GOLD COAST TRANSIT DISTRICT
2024 SHORT-RANGE TRANSIT PLAN
DRAFT EXISTING CONDITIONS ANALYSIS

GO GOLDCOAST TRANSIT

TMD
TRANSPORTATION MANAGEMENT & DESIGN, INC.

TABLE OF CONTENTS

TABLE OF FIGURES

EXECUTIVE SUMMARY

The existing conditions report is the first phase of developing the GCTD Short-Range Transit Plan. It informs the recommendations and is based on demographics, ridership data, and community . It identifies areas where GCTD is doing well, areas to be improved, and potential service needs. The report is organized into five sections. The following describes each section and provides a summary of the key findings for each.

Summary of Transit Plans and Studies

This section includes a summary of land use plans to determine how transit can help support future development. Other transportation plans were also reviewed to see which projects had been previously planned and the role of transit in the general transportation system.

Key Findings

- *The Southern California Association of Governments (SCAG) Regional Transportation Plan has identified the corridor currently served by Routes 1 & 6 as a High-Quality Transit Corridor. This corridor will be studied further as part of this SRTP.*
- *GCTD worked with the local jurisdictions to identify key areas for development as part of the "Building Transit Supportive Communities Plan". These should be considered when developing routing and frequency recommendations.*

- *Population and employment growth within the GCTD service is not anticipated to grow significantly during this SRTP period. The plan should focus on serving existing development better and providing additional frequency for infill developments where it is warranted.*

Market Assessment

This section provides a comprehensive understanding of the western Ventura County mobility market and 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

- *The GCTD network provides good coverage to parts of the service area with transit supportive demographics.*

- *A majority of employed residents living within 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. Employment density, Senior Density, and College-Aged Density have the lowest correlation.*

- *The southern Oxnard and mid-town 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 most corridors. 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 may need to shift resources between these periods to grow ridership.*

- *The area with the largest increase in trip demand 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, and in other isolated blocks throughout the service area.*

Existing Service Evaluation

In this section we develop an understanding of how riders use the GCTD network and how the various routes perform compared to one another. The goal is 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.

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. This means that making improvements to these three routes impacts one of every two customers.*

- *Route 8 has seen decreases in ridership and productivity across all days between 2019 and 2023, which can be attributed to relocation of both the County Human Services Office and Veterans Affairs Clinic.*

- *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 travelled across the system are still down 34%.*

- *In 2023 GCTD had a 84.6% on-time performance rate which is very good compared with their regional peers.*

- *Based on our observations of the built environment, traffic, and passenger loads, the 11.0 mph average speed seems low, which was also validated by the peer review. The high on-time performance standard and number of turns on average 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 the SRTP, these routes should be examined to determine if it makes sense to move the resources from these routes to the major arterials to improve frequency.*

Peer Review

This section is a peer review of nine transit systems to determine how GCTD was performing across several performance metrics. The peer review helps GCTD 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 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.*

Community Survey

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 12 and December 17, 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.*

- *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.*

- *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 or five or more people.*

SUMMARY OF TRANSIT PLANS AND STUDIES

It is helpful to summarize other local and regional plans which may help inform where transit is needed in the future. This includes a summary of land use plans to determine how transit can help support future development. Other transportation plans were also reviewed to see which projects had been previously planned and the role of transit in the general transportation system.

GCTD BUS STOP IMPROVEMENT PLAN (2021)

In 2021, GCTD conducted a thorough assessment of all 655 bus stops within their service area in order to determine improvements and upgrades, especially for underserved communities and stops lacking in ADA infrastructure. The Bus Stop Improvement Plan provides project recommendations in regards to safety and accessibility, new amenities, amenity maintenance, and operational improvements for each jurisdiction GCTD serves (City of Venture, City of Oxnard, County of Ventura, City of Port Hueneme, and City of Ojai).

Notably, less than 10% of stops are below guideline standards for shelters and seating, while a larger number of stops are below for lighting and accessibility. Additionally, six corridors were identified as having inadequate or inconsistent stop spacing, and five complimentary stops were suggested.

GCTD BUILDING TRANSIT SUPPORTIVE COMMUNITIES PLAN (2021)

The purpose of the GCTD Building Transit Supportive Communities Plan is to work with local communities, jurisdictions, stakeholders, and developers to engage in land use decisions and develop planning tools to enhance transit while tackling Vehicle Miles Travelled (VMT) and Green House Gas (GHG) emission reduction. The plan identifies High Quality Transit Areas (HQTA) located within a ½ mile of 15-minute transit service anticipated to support future household growth (see Figure 1).

A main component of the plan was reviewing the land use, general/community/specific plans, and current zoning of 14 focus areas identified as potential HQTAs within Ventura, Oxnard, and Port Hueneme. High ridership stops were also noted. Upon review, recommendations were made on whether to adjust land use/zoning in order to more appropriately serve the essence of the plan under review, or to adjust in order to properly serve the HQTA.

The plan additionally addressed strategies in order to best serve the HQTAs. These strategies addressed various transit-oriented topics including connected streets, managed curbsides, residential density, and job density.

Figure 1: Ventura County HQTA Map

VENTURA COUNTY TRANSIT INTEGRATION & EFFICIENCY STUDY (2023)

Ventury County is served by nine different transit systems, and this study reviewed opportunities for integrating the systems in order to more efficiently deliver transit service. Opportunities for improvement include regional travel needs, paratransit service, policy/fare/public materials varying between agencies, contract expenses, and inter-agency coordination. Strategies to tackle these issues include the following:

1. Work to combine as many procurements or contracts as possible.
2. Coordinate on the transition to zero-emissions fleets.
3. Centralized demand-response call-taking and trip scheduling functions.
4. Align rider policies and fares between local services.
5. Conduct a countywide service planning study.
6. Develop standardized surveys, coordinated marketing materials and campaigns, and consistent online presence.
7. Work collaboratively to address the challenges of Transportation Development Act.

These strategies were then organized into three alternatives, all of which incorporate some level of agency consolidation.

- Alternative 1: Partial Consolidation
    - o Subregional demand-response consolidation and increased agency coordination
- Alternative 2: Moderate Consolidation
    - o Countywide paratransit, and subregional fixed-route consolidation
- Alternative 3: Full Consolidation
    - o Consolidate all transit operations into GCTD; VCTC remains with RTPA/Transportation Commission functions

VENTURA COUNTY 2040 GENERAL PLAN

The Ventura County 2040 General Plan was formally adopted in 2020. While numerical future population growth projections were not included, the Plan addresses future growth within Ventura County via policies and implementation programs outlined within the following sections and subsections:

- Land Use and Community Character: Growth Management, Land Use Designations and Standards, Area Plans, Character and Design
- Housing: Provide Adequate Sites for Residential Development
- Circulation, Transportation, and Mobility: Regional Multimodal System, Vehicle Trip and Frequency
- Economic Vitality: Diversified Economy, Labor Force Development

The County aims to "promote orderly and compact development" by maintaining its six area designations: Urban areas; Existing Communities; Area Plans; Areas of Interest; Unincorporated Urban Centers; Spheres of Influence. Additionally, each of the adopted Area Plans includes their

own goals, policies, programs, and land use designations of the nine unincorporated communities (Coastal Area, El Rio/Del Norte, Lake Sherwood/Hidden Valley, North Ventura Avenue, Oak Park, Ojai Valley, Piru, Saticoy, and Thousand Oaks).

Infill development is encouraged to maximize efficient land and infrastructure use. Additionally, specific development standards are provided for residential planned development, coastal residential planned development, and mixed use. Interestingly, a policy for "Multimodal Access to Commercial Development" does not mention transit as an option. There are also Implementation Programs for identifying and reviewing Designated Disadvantaged Communities (DDCs). Within Area Plan boundaries, the County aims to increase density by diversifying its housing stock with multi-unit dwellings, placing housing near job clusters and transit stops, redesignating zones, and enhancing existing areas (prioritizing DDCs) with public infrastructure improvements.

Regarding transportation, it notes that the County will continue working with local public transportation regional bus providers to expand public transportation services which give county residents access to their daily needs. Additionally, discretionary development will be subject to conditions of approval in order to minimize impacts to public infrastructure and facilities, including transit improvements (bus turnouts, benches, shelters).

Despite the lack of population growth numbers, employment growth is projected to increase modestly in the long-term. Health care, professional services, education, and hospitality are the sectors with the largest predicted growth. Furthermore, CSU Channel Islands is expected to increase enrollment by over 70% of its 2016 level by 2025, "which will generate growth in faculty and staff as well as supportive goods and services in the local economy."

CITY OF VENTURA GENERAL PLAN (2005)

The City of Ventura General Plan is currently being updated, but in 2005, the General Plan anticipated significant growth.

With nearly 5 million square feet of non-residential development and a projected 8,300 additional housing units by 2025, the city identifies smart growth "infill first" principles as part of their Long Term Potential Expansion Strategy. Downtown Ventura and the Ventura Avenue corridor are assumed to be the focus of this future commercial and residential growth. Meanwhile, Arundell, North Avenue, and Upper North Avenue will be focused on economic growth with some residential uses. Additionally, the following corridors are anticipated to become a "vibrant mixed-use City street with a distinct character" from their nearby neighborhoods: Main St, Thompson Blvd, Loma Vista Rd, Telegraph Rd, Victoria Ave, Johnson Dr, Wells Rd.

The long-term strategy includes a policy that accounts for appropriate urban form through modified development review. This can be done so through actions such as revising the Residential Growth Management Program (RGMP) through tools including community or specific plans and development codes, mechanisms to ensure high quality designed housing types across income levels, and limitations based on the availability of infrastructure and resources. Additional actions include first priority growth areas (i.e., corridors and neighborhoods previously mentioned), and identifying specific areas for preservation, controlled growth, and encouraged growth.

The City also aims to provide more multimodal transportation choices to residents, including via transit. New developments are required to provide for transit stop improvements in order to encourage ridership. Additional routes will also be added based on demand and funding while

coordinating with public transit systems. Notably, the City seeks to pursue a transit facility location in coordination with other local transit agencies, but GCTD is not included in the list.

CITY OF OXNARD 2030 GENERAL PLAN

The City of Oxnard 2030 General Plan was adopted in 2011. The Housing, Community Development, Infrastructure and Community Services elements account for potential growth within Oxnard.

Per the 2021-2029 Housing element, the City's population is forecasted to increase a total of 16% (<1% per year) between 2016 and 2045. Along with this growth, Oxnard is additionally forecasted to increase its employment by 25%. Regarding housing itself, there was a 7% growth trend in housing units between 2010 and 2020 (note that growth trends were additionally provided for other communities within the GCTD service area). Of this 7%, multi-unit housing showed the greatest increase with 25% of dwellings including five or more units. In order to respond to these trends, the City is implementing various policies such as for adequate development opportunities to provide housing of 30 or more units per acre, as well as investigating commercial or industrial sites to be rezoned to allow residential uses.

The City plans to establish the following six Urban Villages: Channel Islands Harbor Marina Village, Downtown East Transit Oriented District, Southeast Entry Village, Teal Club Specific Plan, East Village Phase III, and the North Oxnard Transit Enhancement District. These villages are characterized by smart growth principles including infill development, existing community reinvestment, mixture of land uses, residential densities, and housing types, 15% affordable housing, location along or near corridors, downtown, and transit nodes, and prioritizing transit, pedestrian, and bicycle circulation. Urban Villages are additionally intended to provide connectivity to other activity nodes and be considered major transit transfer points.

Regarding transit, new developments will support transit facilities such as bus shelters, benches, and pads or turnouts. The City will continue participating with public transit agencies in order to provide service to jobs, school, commercial services, and other destinations. Additionally, mixed used developments will complement and encourage Transportation Demand Management programs. Furthermore, Oxnard plans to implement a program in FY 23-24 to establish an adopted corridor specific plan or zoning overlay for the Oxnard Boulevard Corridor, which has been designated as a High Quality Transit Corridor (HQTC), in order to transform the corridor into complete streets serving new medium- and high-density mixed use transit oriented development.

MARKET ASSESSMENT

A comprehensive understanding of the western Ventura County mobility market is foundational to analyzing existing transit service and performance conditions. It recognizes the fundamental role that people, and places, have in shaping the use of a transit network. 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.

DENSITY ANALYSIS

Population

In any given area, the greater its population density is, the greater the likelihood that people will utilize transit. Higher-density areas generate more transit trips because more people live there (a larger market) and because destinations are closer together making transit more convenient. As a general rule, residential densities of three (3) households per gross acre along a route can support hourly weekday transit service, with a gross acre defined as total land area, including land used for streets, parks, schools, and other non-residential uses. Higher densities can support more frequent service.

Figure 2 shows population density in terms of people per acre in Oxnard, Ventura, and the greater GCTD service area. Within the service area, the highest population densities are found near Oxnard College, Centerpoint Mall (Bryce Canyon), Lemonwood Eastmont, between Port Hueneme Naval CBC and Oxnard Airport, West Village, and Sierra Linda. There is a lower population density in the agricultural areas surrounding Oxnard and Ventura, as well as rural Ojai. All areas of higher population density within the service area are served by GCTD routes.

