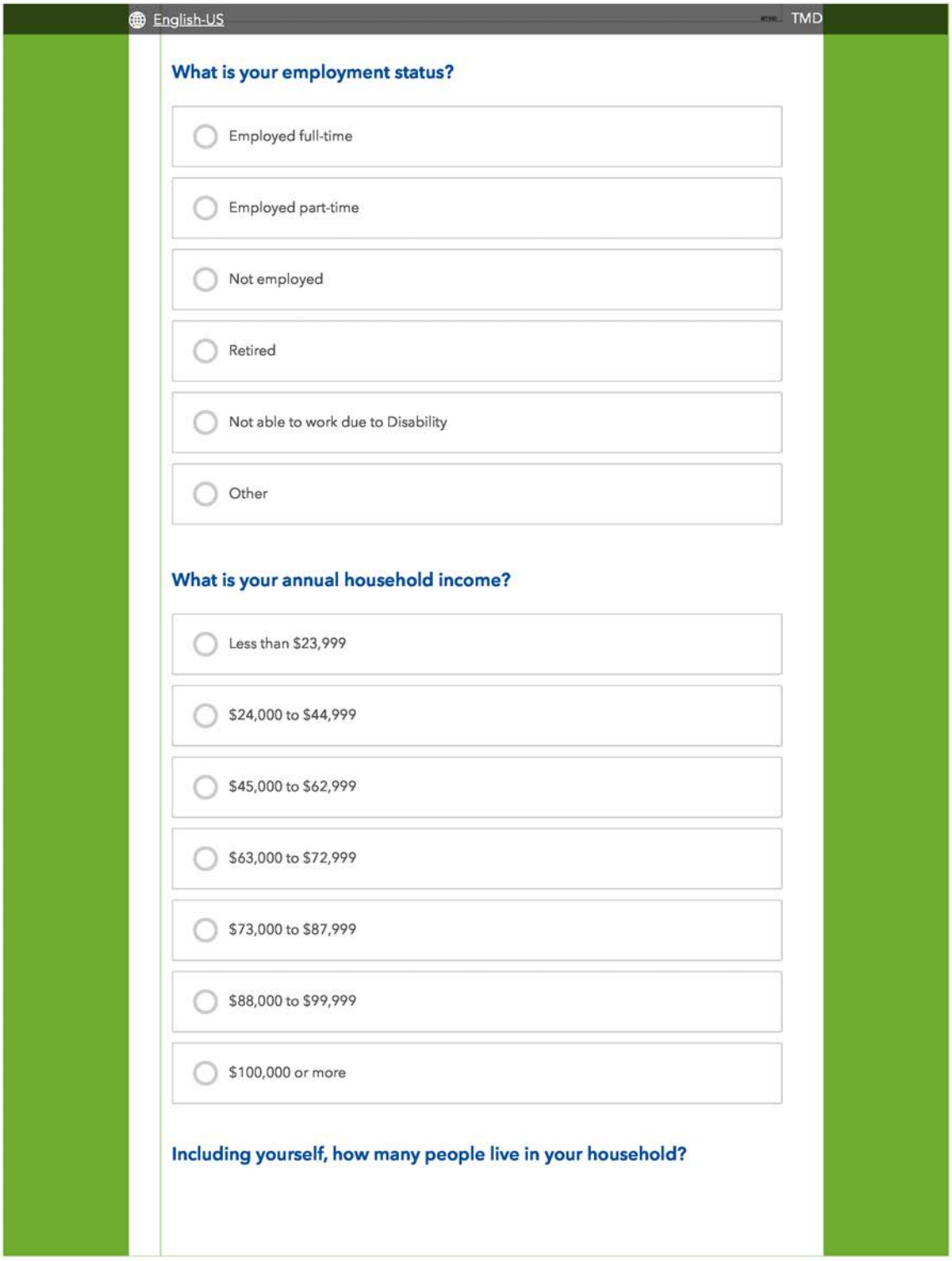
Gender

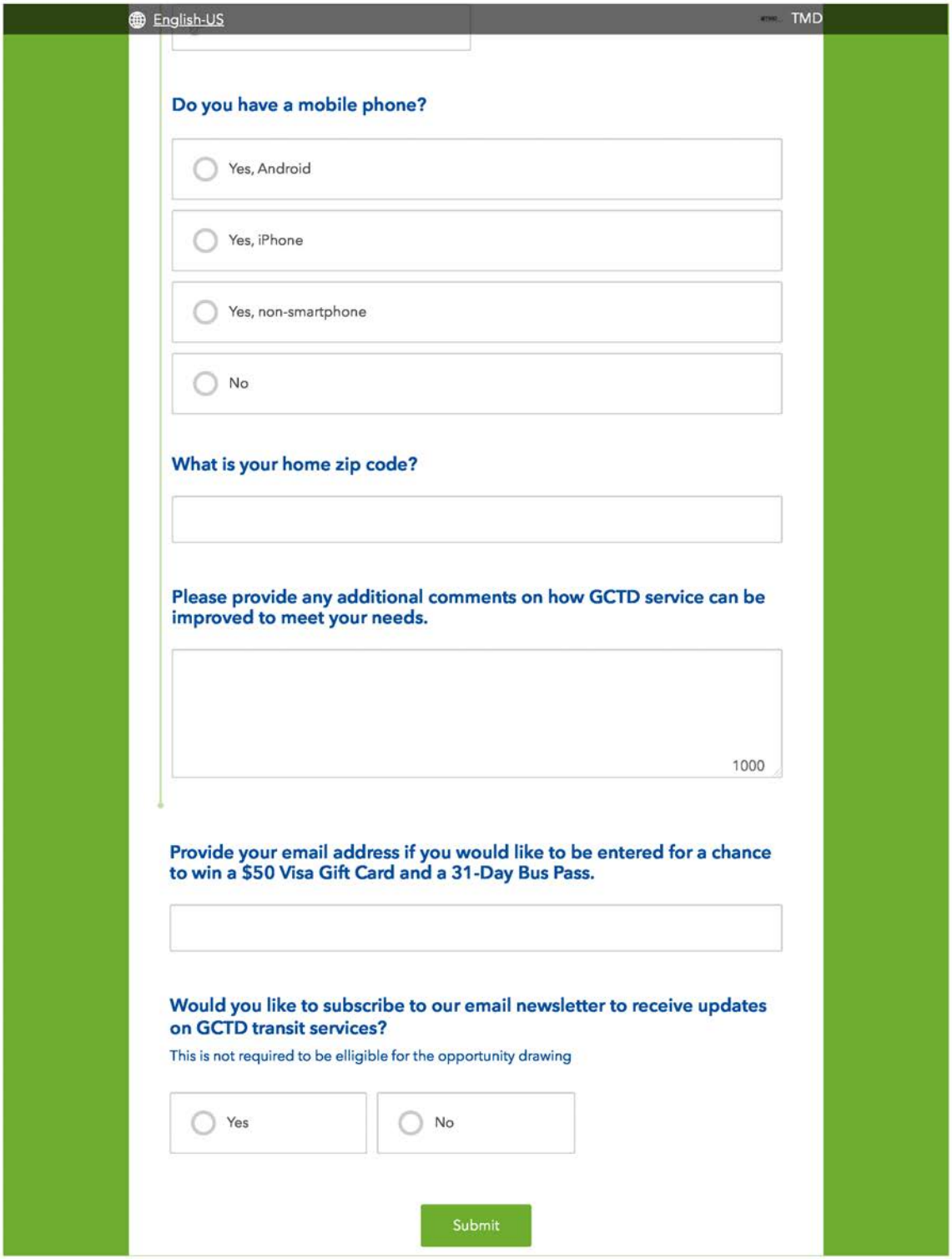
- ○ Male
- ○ Female
- ○ Non-binary
- ○ Prefer to self-describe

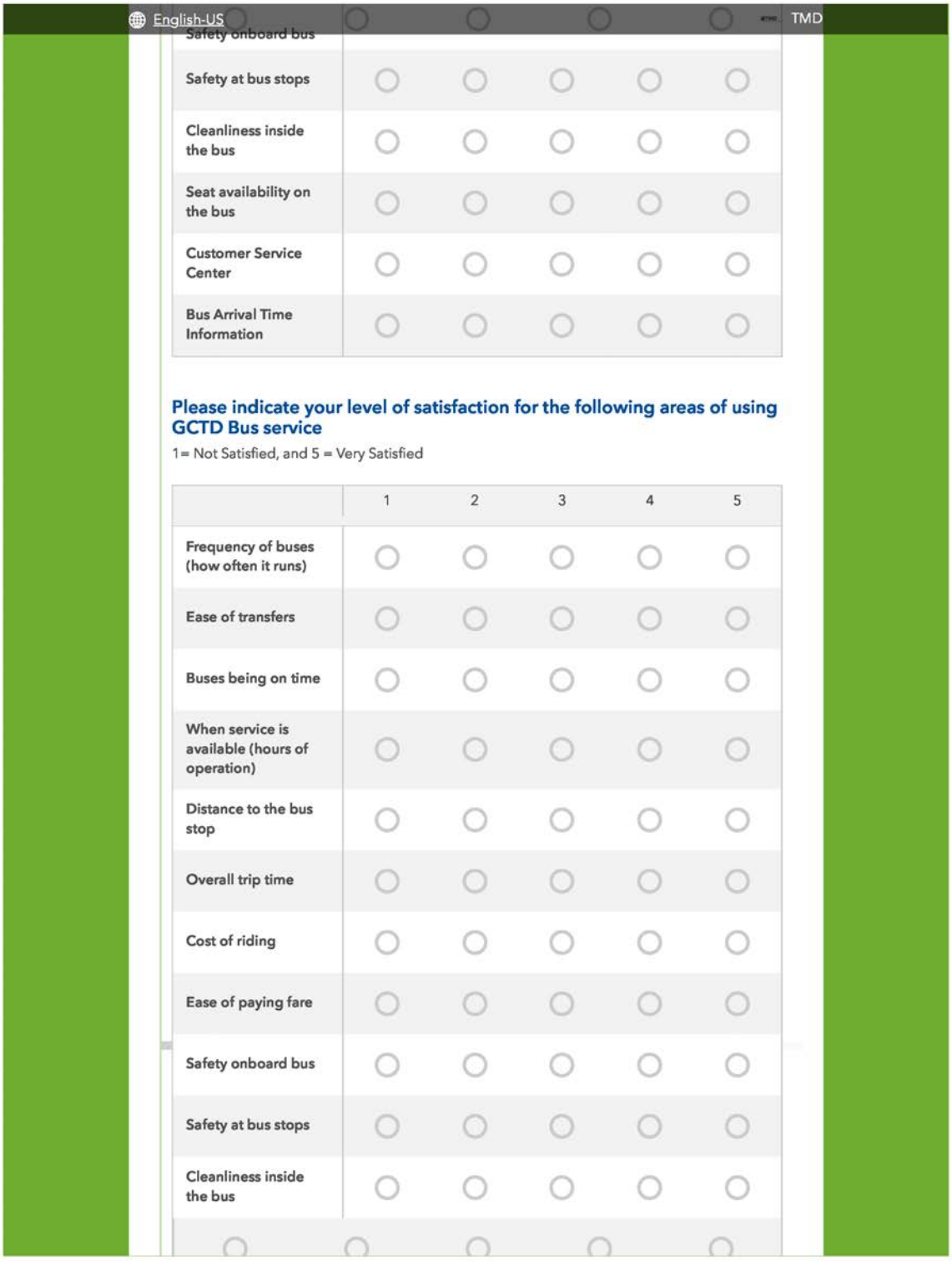
Age

- ○ Under 18
- ○ 19 to 29
- ○ 30 to 39
- ○ 40 to 49
- ○ 50 to 59


English-US
60 to 64
TMD
65 or older
What is your race/ethnicity?
American Indian or Alaska Native
Asian
Black or African American
Hispanic or Latino
Native Hawaiian or Other Pacific. Islander
White / Caucasian
Multiple Ethnicity / Other
Are you currently enrolled as a student in any educational institution?
Not currently a student
Elementary School
Middle School/Junior High
High School
Vocational/Trade School
Community College
University/College


English-US
TMD
What is your employment status?
Employed full-time
Employed part-time
Not employed
Retired
Not able to work due to Disability
Other
What is your annual household income?
Less than $23,999
$24,000 to $44,999
$45,000 to $62,999
$63,000 to $72,999
$73,000 to $87,999
$88,000 to $99,999
$100,000 or more
Including yourself, how many people live in your household?


English-US
TMD
Do you have a mobile phone?
Yes, Android
Yes, iPhone
Yes, non-smartphone
No
What is your home zip code?
Please provide any additional comments on how GCTD service can be improved to meet your needs.
1000
Provide your email address if you would like to be entered for a chance to win a $50 Visa Gift Card and a 31-Day Bus Pass.
Would you like to subscribe to our email newsletter to receive updates on GCTD transit services?
This is not required to be elligible for the opportunity drawing
Yes
No
Submit

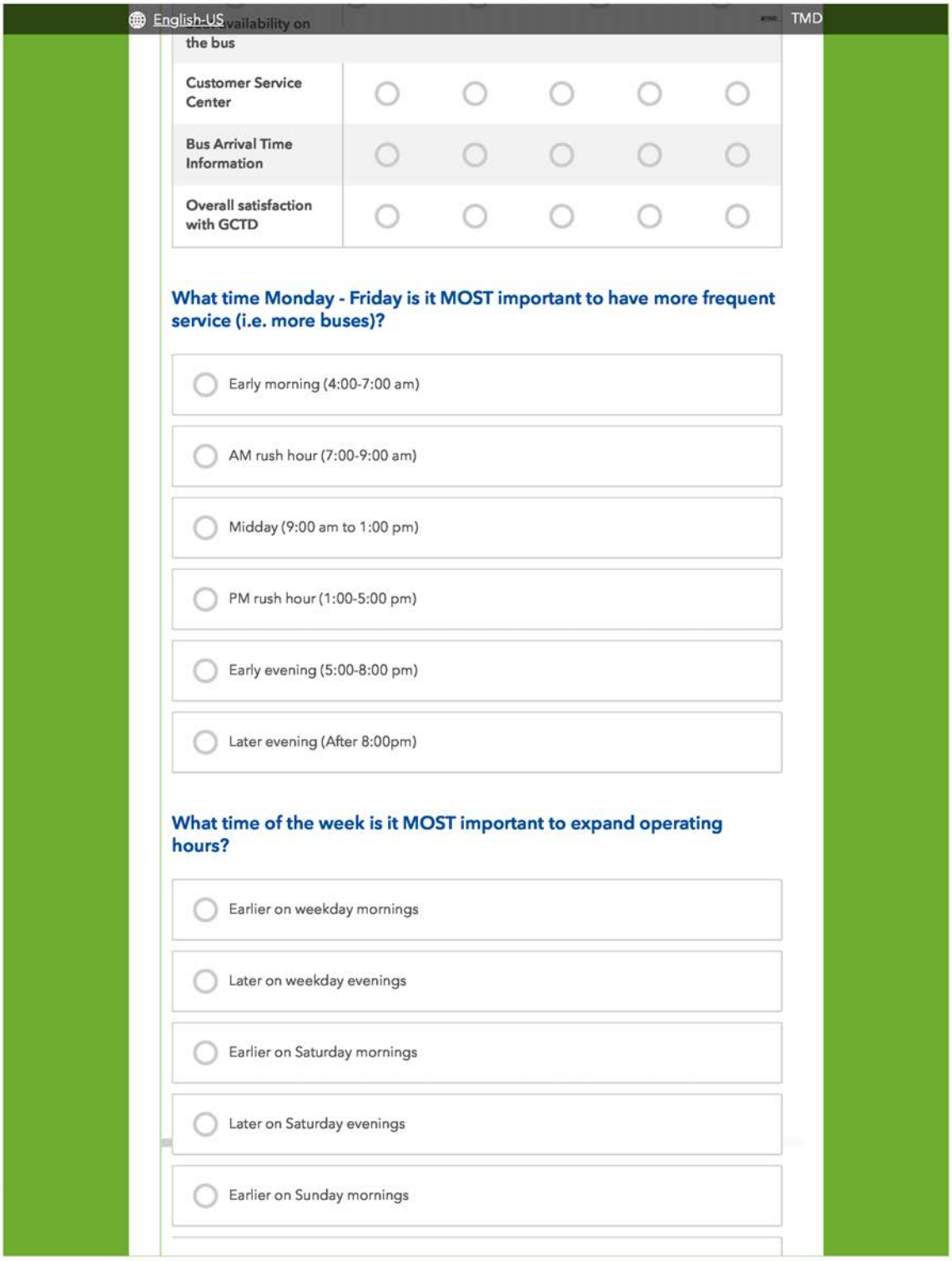

English-US TMD

Safety onboard bus					
Safety at bus stops					
Cleanliness inside the bus					
Seat availability on the bus					
Customer Service Center					
Bus Arrival Time Information					

Please indicate your level of satisfaction for the following areas of using GCTD Bus service

1= Not Satisfied, and 5 = Very Satisfied

	1	2	3	4	5
Frequency of buses (how often it runs)					
Ease of transfers					
Buses being on time					
When service is available (hours of operation)					
Distance to the bus stop					
Overall trip time					
Cost of riding					
Ease of paying fare					
Safety onboard bus					
Safety at bus stops					
Cleanliness inside the bus					


English-US TMD

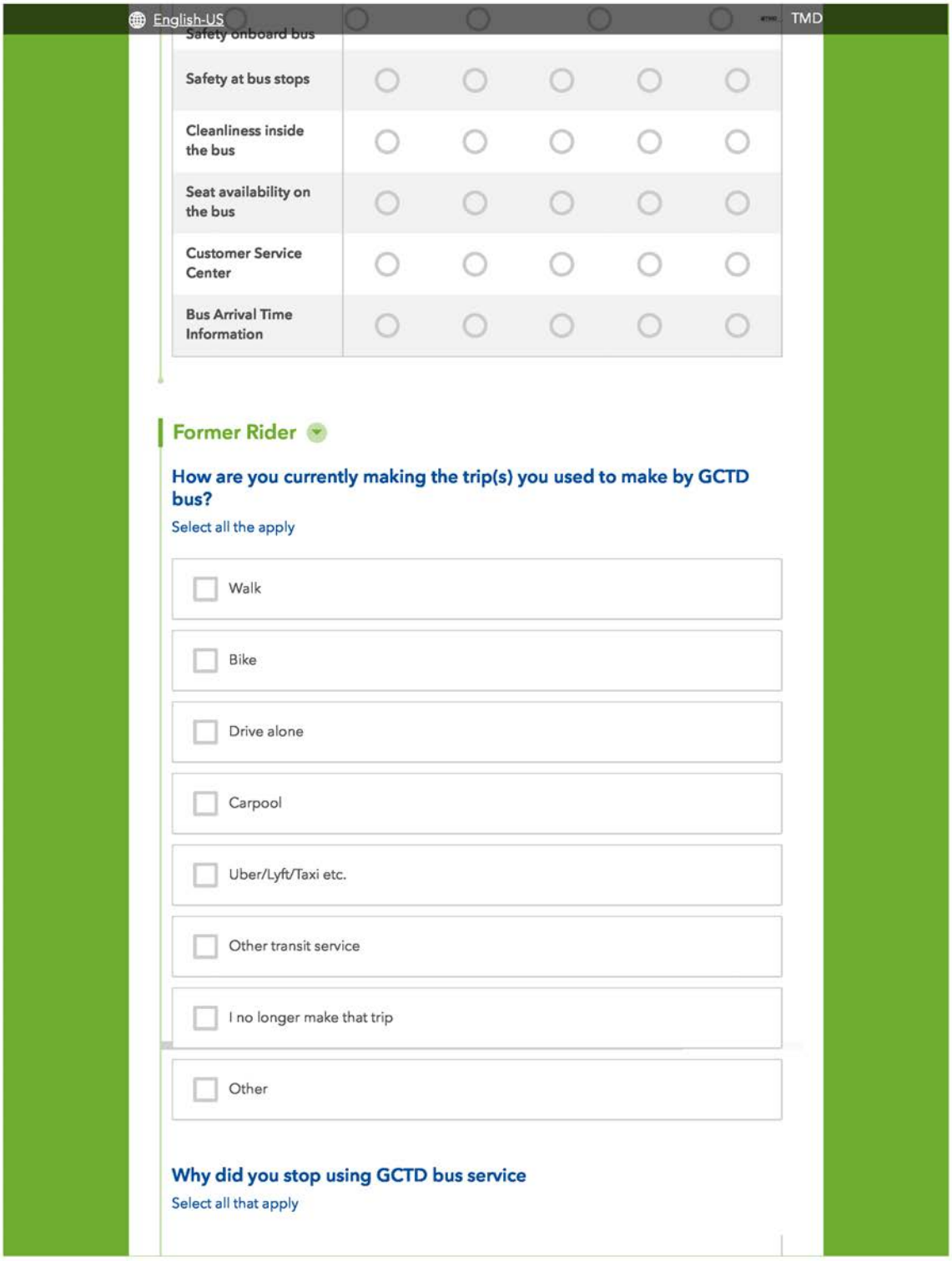
availability on the bus					
Customer Service Center	○	○	○	○	○
Bus Arrival Time Information	○	○	○	○	○
Overall satisfaction with GCTD	○	○	○	○	○

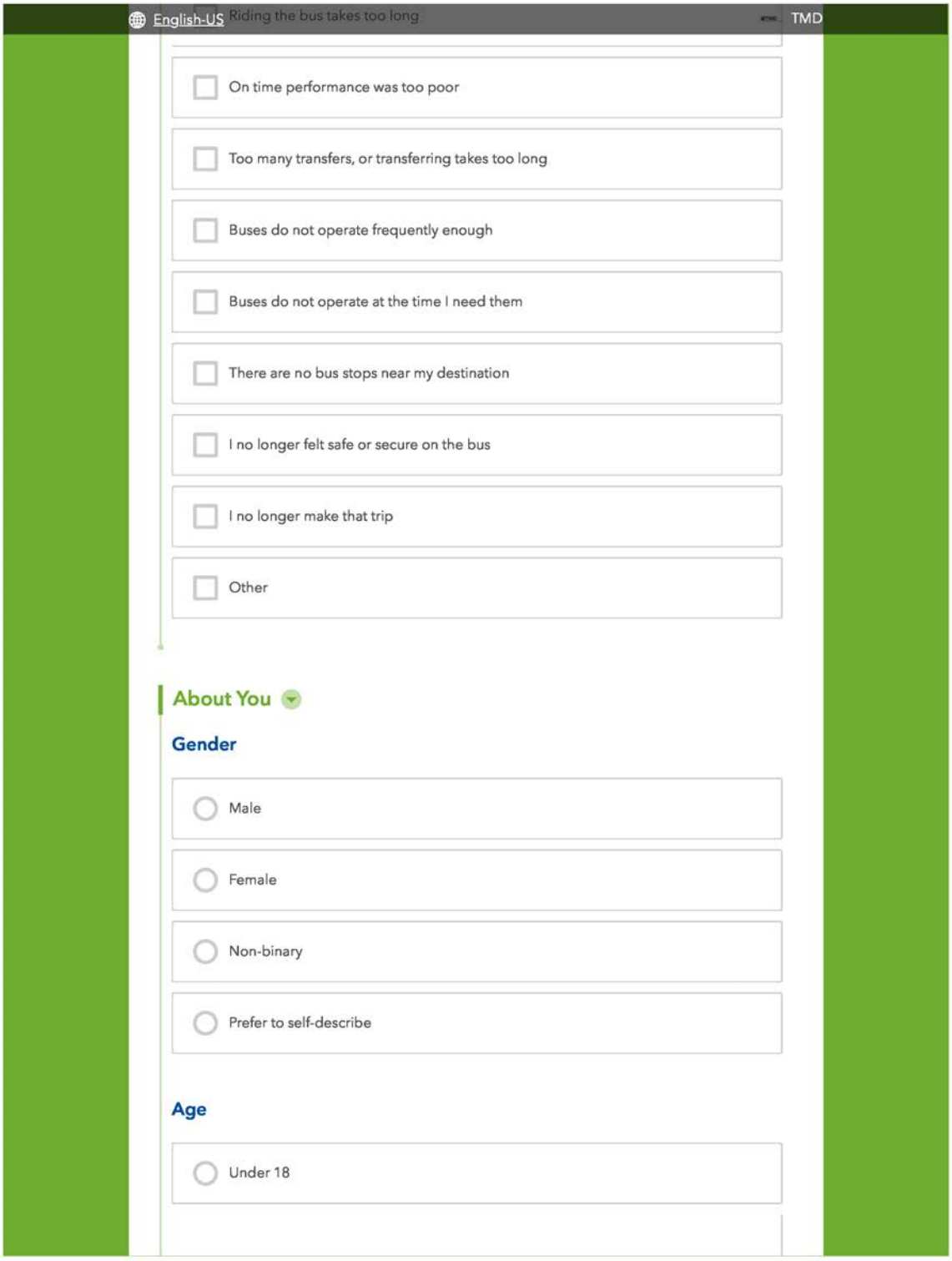
What time Monday - Friday is it MOST important to have more frequent service (i.e. more buses)?

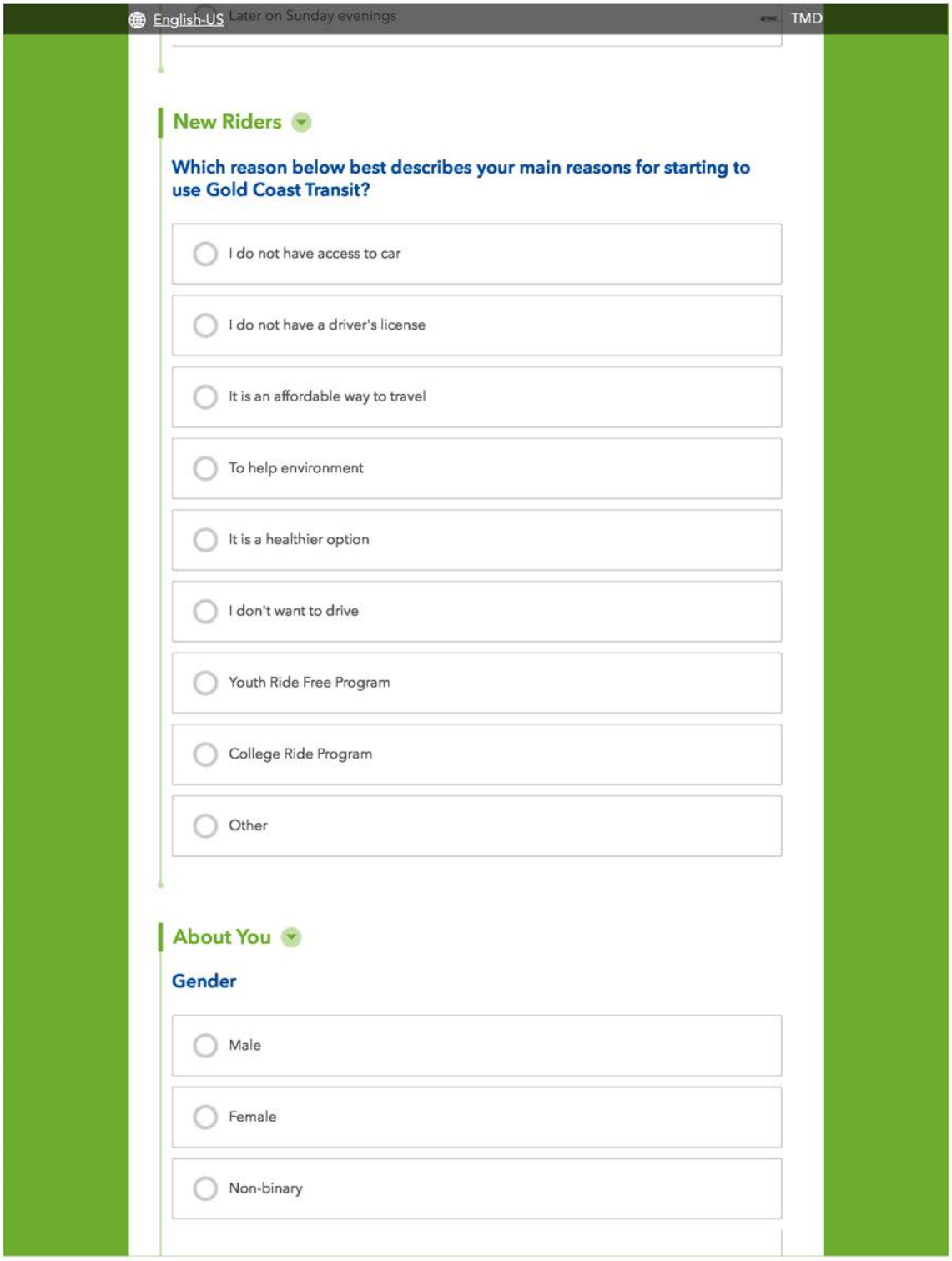
- ○ Early morning (4:00-7:00 am)
- ○ AM rush hour (7:00-9:00 am)
- ○ Midday (9:00 am to 1:00 pm)
- ○ PM rush hour (1:00-5:00 pm)
- ○ Early evening (5:00-8:00 pm)
- ○ Later evening (After 8:00pm)

What time of the week is it MOST important to expand operating hours?