Figure 2: Population Density
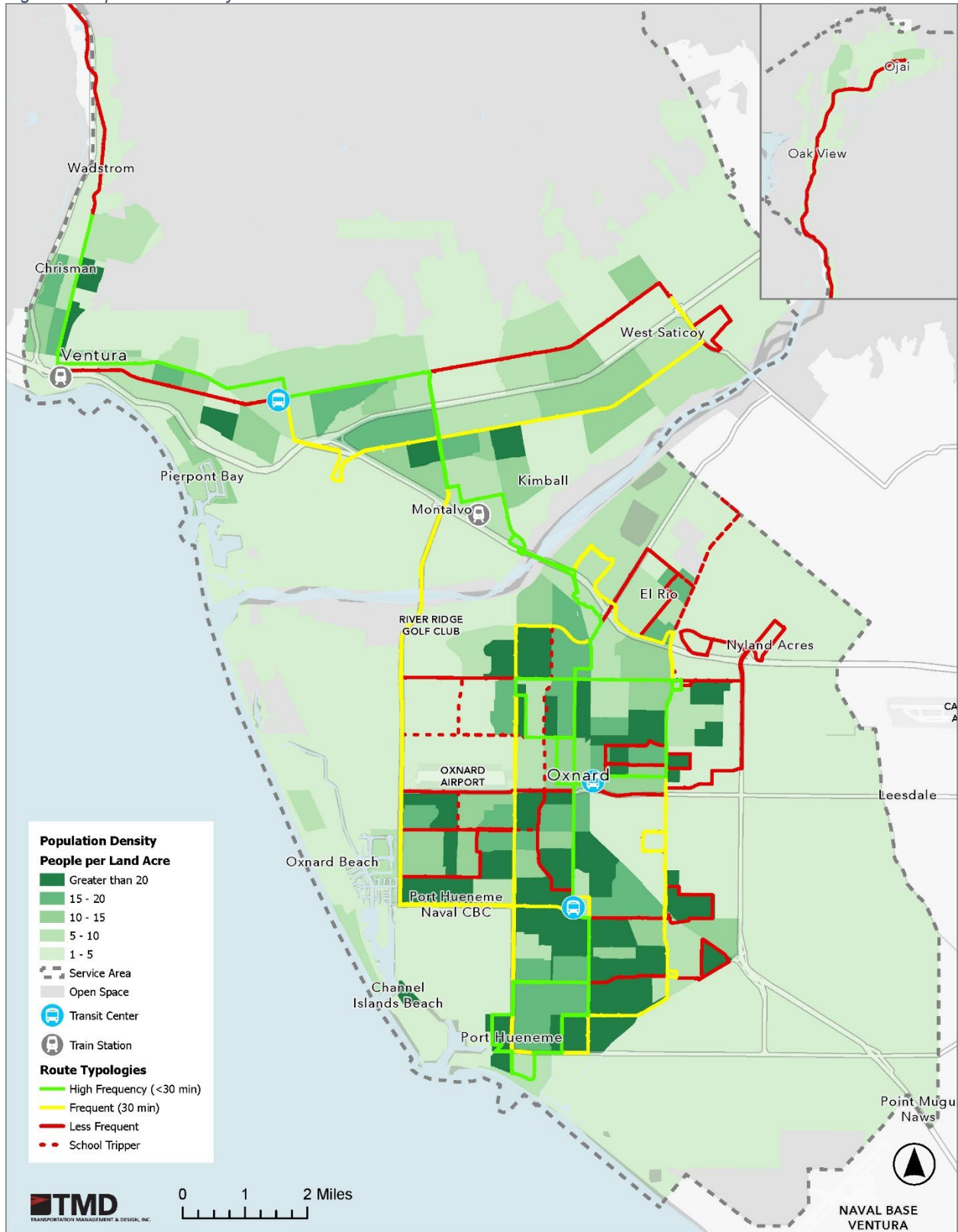
Age

It is important to consider the use of mobility options by age groups and how mobility can change with time. For example, youth have limited mobility options and must rely on rides from parents, public transit, school buses (where provided), walking, or biking, some of which may be unavailable, unreliable, or deemed unsafe by parents. On the other hand, older residents may be more transit-dependent if they are unable or choose not to drive.

Youth

Figure 3 depicts the share of youth population (under 18 years) in Oxnard, Ventura, and the greater GCTD service area. Note that Oxnard High School is nearly surrounded by agricultural land use, which explains why the school tripper route goes through low youth density sections of the map, as all agricultural and rural areas have a low youth density. Areas with a higher density of youth generally coincide with single-family residential areas near schools. While school bus services may service this population during the school year, offering additional services to various youth-based activities may be appropriate to consider – especially for summer and out-of-school mobility.

Young Adults

Typically, the population of young adults (18-24 years) are people who attend university or are early in their career. Transit access for this population is crucial due to the cost of driving relative to income paired with the usual daily commute to educational institutions and job centers.

Figure 4 shows the density of young adults for Oxnard, Ventura, and the greater GCTD service area. As highlighted, the highest proportions of young adults are found near Oxnard College, Port Hueneme, Sierra Lind, and central Ventura. There is a low population of young adults throughout the agricultural and rural portions of the service area.

Seniors

The population of older adults (65 and older) has witnessed a sizable increase due to the "Baby Boomer" generation – which turned 65 years old in 2011. This generation has reached retirement age and are consequently less likely to drive on their own. In general, older adults are more likely to utilize public transportation, as it becomes more difficult to drive themselves or maintain a car on a fixed income.

Figure 5 highlights the prevalence of older adults in Oxnard, Ventura, and the greater GCTD service area. The highest proportions of this population are near downtown Oxnard, Port Hueneme, various multi-unit dwellings (e.g., Montalvo, Kimball), as well as gated communities (e.g., Pacific Pointe). Agricultural and rural areas show a low senior population.

Figure 3: Density of Youth Residents
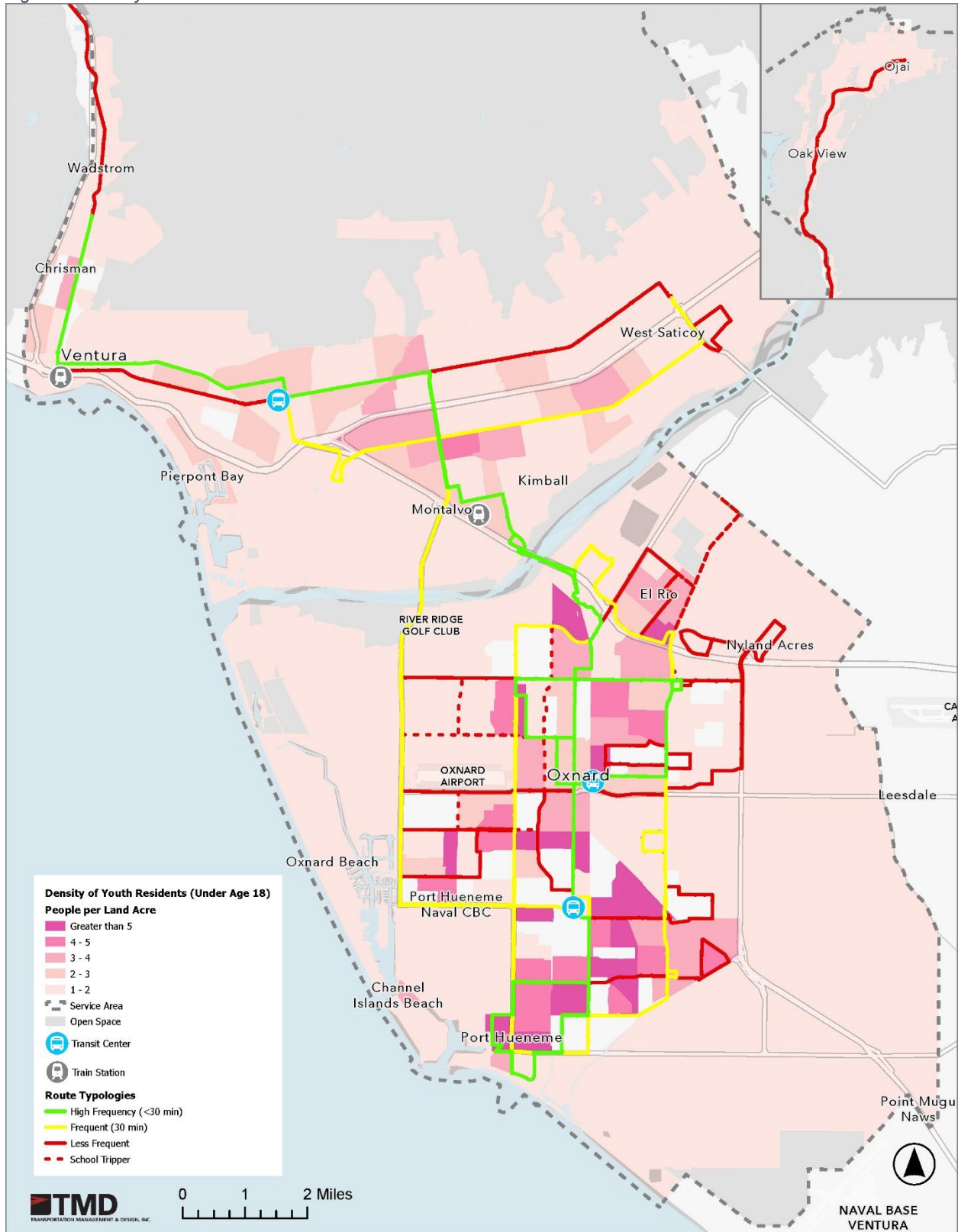
Figure 4: Density of College-Aged Residents
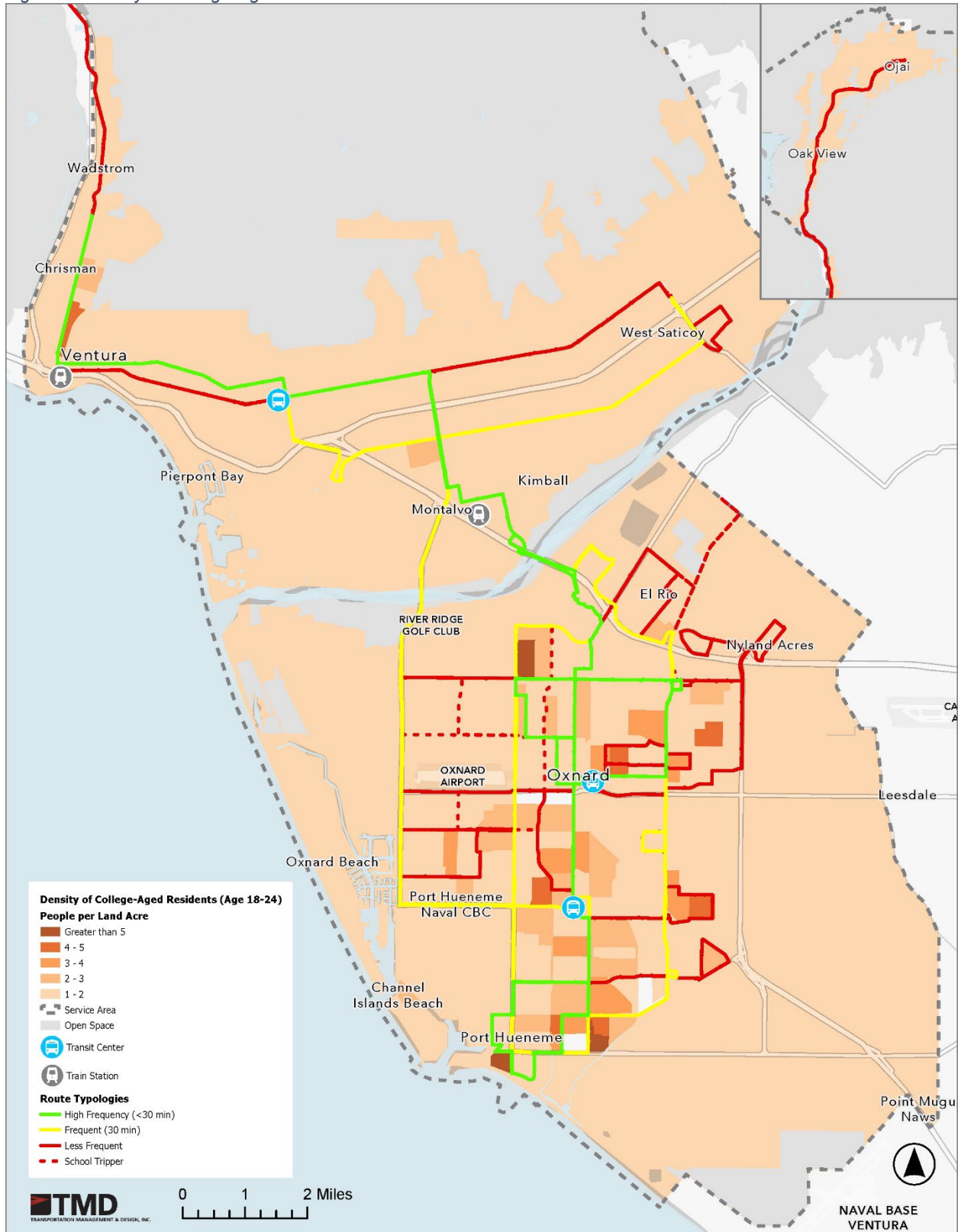
Figure 5: Density of Senior Residents
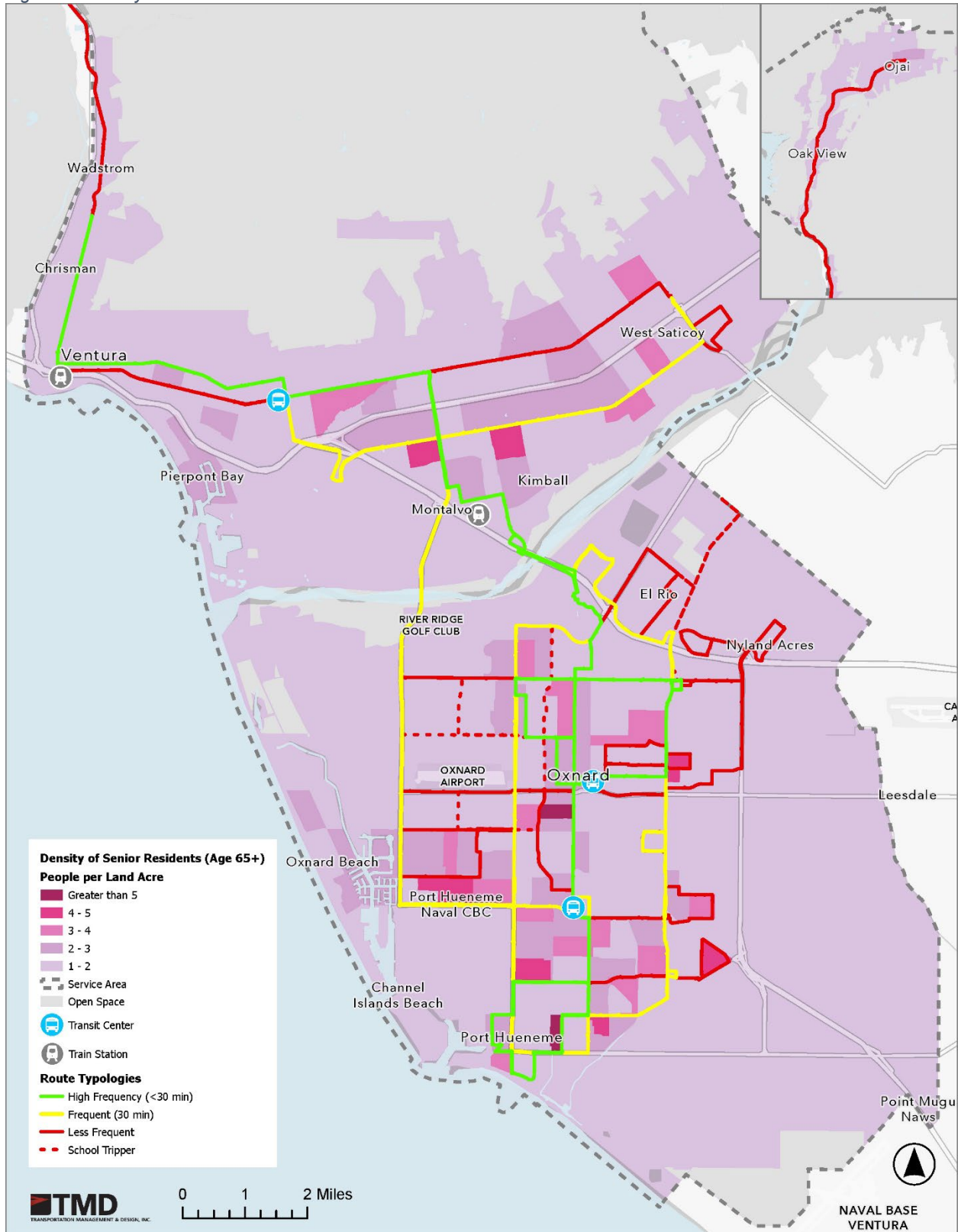
Income

The density of income groups within a service area – particularly low-income populations – is an important consideration. Low-income populations can be especially reliant on public transit service as a means of affordable transportation, and almost 50% of respondents to a GCTD community and rider survey reported they had annual household incomes below $24,000. To be considered a low-income household, household income must be less than 200 percent of federal poverty level (FPL).

Figure 6 shows the number of low-income households per acre within Oxnard and the greater GCTD service area. The highest proportions of this population are found near Port Hueneme, the Pleasant Valley area, Lemonwood Eastmont, and central Oxnard. Meanwhile, areas of relatively low numbers of low-income households include northwest of downtown Ventura, northwest Kimball, El Rio, and portions of downtown Oxnard. Agricultural and rural areas within the service area have a low density of low-income households.

Minority Households

While the distribution of minority households is not a direct indicator of higher transit use, it is important to be aware of the concentration and distribution of minority households in the service area. It can assist GCTD in assessing whether its current services and overall network orientation are equitably serving its customers and can provide insight as to whether local or cultural barriers to marketing and delivering transit services exist. As notes in GCTD's Title VI Plan, 18.9% of residents in the service area speak Spanish at home.

Figure 7 highlights the density of minority residents for Oxnard, Ventura, and the greater GCTD service area. While most of central Oxnard has a fairly high density of minority residents, Ventura has a relatively low concentration of minority residents for contrast, aside from areas in the Kimball and Chrisman communities.

Figure 6: Density of Low-Income Individuals
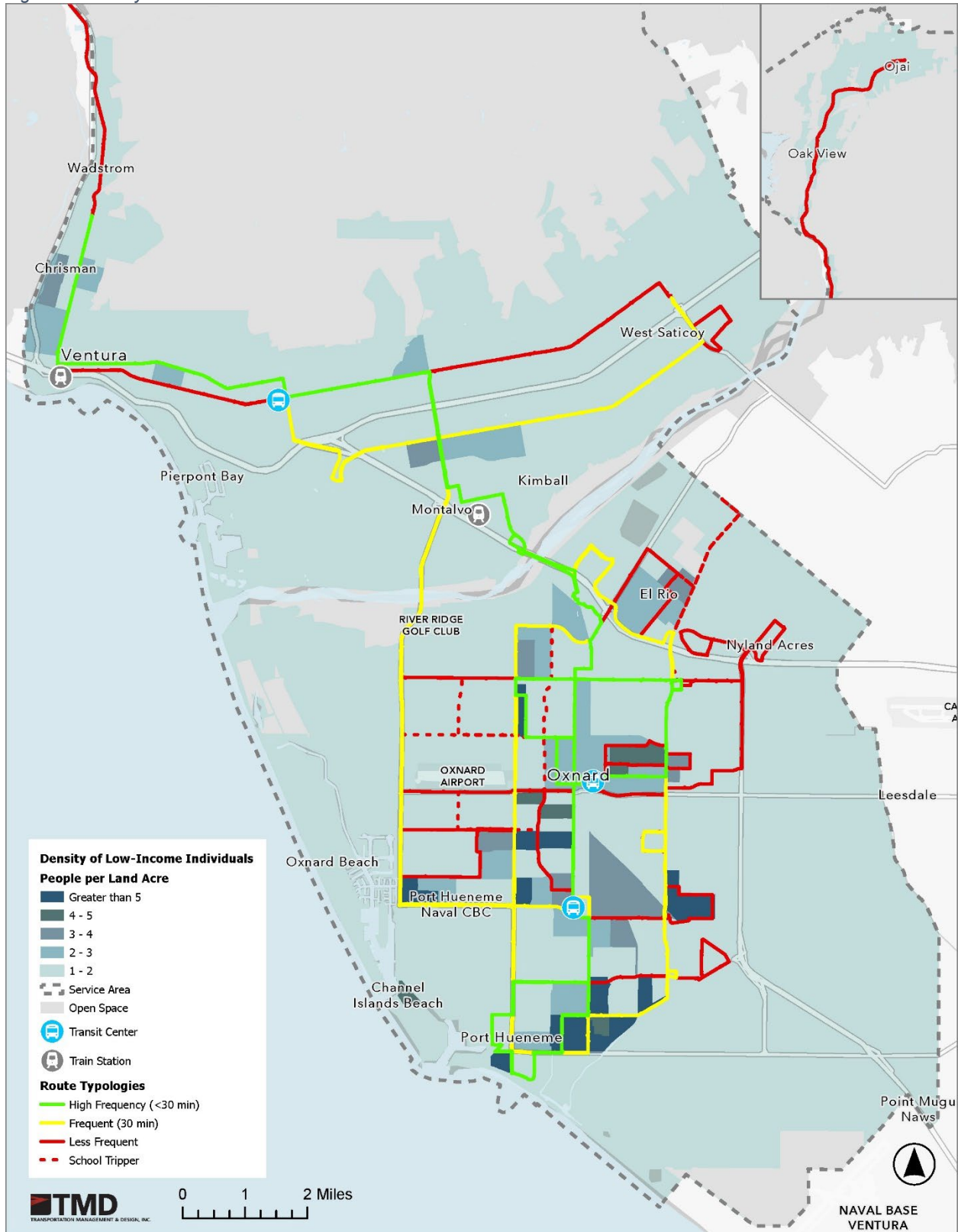
Figure 7: Density of Minority Residents
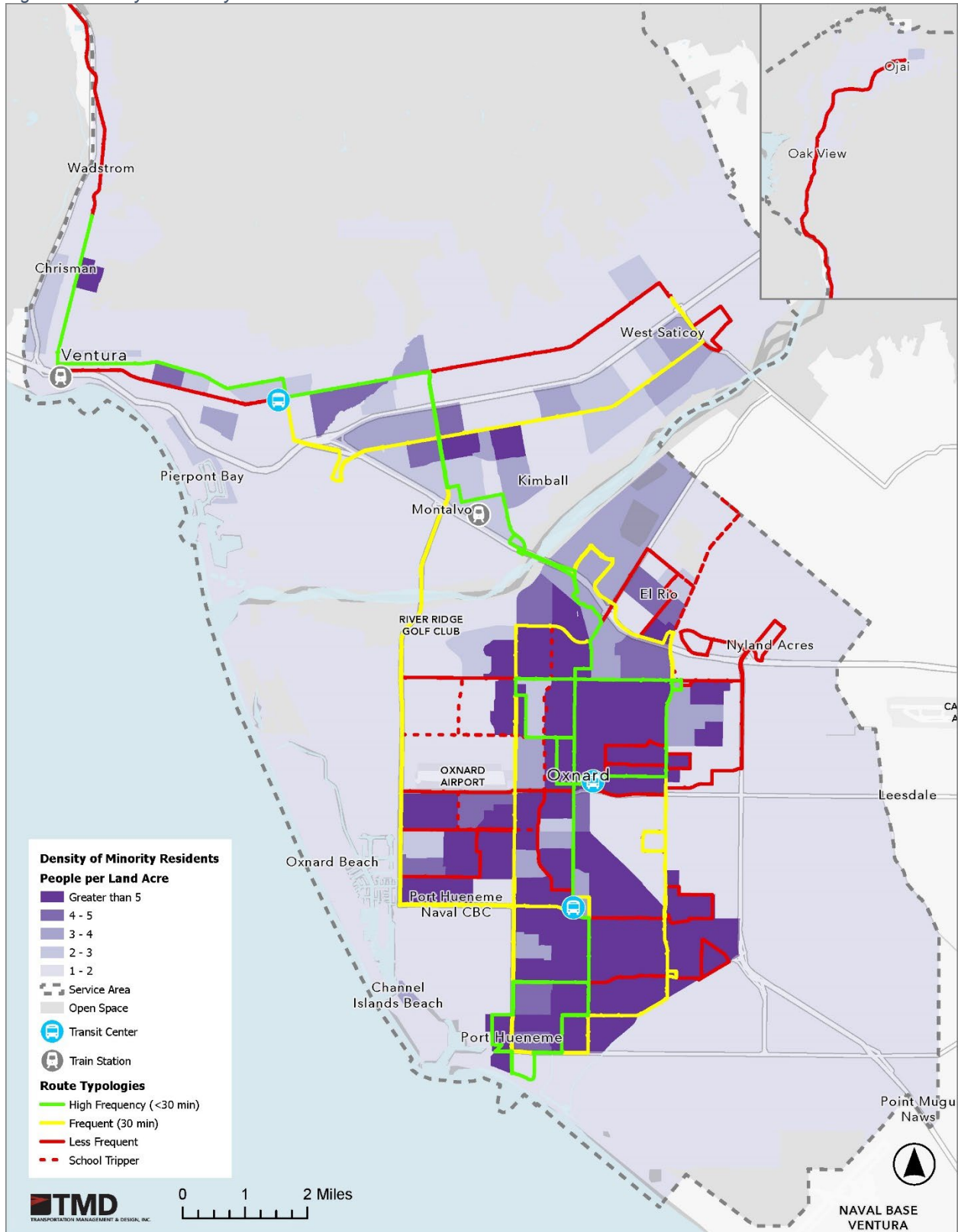
Persons with Disabilities

Persons with disabilities may have mobility or vision impairments that make it difficult to operate a motor vehicle; consequently, this group has a greater likelihood to rely on and utilize transit for travel. This makes it particularly important for transit to be located close to where people with disabilities live and work.

Figure 8 shows the density of persons with disabilities for Oxnard, Ventura, and the greater GCTD service area. The highest proportions of this population are found near Port Hueneme and the Cabrillo neighborhood of Oxnard. There are few persons with disabilities found in Ventura and surrounding agricultural and rural areas.

Car Ownership

The density of car-owning households – particularly households without a car – is an important consideration. The lack of access to a private vehicle is one of the top indicators of a person's likelihood to utilize transit services. However, these households may face challenges in accessing transit if stops and services are located far away – making it important for these amenities to be located close to the households and their work.

Figure 9 outlines the density of zero vehicle households within Oxnard and the greater GCTD service area. Most of the service area consists of households with 1-2 vehicles, while small sections of central Oxnard have 2 or more vehicles.