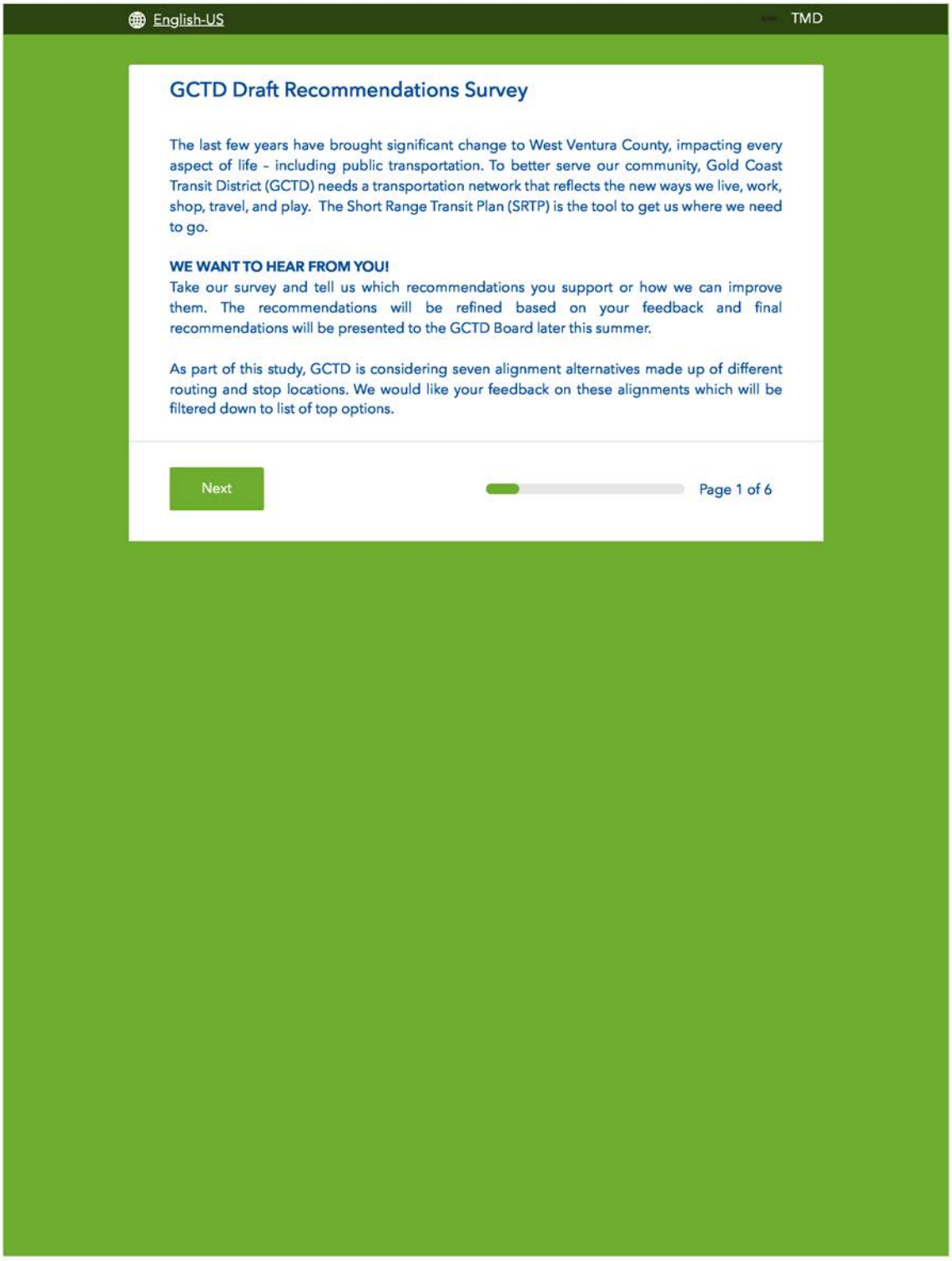
- ○ Earlier on weekday mornings
- ○ Later on weekday evenings
- ○ Earlier on Saturday mornings
- ○ Later on Saturday evenings
- ○ Earlier on Sunday mornings

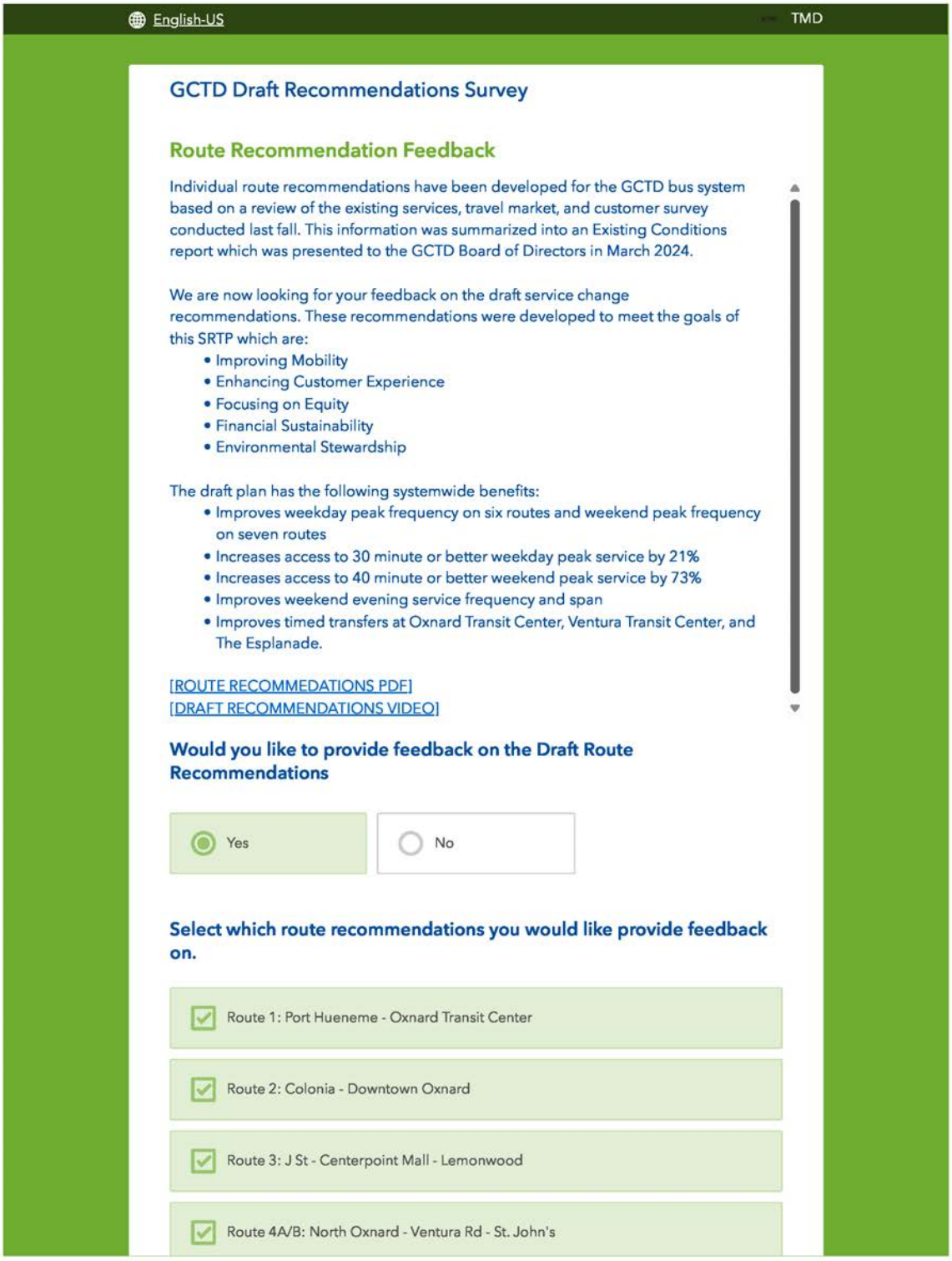

English-US
TMD
Safety onboard bus
Safety at bus stops
Cleanliness inside the bus
Seat availability on the bus
Customer Service Center
Bus Arrival Time Information
Former Rider
How are you currently making the trip(s) you used to make by GCTD bus?
Select all the apply
Walk
Bike
Drive alone
Carpool
Uber/Lyft/Taxi etc.
Other transit service
I no longer make that trip
Other
Why did you stop using GCTD bus service
Select all that apply

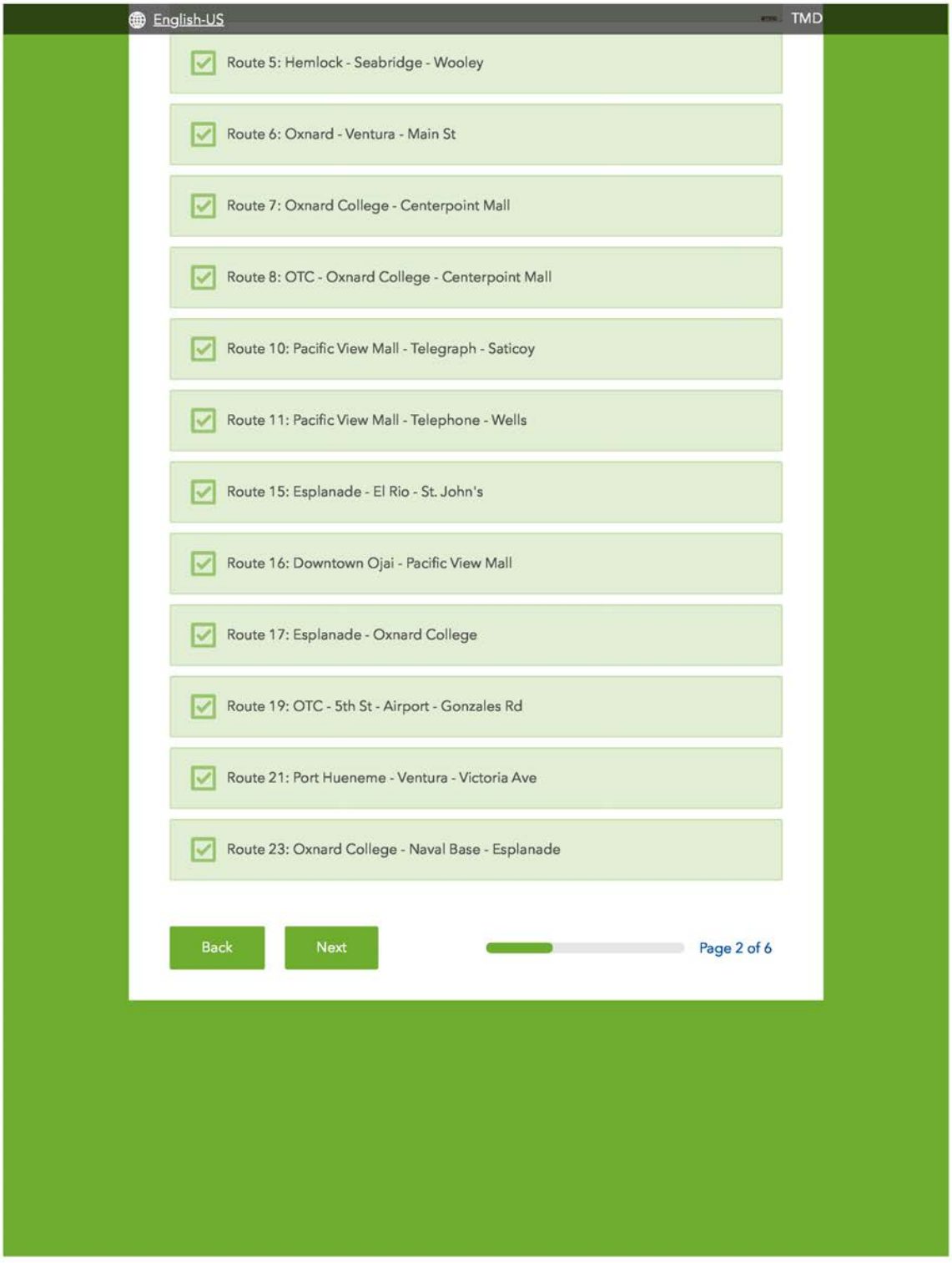

English-US
Riding the bus takes too long
TMD
On time performance was too poor
Too many transfers, or transferring takes too long
Buses do not operate frequently enough
Buses do not operate at the time I need them
There are no bus stops near my destination
I no longer felt safe or secure on the bus
I no longer make that trip
Other
About You
Gender
Male
Female
Non-binary
Prefer to self-describe
Age
Under 18

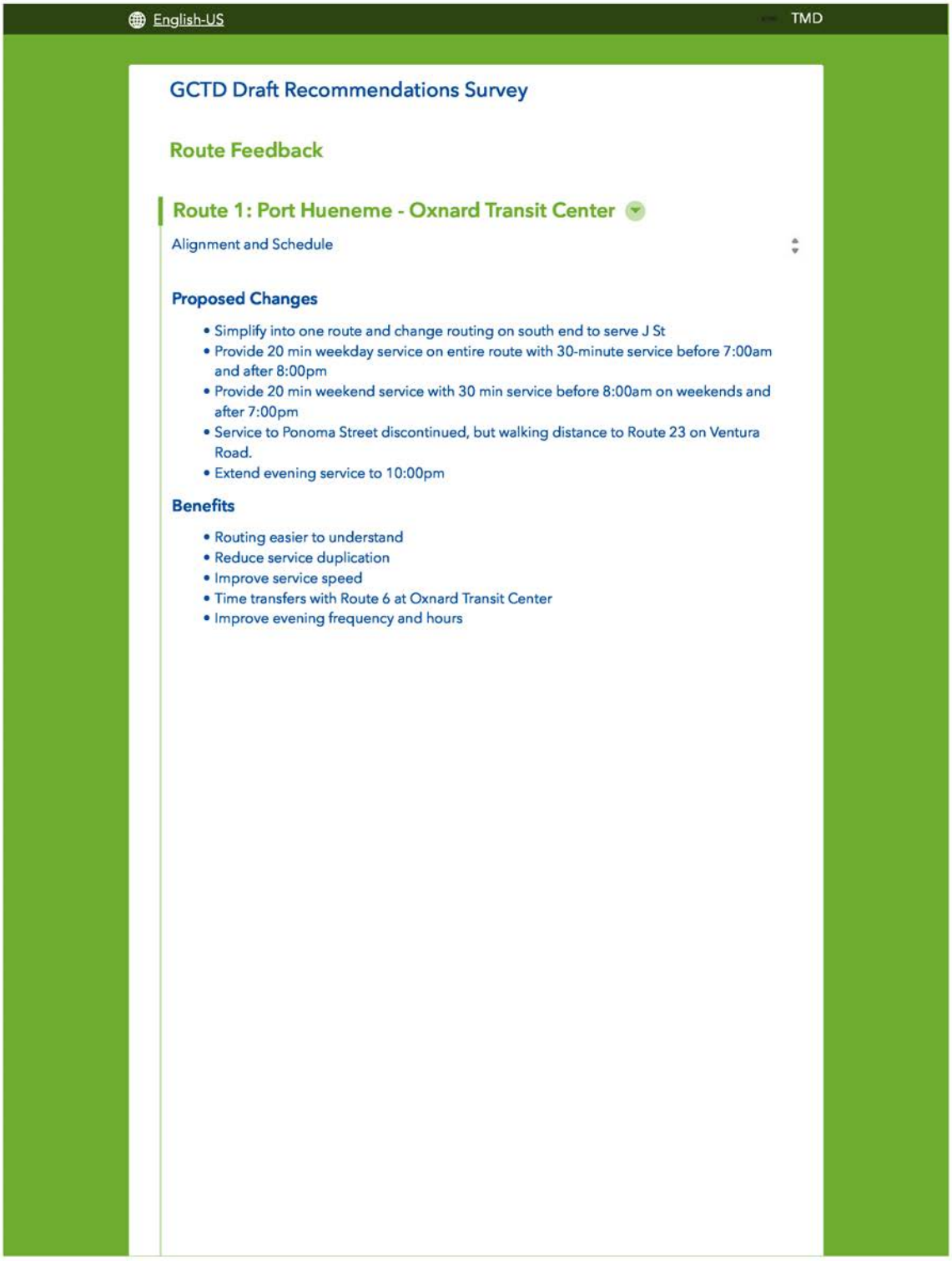

English-US
Later on Sunday evenings
TMD
New Riders
Which reason below best describes your main reasons for starting to use Gold Coast Transit?
I do not have access to car
I do not have a driver's license
It is an affordable way to travel
To help environment
It is a healthier option
I don't want to drive
Youth Ride Free Program
College Ride Program
Other
About You
Gender
Male
Female
Non-binary

ATTACHMENT F: DRAFT RECOMMENDATIONS SURVEY

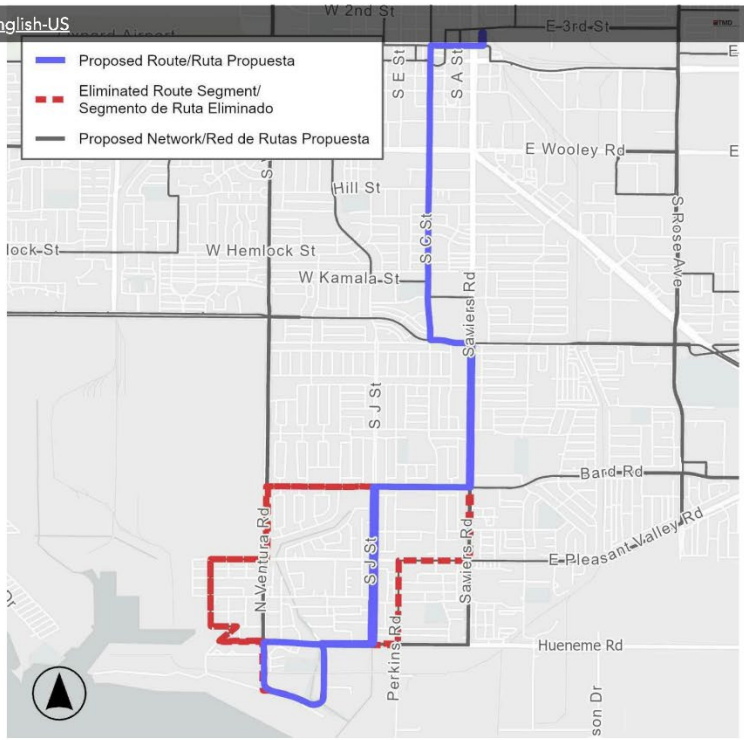



English-US
TMD
GCTD Draft Recommendations Survey
Route Recommendation Feedback
Individual route recommendations have been developed for the GCTD bus system based on a review of the existing services, travel market, and customer survey conducted last fall. This information was summarized into an Existing Conditions report which was presented to the GCTD Board of Directors in March 2024.
We are now looking for your feedback on the draft service change recommendations. These recommendations were developed to meet the goals of this SRTP which are:
• Improving Mobility
• Enhancing Customer Experience
• Focusing on Equity
• Financial Sustainability
• Environmental Stewardship
The draft plan has the following systemwide benefits:
• Improves weekday peak frequency on six routes and weekend peak frequency on seven routes
• Increases access to 30 minute or better weekday peak service by 21%
• Increases access to 40 minute or better weekend peak service by 73%
• Improves weekend evening service frequency and span
• Improves timed transfers at Oxnard Transit Center, Ventura Transit Center, and The Esplanade.
[ROUTE RECOMMEDATIONS PDF]
[DRAFT RECOMMENDATIONS VIDEO]
Would you like to provide feedback on the Draft Route Recommendations
Yes
No
Select which route recommendations you would like provide feedback on.
Route 1: Port Hueneme - Oxnard Transit Center
Route 2: Colonia - Downtown Oxnard
Route 3: J St - Centerpoint Mall - Lemonwood
Route 4A/B: North Oxnard - Ventura Rd - St. John's


English-US
TMD
Route 5: Hemlock - Seabridge - Wooley
Route 6: Oxnard - Ventura - Main St
Route 7: Oxnard College - Centerpoint Mall
Route 8: OTC - Oxnard College - Centerpoint Mall
Route 10: Pacific View Mall - Telegraph - Saticoy
Route 11: Pacific View Mall - Telephone - Wells
Route 15: Esplanade - El Rio - St. John's
Route 16: Downtown Ojai - Pacific View Mall
Route 17: Esplanade - Oxnard College
Route 19: OTC - 5th St - Airport - Gonzales Rd
Route 21: Port Hueneme - Ventura - Victoria Ave
Route 23: Oxnard College - Naval Base - Esplanade
Back
Next
Page 2 of 6


English-US
TMD
GCTD Draft Recommendations Survey
Route Feedback
Route 1: Port Hueneme - Oxnard Transit Center
Alignment and Schedule
Proposed Changes
• Simplify into one route and change routing on south end to serve J St
• Provide 20 min weekday service on entire route with 30-minute service before 7:00am and after 8:00pm
• Provide 20 min weekend service with 30 min service before 8:00am on weekends and after 7:00pm
• Service to Ponoma Street discontinued, but walking distance to Route 23 on Ventura Road.
• Extend evening service to 10:00pm
Benefits
• Routing easier to understand
• Reduce service duplication
• Improve service speed
• Time transfers with Route 6 at Oxnard Transit Center
• Improve evening frequency and hours

English-US TMD



Do you agree with the proposed changes to Route 1?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation

1000

Route 2: Colonia - Downtown Oxnard

Alignment and Schedule

Proposed Changes

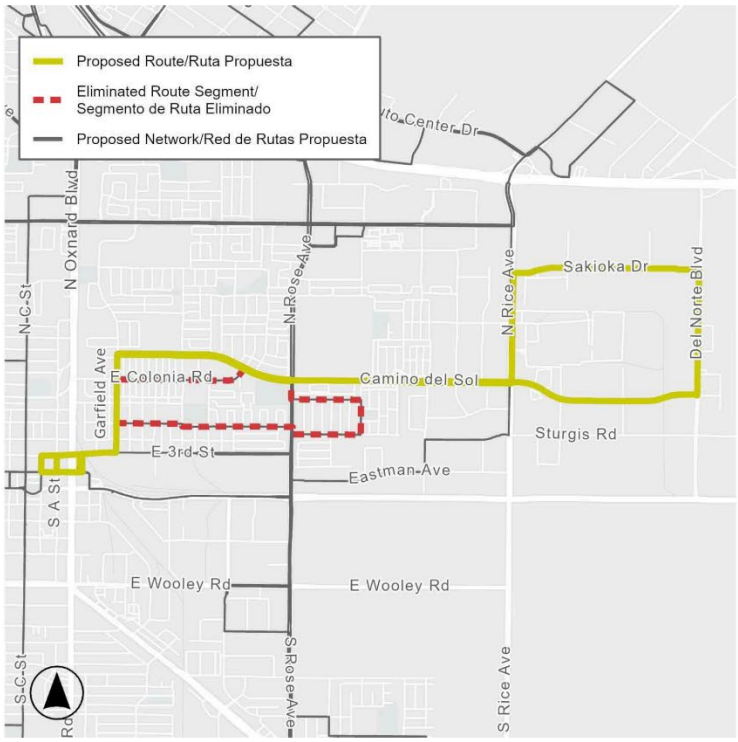
- Relocate route to Camino Del Sol and extent to industrial area east of Rice Ave
- Revised routes 4A/B will operate at increased frequency providing service along Third St.
- Improve weekday peak service to every 30 minutes

English-US TMD

- Impacted Colonia riders have short walk to Camino Del Sol on 3rd St
- Shift service span to 6:00am - 8:00pm on weekdays and 6:00am to 7:00pm on weekends

Benefits

- Improve route safety and speed by moving route to Camino Del Sol
- Improve employment access to new industrial developments
- Improve peak hour frequency



Do you agree with the proposed changes to Route 2?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

1000

English-US TMD

Route 3: J St - Centerpoint Mall – Lemonwood

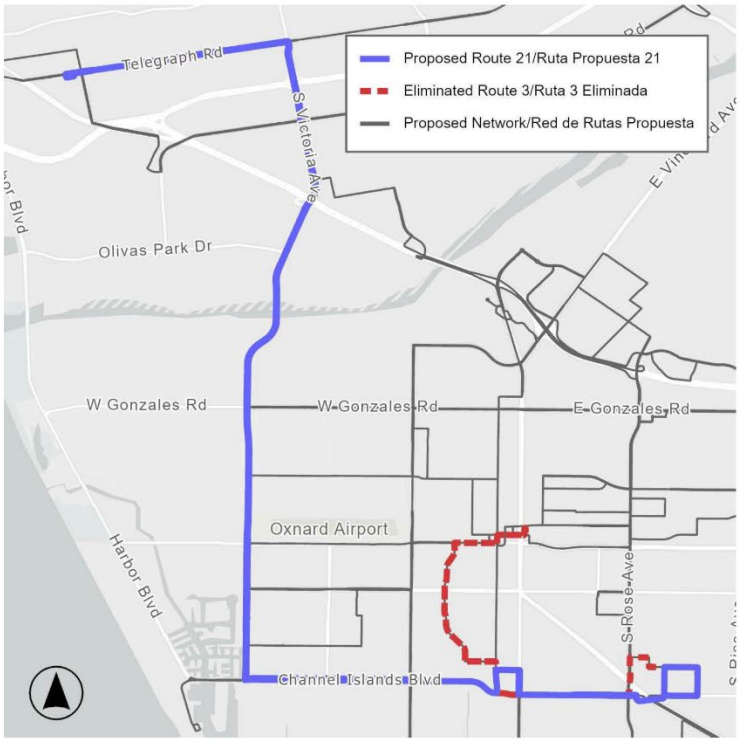
Discontinuation

Proposed Changes

- Eliminate Route
- Impacted stops are within walking distance to C St and Ventura Rd
- Channel Islands Boulevard and Lemonwood neighborhood will be served by revised Route 21

Benefits

- More frequent service provided on nearby routes with resource savings
- Reduce service duplication



Do you agree with the proposed changes to Route 3?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

English-US TMD

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Route 4A/B: North Oxnard - Ventura Rd - St. John's

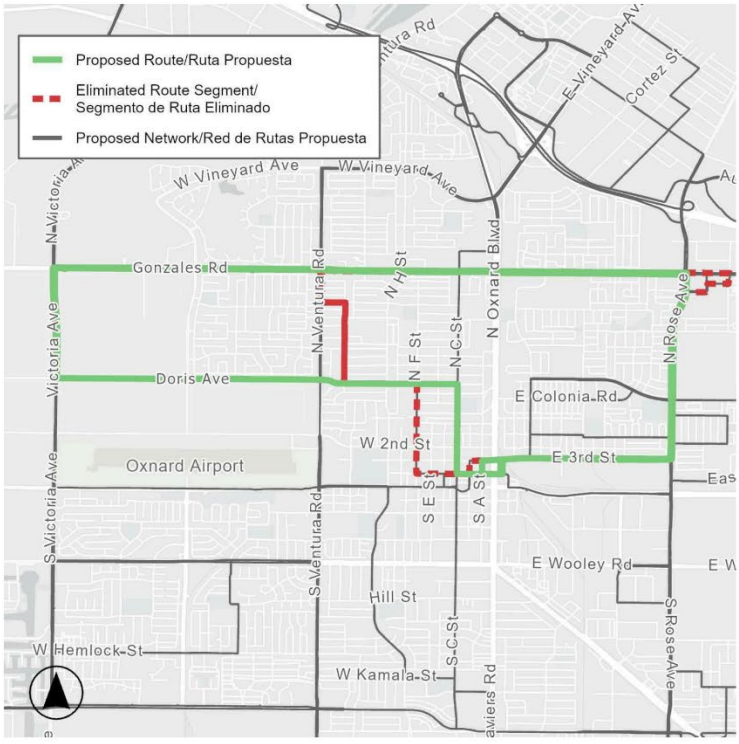
Consolidation and Schedule

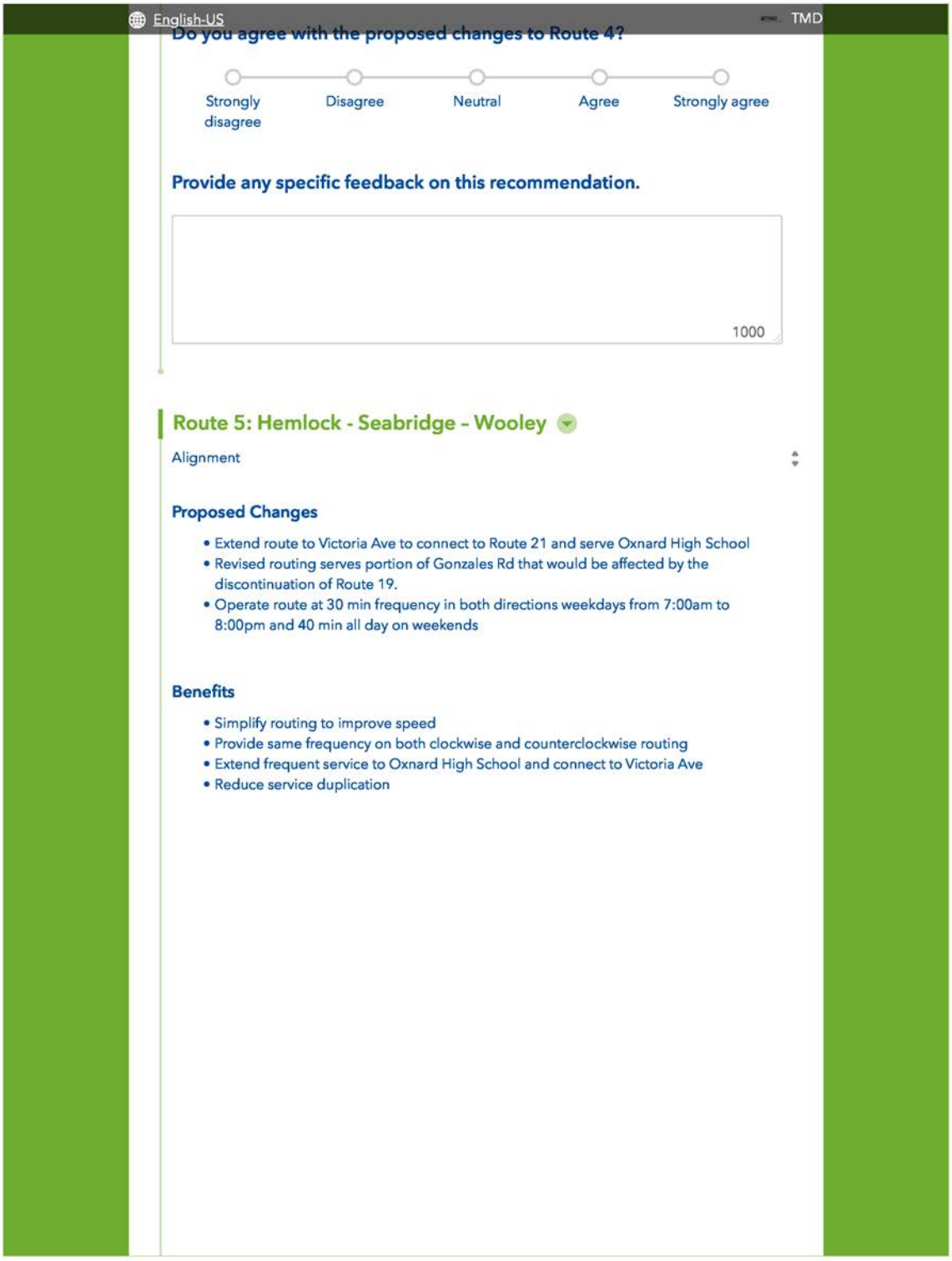
Proposed Changes

- Extend route to Victoria Ave to connect to Route 21 and serve Oxnard High School
- Revised routing serves portion of Gonzales Rd that would be affected by the discontinuation of Route 19.
- Operate route at 30 min frequency in both directions weekdays from 7:00am to 8:00pm and 40 min all day on weekends