Figure 8: Density of Persons with Disabilities
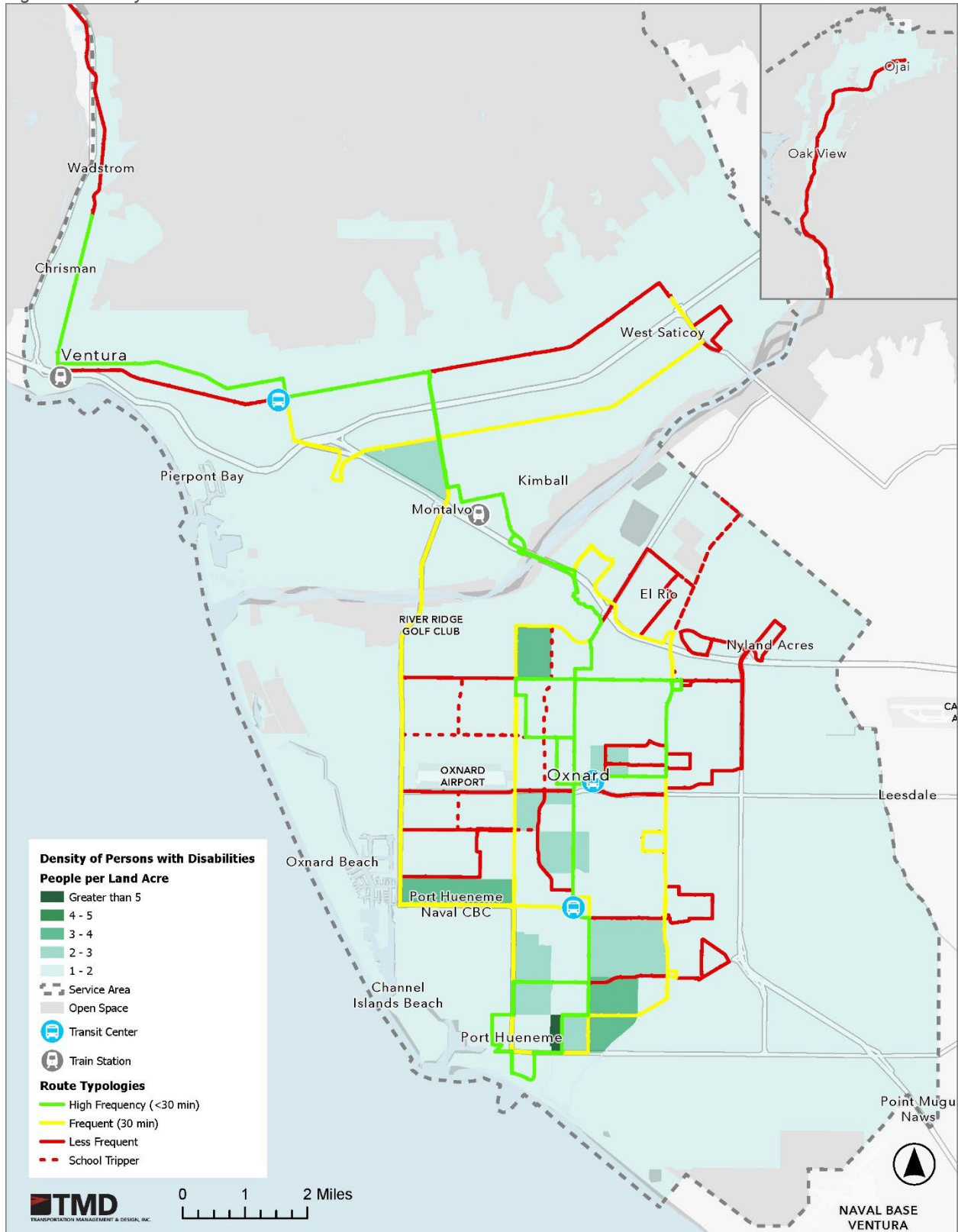
Figure 9: Density of Zero-Vehicle Households
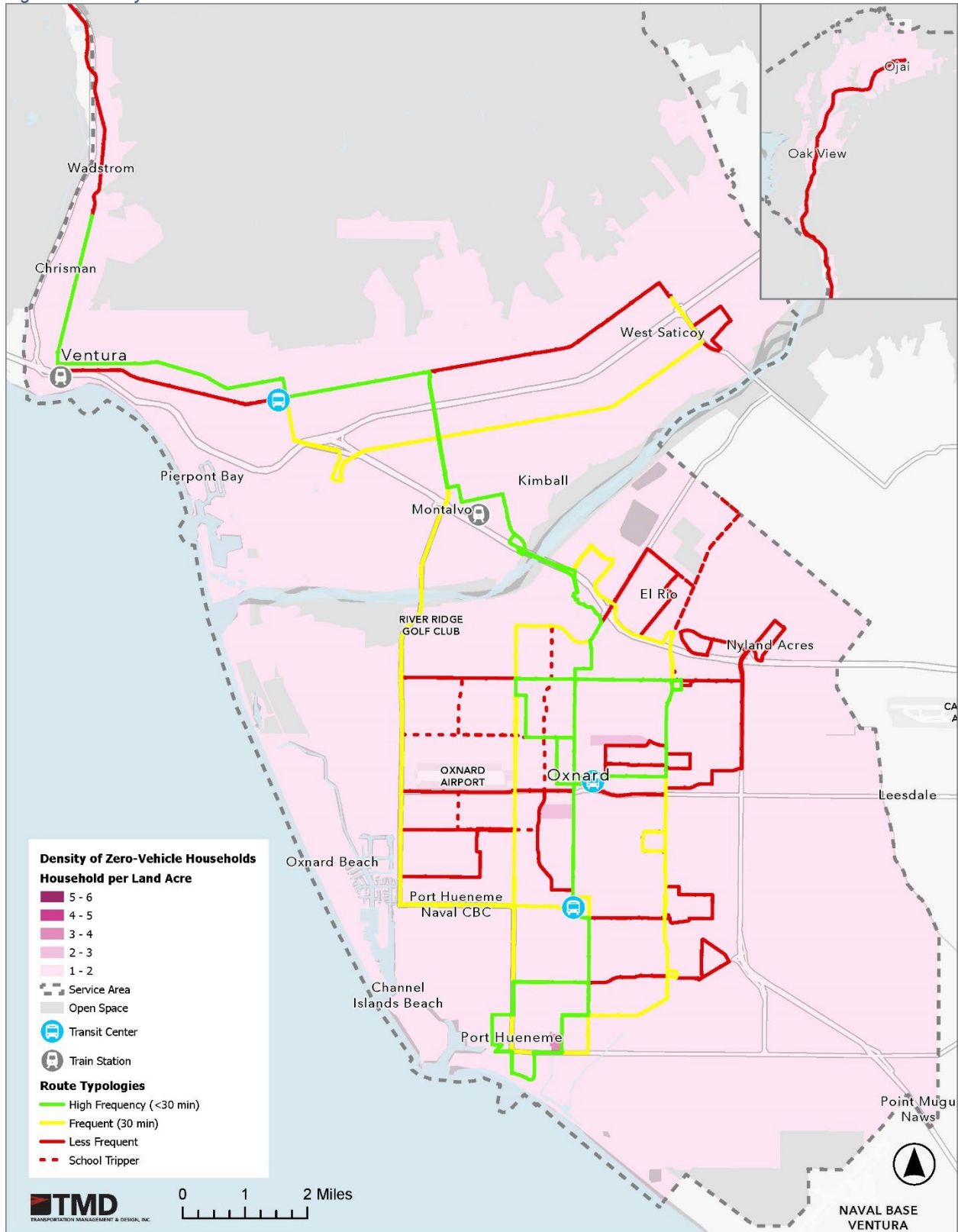
Employment

Public transit is essential in providing access to jobs and job centers. It is crucial to identify whether GCTD's current services and network orientation provides sufficient access to dense job centers.

Based on Census data, 54.6% of jobs in the GCTD service area are held by people living outside the service area as shown in Figure 10. As of 2021, there were 72,000 people that both worked and lived in the GCTD service area. There majority (56%) of GCTD service area residents work outside the service area as shown in

Figure 11. The diagram and table in Figure 12 shows the direction and distance of the commutes of GCTD service area residents which is predominately to the east for medium and longer commutes. These trips are somewhat served by Metrolink and VCTC services.

Figure 13 shows employment density for Oxnard, Ventura, and the greater GCTD service area. The largest concentration of jobs is seen in downtown Oxnard, downtown Ventura, and northwest Kimball. A few other clusters of jobs are found at the Ventura County Government Center and Community Memorial Hospital. These areas with the highest concentration of jobs are all served by GCTD high frequency routes.

Figure 10: GCTD Service Area Employee Home Location

Employee Profile	Count	Share
Total Employed in GCTD Service Area	132,077	100%
Living Outside GCTD Service Area	59,913	45.4%
Living Inside GCTD Service Area	72,164	54.6%

Figure 11: GCTD Service Area Resident Work Location

Resident Profile	Count	Share
Total Employed Residents in GCTD Service Area	163,862	100%
Working Outside GCTD Service Area	91,698	56.0%
Working Inside GCTS Service Area	72,164	44.0%

Figure 12: GCTD Service Area Resident Commute Distance and Direction

Commute Distance	Count	Color	Share
Less than 10 miles	77,032		47.0%
10 to 24 miles	21,731		13.8%
25 to 50 miles	20,911		12.8%
Greater than 50 miles	44,188		27.0%

Job Counts by Distance/Direction in 2021
All Workers
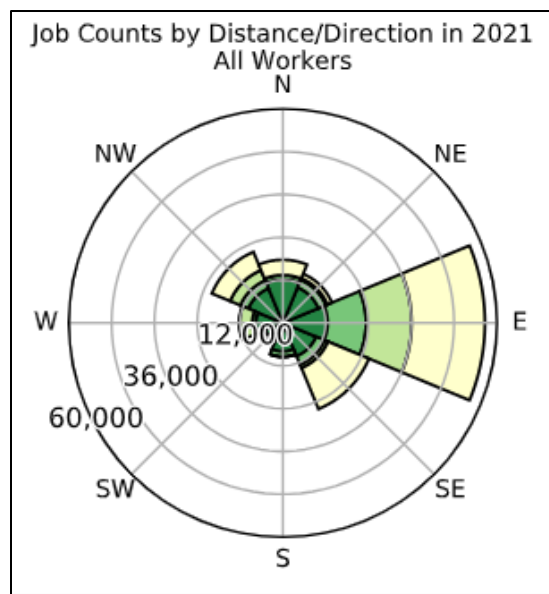
Figure 13: Density of All Jobs
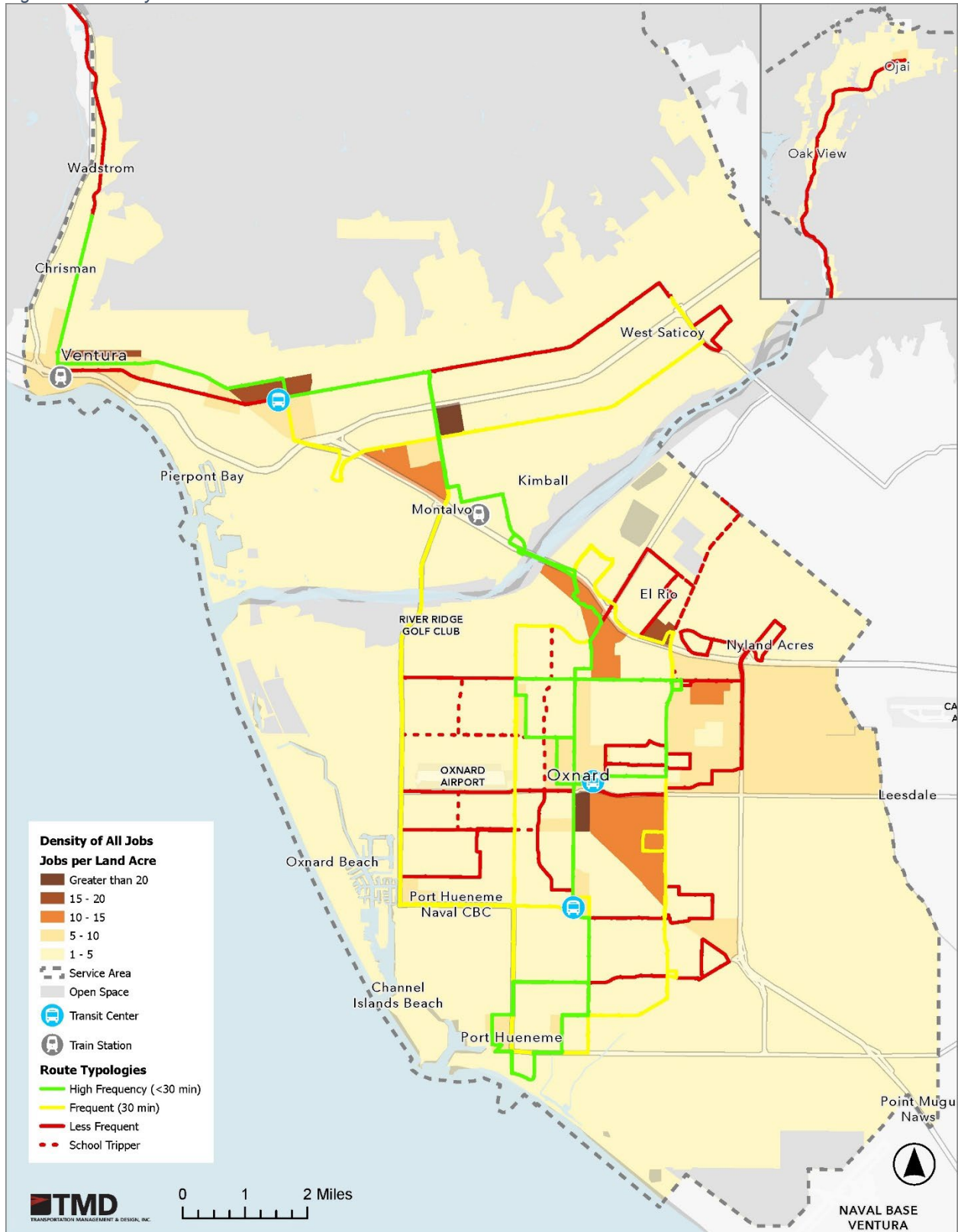
Transit Propensity

Certain populations are more likely to need and use transit. An important part of designing an effective bus network is identifying where these populations live and designing services that effectively connect them to their destinations. A "Transit Propensity" score was developed for each census block group in the GCTD service area based on the key demographics shown in Figure 14. These demographics were weighted based on how closely the variable correlated to existing fixed-route boardings. Current GCTD ridership correlates strongly with overall trip activity and density of youth residents. The senior, college-age, and job density variables had the lowest correlation.

Figure 14: Transit Propensity Variables and Weighting

Variable	Weight	Description (Source)
Weekly Trip Density	15%	Density of All Trips (Replica Spring 2023)
Youth Density	13%	Under Age 18 (Census 2020)
Population Density	12%	Total Population (Census 2020)
Disability Density	12%	Persons with Disabilities (Census 2020)
Low-Income Density	11%	Less than 200% Poverty Level (Census 2020)
Zero Vehicle Density	11%	Household with Zero Vehicles (Census 2020)
Minority Density	9%	Minority Residents (Census 2020)
Senior Density	6%	Age 65+ (Census 2020)
College- Aged Density	6%	Ages 18-24 (Census 2020)
Jobs Density	2%	All Jobs (Census 2020)

Areas outlined in Figure 15 have demonstrated a high propensity for transit use. While much of the GCTD service area has a moderate need for transit, some areas previously mentioned, such as downtown Oxnard, Port Hueneme, and Montalvo as well as other low-income and/or minority areas, have a greater demand for transit in their communities. The GCTD routes generally cover the areas with higher propensity, however some of these areas are only provided hourly bus service.