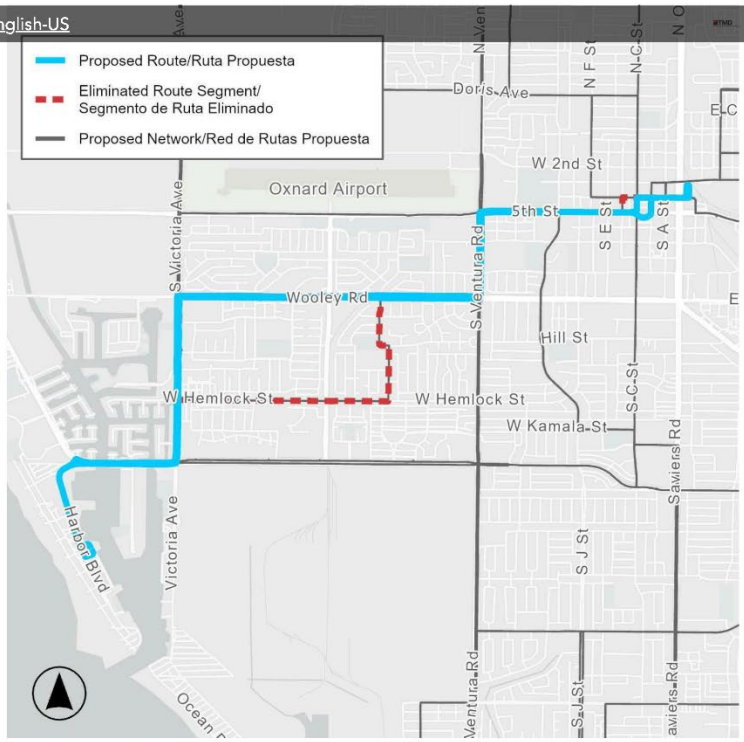
Benefits

- Simplify routing to improve speed
- Provide same frequency on both clockwise and counterclockwise routing
- Extend frequent service to Oxnard High School and connect to Victoria Ave
- Reduce service duplication




English-US
TMD
Do you agree with the proposed changes to Route 4?
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Provide any specific feedback on this recommendation.
1000
Route 5: Hemlock - Seabridge – Wooley
Alignment
Proposed Changes
• Extend route to Victoria Ave to connect to Route 21 and serve Oxnard High School
• Revised routing serves portion of Gonzales Rd that would be affected by the discontinuation of Route 19.
• Operate route at 30 min frequency in both directions weekdays from 7:00am to 8:00pm and 40 min all day on weekends
Benefits
• Simplify routing to improve speed
• Provide same frequency on both clockwise and counterclockwise routing
• Extend frequent service to Oxnard High School and connect to Victoria Ave
• Reduce service duplication

English-US TMD



Do you agree with the proposed changes to Route 5?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 6: Oxnard - Ventura - Main St

Schedule

Proposed Changes

- Provide 20-minute all day service on entire route with 40-minute service before 7:00am and after 7:00pm on all days
- No routing changes
- Extend service to 10:00pm on all days

English-US TMD

Benefits

- Improve weekday peak frequency
- Improve weekend evening frequency
- Time transfers with Route 1 at Oxnard Transit Center
- Later weekday evening service to Ventura College

Do you agree with the proposed changes to Route 6?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 7: Oxnard College - Centerpoint Mall

English-US

TMD

Proposed Changes

- Eliminate Route
- Old Rd and Butler Rd area to be served by revised Route 8

Benefits

- More frequent service provided on nearby routes with resource savings
- Reduce service duplication

Do you agree with the proposed changes to Route 7?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

English-US TMD

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Route 8: OTC - Oxnard College - Centerpoint Mall

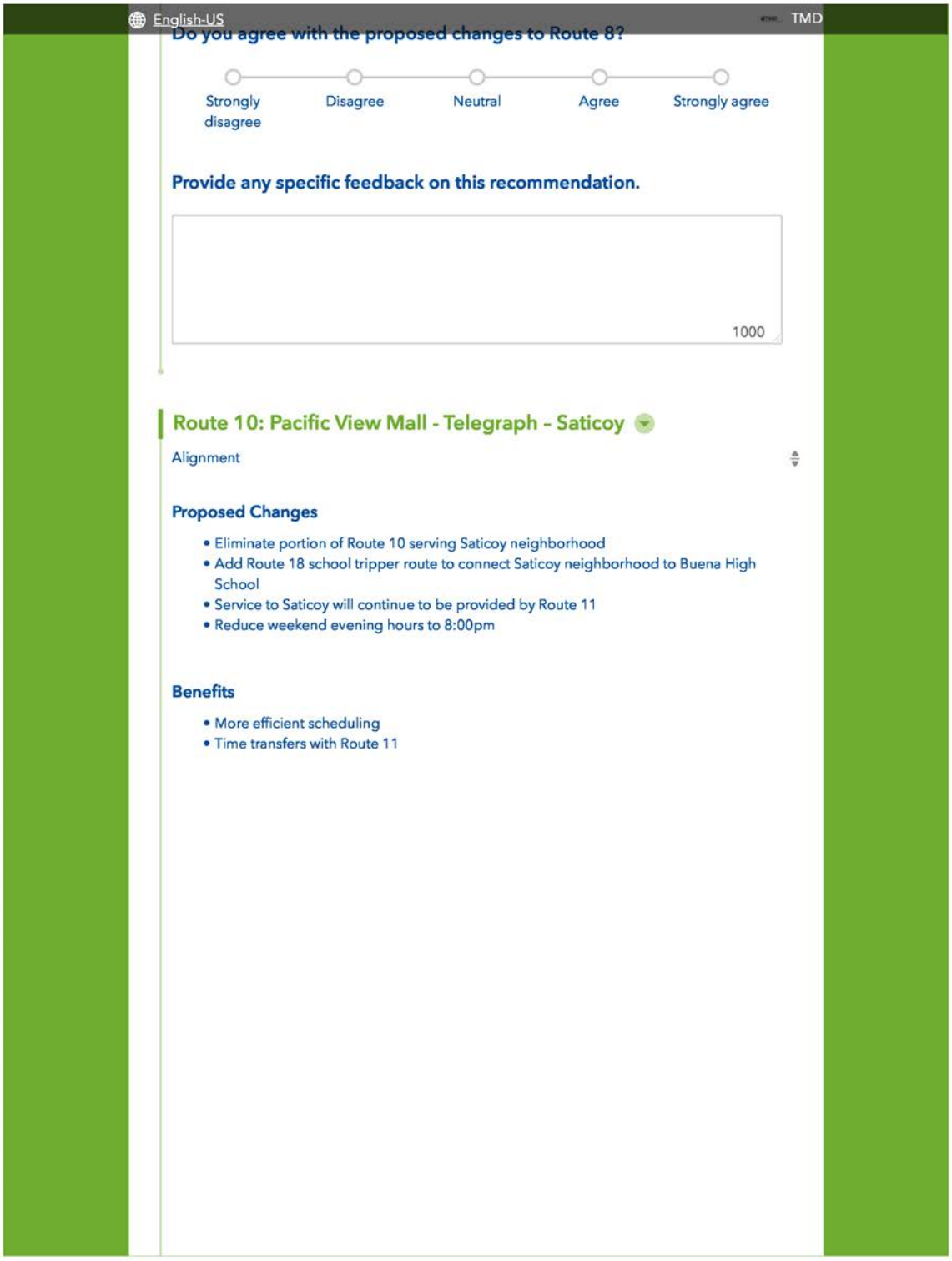
Alignment and Schedule

Proposed Changes

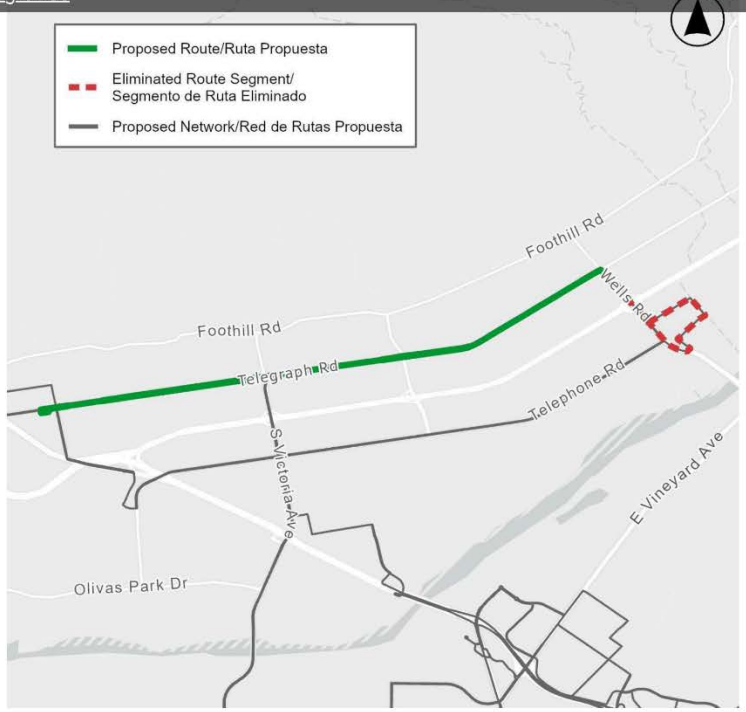
- Extend route to serve Butler and Olds Road area no longer served by Route 7
- Rose Ave south of Channel Islands Blvd will continue to be served by Route 17
- Improved route to consistent 40-minute frequency all day
- Shift span of service to 6:00am – 8:00pm

Benefits

- More frequent service
- Cover section of discontinued Route 7
- Reduce service duplication


English-US
TMD
Do you agree with the proposed changes to Route 8?
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Provide any specific feedback on this recommendation.
1000
Route 10: Pacific View Mall - Telegraph – Saticoy
Alignment
Proposed Changes
• Eliminate portion of Route 10 serving Saticoy neighborhood
• Add Route 18 school tripper route to connect Saticoy neighborhood to Buena High School
• Service to Saticoy will continue to be provided by Route 11
• Reduce weekend evening hours to 8:00pm
Benefits
• More efficient scheduling
• Time transfers with Route 11

English-US TMD



Do you agree with the proposed changes to Route 10?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 11: Pacific View Mall - Telephone - Wells

Schedule

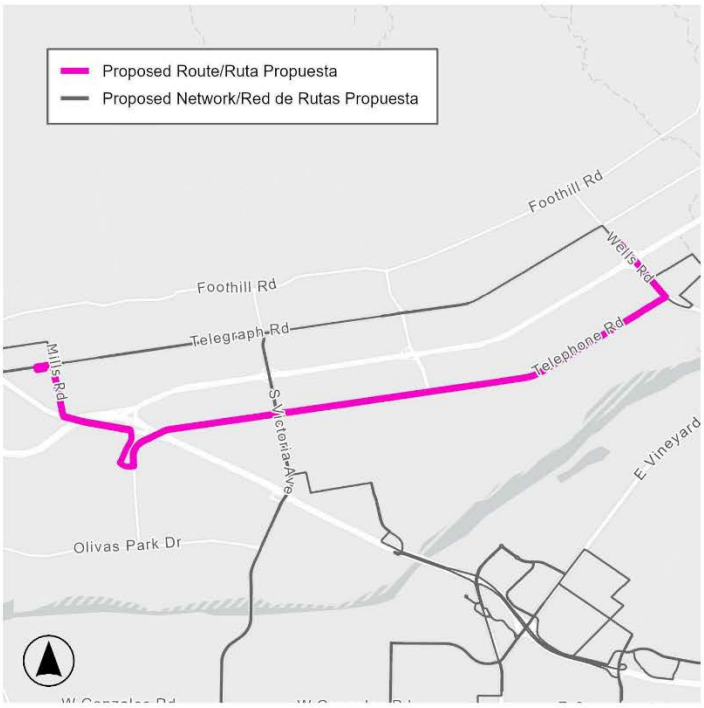
Proposed Changes

- Improve weekend frequency to 30 min on weekdays between 7:00am and 7:00pm and 40 min on weekends
- No routing changes

English-US TMD

Benefits

- Consistent 30 min weekday frequency during both morning and afternoon
- Improve weekend frequency



Do you agree with the proposed changes to Route 11?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 15: Esplanade - El Rio - St. John's

Alignment and Schedule

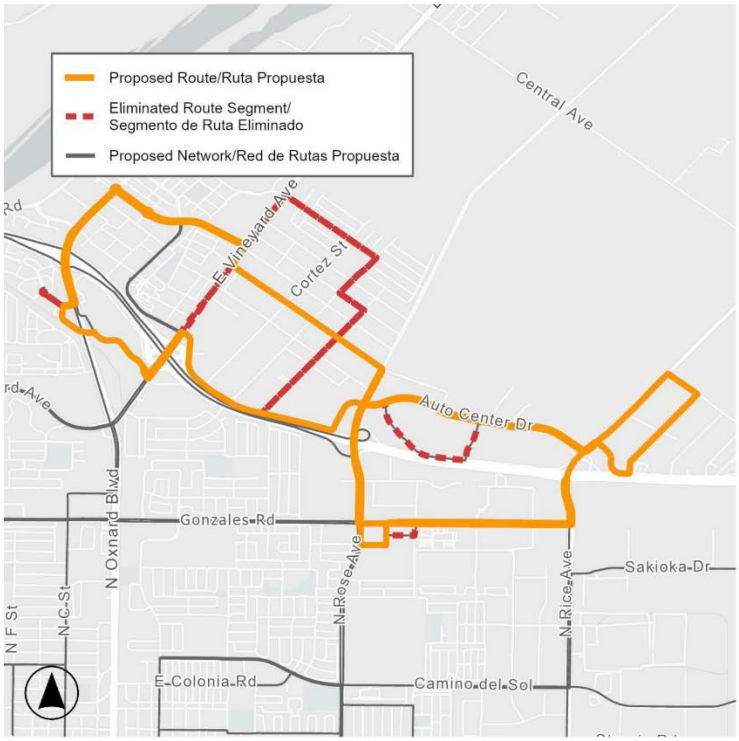
English-US TMD

Proposed Changes

- Simplify routing into a clockwise (15A) and counter-clockwise loop (15B)
- Route will connect to Riverpark to cover proposed discontinued section of Route 23
- Service will be provided every 60 minutes on both directions of loop
- Start service earlier at 6:00am on all days

Benefits

- Improve transit access to Nyeland Acres
- Simplify routing for ease of use
- Improved connections to Riverpark



Do you agree with the proposed changes to Route 15?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

English-US TMD

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Route 16: Downtown Ojai - Pacific View Mall

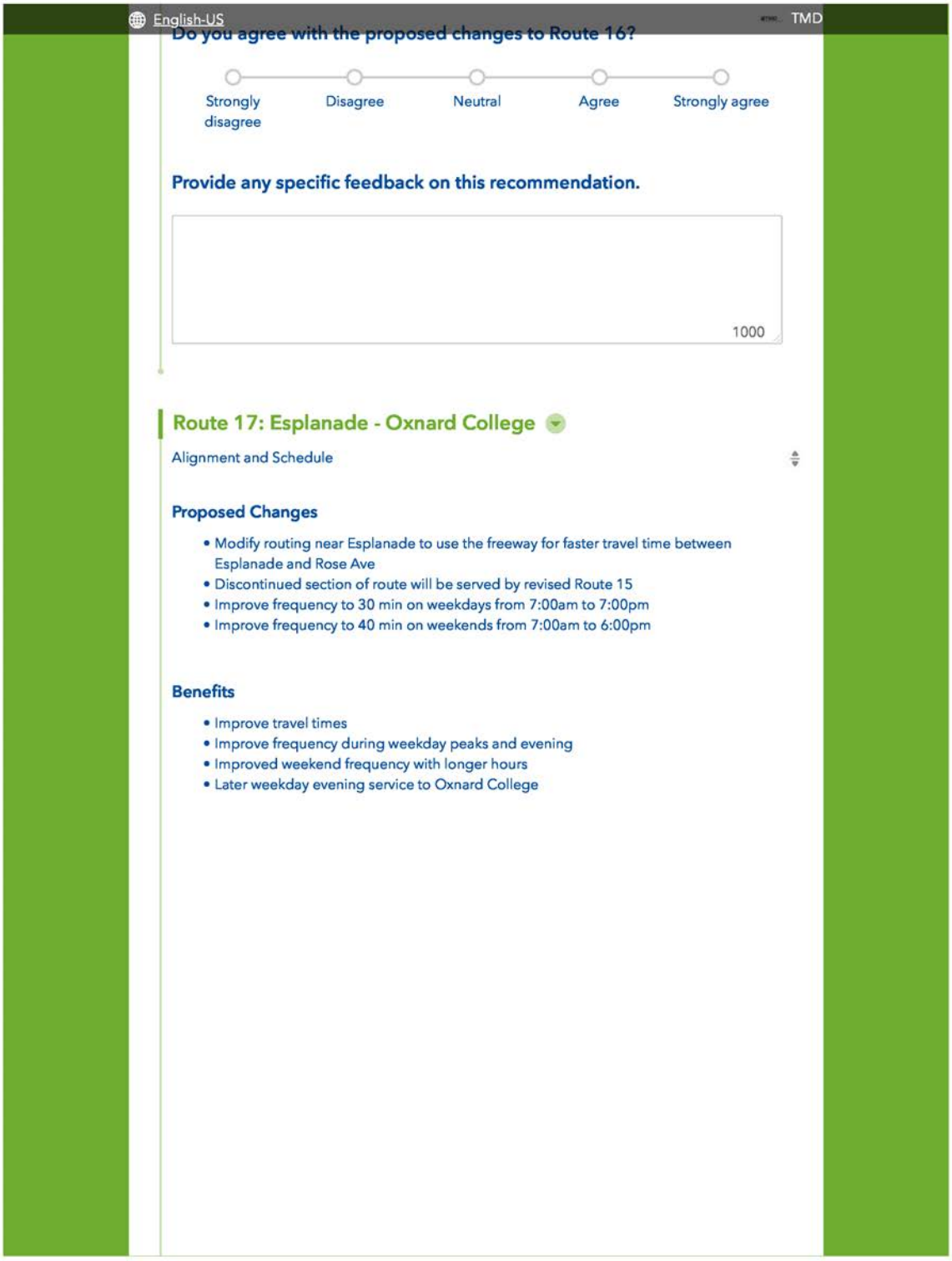
Schedule

Proposed Changes

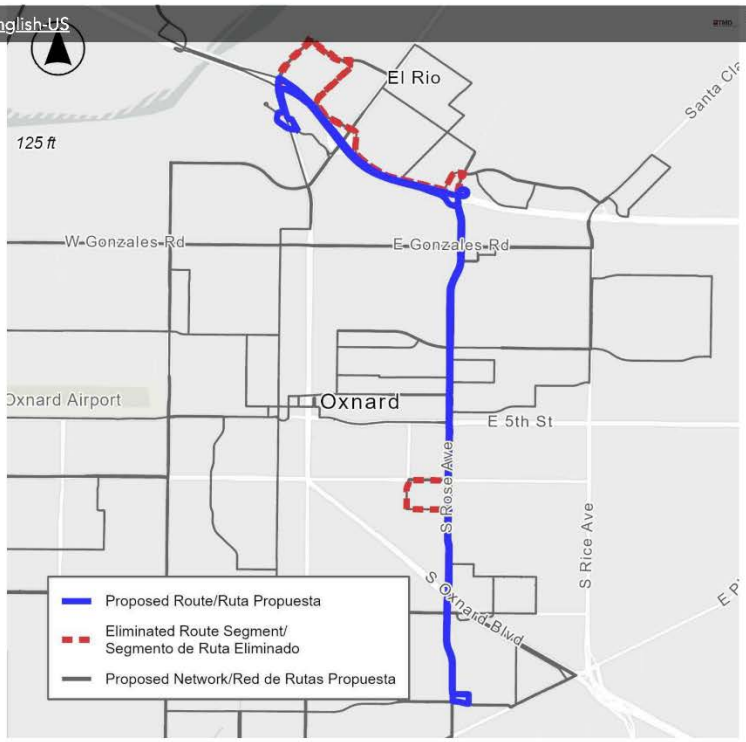
- Extend evening service to 9:00pm on weekdays
- No routing changes

Benefits

- Extend weekday evening service


English-US
TMD
Do you agree with the proposed changes to Route 16?
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Provide any specific feedback on this recommendation.
1000
Route 17: Esplanade - Oxnard College
Alignment and Schedule
Proposed Changes
• Modify routing near Esplanade to use the freeway for faster travel time between Esplanade and Rose Ave
• Discontinued section of route will be served by revised Route 15
• Improve frequency to 30 min on weekdays from 7:00am to 7:00pm
• Improve frequency to 40 min on weekends from 7:00am to 6:00pm
Benefits
• Improve travel times
• Improve frequency during weekday peaks and evening
• Improved weekend frequency with longer hours
• Later weekday evening service to Oxnard College

English-US TMD



Do you agree with the proposed changes to Route 17?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 19: OTC - 5th St - Airport - Gonzales Rd

Discontinuation

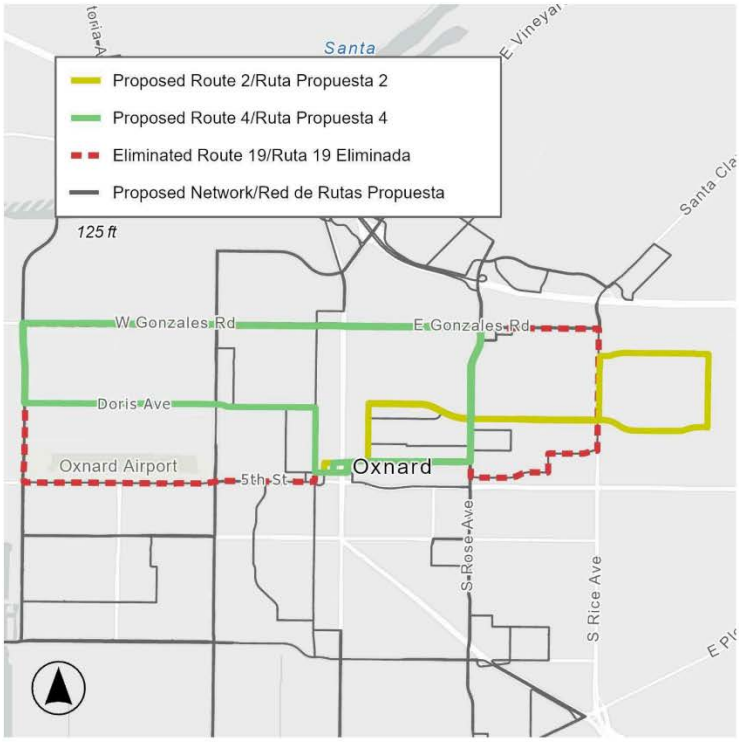
Proposed Changes

- Eliminate Route
- Revised Routes 4 and 15 will serve affected portion of Gonzales Rd. with increased frequency on the portion served by revised Route 4
- Industrial areas east of Rose Ave. would be served by revised Route 2

English-US TMD

Benefits

- More frequent service provided on nearby routes with resource savings
- Reduce service duplication



Do you agree with the proposed changes to Route 19?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 21: Port Hueneme - Ventura - Victoria Ave

Alignment and Schedule

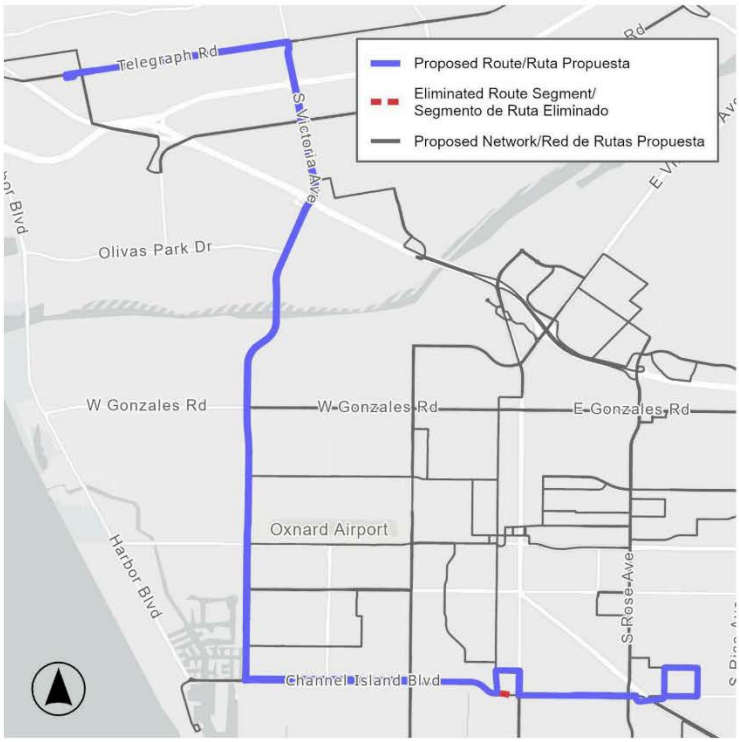
English-US TMD

Proposed Changes

- Extend southern end of route to serve Channel Islands Blvd between Centerpoint Mall and Lemonwood affected by discontinuation of Route 3
- Improve weekday frequency to 30 min between 7:00am and 6:00pm
- Improve weekend frequency to 40 min between 7:00am and 6:00pm

Benefits

- Cover section of discontinued Route 3
- Improve weekday evening frequency
- Improve weekend frequency all-day



Do you agree with the proposed changes to Route 21?

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Provide any specific feedback on this recommendation.

English-US TMD

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Route 23: Oxnard College - Naval Base - Esplanade

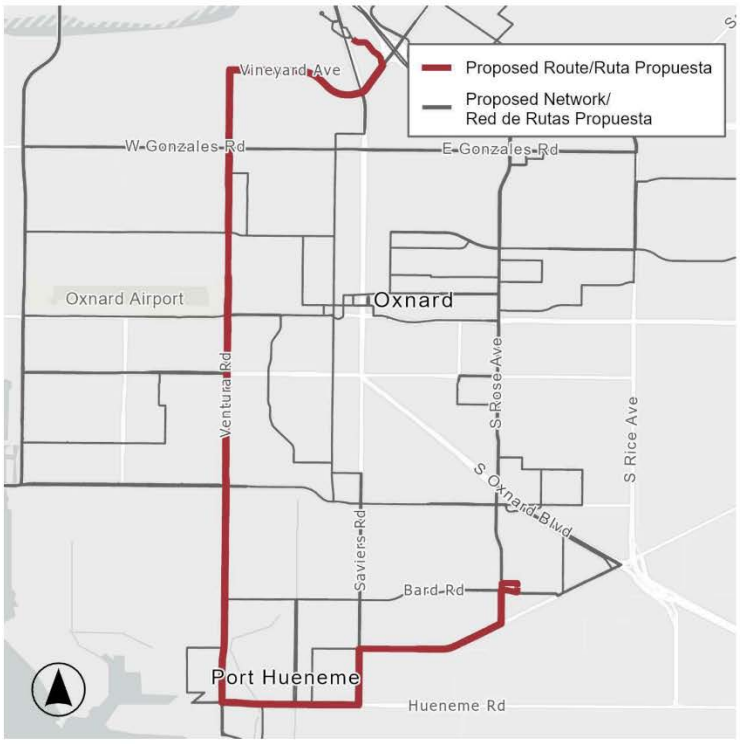
Alignment and Schedule

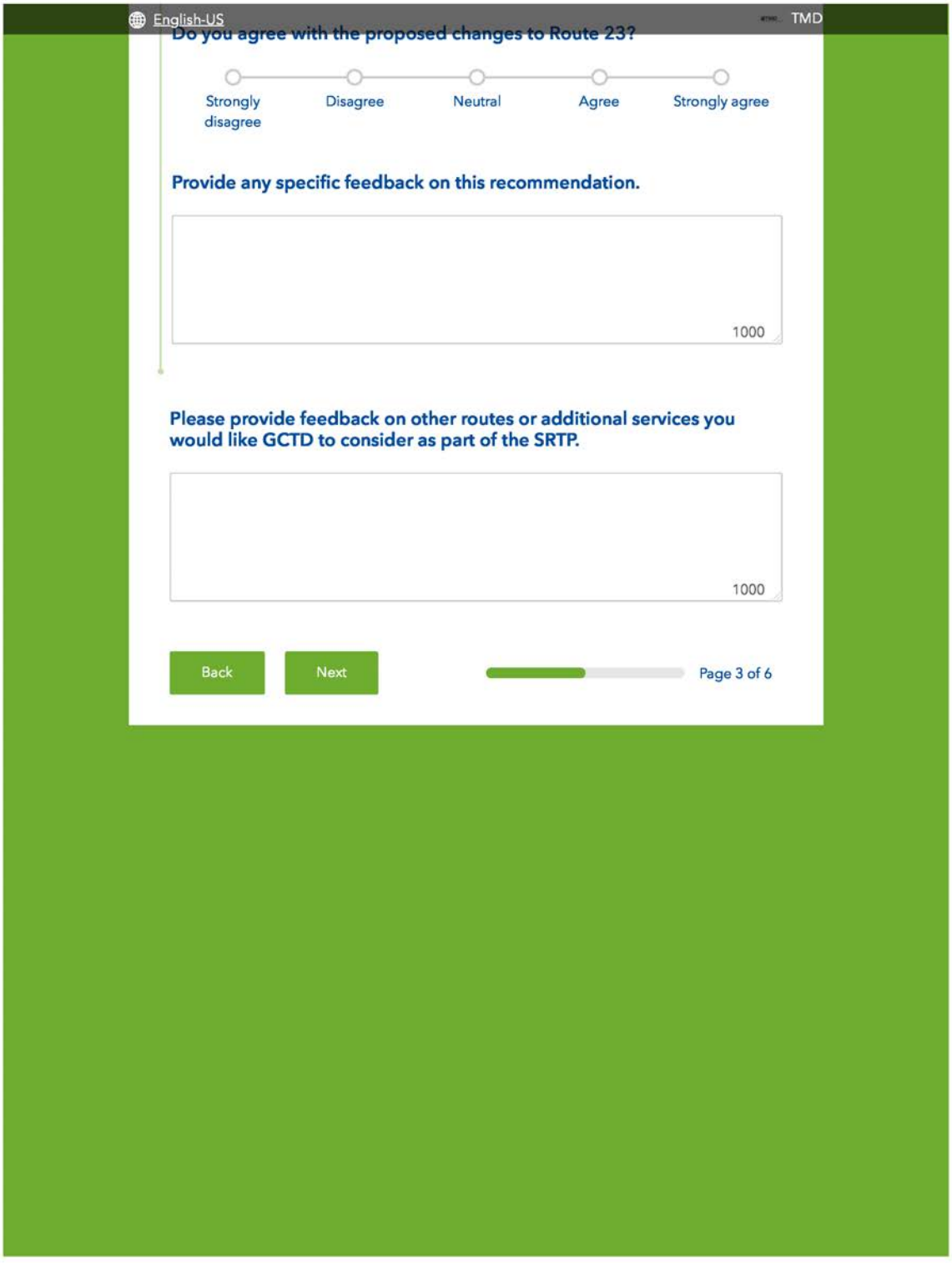
Proposed Changes

- No change to routing.
- Improve weekday evening frequency to 30 min from 7:00am to 7:00pm and extend evening hours to 10:00pm
- Improve weekend frequency to 40 min from 7:00am to 6:00pm and extend hours to 6:00am - 8:00pm

Benefits

- Improve weekday evening service frequency
- Improve weekend frequency all day
- Later weekday service to Oxnard College




English-US
TMD
Do you agree with the proposed changes to Route 23?
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Provide any specific feedback on this recommendation.
1000
Please provide feedback on other routes or additional services you would like GCTD to consider as part of the SRTP.
1000
Back
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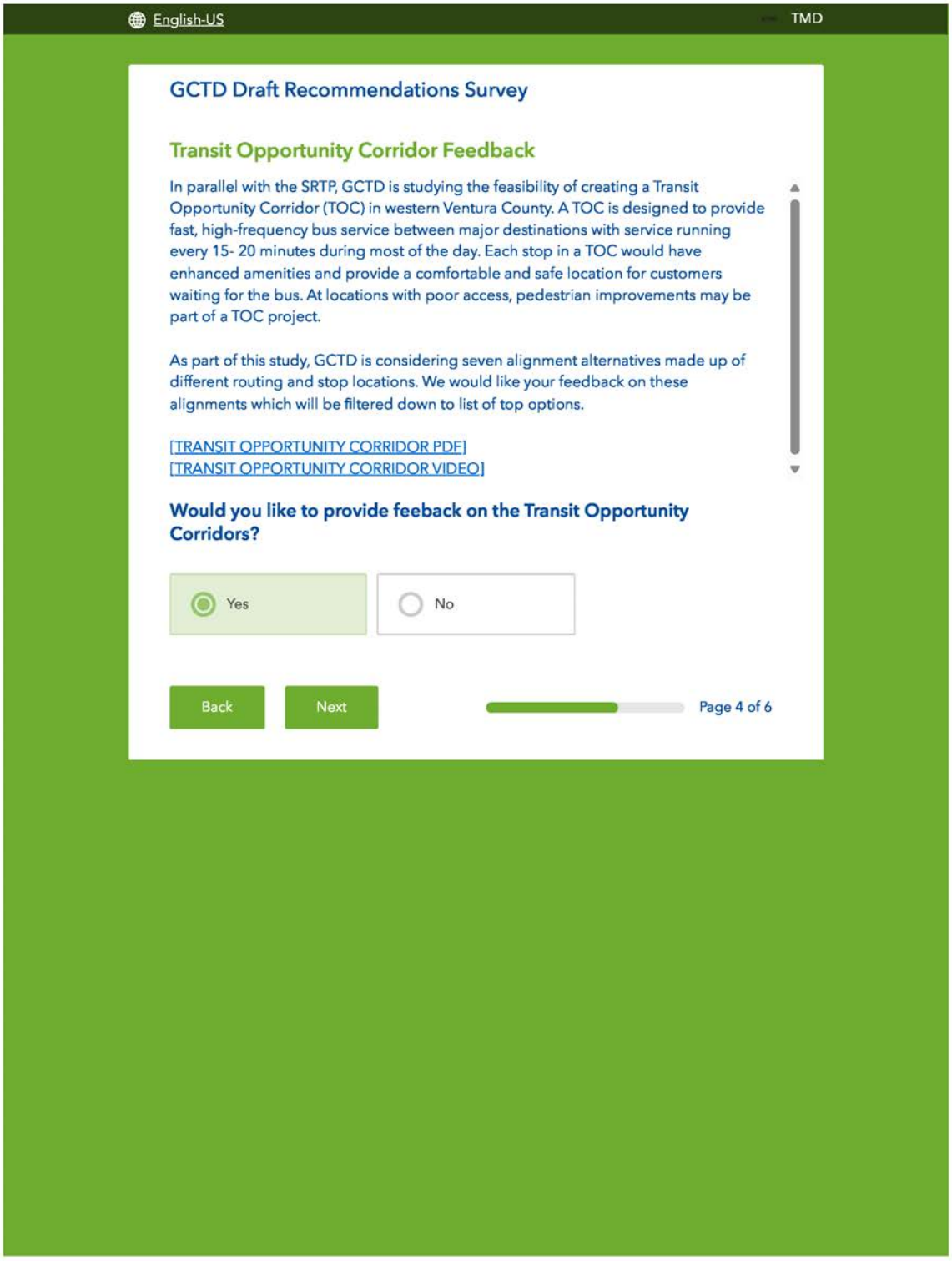
Page 3 of 6


English-US
TMD
GCTD Draft Recommendations Survey
Transit Opportunity Corridor Feedback
In parallel with the SRTP, GCTD is studying the feasibility of creating a Transit Opportunity Corridor (TOC) in western Ventura County. A TOC is designed to provide fast, high-frequency bus service between major destinations with service running every 15- 20 minutes during most of the day. Each stop in a TOC would have enhanced amenities and provide a comfortable and safe location for customers waiting for the bus. At locations with poor access, pedestrian improvements may be part of a TOC project.
As part of this study, GCTD is considering seven alignment alternatives made up of different routing and stop locations. We would like your feedback on these alignments which will be filtered down to list of top options.
[TRANSIT OPPORTUNITY CORRIDOR PDF]
[TRANSIT OPPORTUNITY CORRIDOR VIDEO]
Would you like to provide feeback on the Transit Opportunity Corridors?
Yes
No
Back
Next
Page 4 of 6

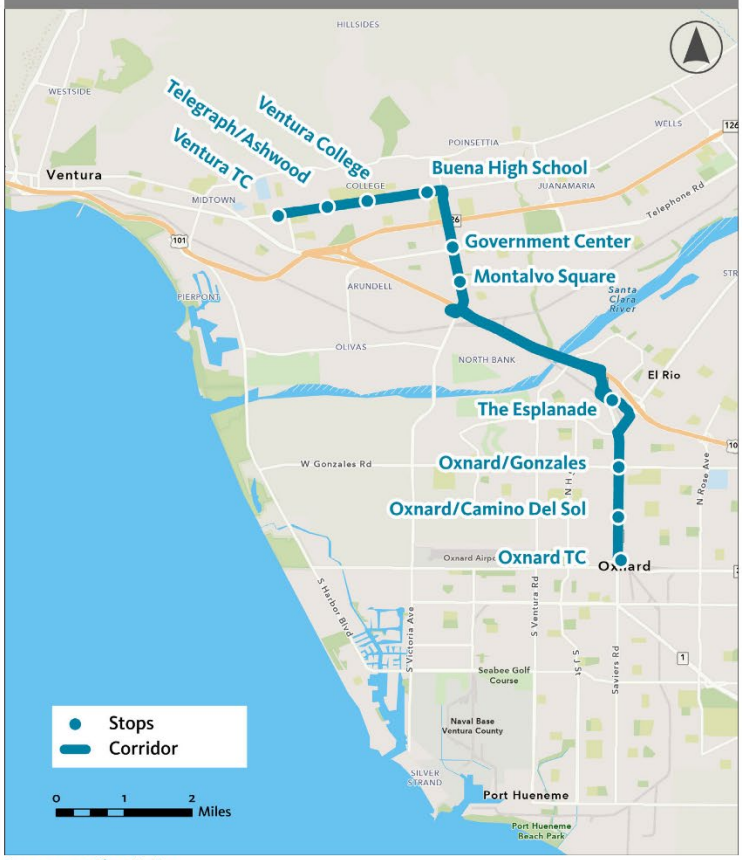
English-US TMD

GCTD Draft Recommendations Survey

Opportunity Corridor Feedback

Please review the seven potential corridors and provide your feedback at the end of the page.

Corridor A: VTC to OTC via Oxnard-Saviers



Important Statistics

- 18.6 miles in length with 10 stops in each direction
- 43 minutes from Ventura Transit Center to Oxnard Transit Center
- Requires 5 to 7 peak buses

Strengths and Weaknesses

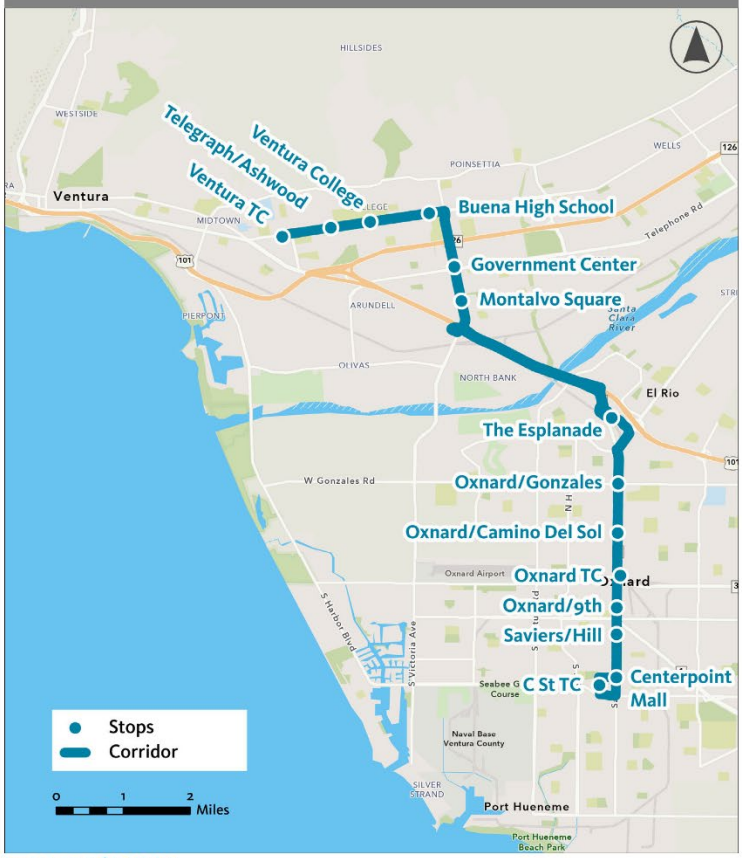
- Provides fast connection between two main transit hubs
- Lowest relative cost of all alternatives

English-US

- Does not serve C Street Transit Center, Oxnard College or Downtown Ventura

TMD

Corridor B: VTC to C St via Oxnard-Saviers



Important Statistics

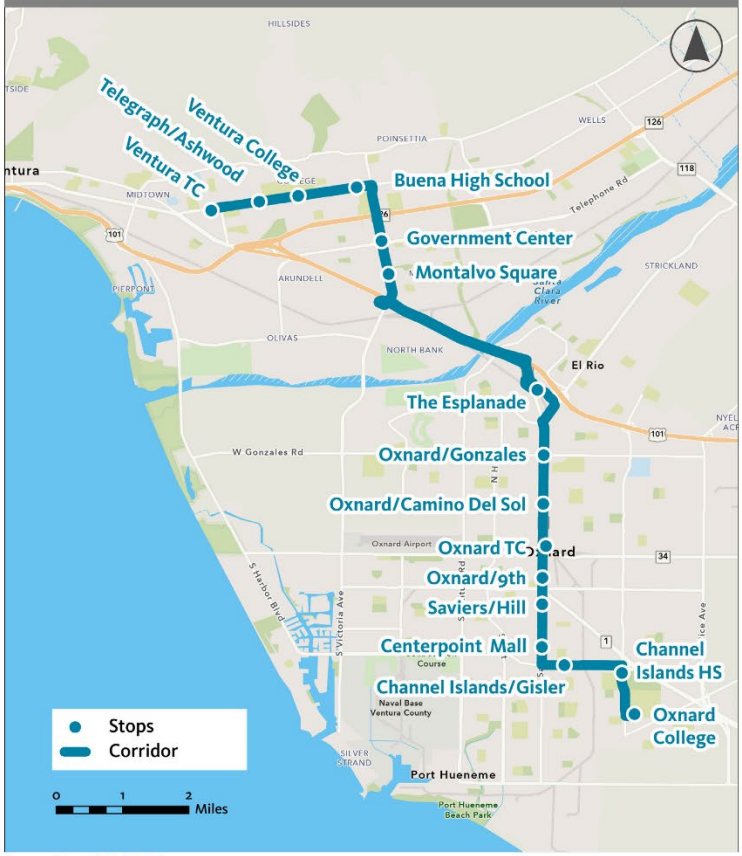
- 22.8 miles in length with 14 stops in each direction
- 53 minutes from Ventura Transit Center to C Street Transit Center
- Requires 6 to 8 peak buses

Strengths and Weaknesses

- Provides fast connection between two main transit hubs and C Street Transit Center
- Does not serve Oxnard College or Downtown Ventura

English-US TMD

Corridor C: VTC to College via Oxnard-Saviers



Important Statistics

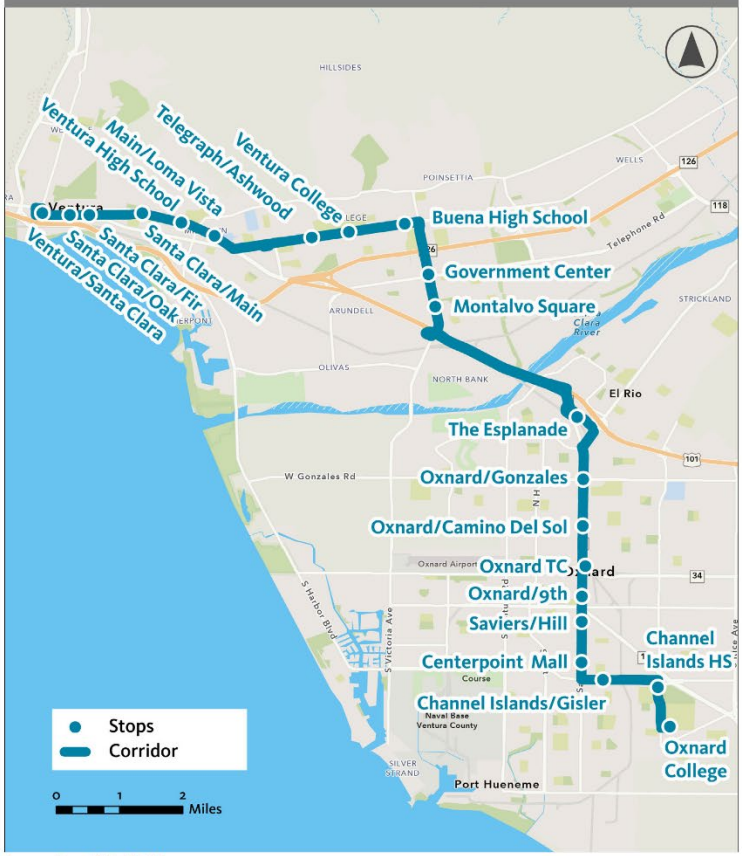
- 28.2 miles in length with 16 stops in each direction
- 61 minutes from Ventura Transit Center to Oxnard College
- Requires 7 to 10 peak buses

Strengths and Weaknesses

- Provides fast connection between two main transit hubs, and Oxnard College
- Provides fast link between Ventura College and Oxnard College
- Does not serve C Street Transit Center directly or Downtown Ventura

English-US TMD

Corridor D: DT Ventura to College via Oxnard-Saviers



Important Statistics

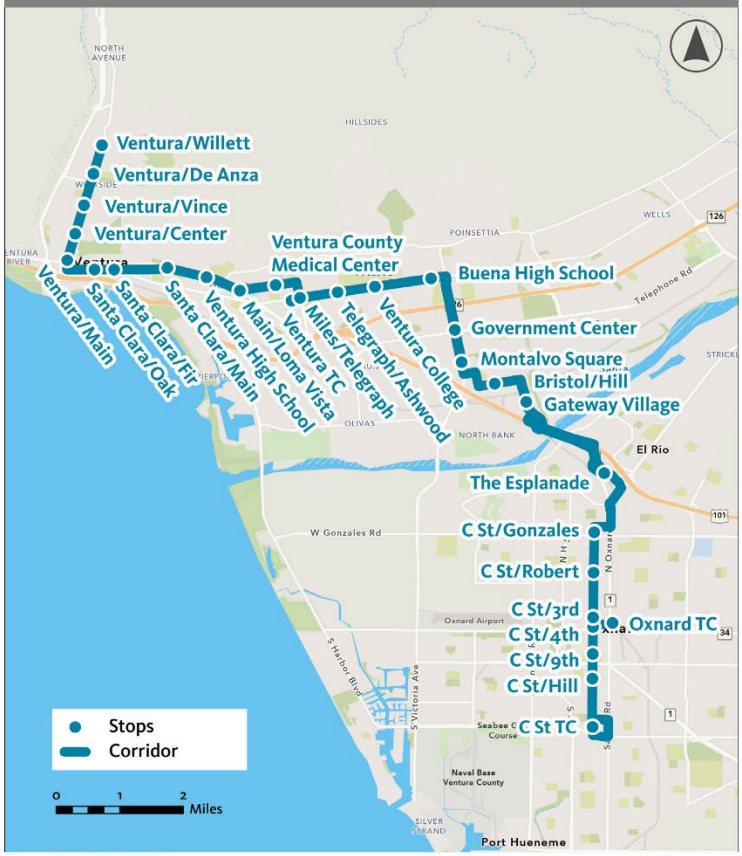
- 32.9 miles in length with 21 stops in each direction
- 76 minutes from Downtown Ventura to Oxnard College
- Requires 9 to 12 peak buses

Strengths and Weaknesses

- Provides fast connection between all major destinations and provides fast link between Ventura College and Oxnard College
- Does not serve the Ventura Transit Center and C Street Transit Center directly

English-US TMD

Corridor E: Ventura Ave to C St via C St



Important Statistics

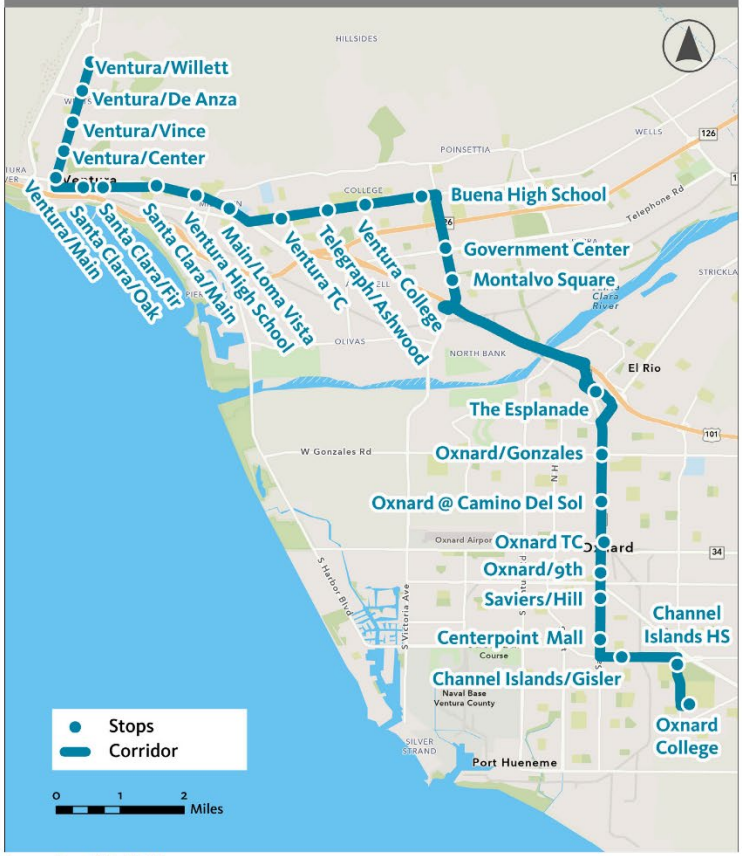
- 36.7miles in length with 28 stops in each direction
- 105 minutes from Ventura Ave & Willett to C St Transfer Center via C St
- Requires 13 to 17 peak buses

Strengths and Weaknesses

- Replicates Route 6 completely and provides stops closer to existing stops on Route 1 and 6
- Results in slower service compared to all other alternatives except Corridor G
- Does not serve Oxnard College or Ventura Transit Center directly
- Second highest cost of all alternatives

English-US TMD

Corridor F: Ventura Ave to College via Oxnard-Saviers



Important Statistics

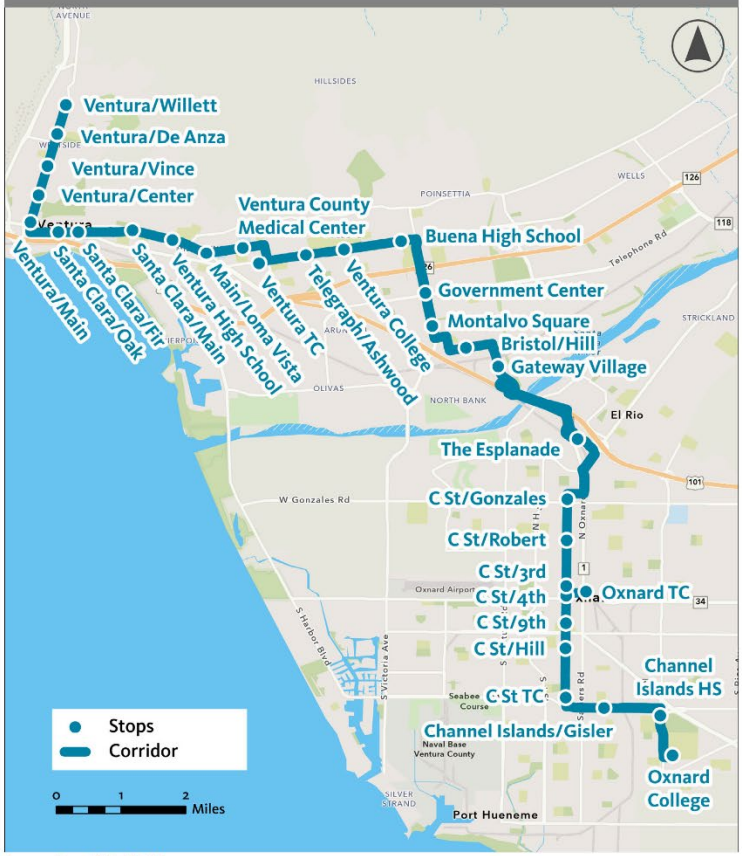
- 36.4 miles in length with 25 stops in each direction
- 84 minutes from Ventura Ave & Willett to Oxnard College
- Requires 10 to 13 peak buses

Strengths and Weaknesses

- Serves the entire length of the Gold Coast Transit District service area and provides fast link between Ventura College and Oxnard College
- Does not serve Ventura Transit Center or C Street Transit Center directly

English-US TMD

Corridor G:Ventura Ave to College via C St



Important Statistics

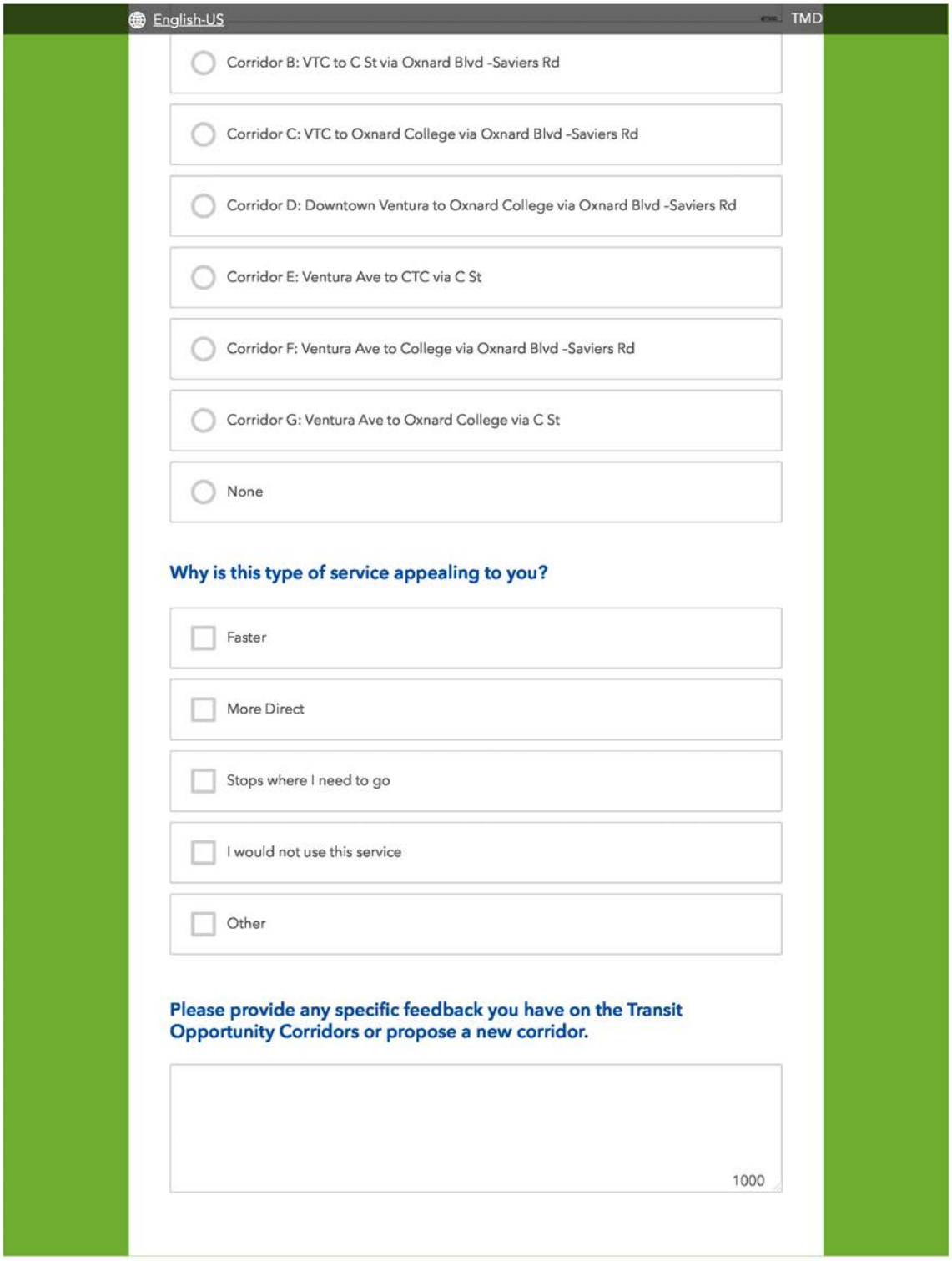
- 40.5 miles in length with 31 stops in each direction
- 116 minutes from Ventura Ave & Willett to Oxnard College
- Requires 14 to 18 peak buses

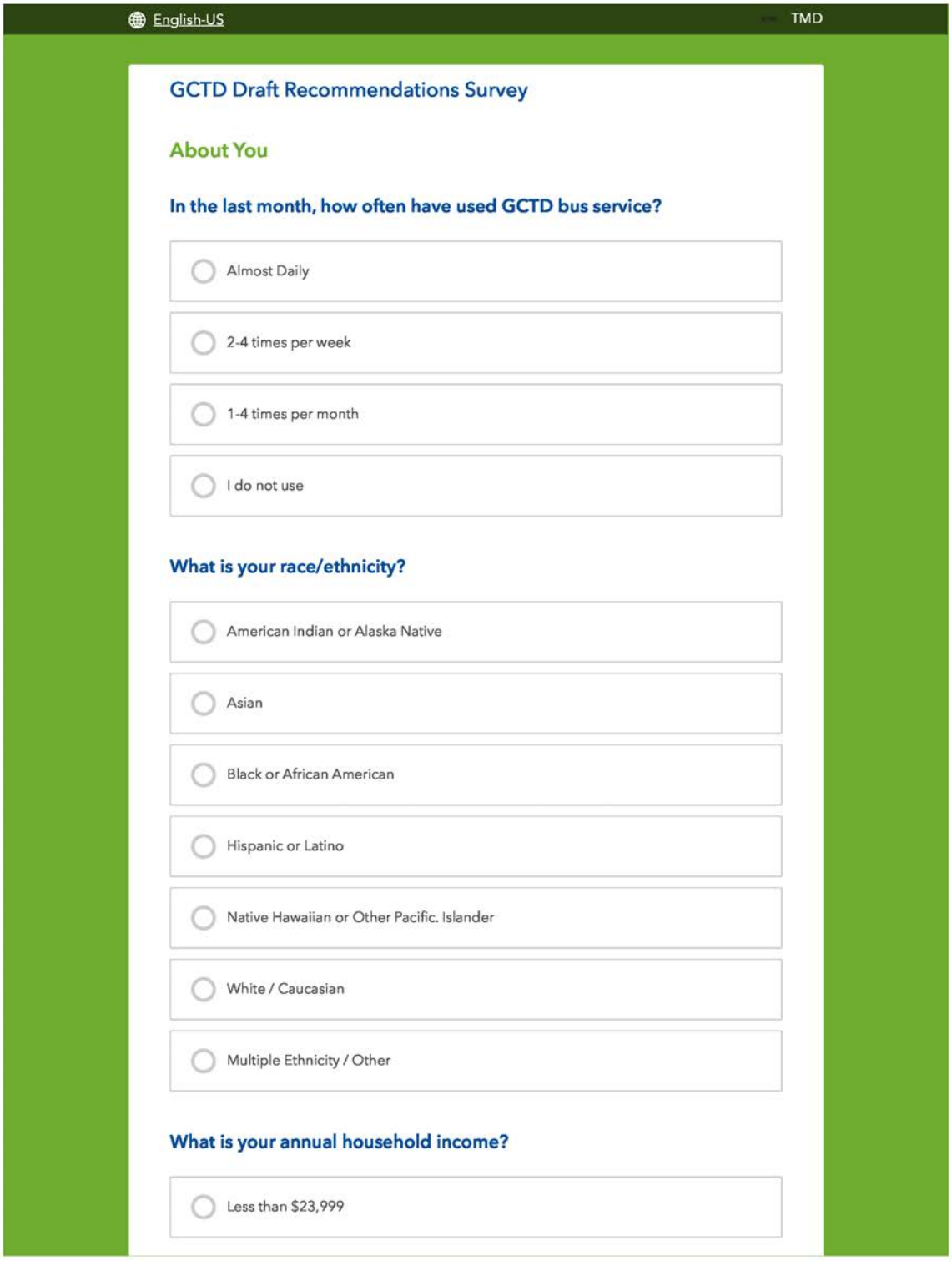
Strengths and Weaknesses

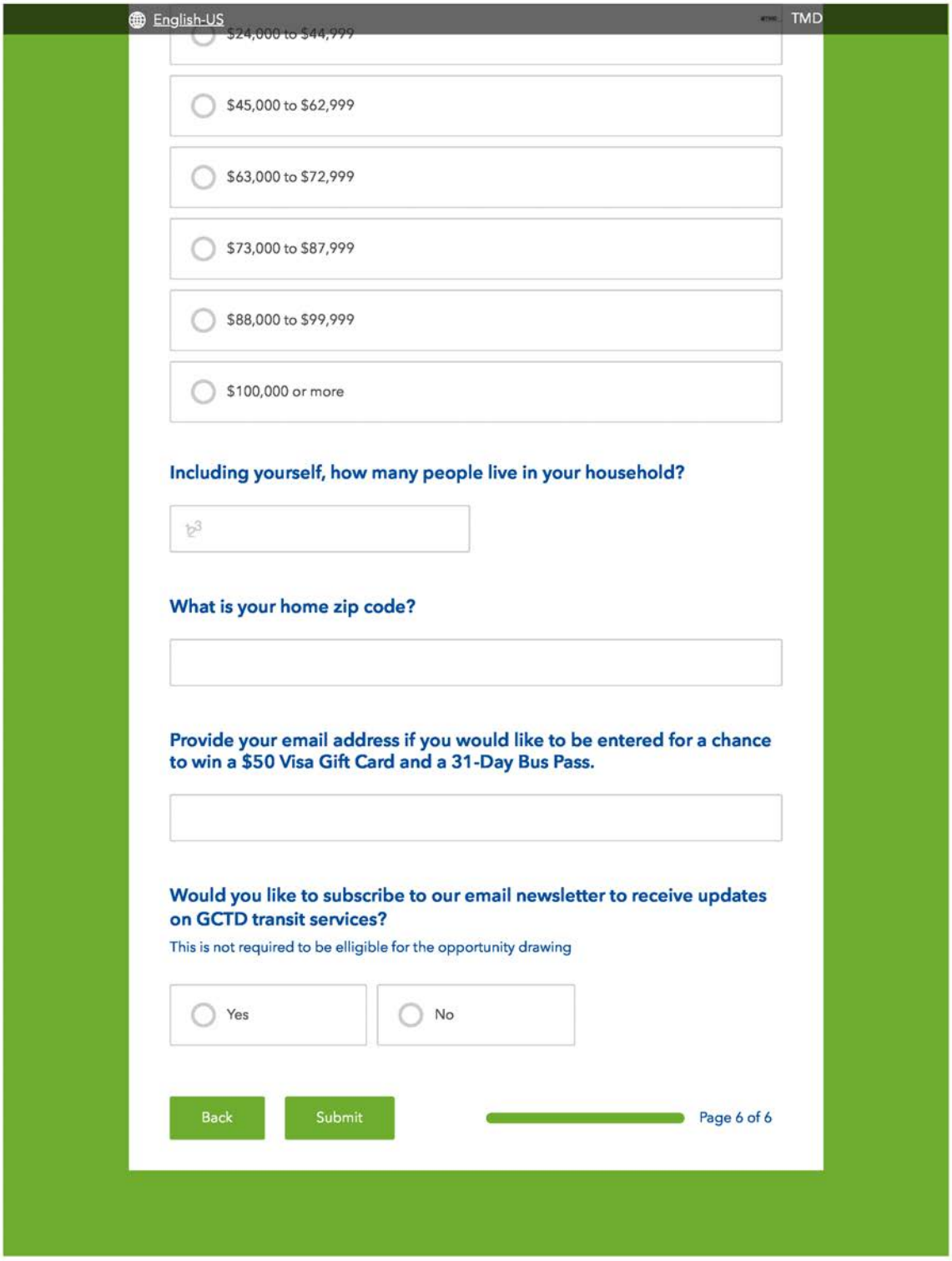
- Serves the entire length of the Gold Coast Transit service area and replicates Route 6 completely
- Provides stops closer to existing stops on Route 1 and 6
- Results in slower service compared to all other alternatives except Corridor E
- Does not serve the Ventura Transit Center directly
- Highest cost of all alternatives

Which of the Transit Opportunity Corridors would you personally be most likely to use?