Figure 15: Transit Propensity
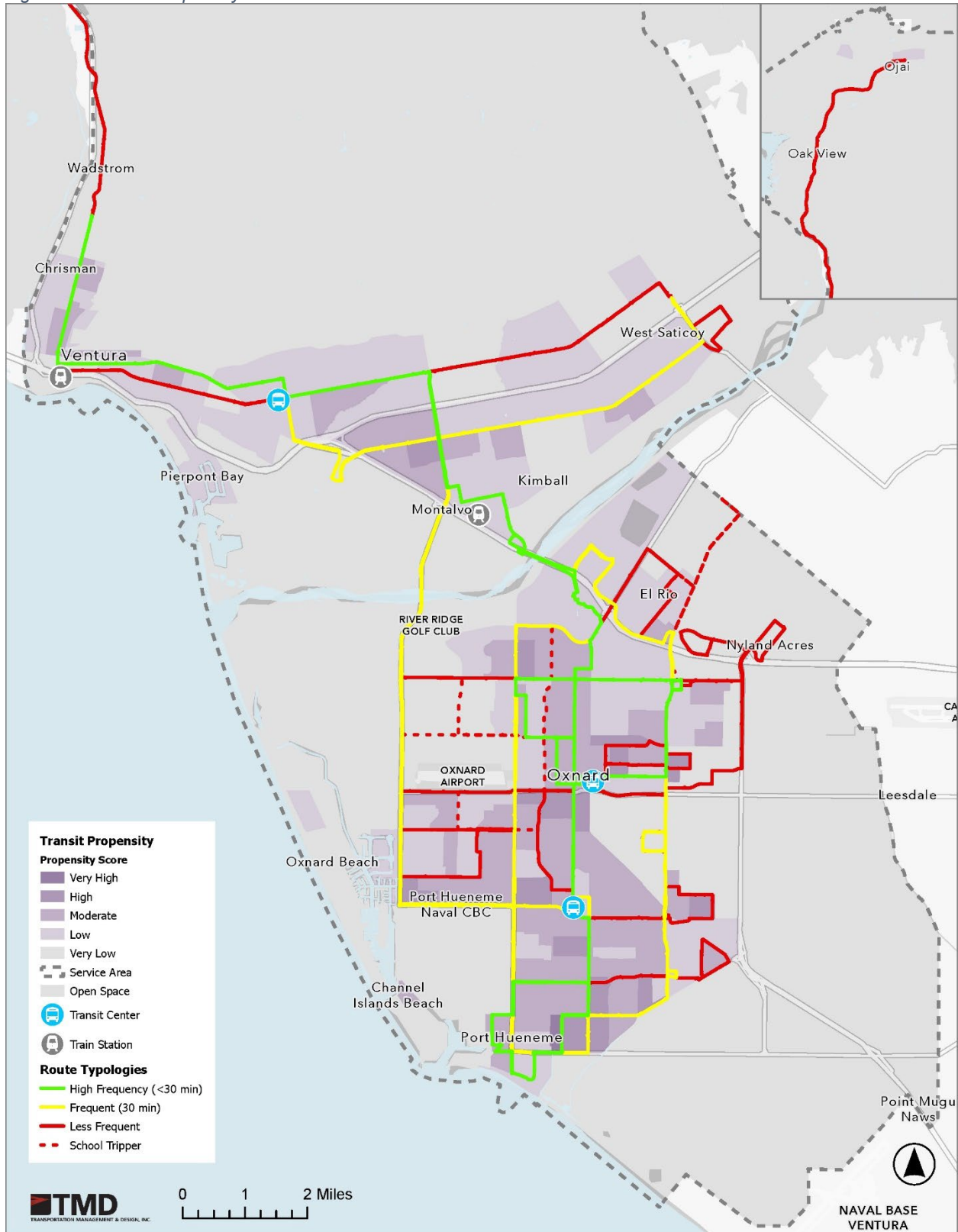
DESIGN ANALYSIS

The Design Analysis assesses how the design of the built environment influences people's ability to conveniently use transit. The purpose of this analysis is two-fold. First, a qualitative assessment of street patterns (e.g., grid vs. cul-de-sacs), neighborhood penetration, and street widths provide a context for where transit can be most successful. Places with a high-quality pedestrian environment are also places where transit tends to thrive. Second, understanding any physical constraints such as bridge heights, railroad crossings, and street widths is vital in ensuring that proposed route alignments are implementable.

Street Patterns

Western Ventura County has different types of street patterns, typically related to when the area was developed. The area bounded by Ventura Rd, Gonzales Rd, Rose Ave, and Channel Islands Blvd is mostly a conventional grid network. The grid network of arterials connect to adjacent to developments, however the local streets in these areas are predominately curvilinear loop pattern, including some cul-de-sacs. Development north of the Santa Clara River is predominately curvilinear, with pockets of smaller grid networks along the coast, in Downtown Ventura, and Downtown Ojai. The grid network areas are easier to serve with transit and allow more residents to access nearby transit using walkable streets.

Street Intersection Density

Streets with a high density of intersections and smaller streets create a more walkable environment for pedestrians. Walkable communities increase personal health, reduce pollution, conserve resources, and foster social interaction. They also improve pedestrian safety due to lowered vehicle speeds and increased visibility and sight distance. Walkable communities additionally provide greater access to transit.

Figure 16 shows the street intersection density (intersections per acre) in Oxnard, Ventura, and the greater GCTD service area. Areas with the greatest street intersection density are found around Port Hueneme, Redwood and Bryce Canyon, downtown Oxnard, as well as some areas in Ventura including areas south of Telephone Road and along Ventura Avenue.

Figure 16: Street Intersection Density
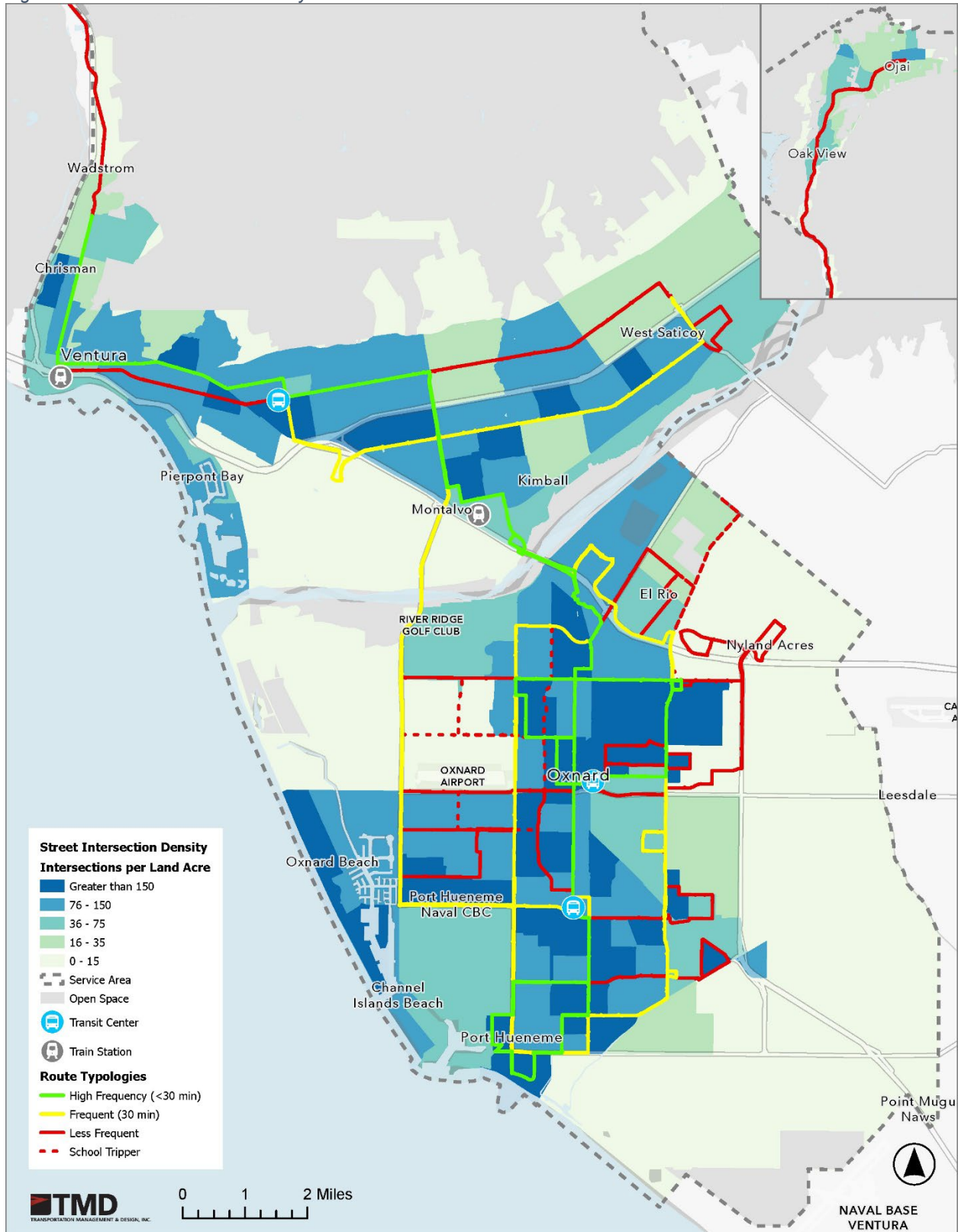
Constraints

The GCTD service areas has some major constraints for developing a comprehensive transit network including:

- **Santa Clara River**: This river cuts east-west through the service area and has limited crossings at Harbor Blvd, Victoria Ave, Los Angeles Ave and the 101 Freeway. Route 6 uses the 101 Freeway to cross the river and Route 21 uses Victoria Ave. This natural barrier creates two disconnected sections of the service area.

- **Freeways**: The U.S. 101 cuts through the GCTD service area from the southeast to the northwest. Highway 126 starts at the U.S. 101 in Ventura and continues northeast, eventually connecting to Interstate 5 in Castaic. The local portions of the freeways provide limited points where transit can cross, though most of the major arterials do cross them.

- **Agricultural Fields and Open Space**: The GCTD service area has many agricultural fields and open space areas both within and surrounding the urbanized areas. Routes crossing these areas generate little or no ridership, making it difficult to provide efficient service.

- **Naval Base Ventura County**: The naval base located in the southern part of the service area makes it difficult to provide connected transit service to Channel Islands Beach, Oxnard Shores, and parts of Port Hueneme.

DEMAND ANALYSIS

For this SRTP there needs to be a focus on how travel patterns were impacted by the pandemic. This analysis uses anonymized, location-based trip data from Replica. The data will be used to analyze the following:

- Compare overall travel demand patterns pre and post pandemic.

- Examine how people travel in the GCTD service area and how those travel patterns compare to transit availability.

- Compare the trip activity data with observed transit ridership patterns to determine if there are opportunities to increase transit use at different times of day or in new parts of the service area.

Changes in Travel Demand

Overall travel demand across all modes has changed when comparing pre-pandemic (Fall 2019) and more recent data (Spring 2023). Weekday trips have increased approximately 10%, which is means that overall travel has more than recovered since the pandemic. Figure 17 shows the weekday travel activity by hour between the two years. Of note is that trip activity in the morning and midday has decreased, while the evening has seen a large increase. The 7:00 am hour had the largest decrease of 16%. Trips during the 4:00 pm to 7:00 pm hours increased by 41%.

Figure 17: Weekday Trips by Hour 2019 vs. 2023 (Replica)
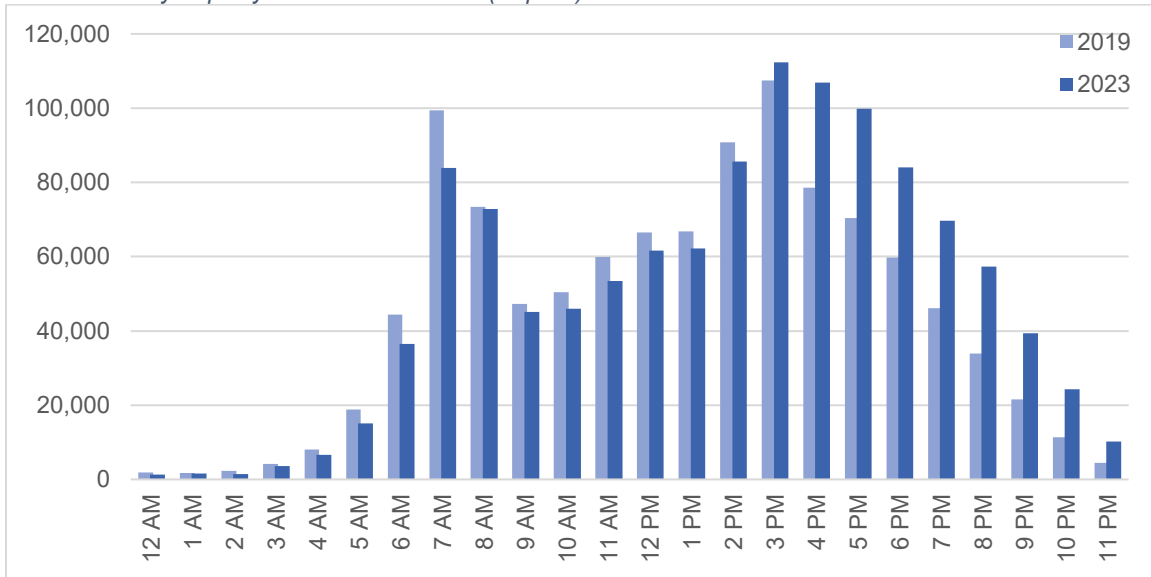
Weekend trip activity increased by 15% between 2019 and 2023, a larger increase than weekdays both in terms of percentage increase and total trips (see Figure 18). Similarly, weekend morning trips have decreased, and late afternoon and evening trips have increased. The 4:00 pm to 7:00 pm hours saw a 47% increase in trip activity.

Figure 18: Weekend Trips by Hour 2019 vs. 2023 (Replica)
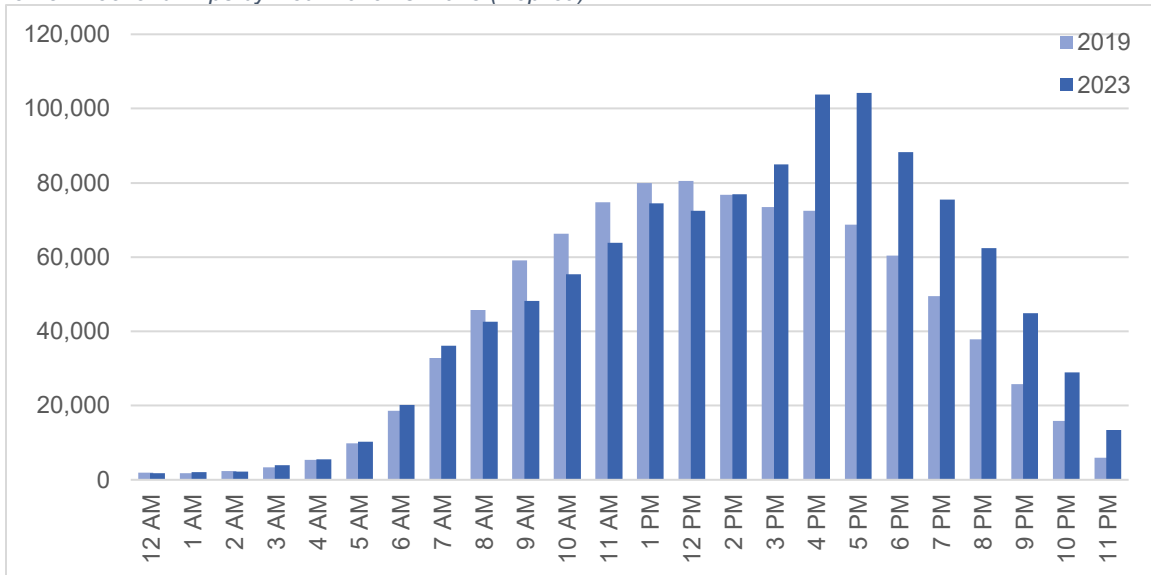
Travel Demand Compared to Fixed-Route Service

It is important that fixed-route service be available when people are making most of their trips. Figure 19 shows the percentage of overall trip activity compared to how many bus trips are starting during each hour on weekdays. It shows that there is higher demand for travel in the afternoon and evening compared to the level of bus service being provided. It also shows that there may be more midday weekday bus trips during a time when overall trip activity is lower.

Figure 19: Weekday Distribution of Trip Activity vs. Bus Trips
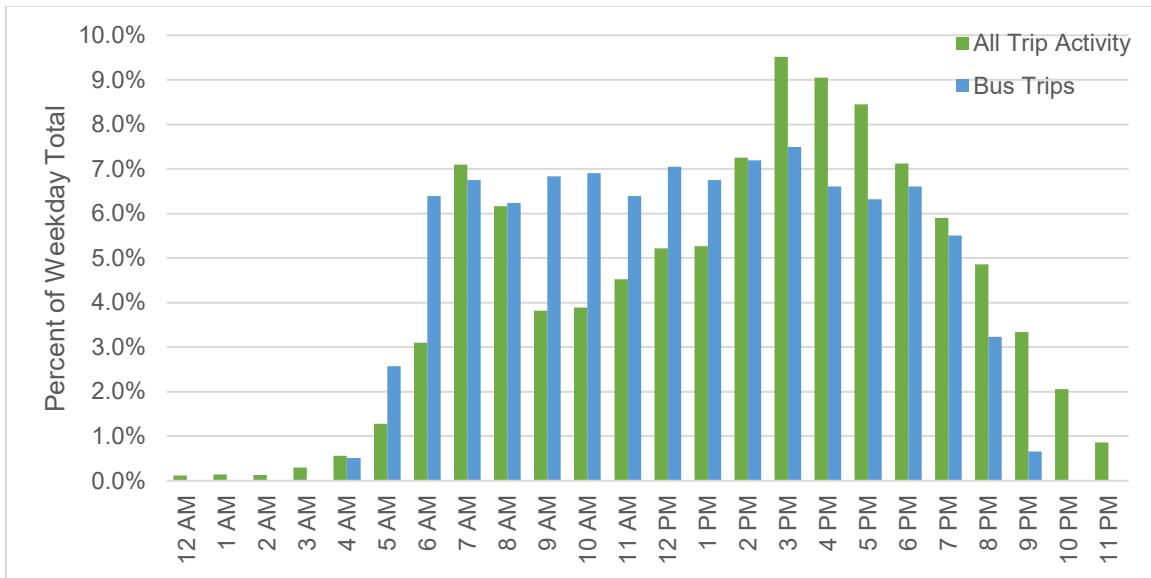
On weekends, there is also more trip activity than bus service in the late afternoon (see Figure 20). On weekend mornings, there is a high number of bus trips compared to trip activity between the 6:00am – 10:00am hours.

Figure 20: Weekend Distribution of Trip Activity vs. Bus Trips
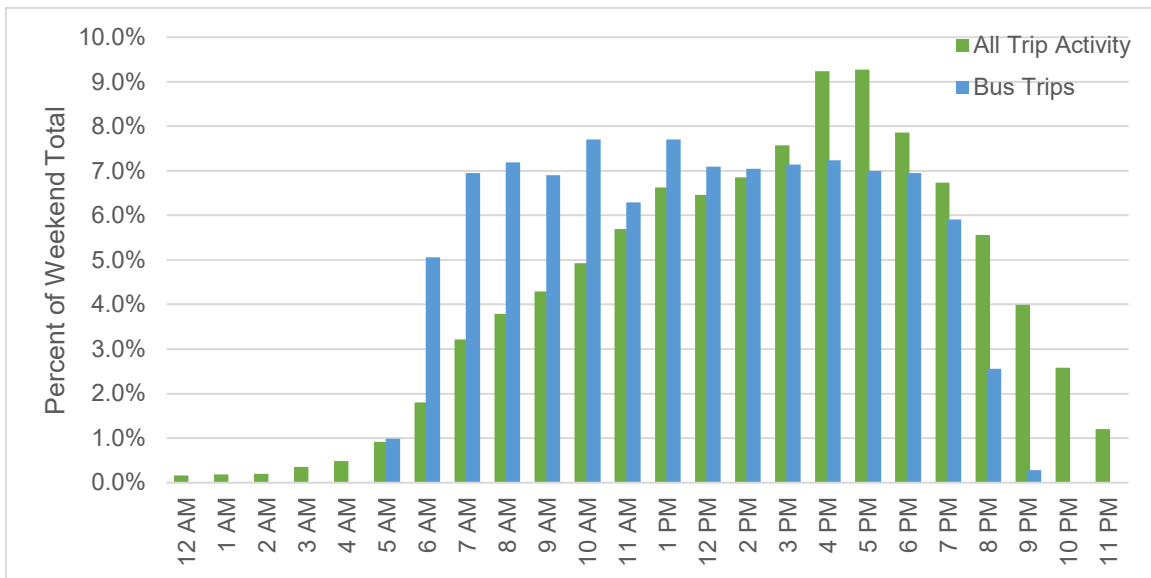
Weekly Trip Density by Block Group

According to Replica data of all vehicle trips that both start and end within the GCTD service area, the majority of the service area shows a large weekly trip density with more than 55 trips taken per acre per week, as illustrated in Figure 21. Areas with a relatively lower weekly trip density include Hobson Heights and northeast Ojai, while the more southern and southwestern areas of Ormond Beach, Mar Vista, and other primarily agricultural lands experience very low trip density.

Change in Trip Density by Block Group

As noted earlier, the total trip demand has increased between 2019 and 2023. Figure 22 shows the change in weekly trip demand per acre by census block group. The area with the largest increase in trip demand 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, and in other isolated blocks throughout the service area.

Figure 21: Weekly Trip Density
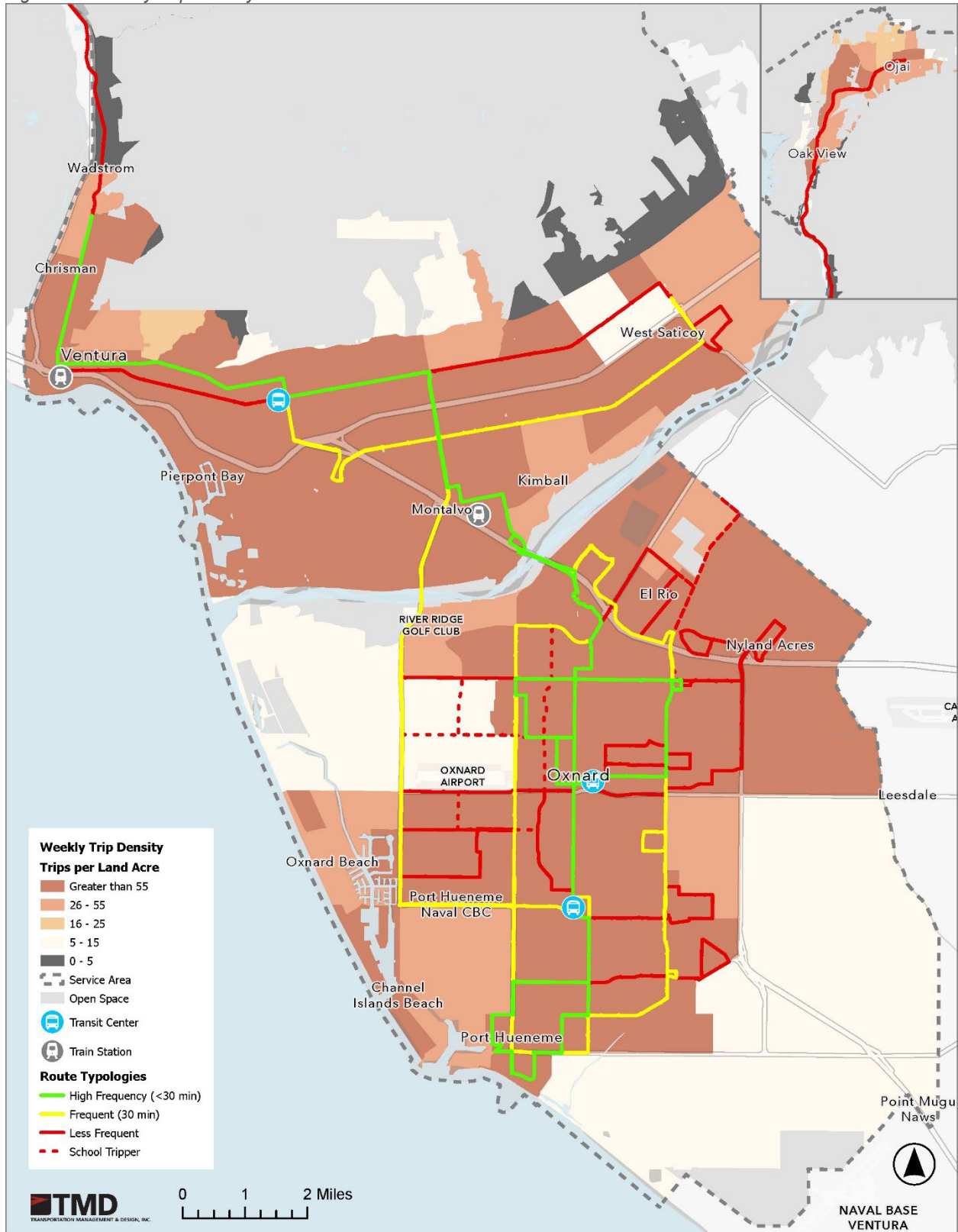
Figure 22: Change in Weekly Trip Density

Weekly Trip Change per Acre
Trip per Acre
- Greater than 50
- 25 - 50
- 0 - 25
- 0
- 0 - -25
- -25 - -50
- Less than -50
- Service Area
- Open Space
- Transit Center
- Train Station

Route Typologies
- High Frequency (<30 min)
- Frequent (30 min)
- Less Frequent
- School Tripper
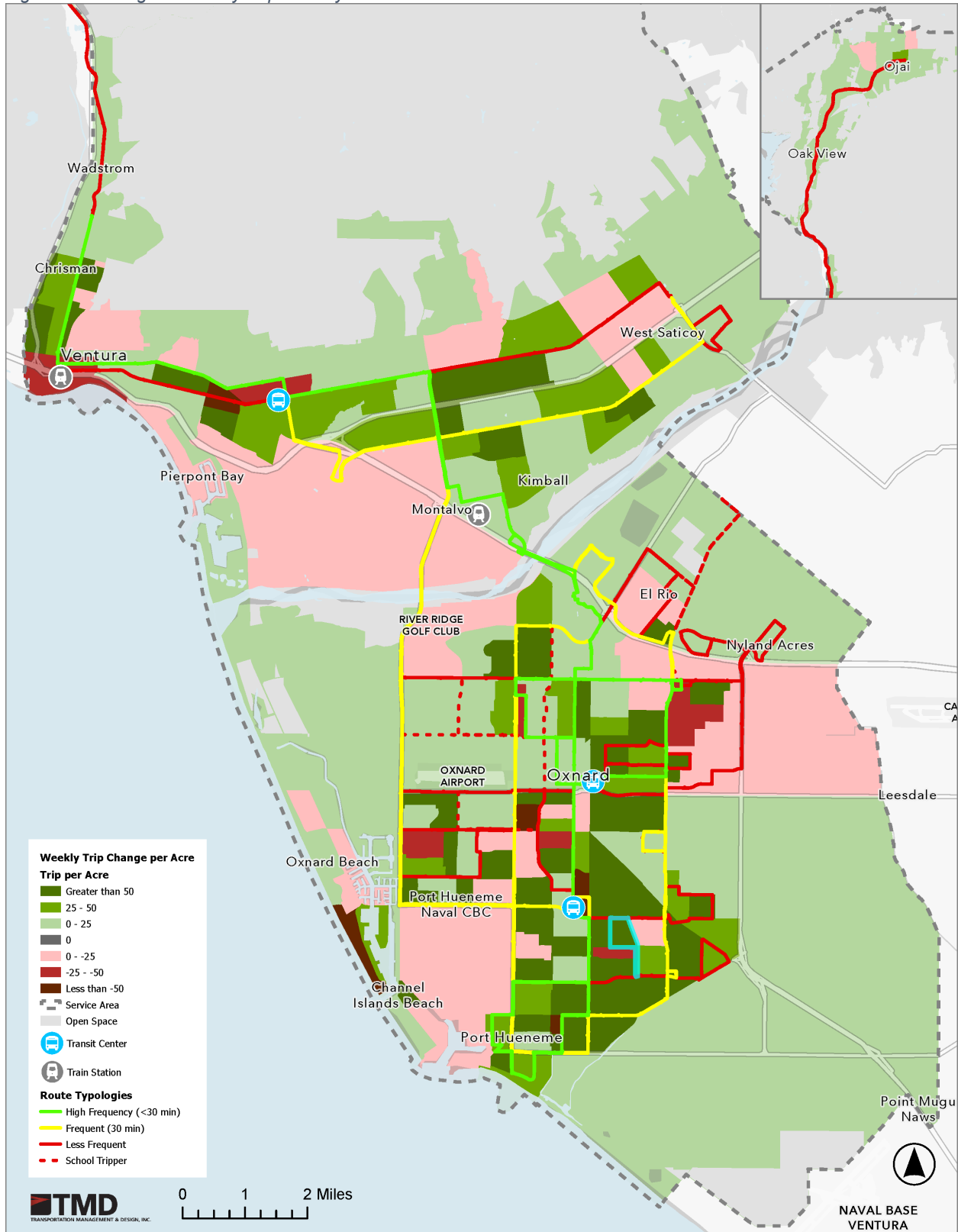
EXISTING SERVICE EVALUATION

The Service Evaluation seeks to understand how riders use the GCTD network and how the various routes perform compared to one another. The goal is 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 relies on ridership, fare revenue, and system performance information provided by GCTD to complete this task. We analyzed data from both January – April 2019 and January – April 2023 to identify any changes in usage or travel patterns since the COVID-19 pandemic. The data is from GCTD internal reporting except where noted. In addition to the analysis in this section, Attachment A includes individual route profiles for 2019 and 2023.

WESTERN VENTURA COUNTY TRANSIT SERVICE OVERVIEW

Gold Coast Transit District Routes

GCTD currently operates 17 bus routes within western Ventura County as shown in Figure 23. Routes 1, 4, and 18 have multiple patterns depending on direction or routing. Routes operate every day except for Routes 18 and 19. Routes operating on the weekend operate on essentially same schedule on Saturday and Sunday. The performance of these routes will be discussed later in this section.