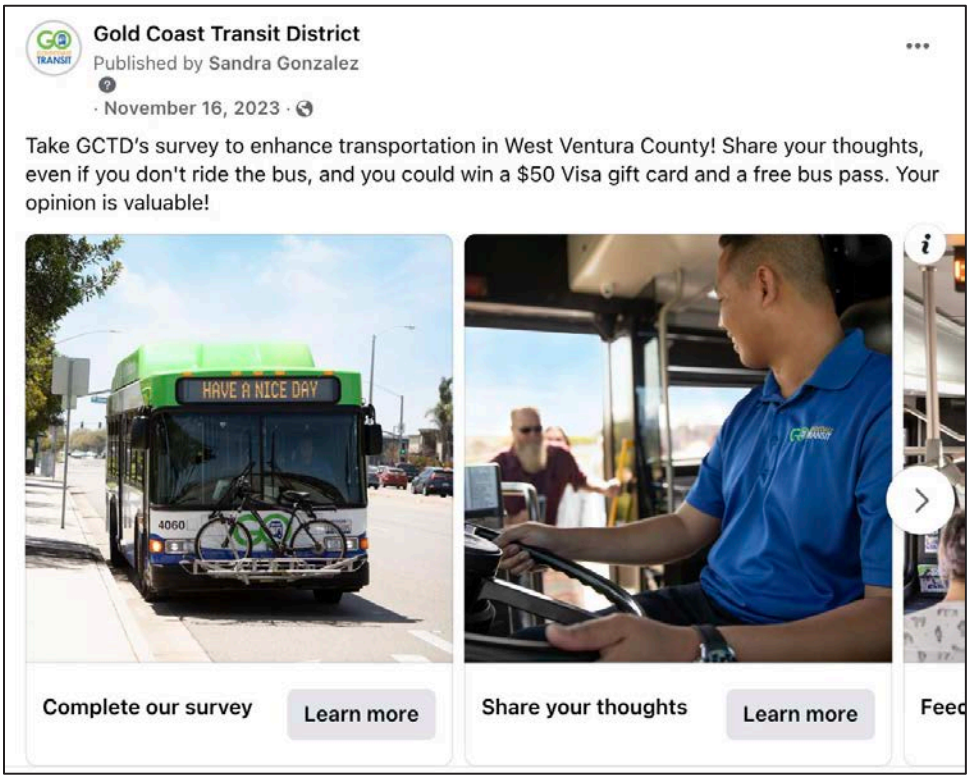
○ Corridor A: VTC to OTC via Oxnard Blvd -Saviers Rd

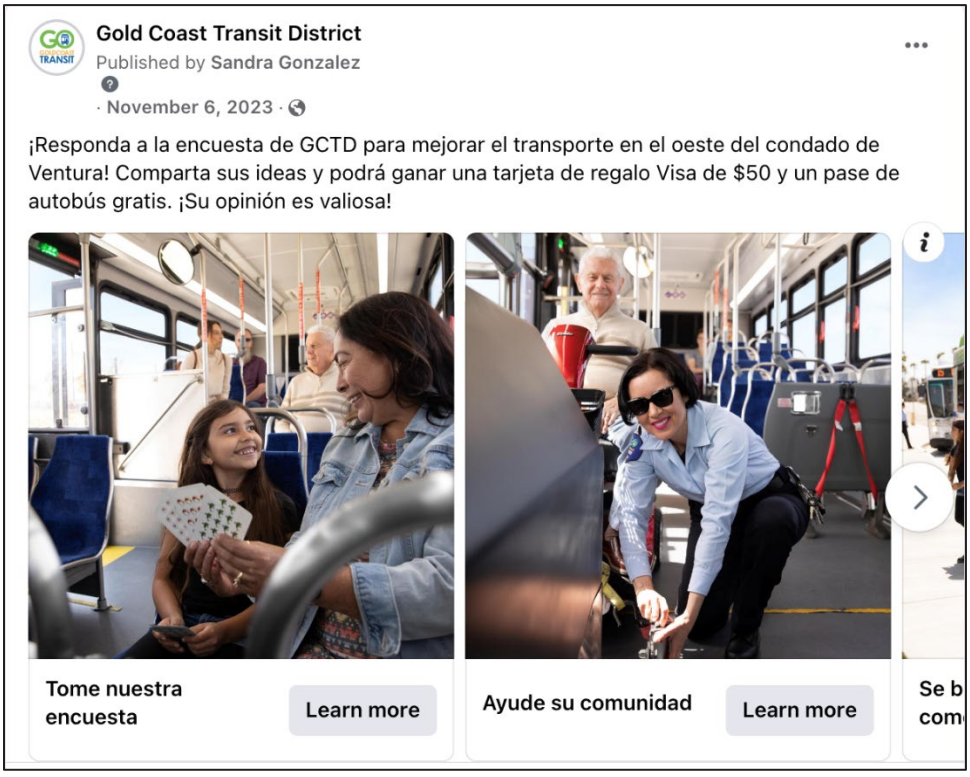

English-US
TMD
Corridor B: VTC to C St via Oxnard Blvd -Saviers Rd
Corridor C: VTC to Oxnard College via Oxnard Blvd -Saviers Rd
Corridor D: Downtown Ventura to Oxnard College via Oxnard Blvd -Saviers Rd
Corridor E: Ventura Ave to CTC via C St
Corridor F: Ventura Ave to College via Oxnard Blvd -Saviers Rd
Corridor G: Ventura Ave to Oxnard College via C St
None
Why is this type of service appealing to you?
Faster
More Direct
Stops where I need to go
I would not use this service
Other
Please provide any specific feedback you have on the Transit Opportunity Corridors or propose a new corridor.
1000


English-US
TMD
GCTD Draft Recommendations Survey
About You
In the last month, how often have used GCTD bus service?
Almost Daily
2-4 times per week
1-4 times per month
I do not use
What is your race/ethnicity?
American Indian or Alaska Native
Asian
Black or African American
Hispanic or Latino
Native Hawaiian or Other Pacific. Islander
White / Caucasian
Multiple Ethnicity / Other
What is your annual household income?
Less than $23,999

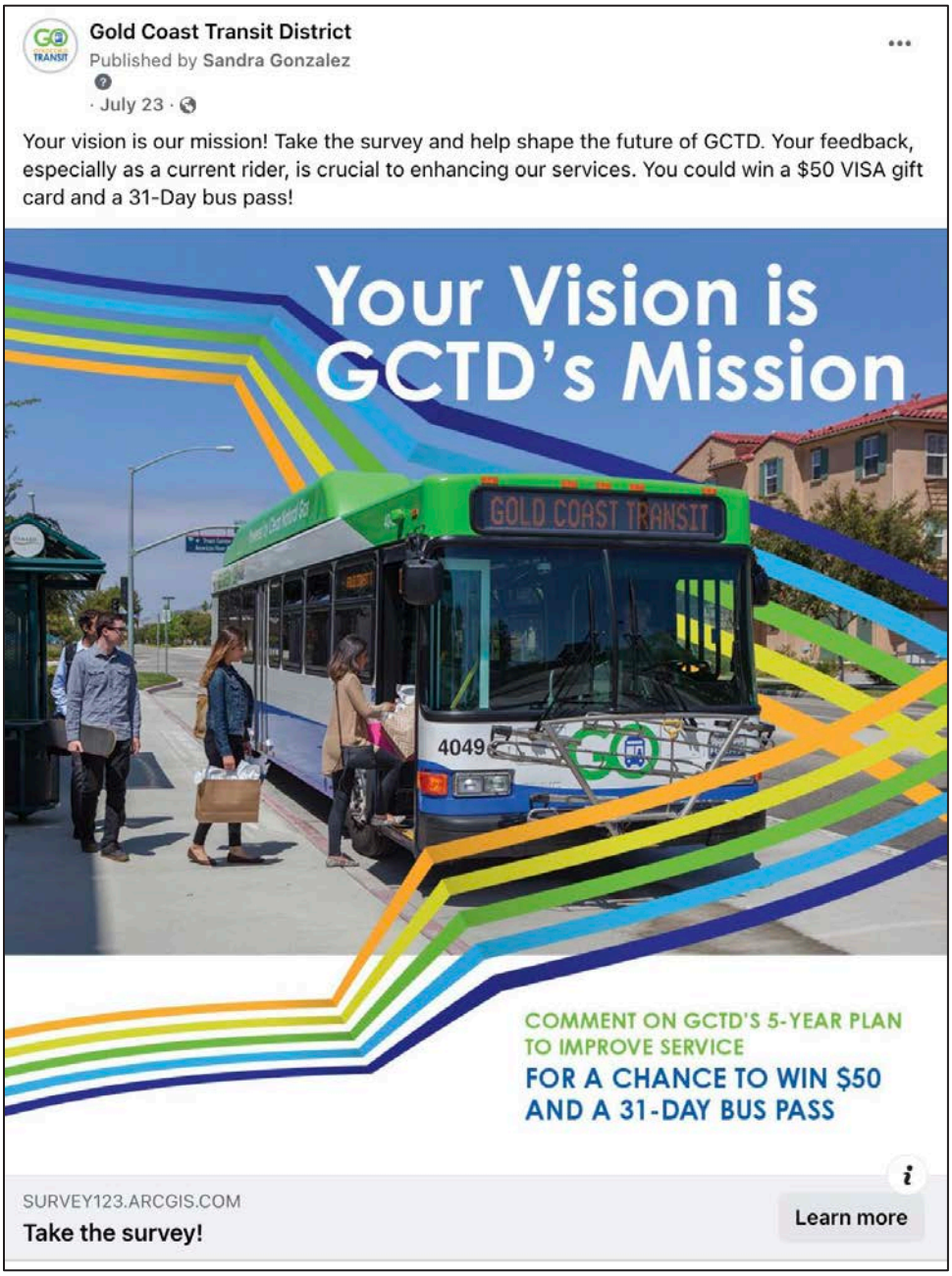

English-US
TMD
$24,000 to $44,999
$45,000 to $62,999
$63,000 to $72,999
$73,000 to $87,999
$88,000 to $99,999
$100,000 or more
Including yourself, how many people live in your household?
What is your home zip code?
Provide your email address if you would like to be entered for a chance to win a $50 Visa Gift Card and a 31-Day Bus Pass.
Would you like to subscribe to our email newsletter to receive updates on GCTD transit services?
This is not required to be elligible for the opportunity drawing
Yes
No
Back
Submit
Page 6 of 6

ATTACHMENT G: PHASE 1 SOCIAL MEDIA POST





ATTACHMENT H: PHASE 2 SOCIAL MEDIA POST




Gold Coast Transit District
Published by Sandra Gonzalez
· July 23 ·
¡Su visión es nuestra misión! Participe en la encuesta y ayude a dar forma al futuro de GCTD. Sus comentarios, especialmente como pasajero actual, son cruciales para mejorar nuestros servicios. ¡Podría ganar una tarjeta de regalo VISA de $50 y un pase de autobús de 31 días!
Su visión es la misión de GCTD
GOLD COAST TRANSIT
4049
¡COMENTE SOBRE EL PLAN DE 5 AÑOS DE GCTD PARA MEJORAR EL SERVICIO!
TENDRÁ LA OPORTUNIDAD DE GANAR $50 Y UN PASE DE AUTOBÚS DE 31 DÍAS
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¡Tome la encuesta!
Learn more

ATTACHMENT I: PHASE 1 EMAIL BLAST

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Dear Stakeholder,

Gold Coast Transit District is developing a new Short Range Transit Plan. The purpose of the SRTP is to improve mobility and quality of life in our region. It is a framework that provides a common vision for the future of our transportation system.

The cornerstone of the SRTP is public input. GCTD wants to hear from the community about the condition of the existing transit network. Please take and share GCTD's survey and tell us which parts of the system work well for you and what could be improved. The survey is available through December 1, 2023. Find the survey here!

If you would like GCTD staff to present more information on this project at your council, board, or committee meeting, please contact Andrea Meza for scheduling - ameza@gctd.org.

Learn more about the SRTP at gctd.org/SRTP24.

Help us Spread the Word!
Below are some tools that you can use to share with your network of stakeholders.

GCTD SRTP Toolkit

Thank you for your support!

Take our survey now!

ATTACHMENT J: PHASE 2 EMAIL BLAST

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Help Shape the Future of GCTD

Dear Stakeholder,

GCTD is developing a Short-Range Transit Plan to improve bus service over the next five years. We strive to make the transit experience faster, more frequent, and more accessible whenever it's needed. To do this, we're considering various improvements, including changes to 13 routes and future transit opportunity corridors.

What is a Transit Opportunity Corridor (TOC)? A TOC is designed to provide fast, high-frequency bus service between major destinations, running every 15-20 minutes during most of the day. Each stop in a TOC would have enhanced amenities and provide a comfortable and safe location for customers waiting for the bus. At locations with poor access, pedestrian improvements may be part of a TOC project.

We are conducting a survey to gather feedback on our recommendations. We would like your assistance in spreading this important information within your network.

By completing the survey, respondents could win a $50 Visa gift card and a 31-day bus pass. The survey is available here through August 11, 2024.

If you would like GCTD staff to present more information on this project at your council, board, or committee meeting, please contact Andrea Meza for scheduling - ameza@gctd.org.

Learn more about the SRTP at gctd.org/SRTP24.

Help us Spread the Word!
Below are some tools that you can use to share with your network of stakeholders.

GCTD SRTP Toolkit

Thank you for your support!

Take the survey!

ATTACHMENT K: PHASE 1 PRESS RELEASE

FOR IMMEDIATE RELEASE October 12, 2023
Contact: Andrea Meza, Communications and Marketing Manager
805-483-3959 x103 | ameza@gctd.org

GOLD COAST TRANSIT DISTRICT SEEKS COMMUNITY INPUT ON TRANSIT IMPROVEMENT PLAN

(Oxnard, CA) – Gold Coast Transit District (GCTD) is seeking feedback from the public on the development of its Short-Range Transit Plan (SRTP). Looking ahead to the next five years, this vital transportation planning tool will guide bus service improvement as the agency's investment in infrastructure and capital projects from 2024-2029.

Community input is the cornerstone of the SRTP process. GCTD encourages anyone who lives, works, or goes to school in Ojai, Oxnard, Port Hueneme, Ventura, and areas in between to provide their thoughts about the current condition of the transit system in Western Ventura County. A community survey to capture this feedback is available now through December 1, 2023 in both English and Spanish at www.gctd.org/SRTP24.

"Our goal is to improve mobility and enhance quality of life in our region," said Vanessa Rauschenberger, GCTD General Manager. "We want to know which aspects of the transit system are working well for people and what needs to be improved. We want to hear from current riders, as well as former and non-riders about what we can do to make riding the bus a better experience."

Survey respondents who provide their contact information will be entered for a chance to win a $50 Visa gift card and a 31-day bus pass.

GCTD is also offering to provide presentations to stakeholder groups in October and November. Interested organizations can contact Project Manager Austin Novstrup at anovstrup@gctd.org or 805-483-3959 to request a presentation. A recording of the presentation will be available in English and Spanish at www.gctd.org/SRTP24 beginning mid-October.

The SRTP will look at all facets of GCTD transit service and recommend how to improve them. The purpose of the SRTP is to improve mobility and quality of life in the region by:

- Enhancing transit effectiveness and efficiency
- Restructuring bus service to promote economic growth and community connectivity.
- Assessing the feasibility of creating a high-quality transit corridor between Oxnard and Ventura
- Improving ridership, reliability, and customer experience.

The development of the SRTP is a one-year process that began in June 2023 and will conclude with board review of the final plan document in Summer 2024. Another round of community engagement activities is planned for Spring 2024 when the public will have an opportunity to review proposed system improvements, including the feasibility of a new, high-quality transit corridor between Ventura and Oxnard.

GOLD COAST TRANSIT DISTRICT
CITY OF OJAI | CITY OF OXNARD | CITY OF PORT HUENEME | CITY OF VENTURA | COUNTY OF VENTURA
1901 AUTO CENTER DRIVE, OXNARD, CA 93036-7966 | P 805.483.3959 | F 805.487.0925 | GCTD.ORG

ATTACHMENT C

Route-by-Route Recommendations

Route 1

Port Hueneme - Oxnard Transit Center

Alignment and Schedule

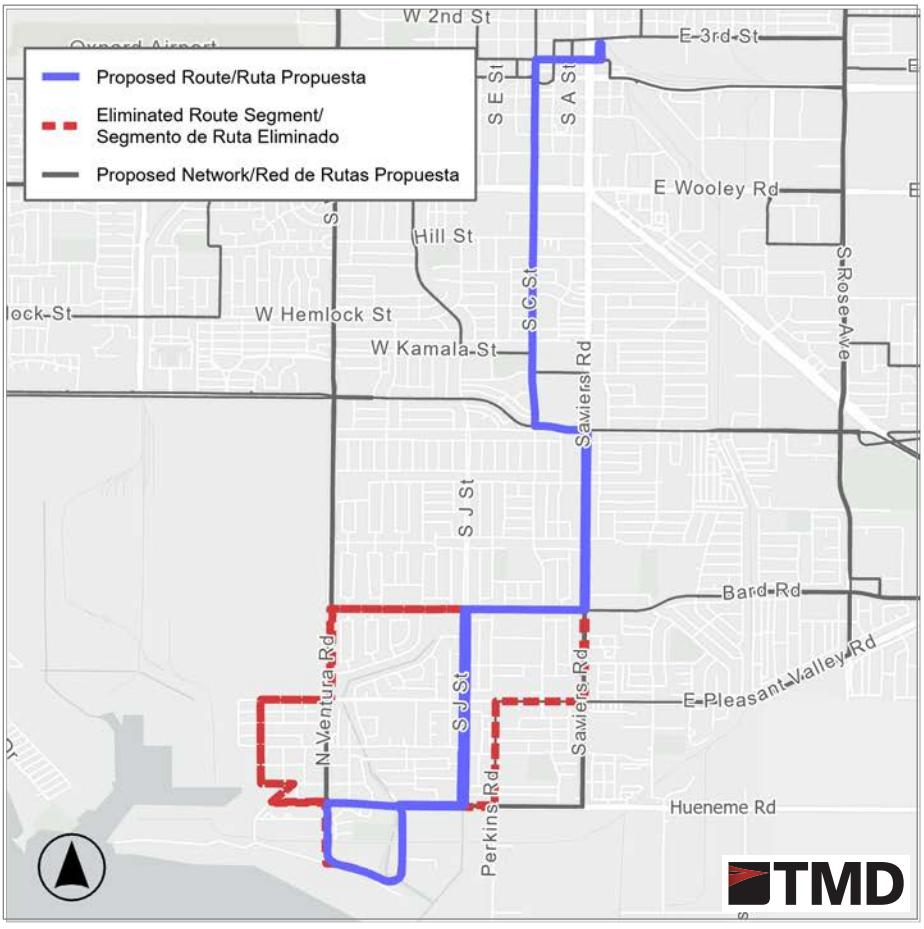
Proposed changes

- Simplify into one route and change routing on south end to serve J St
- Provide 20 min weekday service on entire route with 30-minute service before 7:00am and after 8:00pm
- Provide 20 min weekend service with 30 min service before 8:00am on weekends and after 7:00pm
- Service to Ponoma Street discontinued, but walking distance to Route 23 on Ventura Road.
- Extend evening service to 10:00pm

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	1,320	20	20	20/40	4:45 AM to 9:24 PM	20	20	40	5:00 AM to 10:00 PM
Saturday	859	20	20	20/40	6:05 AM to 9:17 PM	20	20	20	6:00 AM to 10:00 PM
Sunday	846	20	20	20/40	6:30 AM to 9:17 PM	20	20	20	6:00 AM to 10:00 PM

Benefits

- Routing easier to understand
- Reduce service duplication
- Improve service speed
- Time transfers with Route 6 at Oxnard Transit Center
- Improve evening frequency and hours



Route 2

Colonia - Downtown Oxnard

Alignment and Schedule

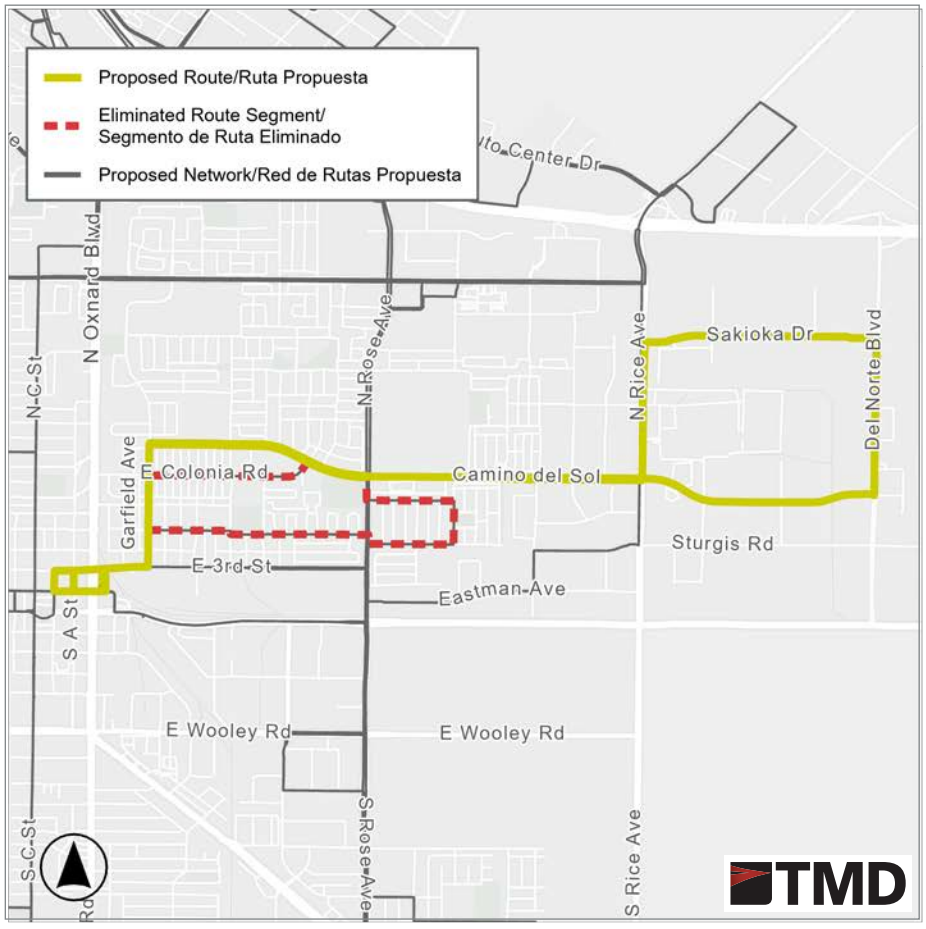
Proposed changes

- Relocate route to Camino Del Sol and extent to industrial area east of Rice Ave
- Revised routes 4A/B will operate at increased frequency providing service along Third St.
- Improve weekday peak service to every 30 minutes
- Impacted Colonia riders have short walk to Camino Del Sol on 3rd St
- Shift service span to 6:00am - 8:00pm on weekdays and 6:00am to 7:00pm on weekends

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	178	60	60	60	5:15 AM to 7:20 PM	30	60	30	6:00 AM to 8:00 PM
Saturday	155	60	60	60	5:15 AM to 7:20 PM	60	60	60	6:00 AM to 7:00 PM
Sunday	145	60	60	60	5:15 AM to 7:20 PM	60	60	60	6:00 AM to 7:00 PM

Benefits

- Improve route safety and speed by moving route to Camino Del Sol
- Improve employment access to new industrial developments
- Improve peak hour frequency



Route 3

J St - Centerpoint Mall - Lemonwood

Discontinuation

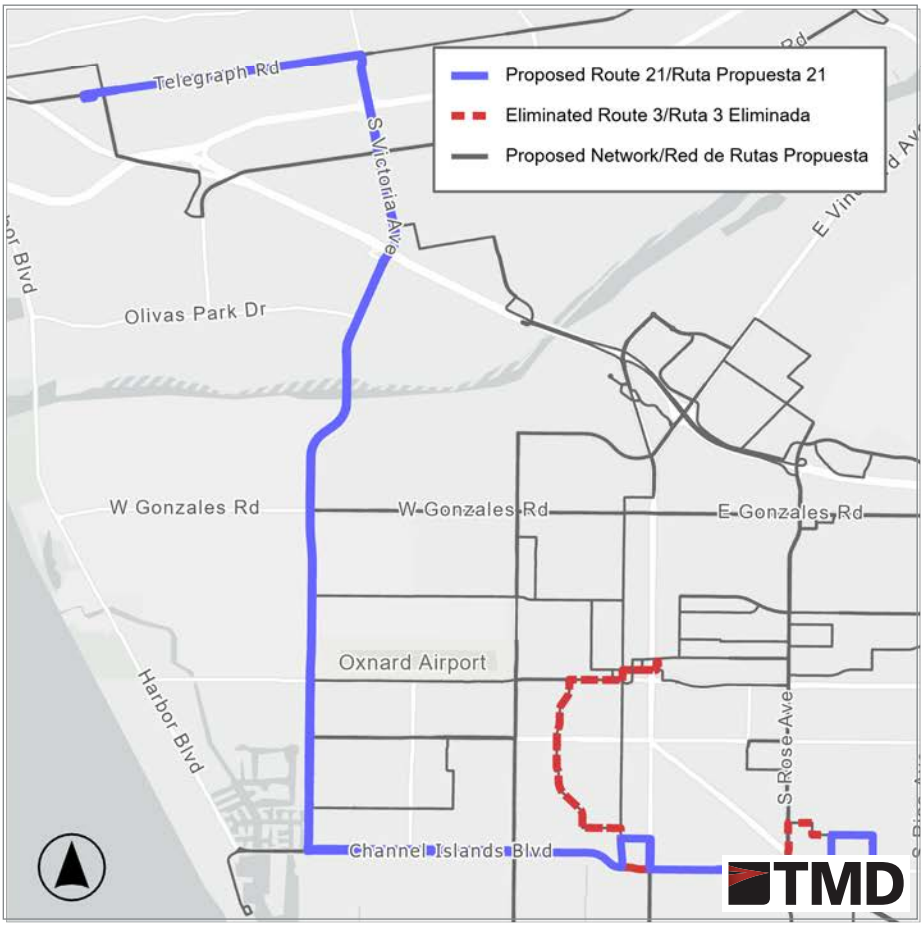
Proposed changes

- Eliminate Route
- Impacted stops are within walking distance to C St and Ventura Rd
- Channel Islands Boulevard and Lemonwood neighborhood will be served by revised Route 21

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	305	45	45	45	5:35 AM to 7:48 PM	NS	NS	NS	NS
Saturday	208	45	45	45	5:35 AM to 7:48 PM	NS	NS	NS	NS
Sunday	195	45	45	45	5:35 AM to 7:48 PM	NS	NS	NS	NS

Benefits

- More frequent service provided on nearby routes with resource savings
- Reduce service duplication



Route 4A/B

North Oxnard - Ventura Rd - St. John's

Consolidation and Schedule

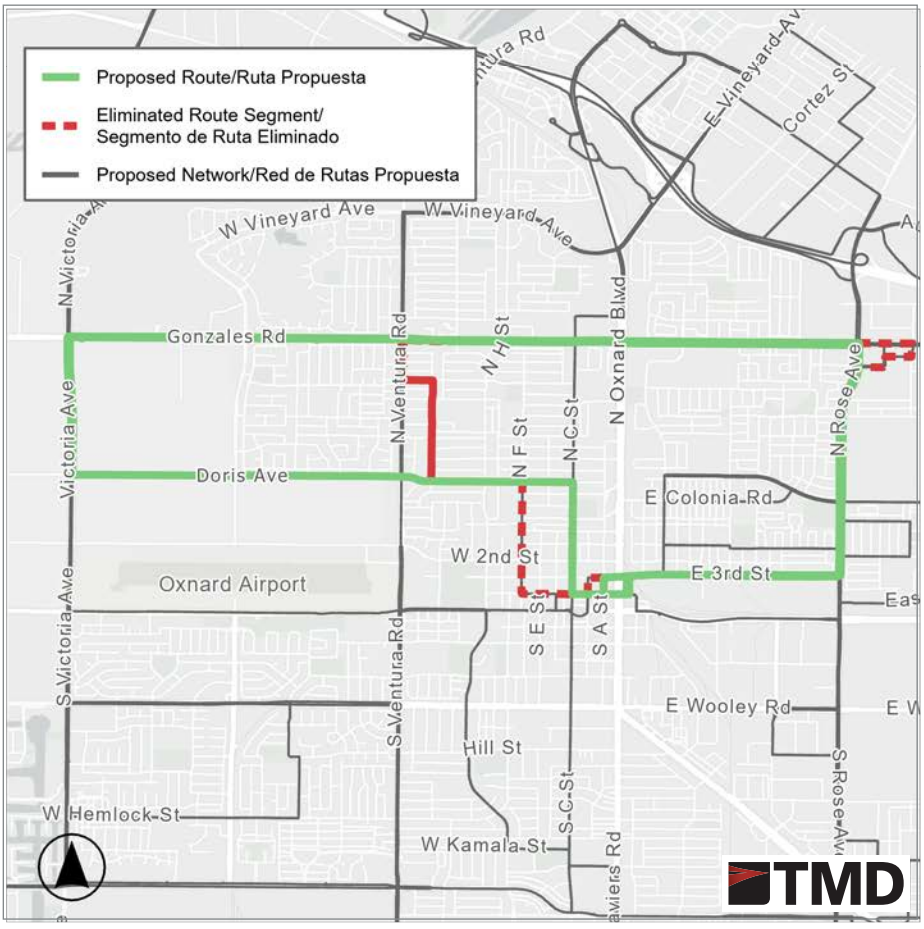
Proposed changes

- Extend route to Victoria Ave to connect to Route 21 and serve Oxnard High School
- Revised routing serves portion of Gonzales Rd that would be affected by the discontinuation of Route 19.
- Operate route at 30 min frequency in both directions weekdays from 7:00am to 8:00pm and 40 min all day on weekends

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	787	20/45	20/45	20/45	6:05 AM to 8:25 PM	30	30	30	6:00 AM to 9:00 PM
Saturday	469	20/45	20/45	20/45	6:10 AM to 8:20 PM	40	40	40	6:00 AM to 8:00 PM
Sunday	404	20/45	20/45	20/45	6:10 AM to 8:20 PM	40	40	40	6:00 AM to 8:00 PM

Benefits

- Simplify routing to improve speed
- Provide same frequency on both clockwise and counterclockwise routing
- Extend frequent service to Oxnard High School and connect to Victoria Ave
- Reduce service duplication



Route 5

Hemlock - Seabridge - Wooley

Alignment

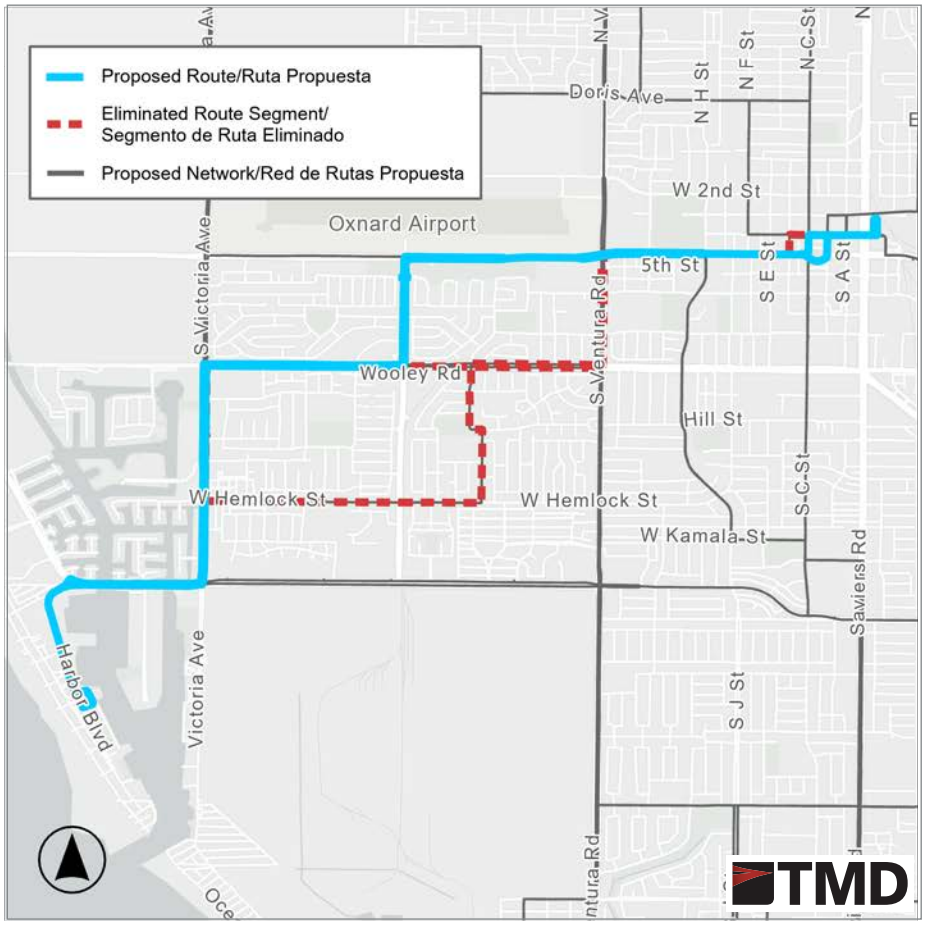
Proposed changes

- Remove loop routing through Marina West neighborhood and extend to Channel Island Harbor
- Impacted riders in Marina West Neighborhood are within walking distance of routes 21 on Victoria Ave and Channel Islands Blvd, and Route 23 on Ventura Rd.
- Reduce to 60 min frequency based on existing ridership demand
- Adjust span of service to 6:00am to 8:00pm on weekdays and 6:00am to 7:00pm on weekends
- Final route alignment revised to serve Oxnard Airport based on public feedback

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	154	45	45	45	6:50 AM to 8:15 PM	60	60	60	6:00 AM to 8:00 PM
Saturday	130	45	45	45	6:50 AM to 8:15 PM	60	60	60	6:00 AM to 8:00 PM
Sunday	118	45	45	45	6:50 AM to 8:15 PM	60	60	60	6:00 AM to 8:00 PM

Benefits

- Easier to understand routing
- New service to Channel Islands Harbor



Route 6

Oxnard - Ventura - Main St

Schedule

Proposed changes

- Provide 20-minute all day service on entire route with 40-minute service before 7:00am and after 7:00pm on all days
- No routing changes
- Extend service to 10:00pm on all days

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	2,346	30	20	35	4:50 AM to 9:00 PM	20	20	40	5:00 AM to 10:00 PM
Saturday	1,407	30	30	30	5:15 AM to 8:50 PM	30	30	40	6:00 AM to 10:00 PM
Sunday	1,335	30	30	30	5:15 AM to 8:50 PM	30	30	40	6:00 AM to 10:00 PM

Benefits

- Improve weekday peak frequency
- Improve weekend evening frequency
- Time transfers with Route 1 at Oxnard Transit Center
- Later weekday evening service to Ventura College

Route 7

Oxnard College - Centerpoint Mall

Discontinuation

Proposed changes

- Eliminate Route
- Old Rd and Butler Rd area to be served by revised Route 8

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	156	50	50	50	6:50 AM to 7:25 PM	NS	NS	NS	NS
Saturday	122	50	50	50	6:50 AM to 7:25 PM	NS	NS	NS	NS
Sunday	135	50	50	50	6:50 AM to 7:25 PM	NS	NS	NS	NS

Benefits

- More frequent service provided on nearby routes with resource savings
- Reduce service duplication

Route 8

OTC - Oxnard College - Centerpoint Mall

Alignment and Schedule

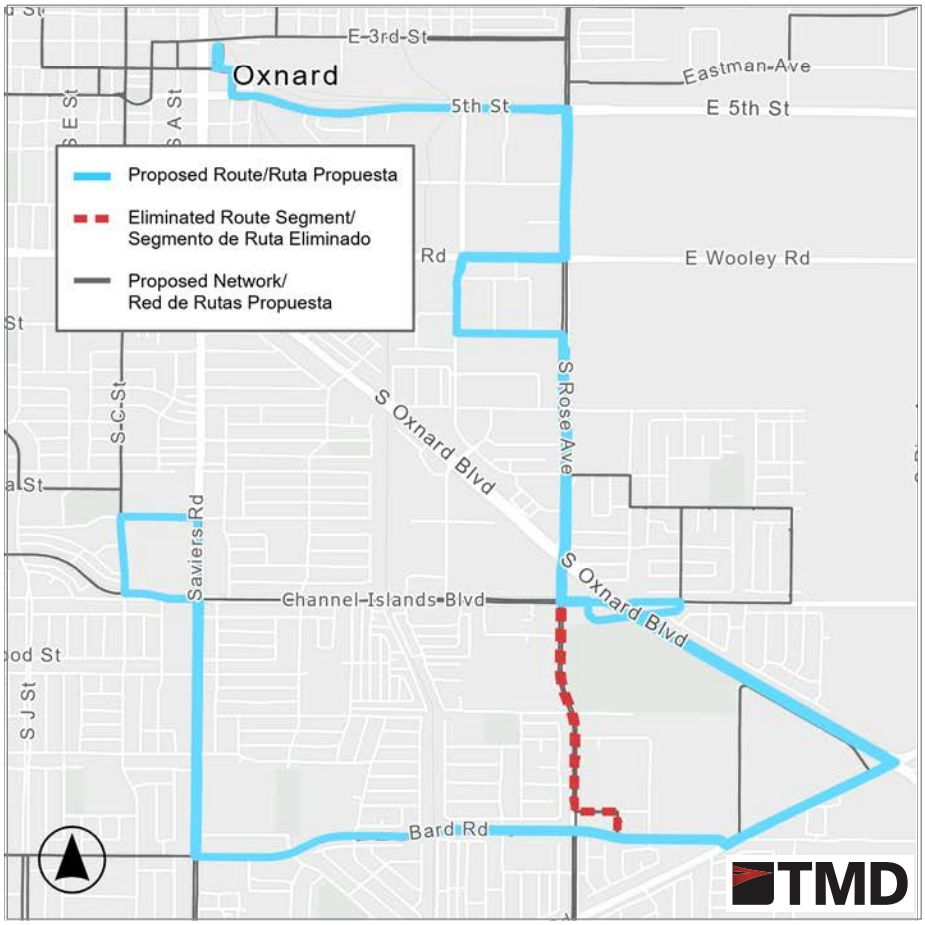
Proposed changes

- Extend route to serve Butler and Olds Road area no longer served by Route 17
- Rose Ave south of Channel Islands Blvd will continue to be served by Route 17
- Improved route to consistent 40-minute frequency all day
- Shift span of service to 6:00am - 8:00pm

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	210	45	45	45	6:35 AM to 7:30 PM	40	40	40	6:00 AM to 8:00 PM
Saturday	98	45	45	45	6:35 AM to 7:30 PM	40	40	40	6:00 AM to 8:00 PM
Sunday	134	45	45	45	6:35 AM to 7:30 PM	40	40	40	6:00 AM to 8:00 PM

Benefits

- More frequent service
- Cover section of discontinued Route 7
- Reduce service duplication



Route 10

Pacific View Mall - Telegraph - Saticoy

Alignment

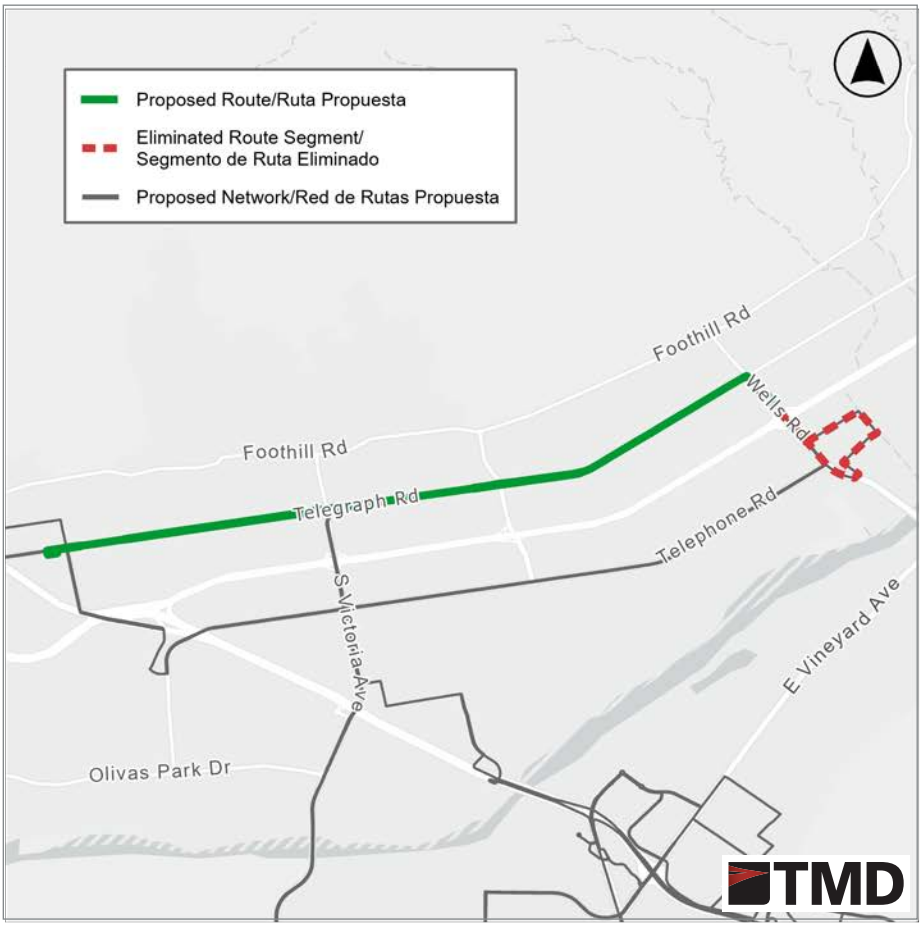
Proposed changes

- Eliminate portion of Route 10 serving Saticoy neighborhood
- Add Route 18 school tripper route to connect Saticoy neighborhood to Buena High School
- Service to Saticoy will continue to be provided by Route 11
- Reduce weekend evening hours to 8:00pm

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	264	60	60	60	6:05 AM to 8:58 PM	60	60	60	6:00 AM to 9:00 PM
Saturday	116	60	60	60	6:05 AM to 8:58 PM	60	60	60	6:00 AM to 9:00 PM
Sunday	130	60	60	60	6:05 AM to 8:58 PM	60	60	60	6:00 AM to 9:00 PM

Benefits

- More efficient scheduling
- Time transfers with Route 11



Route 11

Pacific View Mall - Telephone - Wells

Schedule

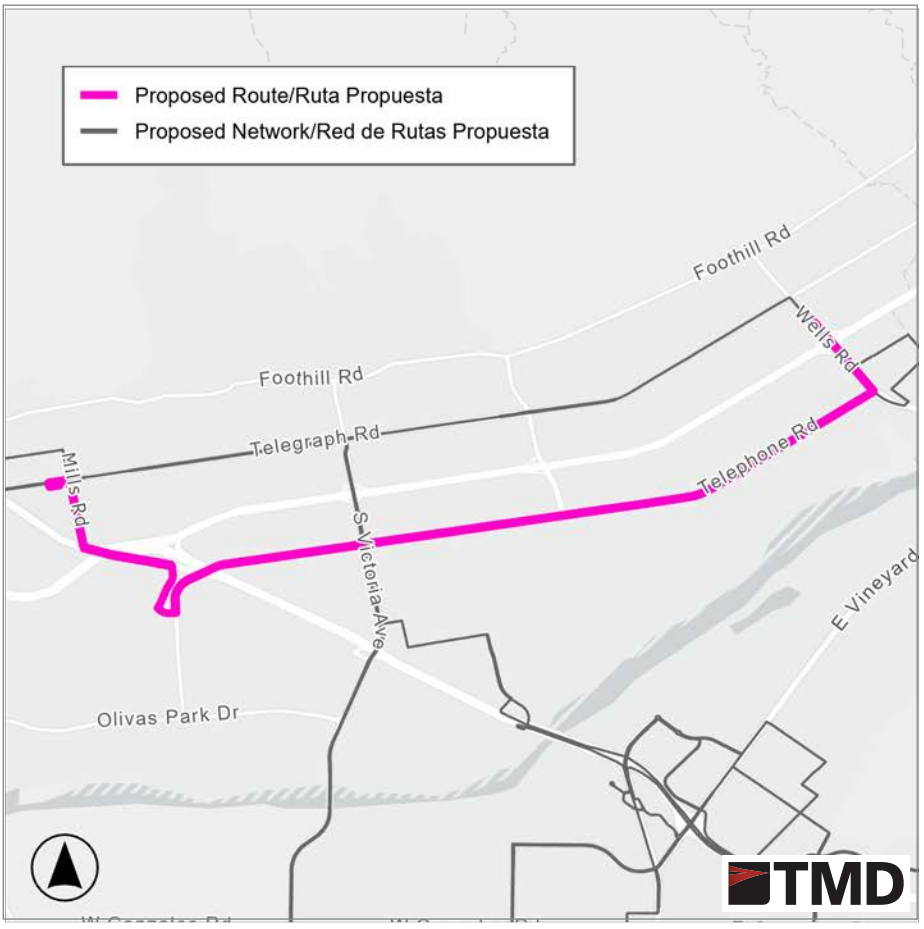
Proposed changes

- Improve weekend frequency to 30 min on weekdays between 7:00am and 7:00pm and 40 min on weekends
- No routing changes

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	631	30	30	30	6:00 AM to 8:40 PM	30	30	30/40	6:00 AM to 9:00 PM
Saturday	400	45	45	45	6:00 AM to 8:05 PM	40	40	40	6:00 AM to 8:00 PM
Sunday	328	45	45	45	6:00 AM to 8:05 PM	40	40	40	6:00 AM to 8:00 PM

Benefits

- Consistent 30 min weekday frequency during both morning and afternoon
- Improve weekend frequency



Route 15

Esplanade - El Rio - St. John's

Alignment and Schedule

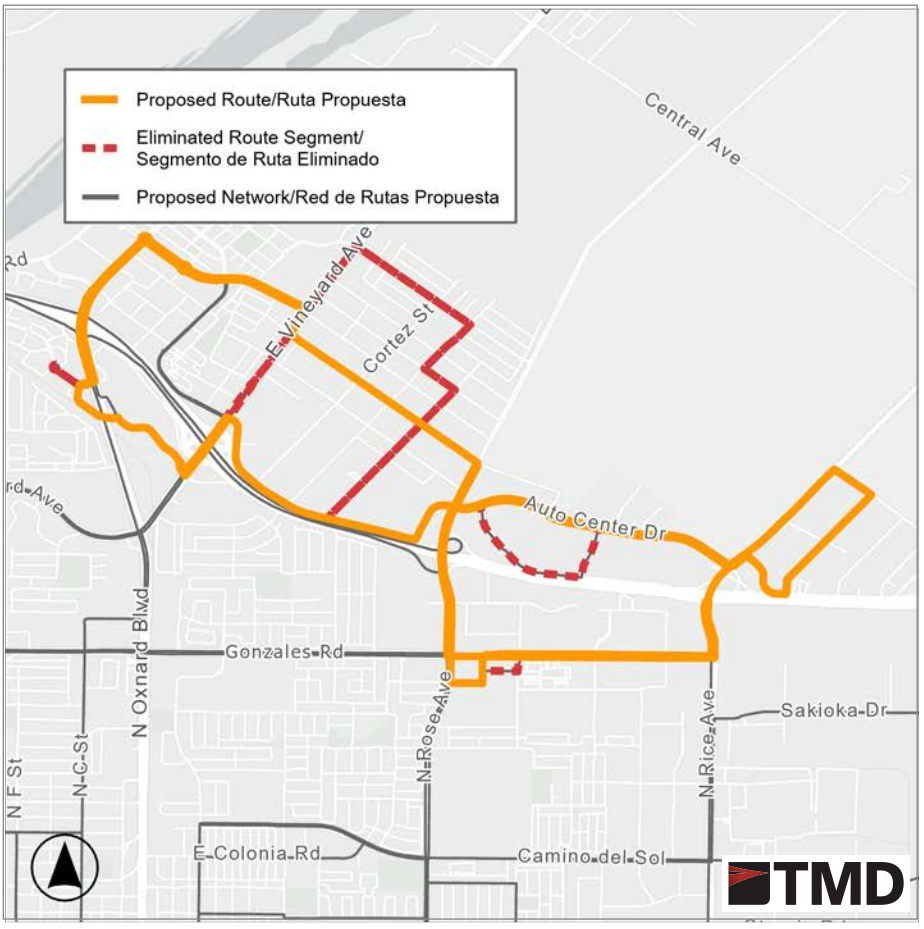
Proposed changes

- Simplify routing into a clockwise (15A) and counter-clockwise loop (15B)
- Route will connect to Riverpark to cover proposed discontinued section of Route 23
- Service will be provided every 60 minutes on both directions of loop
- Start service earlier at 6:00am on all days

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	150	50	50	50	8:15 AM to 6:00 PM	60	60	60	6:00 AM to 6:00 PM
Saturday	95	50	50	50	8:15 AM to 5:50 PM	60	60	60	6:00 AM to 6:00 PM
Sunday	100	50	50	50	8:15 AM to 5:50 PM	60	60	60	6:00 AM to 6:00 PM

Benefits

- Improve transit access to Nyeland Acres
- Simplify routing for ease of use
- Improved connections to Riverpark



Route 16

Downtown Ojai - Pacific View Mall

Schedule

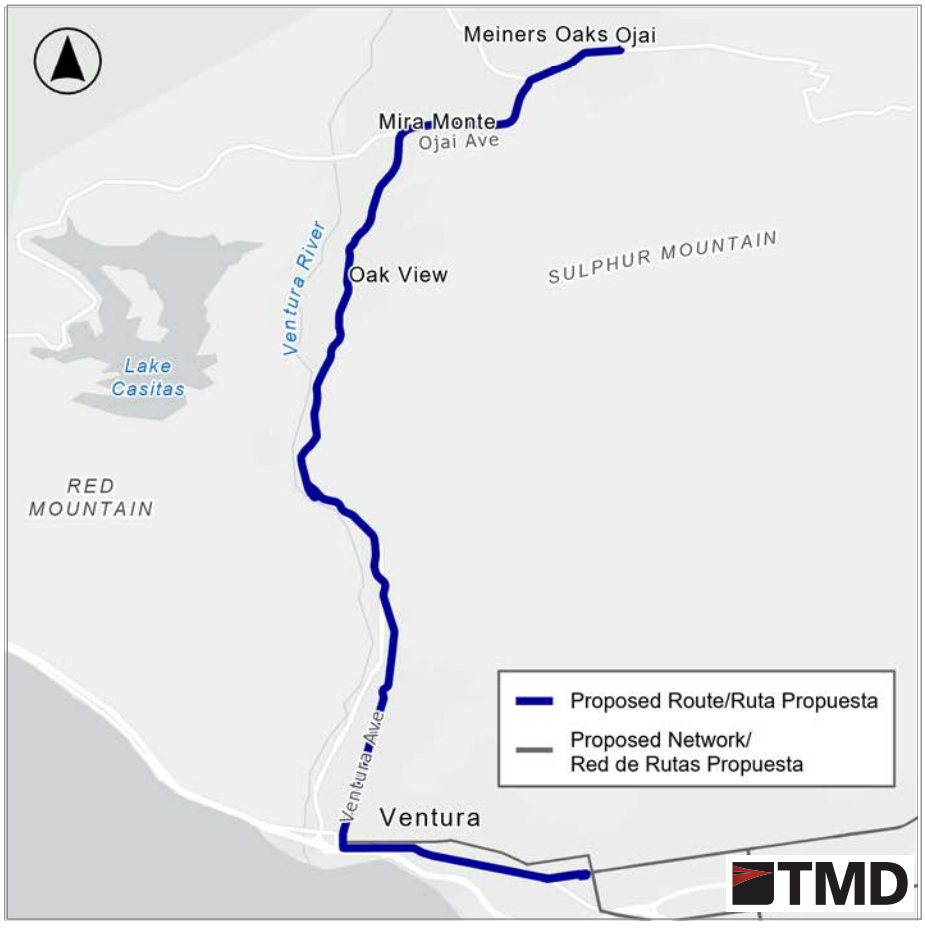
Proposed changes

- Extend evening service to 9:00pm on weekdays
- No routing changes

		CURRENT				PROPOSED			
Service Days	**Daily Boardings**	**Frequency (minutes)**			**Service Hours**	**Frequency (minutes)**			**Service Hours**
		Peak	*Midday*	*Evening*		*Peak*	*Midday*	*Evening*	
Weekday	692	60	60	60	5:15 AM to 8:00 PM	60	60	60	5:00 AM to 9:00 PM
Saturday	506	60	60	60	6:05 AM to 8:00 PM	60	60	60	6:00 AM to 8:00 PM
Sunday	484	60	60	60	6:05 AM to 8:00 PM	60	60	60	6:00 AM to 8:00 PM

Benefits

- Extend weekday evening service



Route 17

Esplanade - Oxnard College

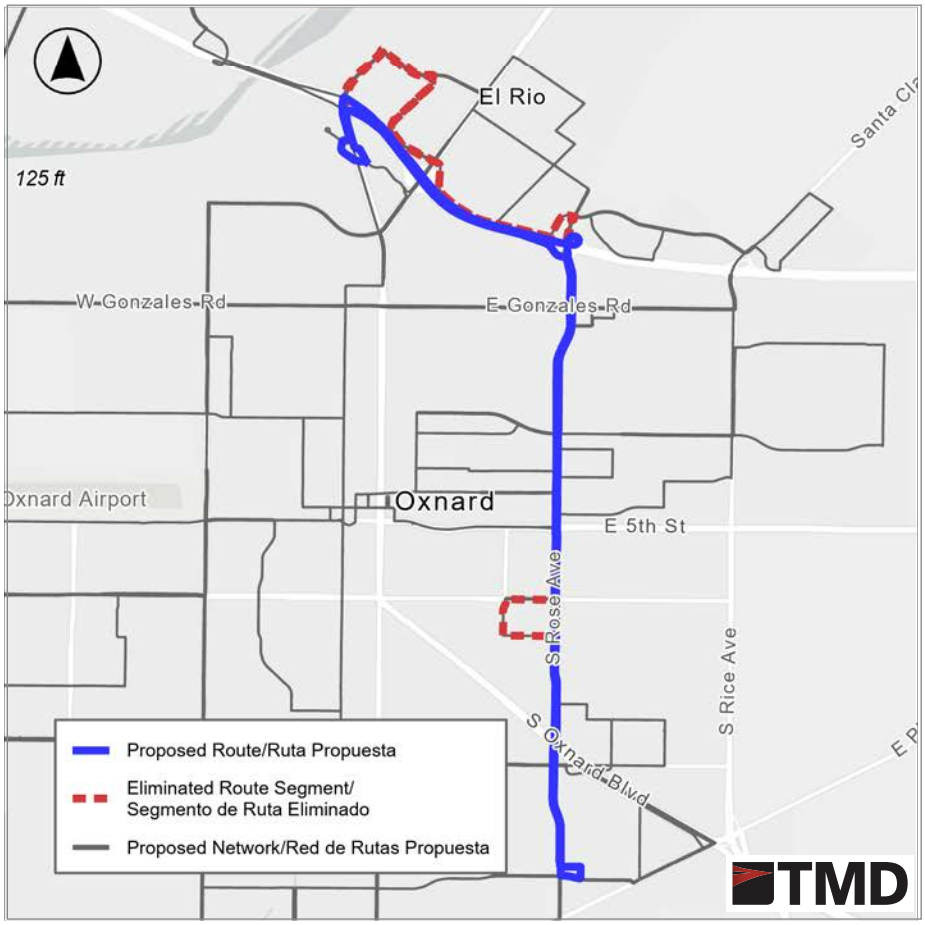
Proposed changes

- Modify routing near Esplanade to use the freeway for faster travel time between Esplanade and Rose Ave
- Discontinued section of route will be served by revised Route 15
- Improve frequency to 30 min on weekdays from 7:00am to 7:00pm
- Improve frequency to 40 min on weekends from 7:00am to 6:00pm

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	375	30/40	30	40	6:21 AM to 8:55 PM	30	30	30/60	6:00 AM to 10:00 PM
Saturday	178	60	60	60	7:15 AM to 7:55 PM	30	30	60	6:00 AM to 8:00 PM
Sunday	161	60	60	60	7:15 AM to 7:55 PM	30	30	60	6:00 AM to 8:00 PM

Benefits

- Improve travel times
- Improve frequency during weekday peaks and evening
- Improved weekend frequency with longer hours
- Later weekday evening service to Oxnard College



Route 19

OTC - 5th St - Airport - Gonzales Rd

Discontinuation

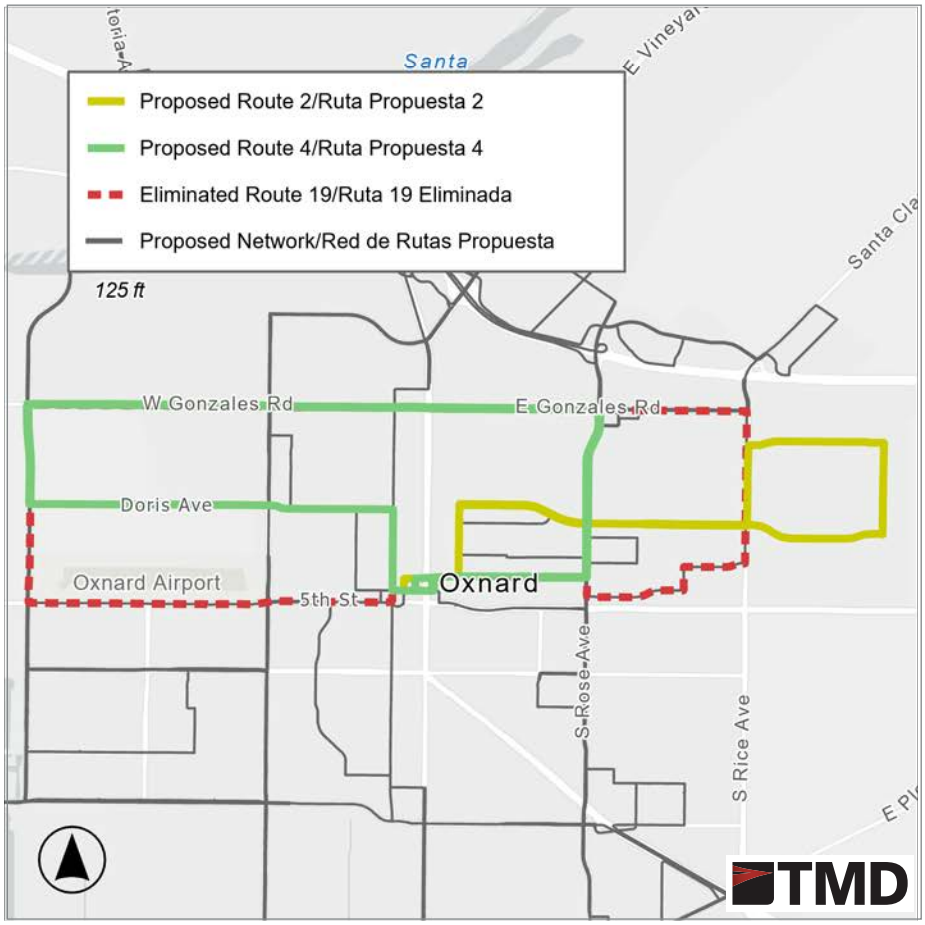
Proposed changes

- Eliminate Route
- Revised Routes 4 and 15 will serve affected portion of Gonzales Rd with increased frequency on the portion served by revised Route 4
- Industrial areas east of Rose Ave. would be served by revised Route 2