Figure 23: GCTD Bus Route Span of Service

Route	Weekday Peak Frequency	Weekday Span	Weekend Span
1A - Port Hueneme - Oxnard Transit Center	30	4:45 A - 9:24 P	6:30 A - 8:41 P
1B - Port Hueneme - Oxnard Transit Center	30	5:05 A - 8:44 P	6:05 A - 9:17 P
2 - Colonia - Downtown Oxnard	30	5:15 A - 7:20 P	5:15 A - 7:20 P
3 - J Street - Centerpoint Mall - Lemonwood	40	5:35 A - 7:48 P	5:35 A - 7:48 P
4A - North Oxnard	20	6:05 A - 7:45 P	6:10 A -7:40 P
4B - North Oxnard	20	6:10 A - 8:25 P	6:10 A -8:20 P
5 - Hemlock - Seabridge - Wooley	40	6:50 A - 8:15 P	6:50 A - 8:15 P
6 - Oxnard - Ventura	20	4:50 A - 9:00 P	5:15 A - 8:50 P
7 - Oxnard College - Centerpoint Mall	40	6:50 A - 7:25 P	6:50 A - 7:25 P
8 - OTC- Oxnard College - Centerpoint Mall	30	6:35 A - 7:30 P	6:35 A - 7:30 P
10 - Pacific View Mall - Telegraph - Saticoy	60	6:05 A - 8:58 P	6:05 A - 8:58 P
11 - Pacific View Mall - Telephone - Wells Center	30	6:00 A - 8:40 P	6:00 A - 8:05 P
15 - Esplanade - El Rio - St. John's Medical Center	60	8:15 A - 6:00 P	8:15 A - 5:50 P
16 - Downtown Ojai - Pacific View Mall	60	5:15 A - 8:00 P	6:05 A - 8:00 P
17 - Esplanade - St.John's - Oxnard College	30	6:21 A - 8:55 P	7:15 A - 7:55 P
18 - School Trippers	As Needed	7:40 A - 3:45 P	No Service
19 - Oxnard Transit Center - 5th - Gonzales Road	60	5:55 A - 7:10 P	No Service
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center	30	5:40 A - 7:45 P	6:15 A - 7:50 P
23 - Oxnard College - NBVC - Esplanade	30	6:40 A - 8:15 P	6:40 A - 7:40 P

Late Night Safe Ride Service

To supplement the span of the fixed-route bus service, GCTD also 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.

Other Transit Providers

There are some regional and specialized transit services which also operate in the GCTD service area as shown in Figure 24. The Ventura County Transportation Commission (VCTC) operates several commuter bus routes that connect to destinations outside of the service area. Most routes operate within the county with the exception of Route 55 (San Fernando Valley) and Routes 80-89 (Santa Barbara-Goleta). The City of Ojai has specialized local trolleys which supplement GCTD Route 16 which provides limited coverage within the City. The GCTD service area also has two Metrolink stations which provide commuter service into Downtown Los Angeles. The map in Figure 25 provides an overview of the regional services.

Figure 24: Transit Service in the GCTD Service Area Funded by Other Service Providers

Service Provider	Routes	Service Description	Frequency
VCTC	50-55	Highway 101 - Ventura, Oxnard, Camarillo, Newbury Park, Conejo Industrial Park, Thousand Oaks, and Woodland Hills (Warner Center)	60 min Weekday 80 min Weekend
VCTC	60-62	Highway 126 - Fillmore, Santa Paula and Ventura	60 min Weekday 60 min Weekend
VCTC	77	Cross County Limited - Simi Valley, Moorpark, Camarillo, Oxnard and Ventura	110 min Weekday
VCTC	80-89	Coastal Express- Oxnard, Ventura, Carpinteria, Santa Barbara, Goleta and UCSB	40 min Weekday 50 min Weekend
VCTC	90-99	Channel Islands - C St. (Centerpoint Mall), Oxnard Transit Center, Camarillo Outlets and CSUCI	70 min Weekday
City of Ojai	Trolley A	Downtown Ojai – Mira Monte – Meiners Oaks	60 min Weekday 60 min Weekend
City of Ojai	Trolley B	Downtown Ojai – Ojai Valley Inn	Temporarily Discontinued
Metrolink	Ventura County	Service to Downtown Los Angeles via Ventura, Oxnard, Camarillo, Moorpark, Simi Valley, Chatsworth, Northridge, Van Nuys, Burbank, and Glendale	110 min Weekday 110 min Weekend

Some of the VCTC routes provide frequencies comparable to the GCTD services. It will be important to provide timely transfers to the services to allow customers to connect to the rest of the county. The Metrolink services is generally oriented for residents of the county to commute east for their jobs and has limited utility in providing connections to local job centers. Because of this, connection to the Metrolink stations should not be a main focus of the GCTD service.

Figure 25: Regional Bus Map

REVENUE SOURCES

Fare Structure

The GCTD fare structure includes discounts for many user types as shown in Figure 26. The pricing for the senior and disabled fares is 50% of the adult equivalents. Youth and College students currently can use the service for free through partnerships with VCTC and the local colleges. The pricing for the day pass, 15-ride pass, and 31-day pass make sense based on the single ride fare equivalent. In addition to cash, riders can use pre-paid fare media or a mobile application to pay their fare. The Late Night Safe Rides fare is $2.00 per trip.

Figure 26: GCTD Fare Structure

Rider Type	Single Ride	Day Pass	15-Ride Pass	31-Day Pass
Adults (19-64)	$1.50	$4.00	$20.00	$50.00
Children & Youth (0 -18)	Free	-	-	-
Seniors (65+), Veteran, & Disabled	$0.75	$2.00	$10.00	$25.00
College Ride Program*	Free	-	-	-

*Cal Lutheran, CSU Channel Islands, Moorpark College, Oxnard College and Ventura College

Funding Sources

The funding sources for the operations and maintenance of GCTD public transit services has changed since the pandemic. Figure 27 shows the actual operating revenue received by source in FY19 compared to budgeted revenues for FY24. The overall revenues have increased by 41% over this period with the largest growth in federal and state funding.

In addition to federal and state increases in formula funding, GCTD has received several operating grants for new services and fare subsidies as shown in Figure 28. Some of these grants have a limited time horizon and it will be important to evaluate these services in the SRTP to determine if they are sustainable and should continue into the future.

It is also important to note that Local Transportation Fund (LTF) revenue increased by 24% from FY19 to FY24. This is the largest funding source and is based a percentage of the state sales tax. The increase indicates that the GCTD service area economy has continued to grow post-pandemic and the agency has benefited with additional revenues. Unlike most of the other counties in California, Ventura County does not have a local sales tax measure for transportation which typically provides additional resources for transit operating and/or capital improvements.

Figure 27: GCTD Revenue by Source FY19 vs FY24

Revenue Source	FY19	FY24	Change
Fixed Route Passenger Fares	$2,587,393	$2,341,230	$(246,163)
Paratransit Fares	$364,212	$496,675	$132,463
Local Transportation Funds (LTF)	$15,384,232	$19,142,129	$3,757,897
Federal Funding	$4,341,003	$10,053,144	$5,712,141
State Funding	$709,242	$2,322,000	$1,612,758
Other	$1,330,759	$576,010	$(754,749)
Total	**$24,716,841**	**$34,931,188**	**$10,214,347**

Figure 28: GCTD Operating Grants FY24

Grant	Source	FY24 Revenue
South Oxnard Microtransit	Federal JARC	$140,000
Ventura Road Route 23	Federal CMAQ	$850,000
Youth Booster Service	Federal CMAQ	$370,232
Late Night Safe Rides	Federal ARP	$147,785
Route Planning Assistance	Federal ARP	$113,100
Microtransit Operating	State	$900,000
Route 23	State LCTOP	$72,000
Youth Ride Free	State LCTOP	$1,200,000
College Ride	State LCTOP	$150,000

FIXED-ROUTE FLEET

The GCTD fixed-route service is provided using 61 buses (see Figure 29). The existing fleet is comprised of 44 40ft CNG buses with 38 seats and 17 35' CNG buses with 30 seats. The smaller buses operate mostly on local routes because of narrower streets and lower ridership. All of the buses are low-floor and have capacity for two wheelchairs. For weekday peak service, 49 vehicles are required, leaving 12 spare buses.

Figure 29: Current GCTD Fixed-Route Fleet

Year	Type	Seats	Buses
2006	40' NEW FLYER LOW FLOOR	39	17
2008	35' NABI LOW FLOOR	30	9
2009	35' NABI LOW FLOOR	30	8
2015	40' GILLIG LOW FLOOR	38	8
2016	40' GILLIG LOW FLOOR	38	5
2019	40' GILLIG LOW FLOOR	38	5
2020	40' GILLIG LOW FLOOR	38	1
2021	40' GILLIG LOW FLOOR	38	2
2022	40' GILLIG LOW FLOOR	38	6
Total			**61**

Zero Emission Bus Rollout Plan

As required by state law, GCTD has developed a plan to transition to zero-emission buses by 2040. The rollout plan recommends purchasing hydrogen fuel cell electric buses (FCEB) for the fixed-route service. GCTD is in the process of building a hydrogen fueling station and will be purchasing their first five FCEBs over the next several years. Because FCEBs have a similar operating profile to the existing fleet, the Short-Range Transit Plan will not need to consider operational changes that would be required if GCTD had chosen Battery Electric Buses (BEB) for their transition.

HOW RIDERS USE THE NETWORK

This section analyzes how riders use the network, travel patterns by time of day, day of week, route, and stop, to understand where and when demand for transit service is most prevalent.

Systemwide Level Ridership

The high point for GCTD ridership over the last ten years was fiscal year 2015, when the system had 3.91 million annual boardings (see Figure 30). Ridership declined over the next three years with a slight rebound in 2019. The COVID-19 pandemic impacted ridership in the years since with the low point being 1.89 million boardings in 2021. In 2022 the ridership was 2.26 million, which represents a 42% decrease since the peak in 2015.

Figure 30: GCTD Fixed-Route Boardings by Fiscal Year
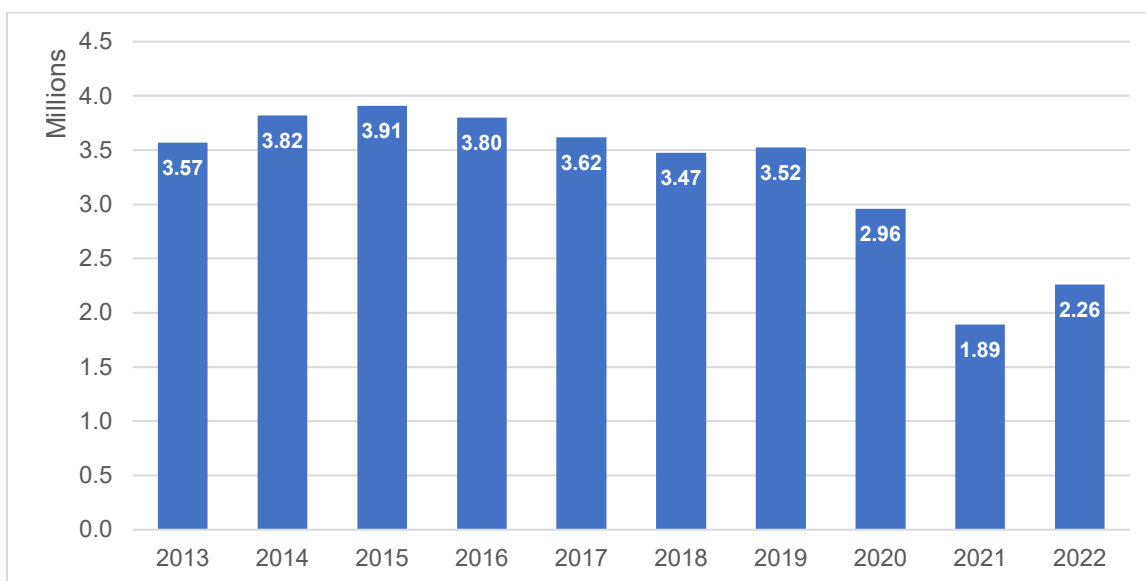
Impacts of COVID-19

As was the case with transit systems throughout the country, GCTD's ridership declined significantly as a result of the COVID-19 pandemic. Between April 2019 and April 2020, monthly ridership declined by 66% as shown in Figure 31. Since the COVID-19 stay-at-home restrictions were lifted, monthly ridership on GCTD services had steadily increased back to pre-pandemic levels by mid-2023.

GCTD only made moderate reductions to bus service during the height of the pandemic. During late 2020, revenue hours were 17% less than they were the year before. Service has been partially restored to the point that revenue hours in April 2023 were only 9% lower than April 2019. 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.

Figure 31: GCTD Monthly Bus Ridership and Revenue Hours, January 2019 - July 2023
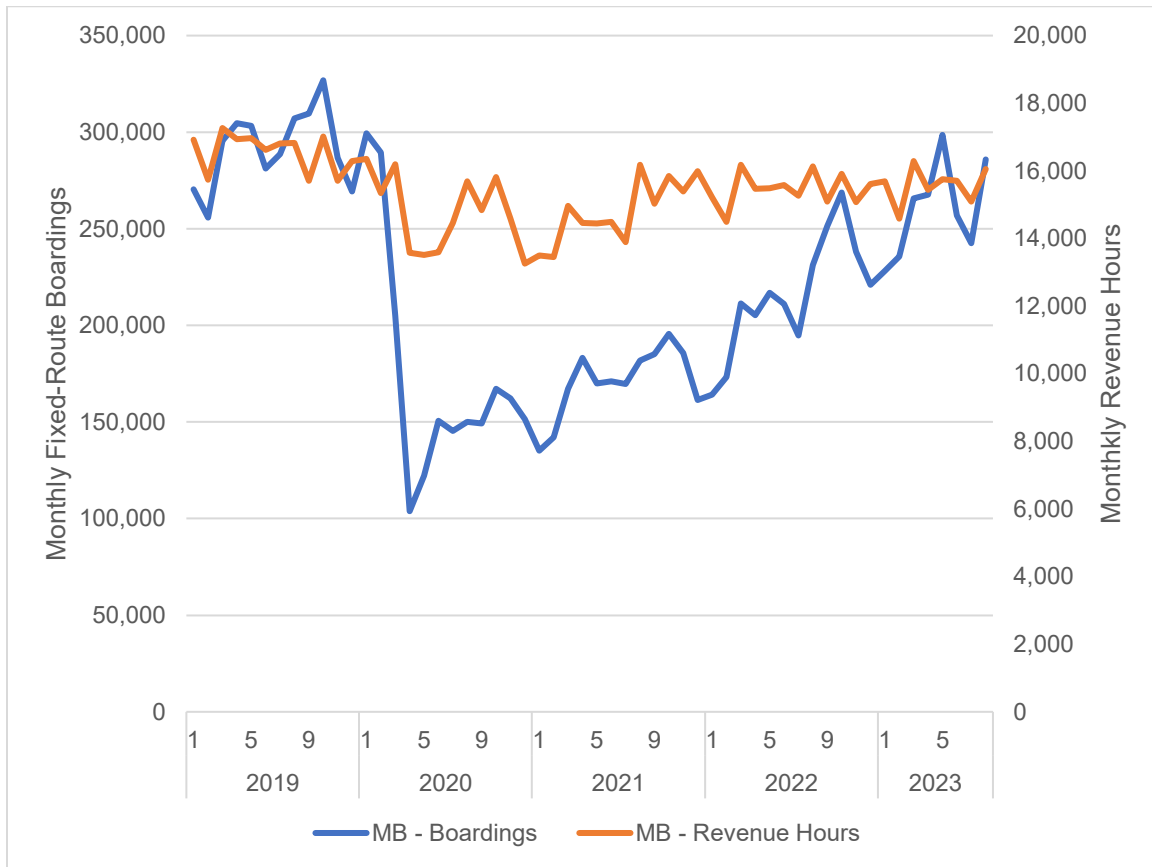
Ridership by Day of Week

Weekday ridership accounts for 82% of GCTD weekly boardings. This is both a function of the number of weekdays compared to weekend days and the amount of service provided on these days. In 2023, Saturday ridership was 57% of weekday ridership and Sunday ridership was 54%. Ridership is down across all day between 2019 and 2023 (see Figure 32). Weekday ridership is down 12%, Saturday is down 13%, and Sunday is down 14%.