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	208	60	NS	NS	5:55 AM to 7:10 PM	NS	NS	NS	NS
Saturday	-	NS	NS	NS	NS	NS	NS	NS	NS
Sunday	-	NS	NS	NS	NS	NS	NS	NS	NS

Benefits

- More frequent service provided on nearby routes with resource savings
- Reduce service duplication



Route 21

Port Hueneme - Ventura - Victoria Ave

Alignment and Schedule

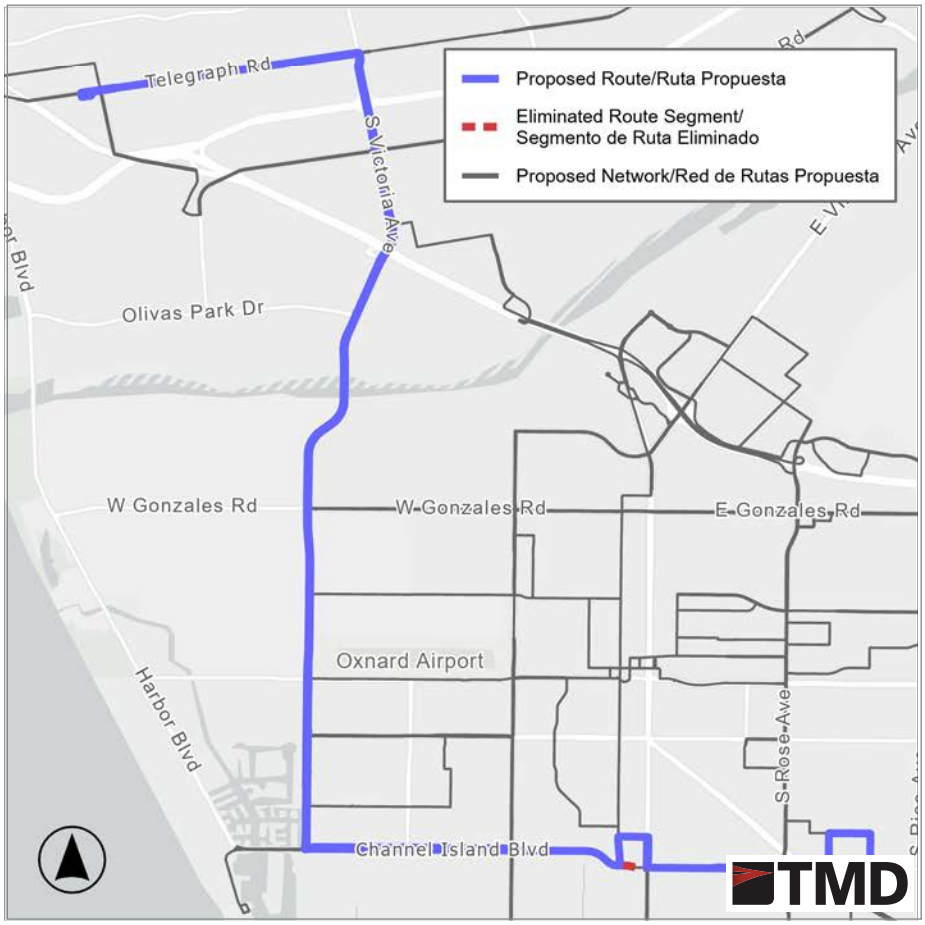
Proposed changes

- Extend southern end of route to serve Channel Islands Blvd between Centerpoint Mall and Lemonwood affected by discontinuation of Route 3
- Improve weekday frequency to 30 min between 7:00am and 6:00pm
- Improve weekend frequency to 40 min between 7:00am and 6:00pm

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	837	30	30	45	5:40 AM to 7:45 PM	30	30	30/40	6:00 AM to 8:00 PM
Saturday	390	60	60	60	6:15 AM to 7:50 PM	40	40	60	6:00 AM to 8:00 PM
Sunday	370	60	60	60	6:15 AM to 7:50 PM	40	40	60	6:00 AM to 8:00 PM

Benefits

- Cover section of discontinued Route 3
- Improve weekday evening frequency
- Improve weekend frequency all-day



Route 23

Oxnard College - Naval Base - Esplanade

Alignment & Schedule

GOLDCOAST TRANSIT

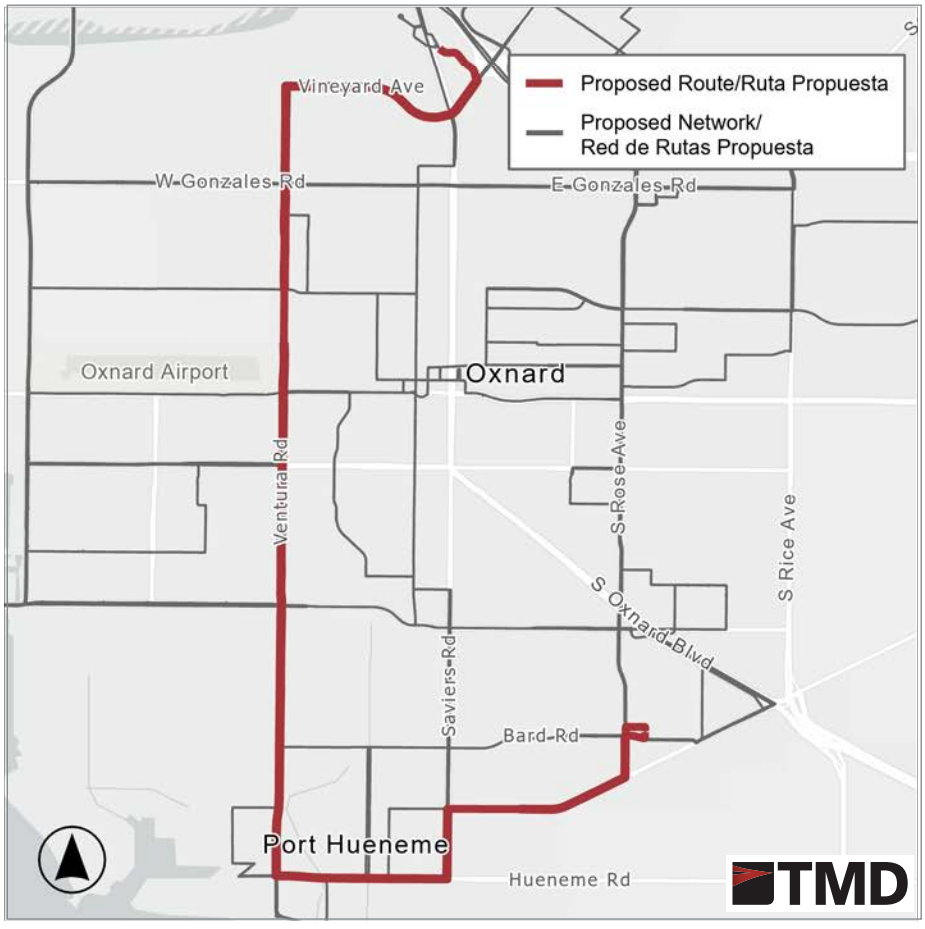
Proposed changes

- No change to routing
- Improve weekday evening frequency to 30 min from 7:00am to 7:00pm and extend evening hours to 10:00pm
- Improve weekend frequency to 40 min from 7:00am to 6:00pm and extend hours to 6:00am - 8:00pm

		CURRENT				PROPOSED			
Service Days	Daily Boardings	Frequency (minutes)			Service Hours	Frequency (minutes)			Service Hours
		Peak	Midday	Evening		Peak	Midday	Evening	
Weekday	414	30	30	45	6:40 AM to 8:15 PM	30	30	30	6:00 AM to 10:00 PM
Saturday	207	60	60	60	6:40 AM to 7:40 PM	40	40	40	6:00 AM to 8:00 PM
Sunday	192	60	60	60	6:40 AM to 7:40 PM	40	40	40	6:00 AM to 8:00 PM

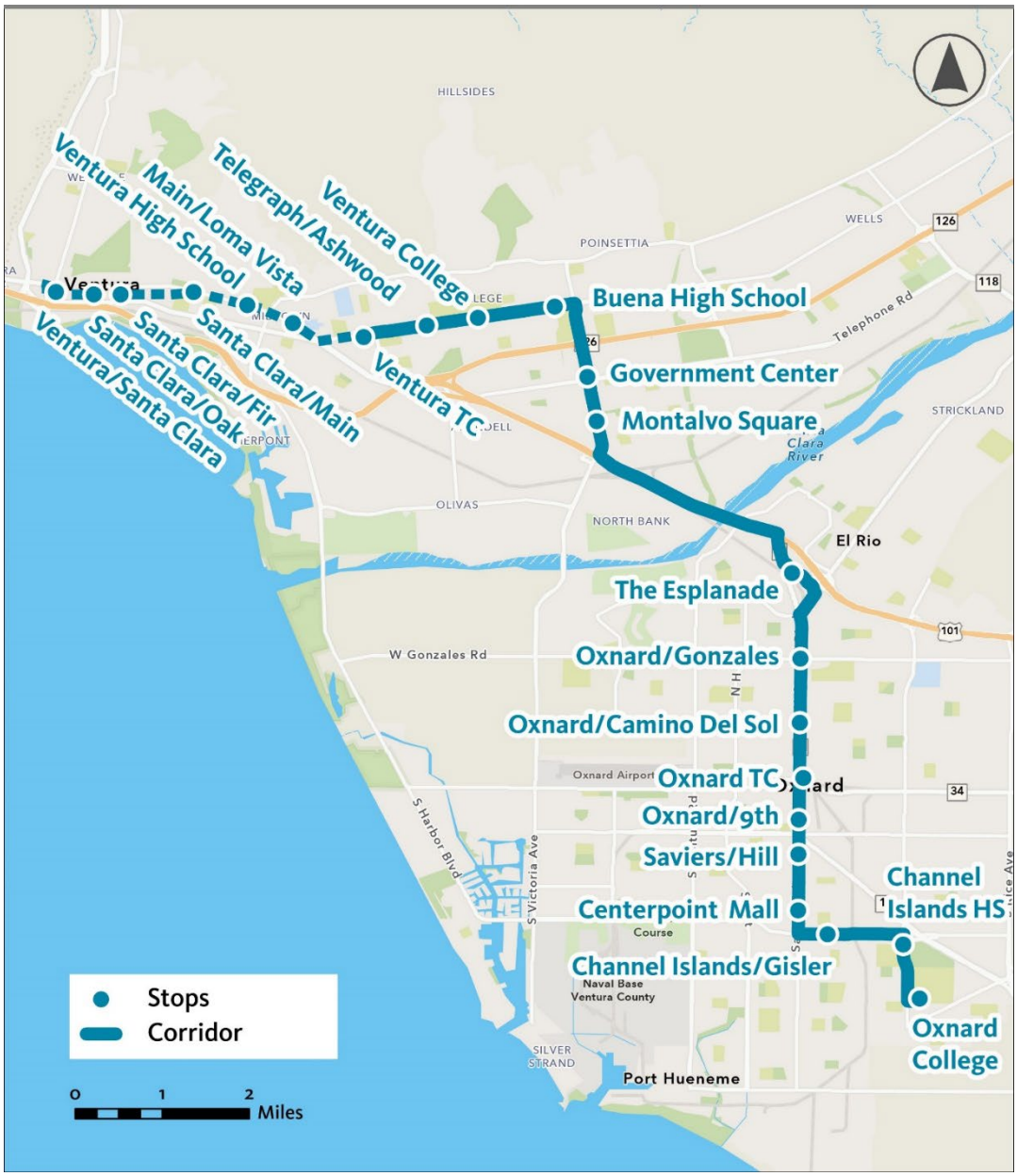
Benefits

- Improve weekday evening service frequency
- Improve weekend frequency all day
- Later weekday service to Oxnard College



ATTACHMENT D

Transit Opportunity Corridors



GOLD COAST TRANSIT DISTRICT
FY26-30 SHORT-RANGE TRANSIT PLAN
TRANSIT OPPORTUNITY CORRIDORS

TABLE OF CONTENTS

INTRODUCTION

BACKGROUND

As part of this Short-Range Transit Plan, GCTD is exploring the feasibility of a new high-quality transit service connecting key destinations along the highest ridership routes in the system. This Transit Opportunity Corridor (TOC) would allow for faster travel between Ventura and Oxnard, with the potential to increase overall ridership. The corridor would connect key destinations along Routes 1 and 6 which generally travel along C St, Victoria Ave, Main St, and Ventura Ave. Concepts also include connections to other key destinations including Oxnard Blvd, Saviers Rd, and Oxnard College.

Figure 1: Existing GCTD System Map

SERVICE CONCEPT

The Transit Opportunity Corridor (TOC) would provide a high frequency, fast bus service connecting major destinations in Oxnard and Ventura. Ideally this service will be provided every 15 minutes but no more than every 20 minutes during most weekday hours and at least every 30 minutes on the weekends. Providing faster service can be achieved through the deployment of different strategies. These can include:

- Spacing stops an average of .5 mile between stops,
- Off board fare collection and all door boarding,
- Selected transit priority treatments at appropriate locations along the route including:
    - Signal preemption whereas a bus can turn a signal green or maintain the green longer,
    - Queue jumps whereas a bus stopping nearside at an intersection can get priority over other traffic entering the intersection,
    - Dedicated lanes for transit during some or all times of the day,
- Use of faster roadways that are parallel to streets currently used by local bus routes,
- Bus stop design that allows a bus to serve the stop without exiting the travel lane.

The above presents a menu of options. Which options are used will depend on specific conditions the chosen alignment and specific conditions along the route. In addition to deploying strategies to provide faster and therefore more competitive transit service, each stop would have amenities that distinguish them and provide a comfortable and safe location for customers waiting for the bus. At locations with poor access, improvements to pedestrian access may be necessary.

In addition to the enhancements described above, the TOC should have a unique brand to distinguish it from the rest of the Gold Coast fixed-route service. The local bus service will not go away, as parallel local service would continue to accommodate shorter trips in the TOC corridor although at a lower frequency, most likely every 30 minutes. On the other hand, the TOC would connect with local routes that don't parallel it to enhance the customer experience for trips that start or end outside of the corridor.

CORRIDOR IDENTIFICATION

Seven corridor alternatives were identified which include different route alignments, termini, and bus stop locations. They were identified based on existing ridership, route transfers, travel time, and potential for new ridership. The seven corridor alternatives are:

A. VTC to OTC via Telegraph Road, S. Victoria Avenue, US 101 and Oxnard Boulevard.

B. VTC to OTC to C Street Transit Center via the same alignment as Corridor A, continuing to C Street Transit Center via S. Oxnard Boulevard and Saviers Road.

C. VTC to OTC to Oxnard College via the same alignment as Corridor B extending to Oxnard College via E. Channel Islands Boulevard and S. Rose Avenue.

D. Downtown Ventura to OTC to Oxnard College starting at a northern terminal in Downtown Ventura in the vicinity of Main Street and Ventura Avenue via Santa Clara Street, E. Main Street, Loma Vista Road, N. Mills Road, Telegraph Road, S. Victoria Avenue, US 101, Oxnard Boulevard, Saviers Road, E. Channel Islands Boulevard and S. Rose Avenue.

E. North Ventura to OTC to C Street Transit Center starting at the existing Route 6 terminal in North Ventura via N. Ventura Avenue, Santa Clara Street, E. Main Street, Loma Vista Road, N. Mills Road, Telegraph Road, S. Victoria Avenue, Moon Drive, Grand Avenue, Johnson Drive, US 101 and C Street (instead of Oxnard Boulevard and Saviers Road).

F. North Ventura to OTC to Oxnard College starting at the existing Route 6 terminal in North Ventura via N. Ventura Avenue, Santa Clara Street, E. Main Street, Loma Vista Road, N. Mills Road, Telegraph Road, S. Victoria Avenue, US 101, Oxnard Boulevard, Saviers Road, E. Channel Islands Boulevard and S. Rose Avenue.

G. North Ventura to OTC to Oxnard College via the same alignment as Alternative E extending from C Street Transit Center via E. Channel Islands Boulevard and S. Rose Avenue.

CORRIDOR CHARACTERISTICS

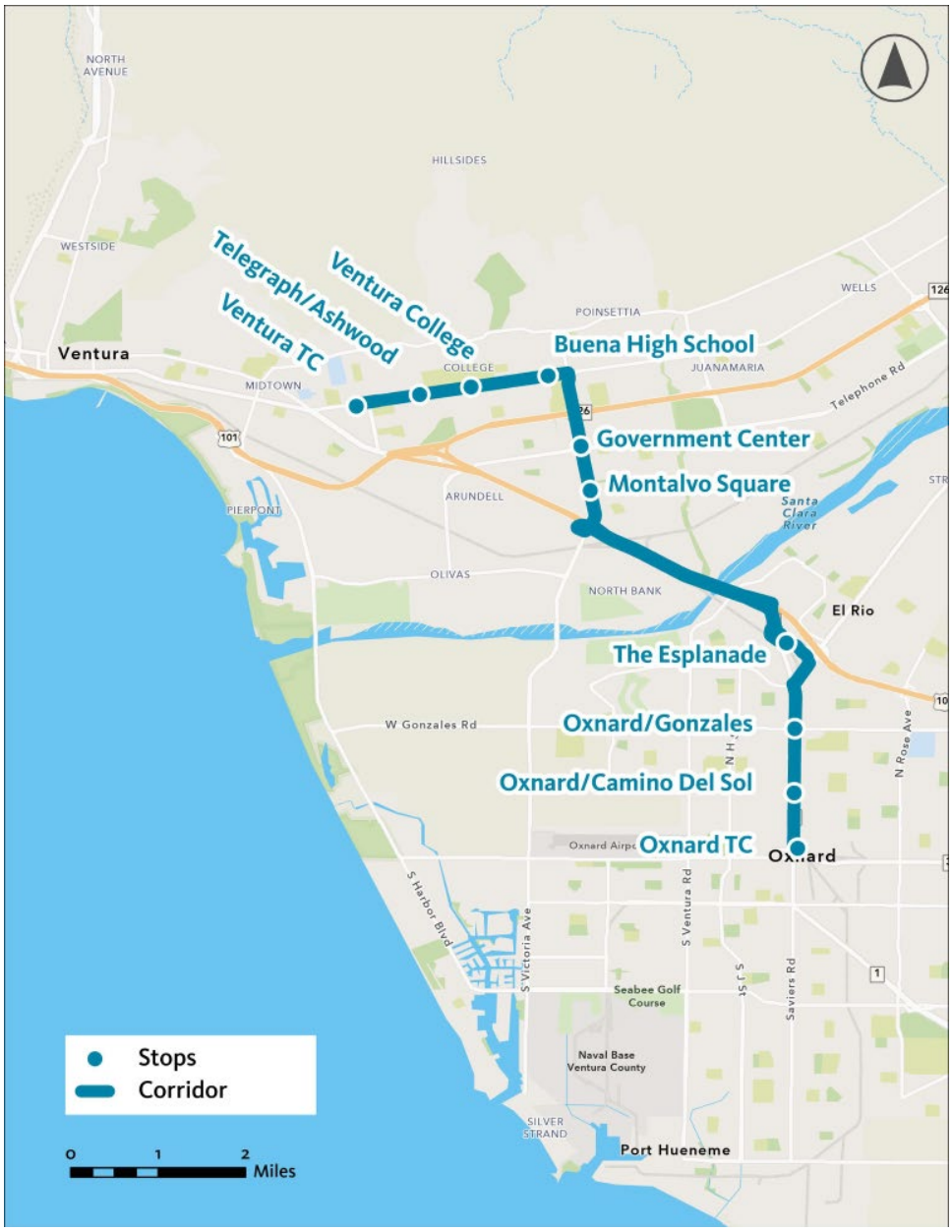
Figure 2 below summarizes the route length, proposed stops, travel time, and number of buses required for a 20-minute peak headway. The number of buses was calculated based on round trip travel time at an average end to end speed of 13 mph for all alternatives except E and G which were calculated at 10.5 mph due to slower operating speeds on C Street and a shorter segment on US 101. An additional 15% of round-trip running time was added for recovery and layover. Stop were spaced further apart the local bus service at high ridership locations, transfer points, and key destinations.

The following pages include a map of each corridor alignment and proposed stop locations. Each corridor also has a summary of the relative strengths and weaknesses as compared to other corridors.

Figure 2: Key Corridor Characteristics

Corridor: Terminus / Alignment	One-Way Miles	One-Way Stops	Average Speed	Travel Time (Min)	20 Min Peak Frequency Buses
A: VTC to OTC via Oxnard-Saviers	18.6	10	13.0	43	5
B: VTC to C St via Oxnard-Saviers	22.8	14	13.0	53	6
C: VTC to College via Oxnard-Saviers	26.2	16	13.0	61	7
D: Downtown Ventura to College via Oxnard-Saviers	32.9	21	13.0	76	9
E: Ventura Ave to C St via C St	36.7	28	10.5	105	13
F: Ventura Ave to College via Oxnard-Saviers	36.4	25	13.0	84	10
G: Ventura Ave to College via C St	40.4	31	10.5	116	14

CORRIDOR A: VTC TO OTC VIA OXNARD BLVD – SAVIERS RD



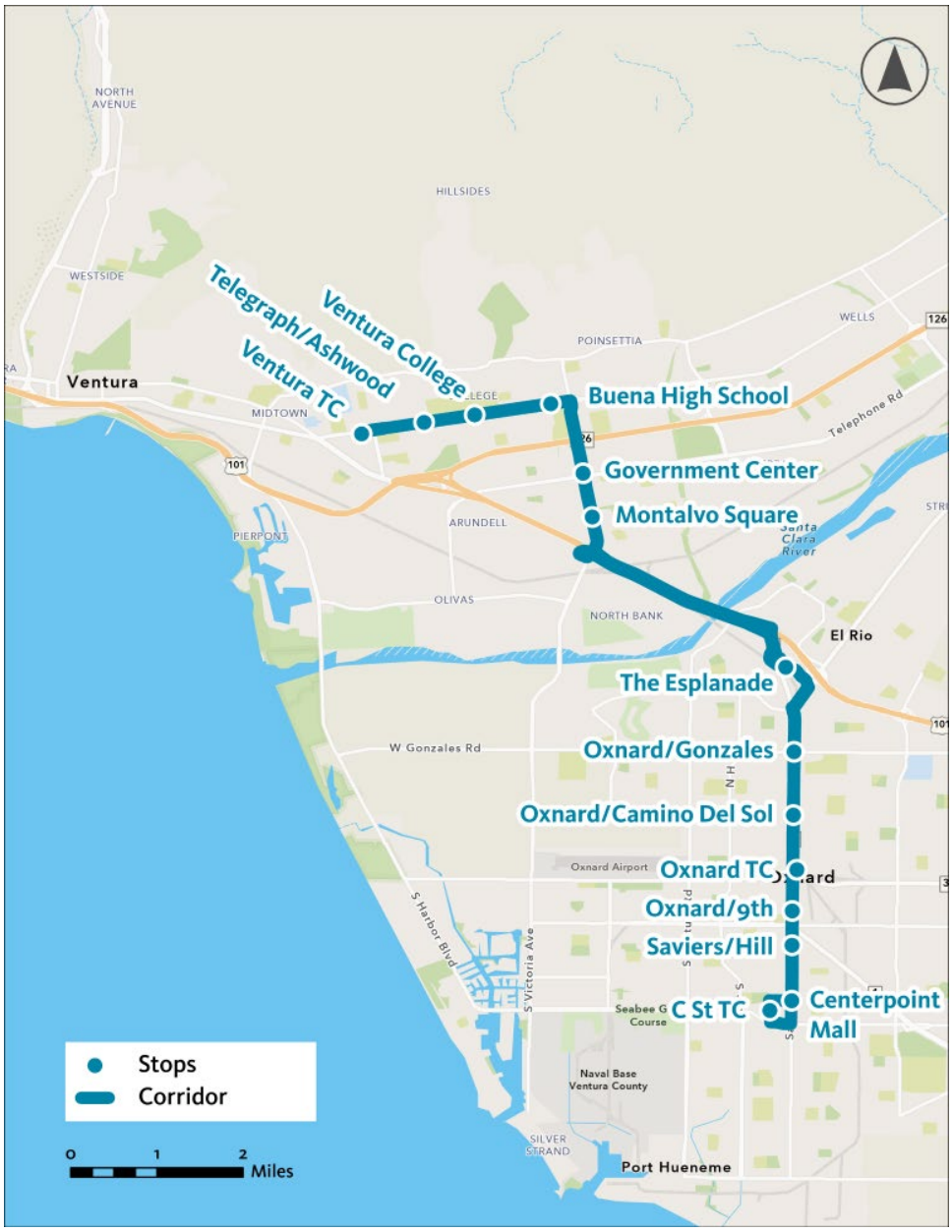
Important Statistics

- 18.6 miles in length with 10 stops in each direction
- 43 minutes from Ventura Transit Center to Oxnard Transit Center
- Requires 5 to 7 peak buses

Strengths and Weaknesses

- Provides fast connection between two main transit hubs
- Lowest relative cost of all alternatives
- Does not serve C Street Transit Center, Oxnard College or Downtown Ventura

CORRIDOR B: VTC TO C ST VIA OXNARD BLVD –SAVIERS RD



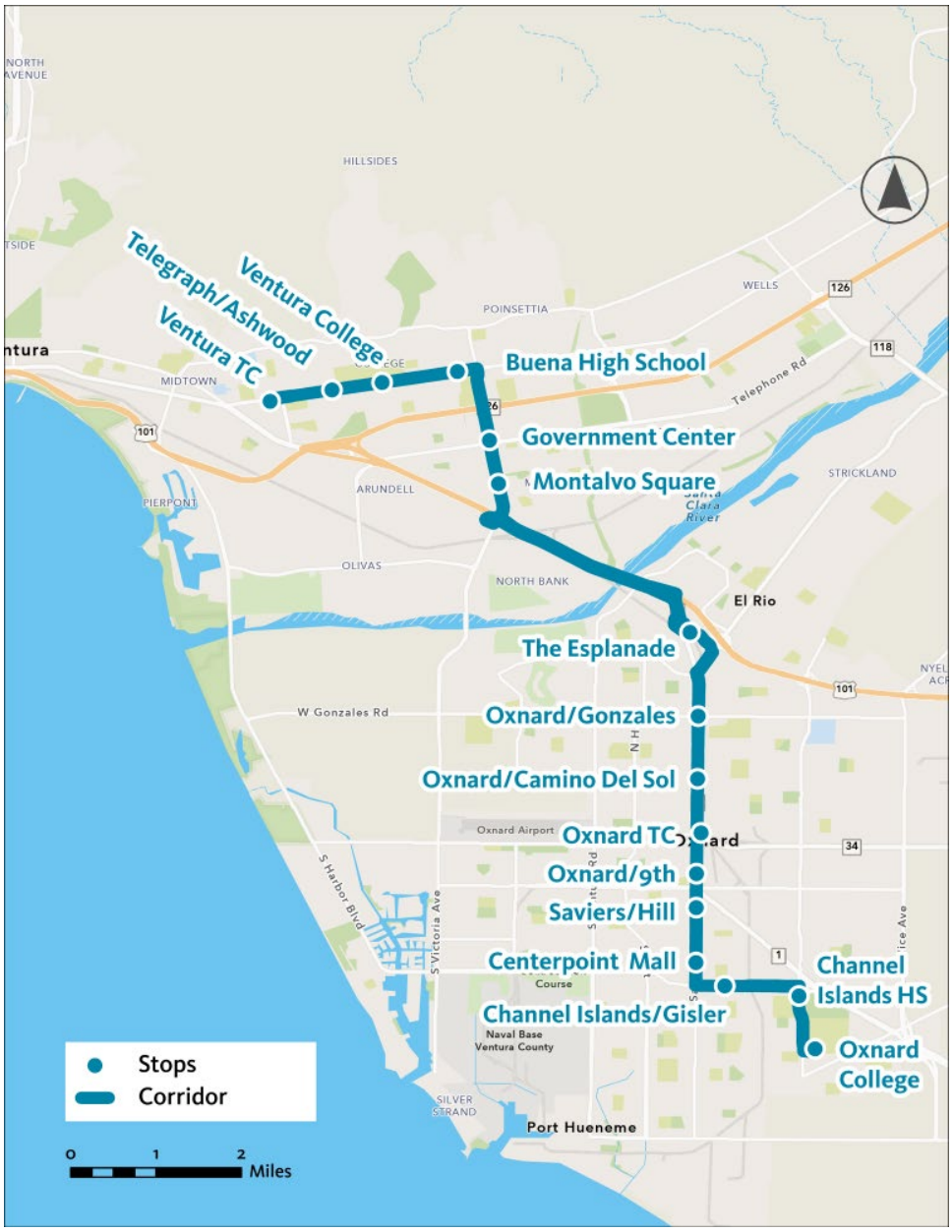
Important Statistics

- 22.8 miles in length with 14 stops in each direction
- 53 minutes from Ventura Transit Center to C Street Transit Center
- Requires 6 to 8 peak buses

Strengths and Weaknesses

- Provides fast connection between two main transit hubs and C Street Transit Center
- Does not serve Oxnard College or Downtown Ventura

CORRIDOR C: VTC TO OXNARD COLLEGE VIA OXNARD BLVD – SAVIERS RD



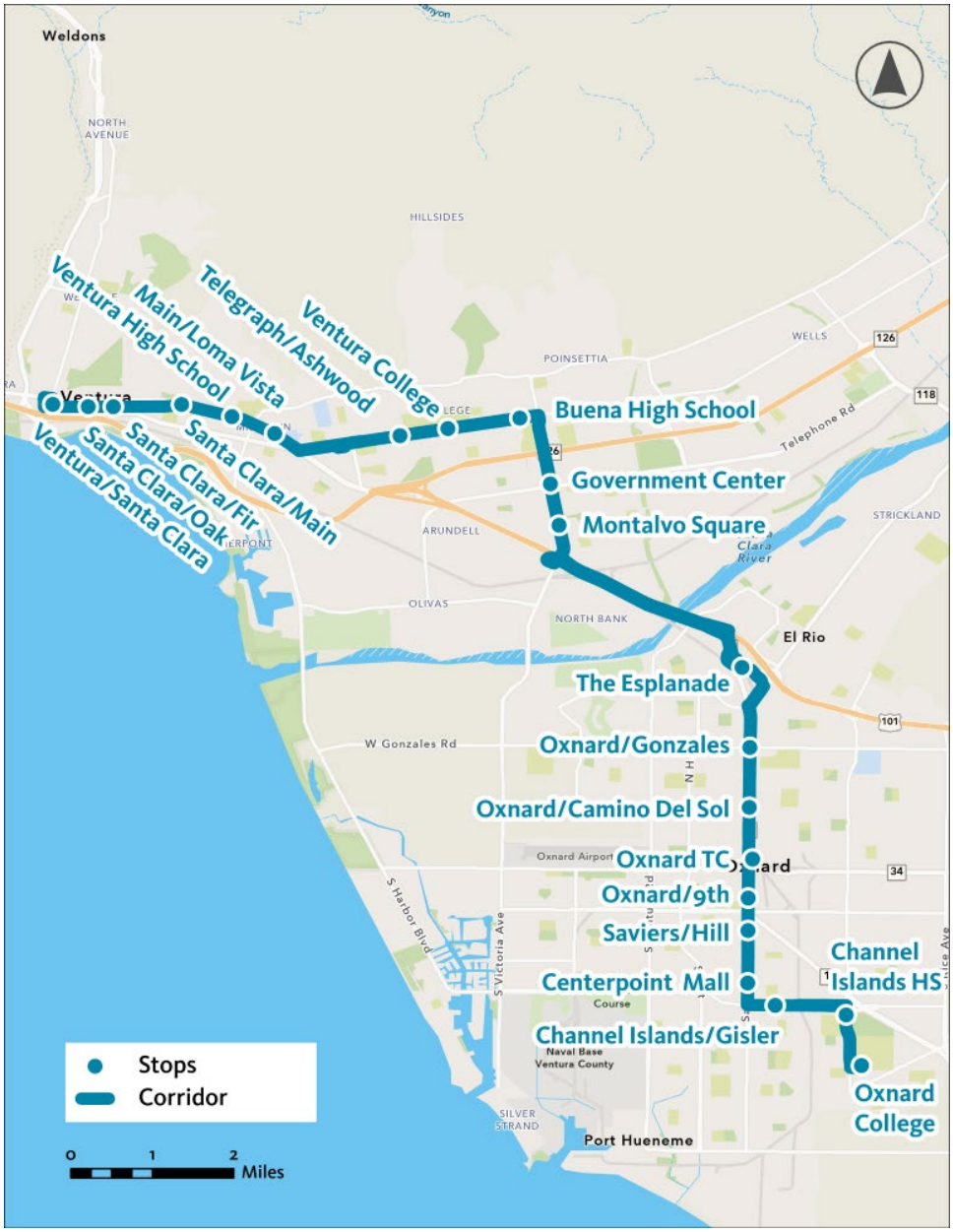
Important Statistics

- 28.2 miles in length with 16 stops in each direction
- 61 minutes from Ventura Transit Center to Oxnard College
- Requires 7 to 10 peak buses

Strengths and Weaknesses

- Provides fast connection between two main transit hubs, and Oxnard College
- Provides fast link between Ventura College and Oxnard College
- Does not serve C Street Transit Center directly or Downtown Ventura

CORRIDOR D: DOWNTOWN VENTURA TO OXNARD COLLEGE VIA OXNARD BLVD – SAVIERS RD



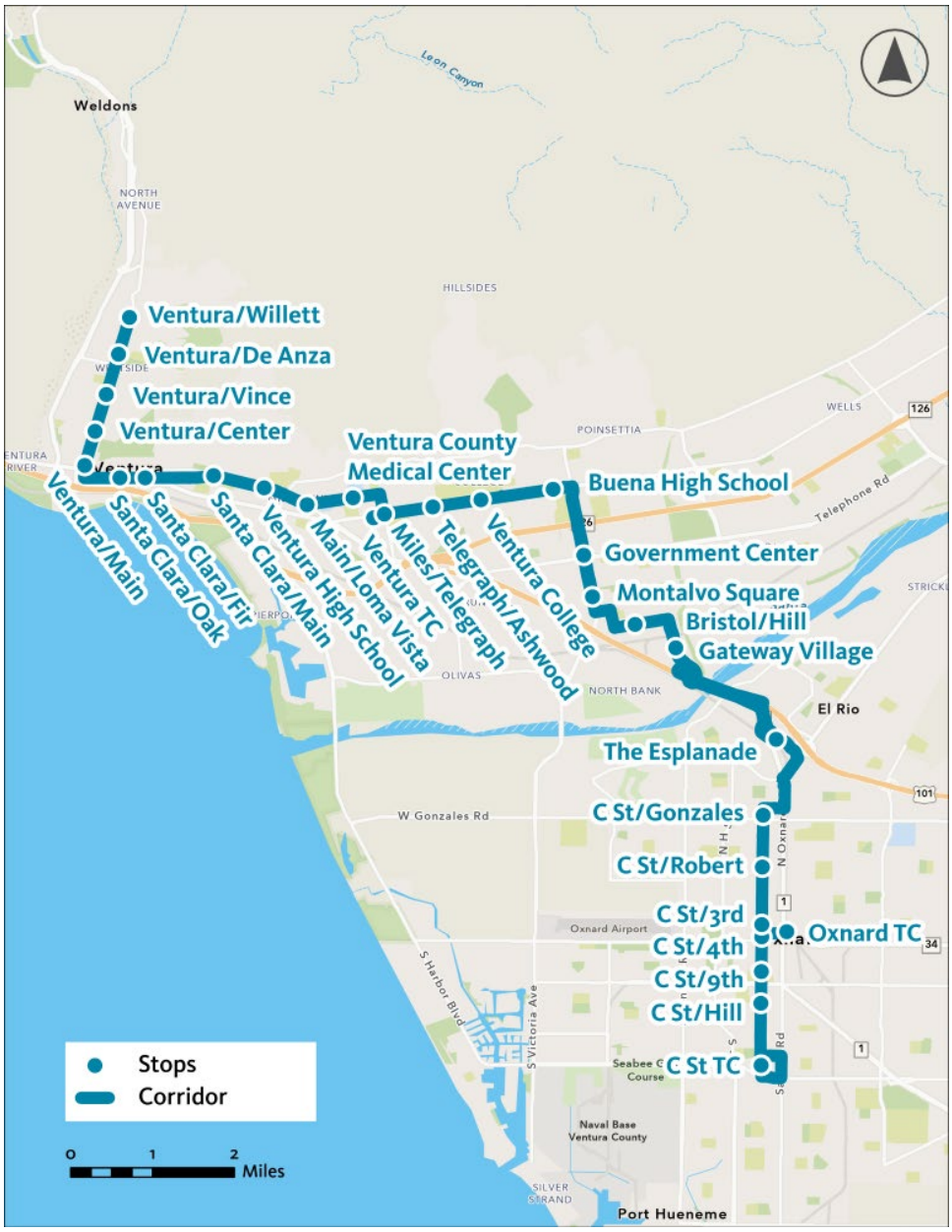
Important Statistics

- 32.9 miles in length with 21 stops in each direction
- 76 minutes from Downtown Ventura to Oxnard College
- Requires 9 to 12 peak buses

Strengths and Weaknesses

- Provides fast connection between all major destinations and provides fast link between Ventura College and Oxnard College
- Does not serve the Ventura Transit Center and C Street Transit Center directly

CORRIDOR E: VENTURA AVE TO CTC VIA C ST



Important Statistics

- 36.7miles in length with 28 stops in each direction
- 105 minutes from Ventura Ave & Willett to C St Transfer Center via C St
- Requires 13 to 17 peak buses

Strengths and Weaknesses

- Replicates Route 6 completely and provides stops closer to existing stops on Route 1 and 6
- Results in slower service compared to all other alternatives except Corridor G
- Does not serve Oxnard College or Ventura Transit Center directly
- Second highest cost of all alternatives

CORRIDOR F: VENTURA AVE TO COLLEGE VIA OXNARD BLVD – SAVIERS RD

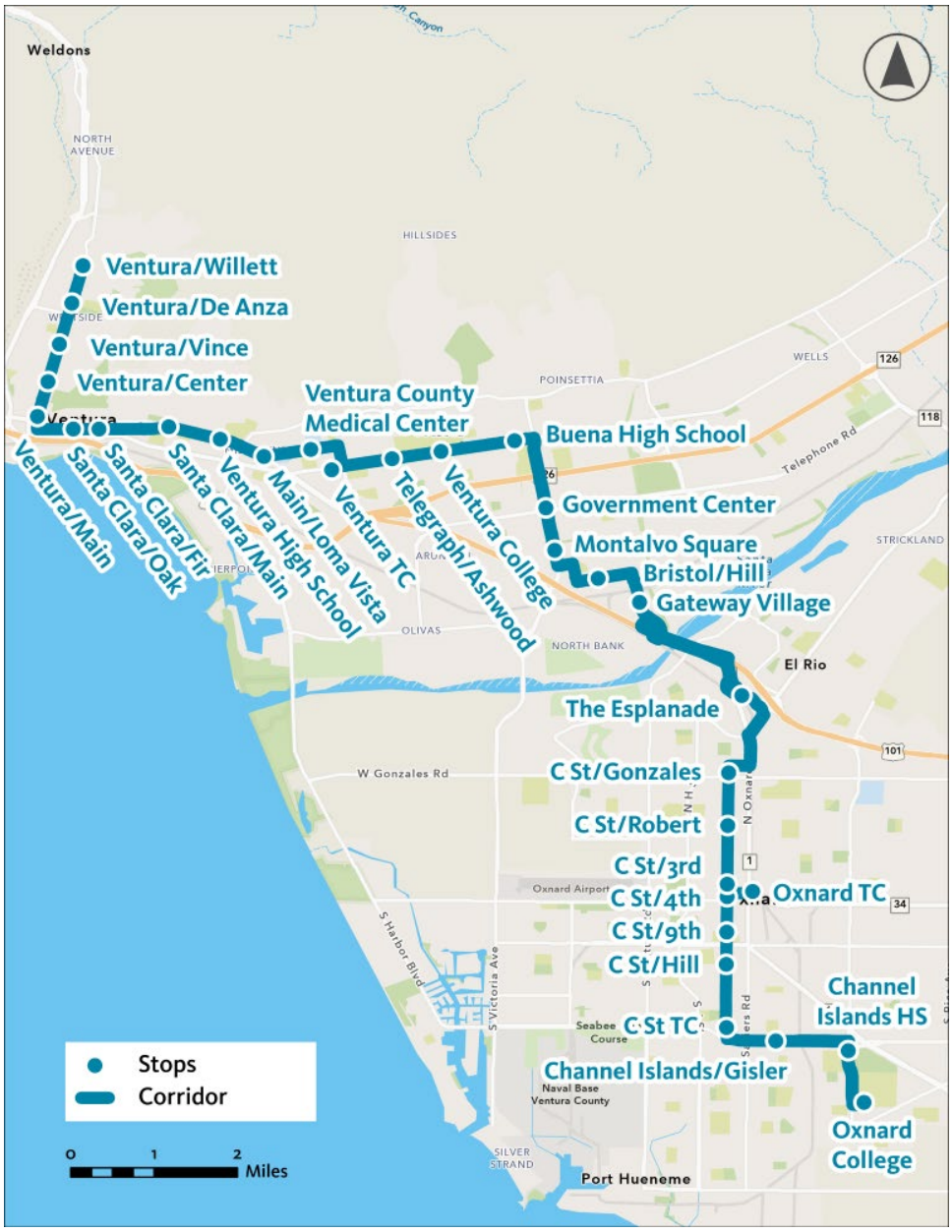
Important Statistics

- 36.4 miles in length with 25 stops in each direction
- 84 minutes from Ventura Ave & Willett to Oxnard College
- Requires 10 to 13 peak buses

Strengths and Weaknesses

- Serves the entire length of the Gold Coast Transit District service area and provides fast link between Ventura College and Oxnard College
- Does not serve Ventura Transit Center or C Street Transit Center directly

CORRIDOR G: VENTURA AVE TO OXNARD COLLEGE VIA C ST



Important Statistics

- 40.5 miles in length with 31 stops in each direction
- 116 minutes from Ventura Ave & Willett to Oxnard College
- Requires 14 to 18 peak buses

Strengths and Weaknesses

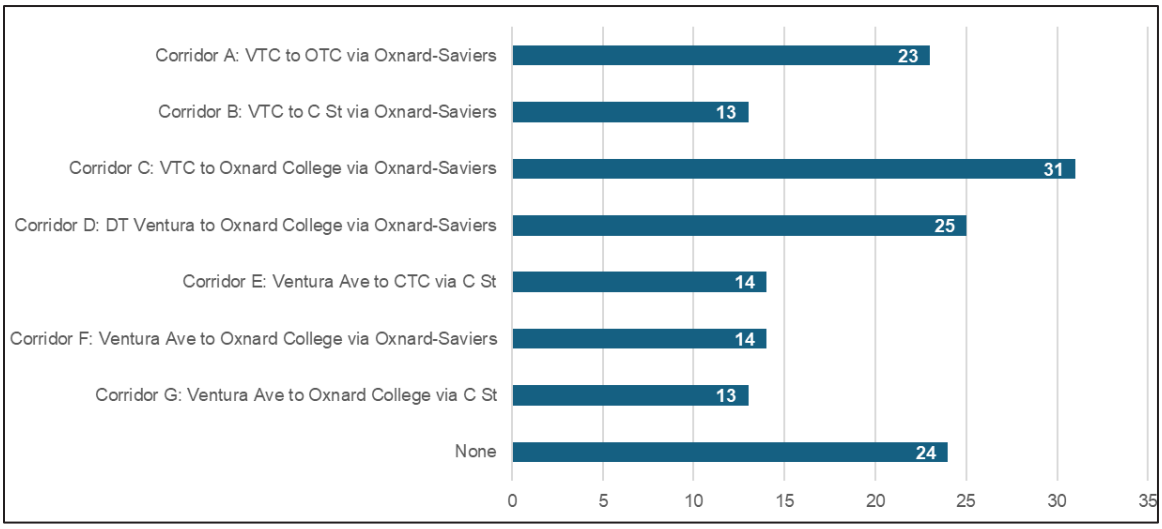
- Serves the entire length of the Gold Coast Transit service area and replicates Route 6 completely
- Provides stops closer to existing stops on Route 1 and 6
- Results in slower service compared to all other alternatives except Corridor E
- Does not serve the Ventura Transit Center directly
- Highest cost of all alternatives

OUTREACH SUMMARY

GCTD solicited feedback on the seven draft corridors during the Phase 2 outreach process for the SRTP. A presentation was developed to describe the TOC concept and present the corridor alignments, stops, and strengths/weaknesses. This presentation was included as part of stakeholder meetings and as part of general public outreach. As part of the Draft Recommendation Survey, 170 participants provided feedback on the draft corridors and their responses are summarized in the following section.

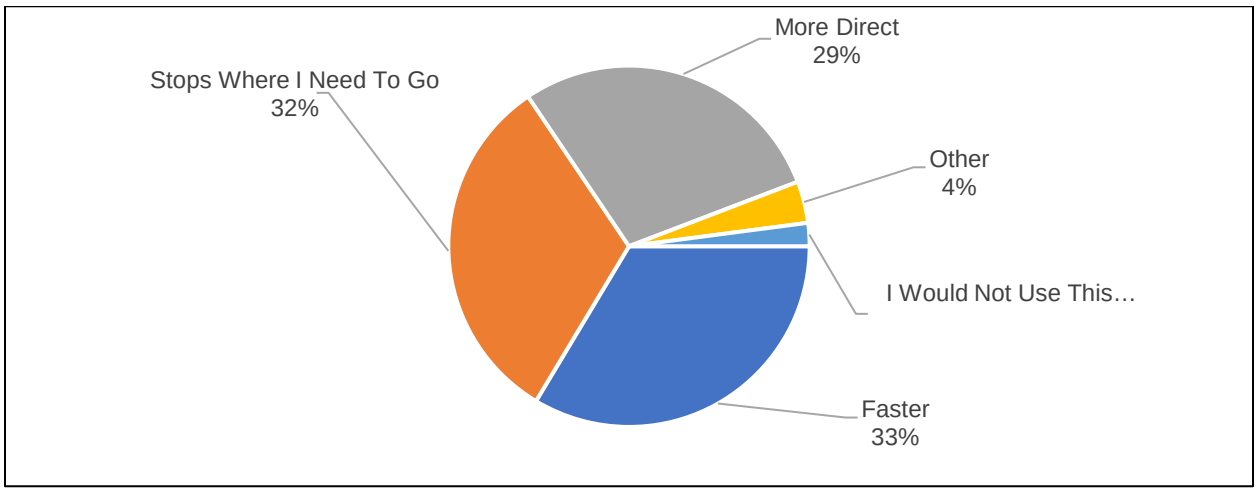
When asked which corridors respondents would be likely to use, the highest responses were Corridor C and Corridor D. Both corridors connect Ventura Transit Center to Oxnard College and use Oxnard-Saviers. Corridor D extends Corridor C route further west to Downtown Ventura. The corridors on C St generally received less responses than the Oxnard-Saviers alternatives.

Figure 3: Which of the Transit Opportunity Corridors would you personally be most likely to use?



Respondents were asked which aspects of the TOC service would be most appealing. The responses showed that stop locations, route directness, and speed of the service were all appealing. The service being faster was slightly more important.

Figure 4: Why is this type of service appealing to you?



OPEN RESPONSE SUMMARY

The last survey question allowed participants to provide specific feedback on the corridors or to propose additional corridor options. These responses were sorted and categorized below.

Speed and Efficiency

- Several respondents mentioned that some corridors (especially E, F, & G) have too many stops
- Multiple requests for faster, more direct service
- Emphasis on maintaining schedule reliability

Coverage and Stops

- Requests for service to specific locations like Center Point Mall, Seaward Ave, and east of Victoria
- Suggestions for better connections to medical facilities
- Interest in maintaining service to key locations like Harrison/Ramona and Telegraph/College Dr

Safety and Comfort

- Concerns about safety at OTC
- Requests for better accommodation of elderly passengers
- Suggestions for improved bus stop amenities

New Route Suggestions

- Requests for service to additional areas like Ojai
- Suggestions for routing along Victoria and to shopping centers

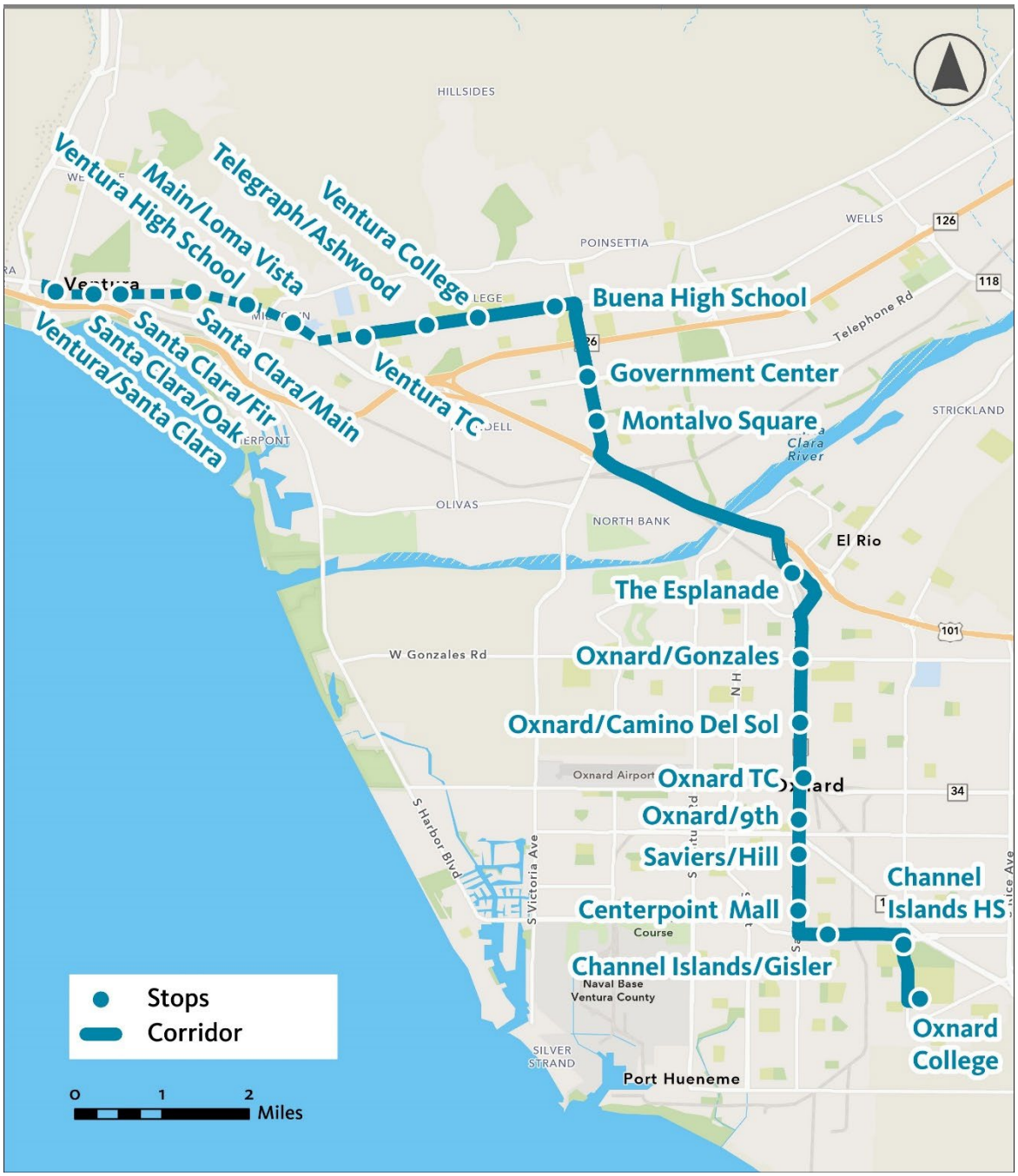
Schedule and Frequency

- Requests for extended service hours at night
- Interest in maintaining 20-minute frequency
- Suggestions for better timing to accommodate work schedules

RECOMMENDED CORRIDOR

Based on the feedback received and feasibility of implementation, it is recommended that GCTD focus on a corridor between Ventura Transit Center and Oxnard College via Oxnard Blvd and Saviers Rd as shown in Figure 5. The alignment may be extended to Downtown Ventura (dashed alignment) as a future phase if a suitable terminus can be found.

Figure 5: Recommended Transit Opportunity Corridor Alignment and Stops



OPERATING PLAN

A draft operating plan for the proposed TOC service was created to estimate the resource requirements. The following are the assumptions used to develop the estimates:

- **TOC**: The route alignment would be from Ventura Transit Center to Oxnard College as shown in Figure 5. The route would operate on a 20-minute frequency on weekdays from 6:00am to 7:00pm. On weekends the route would operate on a 30-minute frequency from 8:00am to 7:00pm.
- **Route 1**: The Route 1 alignment and schedule recommendation in the SRTP will be used as the baseline. The weekday and weekend frequency would be reduced from 20 minutes to 30 minutes during the TOC operating hours. The route alignment would not be changed.
- **Route 6**: The Route 6 alignment and schedule recommendation in the SRTP will also be used as the baseline. The weekday frequency would be reduced from 20 minutes to 30 minutes during the TOC operating hours. Weekend frequencies would remain at 30 minutes. The route alignment would not be changed.

Figure 6 summarizes the annual revenue hours, revenue miles, and peak vehicles required for Routes 1 and 6 after implementation of the SRTP recommendations but before implementation of the TOC. These changes are scheduled to occur in Year 2 of the plan. Figure 7 summaries the required hours, miles, and peak vehicles after implementation of the TOC and reduction of service on Routes 1 and 6. The proposed change has a net increase of 16,306 annual revenue hours, which would cost $2,217,616 annually based on GCTD's current $136 marginal operating cost per hour.

Annual ridership was estimated based on an assumption of riders moving from the existing service to the TOC as well as an increase based on the improved frequency on the corridor. Overall ridership is estimated to increased by 125,000 annual boardings.

Figure 6: Current Service Resources

Current Service	Annual RVH	Annual RVM	Estimated Annual Ridership	Peak Buses	Notes
Route 1	15,588	164,006	565,230	3	Assume SRTP Implementation
Route 6	45,211	415,605	1,164,890	10	Assume SRTP Implementation
Total	**60,799**	**579,611**	**1,730,120**	**13**	

Figure 7: Proposed Service Resources

Proposed Service	Annual RVH	Annual RVM	Estimated Annual Ridership	Peak Buses	Notes
Route 1	11,280	120,141	294,979	2	Reduce to 30 min peak on all days
Route 6	36,900	338,400	608,797	7	Reduce to 30 min peak on weekdays
TOC	28,925	320,514	951,592	7	20 min weekday, 30 min weekend
Total	**77,105**	**779,055**	**1,855,368**	**16**	

VEHICLE REQUIREMENTS

The TOC would require seven peak buses on weekdays. As previously noted, the TOC buses should be uniquely branded to differentiate the route from the rest of the fixed-route service. Since Routes 1 and 6 will have a reduced peak vehicle requirement after implementation, the service only needs a total of three expansion buses for peak service and one spare bus. For a sufficient spare ratio for the TOC branded service, five of the existing GCTD buses should be rebranded, allowing the service to have seven in service vehicles with two spares. When GCTD is pursing grant funding for the service, they should request funding for four zero-emission buses.

BUS STOP IMPROVEMENTS

Prior to implementation of the service, GCTD should plan for installing amenities at new bus stops and upgrading amenities at existing stops. All TOC stops should have the following minimum amenities:

- Bus Shelter(s)
- Bench(s)
- Trash Receptacle
- Real-Time Passenger Information Display
- Monument Bus Stop Signage

Figure 8 outlines the recommended improvements at each stop and estimated cost. Each proposed stop was reviewed in detail to determine the level of amenity required. Stops noted as “Low” amenity are planned to have a regular size shelter with a single bench. Stops noted as “Medium/High” amenity would have a larger shelter with two benches. The existing transit centers already have existing amenities which only require minor upgrades. At other stops, improvements are needed to either accommodate the size of the amenities or to improve pedestrian access to nearby intersections. The total estimated cost of bus stop improvements is $3,545,500 in current year dollars.

During the bus stop selection process, the project team considered a stop where Camino del Sol terminates before the train track and Oxnard Blvd. We explored potential pedestrian crossing improvements including an overcrossing and undercrossing. Based on the limited right of way and cost it was determined to not be feasible as part of this project. A pedestrian undercrossing seemed the most feasible, but recent examples have cost between $15 to $20 million to construct. In the future, if Camino del Sol is extended, this location would be a good candidate for a TOC bus stop.

Figure 8: Recommended Bus Stop Improvements and Cost Estimates

Stop Name	Corridor Direction	Amenity Level	Recommended Improvements	Cost Estimate
VTC	Both	Low	Transit Center Stop Improvements	$20,000
Telegraph & Ashwood	Southbound	Low	Low Amenity Stop Improvements	$82,500
Telegraph & Estates	Southbound	Medium	Medium/High Amenity Stop Improvements and Boardings Island	$126,250
Telegraph & Day	Southbound	Low	Low Amenity Stop Improvements	$82,500
Woodland & Victoria	Southbound	Medium	Low Amenity Stop Improvements	$82,500
Victoria & Telephone	Southbound	High	Medium/High Amenity Stop Improvements and Boardings Island	$126,250
Victoria & Avocet	Southbound	Medium	Low Amenity Stop Improvements	$82,500
Esplanade & Spur	Southbound	High	Medium/High Amenity Stop Improvements and Boardings Island	$126,250
Oxnard & Gonzales	Southbound	Medium	Low Amenity Stop Improvements	$82,500
Oxnard & Colonia	Southbound	Low	Low Amenity Stop Improvements and Crossing Improvements	$141,000
OTC	Both	Low	Transit Center Stop Improvements	$20,000
Oxnard & 9th	Southbound	Low	Low Amenity Stop Improvements and Crossing Improvements	$ 225,000
Saviers & Hill	Southbound	Low	Small shelter, RTPI, signage. Potential sidewalk work.	$82,500
Saviers & Laurel/Saviers & Coach C	Southbound	Medium	Low Amenity Stop Improvements	$82,500
Channel Island & Gisler	Southbound	Low	Low Amenity Stop Improvements and Boardings Island	$219,000
Rose & Channel Islands	Southbound	Low	Low Amenity Stop Improvements	$82,500

Stop Name	Corridor Direction	Amenity Level	Recommended Improvements	Cost Estimate
Oxnard College	Northbound	High	Medium/High Amenity Stop Improvements and Boardings Island	$126,250
Channel Island & Rose	Northbound	Low	Low Amenity Stop Improvements	$82,500
Channel Island & Gisler	Northbound	Low	Low Amenity Stop Improvements and Boardings Island	$219,000
Saviers & Laurel	Northbound	Medium	Low Amenity Stop Improvements	$82,500
Saviers & Hill	Northbound	Low	Low Amenity Stop Improvements	$82,500
Oxnard & 9th	Northbound	Low	Low Amenity Stop Improvements and Crossing Improvements	$158,000
Oxnard & Colonia	Northbound	Low	Low Amenity Stop Improvements and Sidewalk Extension	$233,000
Oxnard & Gonzales	Northbound	Medium	Medium/High Amenity Stop Improvements and Sidewalk Extension	$233,000
Esplanade & Spur	Northbound	High	Medium/High Amenity Stop Improvements and Boardings Island	$126,250
Victoria & Avocet	Northbound	Medium	Low Amenity Stop Improvements	$82,500
Victoria & Telephone	Northbound	High	Medium/High Amenity Stop Improvements and Boardings Island	$126,250
Woodland & Victoria	Northbound	Medium	Low Amenity Stop Improvements	$82,500
Telegraph & Day	Northbound	Low	Low Amenity Stop Improvements	$82,500
Telegraph & Estates	Northbound	Medium	Low Amenity Stop Improvements	$82,500
Telegraph & Ashwood	Northbound	Low	Low Amenity Stop Improvements	$82,500
Total				**$3,545,500**

NEXT STEPS

The recommendations in this report ouline an implementable project which would compete well for State and local funding. There are several steps that GCTD should pursue to advance the development of this project:

- **Identify Additional Speed and Reliability Strategies:** GCTD should work with local and regional partners to identify any additional speed and reliability strategies to support the TOC service including queue jumps, stop relocations, and transit signal priority. Those deemed feasabile can be added to project capital cost and the operating plan can be adjusted to reduce vehicle and operating resource requirements if possible.

- **Funding Strategy Development:** GCTD needs to identify and pursue State transit grant opportunities while exploring local funding matches and partnerships. A detailed financial plan covering both capital and operating costs should be created, potentially including phasing options based on funding availability. This work is critical for ensuring the project's financial feasibility.

- **Refine Project Benefits:** An initial ridership estimate was developed for this project based on assuming a portion of existing Route 1 and 6 passengers would use the new service. A more refined estimate should be developed using the regional travel demand model as part of the next Regional Transportation Plan update. GCTD can provide the TOC route alignment, stops, and frequencies to develop a better understanding ridership impacts and VMT reduction of the proposed project.

- **Project Branding and Promotion:** As GCTD identifies potential funding sources, the agency should consider branding the service both for the pursuit of grant opportunities as well as developing local interest in the service.

- **Community Engagement**: As the service get closer to implementation, another robust public outreach strategy will be crucial for successful implementation. This includes developing educational materials, hosting community meetings, and creating marketing materials. Establishing clear feedback channels will help ensure the service meets community needs and expectations.