Figure 32: GCTD Average Daily Boardings by Day Type (2019 vs 2023)

	Weekday	Saturday	Sunday
▪2019	10,580	6,149	5,902
▪2023	9,347	5,341	5,077
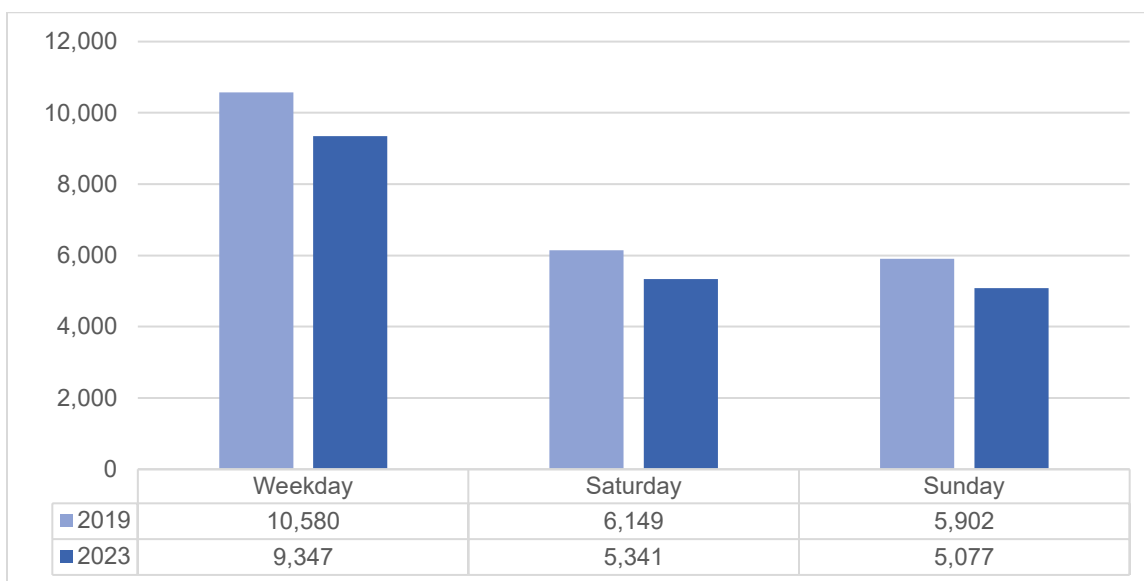
Ridership by Time of Day

It is important to understand when throughout the day riders use the service. Figure 33 shows the weekday boardings by hour in 2019 compared to 2023 based on passenger counter data. Of note is that there are increased boardings in the 7am and 3pm hours in 2023. This may be because of higher school or work trips. During the midday, trips are down the most post-pandemic. The evening trip activity has decreased slightly.

Figure 33: GCTD Weekday Bus Boardings by Hour (2019 vs 2023)
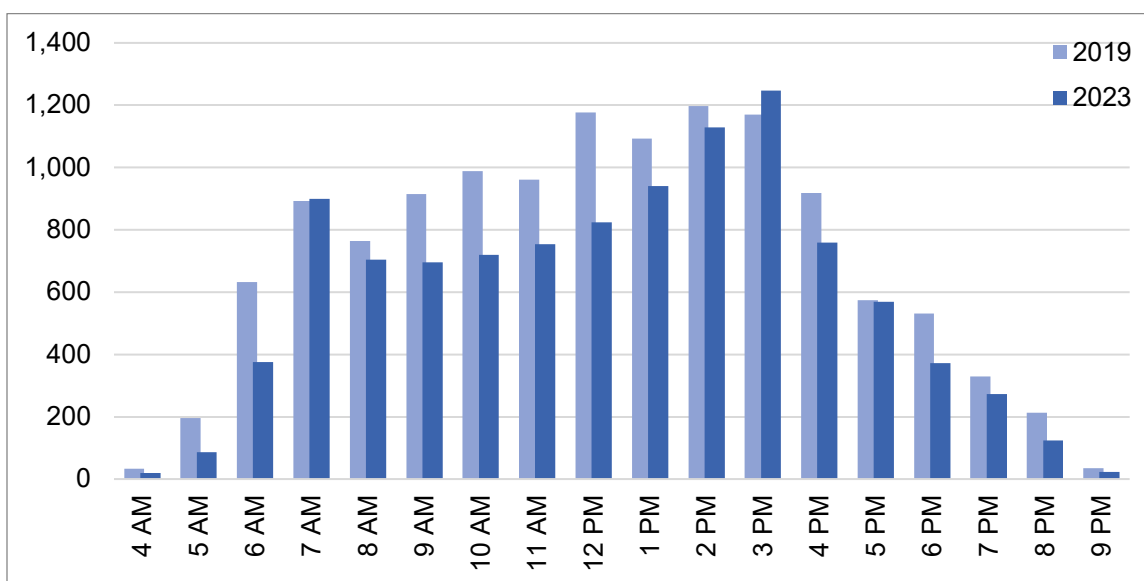
Comparisons of Saturday and Sunday ridership are shown in Figure 34 and Figure 35. The weekend activity has shifted later in the day. The morning and midday ridership has decreased the most, while the afternoon and evening ridership is almost back to pre-pandemic levels.

Figure 34: GCTD Saturday Bus Boardings by Hour (2019 vs 2023)
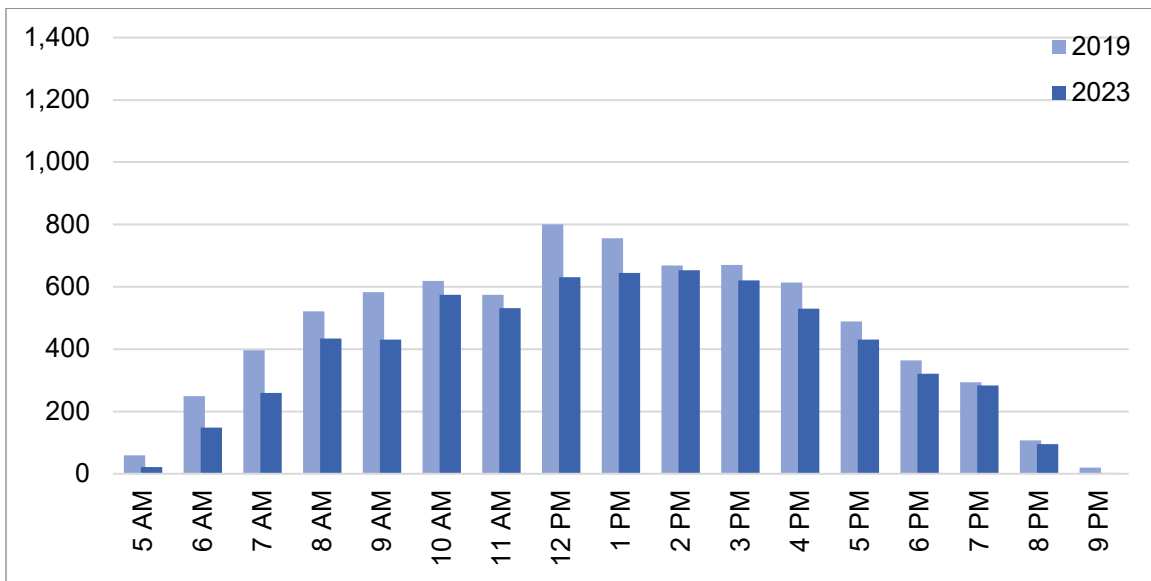
Figure 35: GCTD Sunday Bus Boardings by Hour (2019 vs 2023)
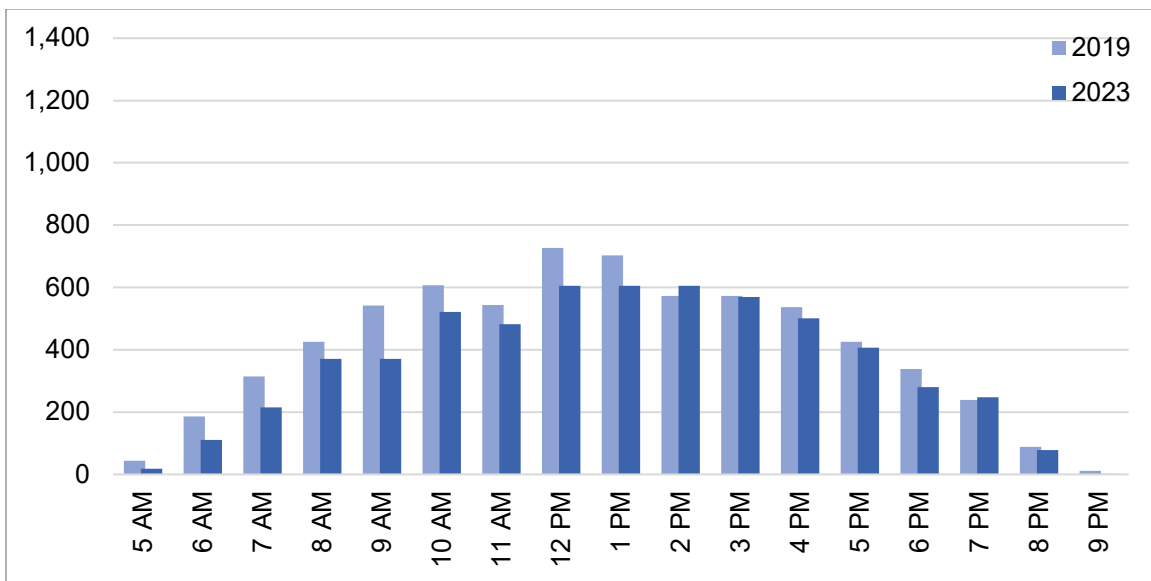
Ridership by Route

GCTD operates service along 17 bus routes, though they each have a different significance to the system. Figure 36 shows the proportional weekly ridership by route, with the larger boxes designating higher ridership. Route 6 accounts for 25% of all GCTD bus ridership. It is also the highest ridership route in Ventura County. Routes 6, 1, and 21 account for 49% of GCTD ridership. This means that making improvements to these three routes impacts one of every two customers. On the lower end of the ridership spectrum, the combined ridership of the 10 lowest ridership routes is less ridership than Route 6.

Figure 36: Proportional Weekly Ridership by Route (2023)
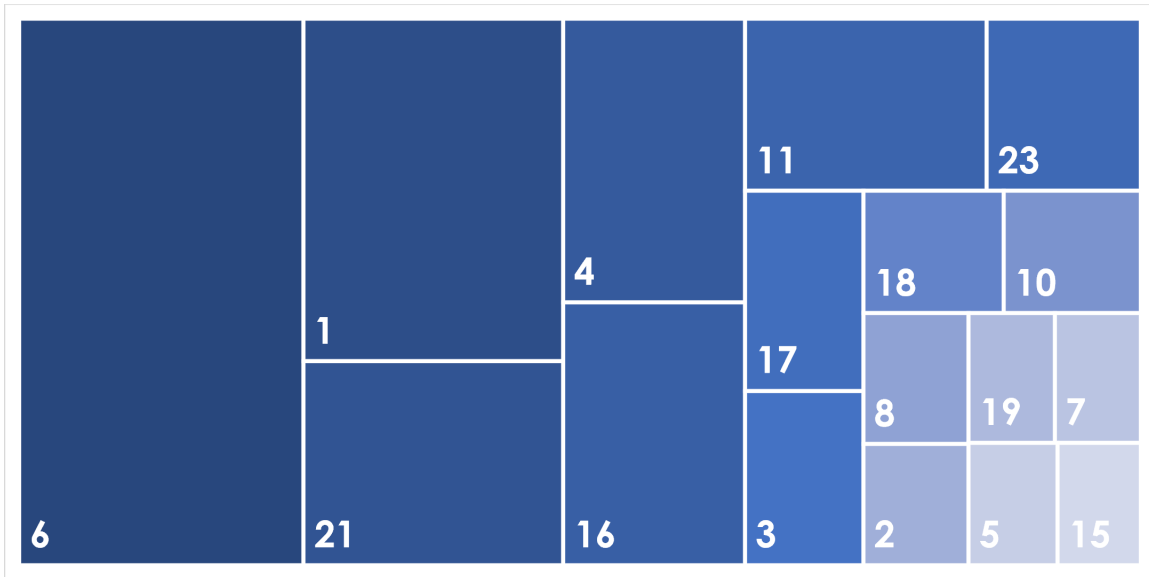
Weekday Ridership by Route

As noted earlier, ridership on weekday is higher than weekends. The route with the largest decrease in ridership post-pandemic is Route 6, with 492 less daily boardings, which makes sense based on the overall magnitude of the route ridership (see Figure 37). Ridership on Route 8 decreased by 58% and Route 7 decreased by 36%. Route 18 ridership increased by 42% and Route 17 by 22%. These increases may be because of higher usage by high school and college customers.

Figure 37: GCTD Average Weekday Boardings by Route (2019 vs 2023)
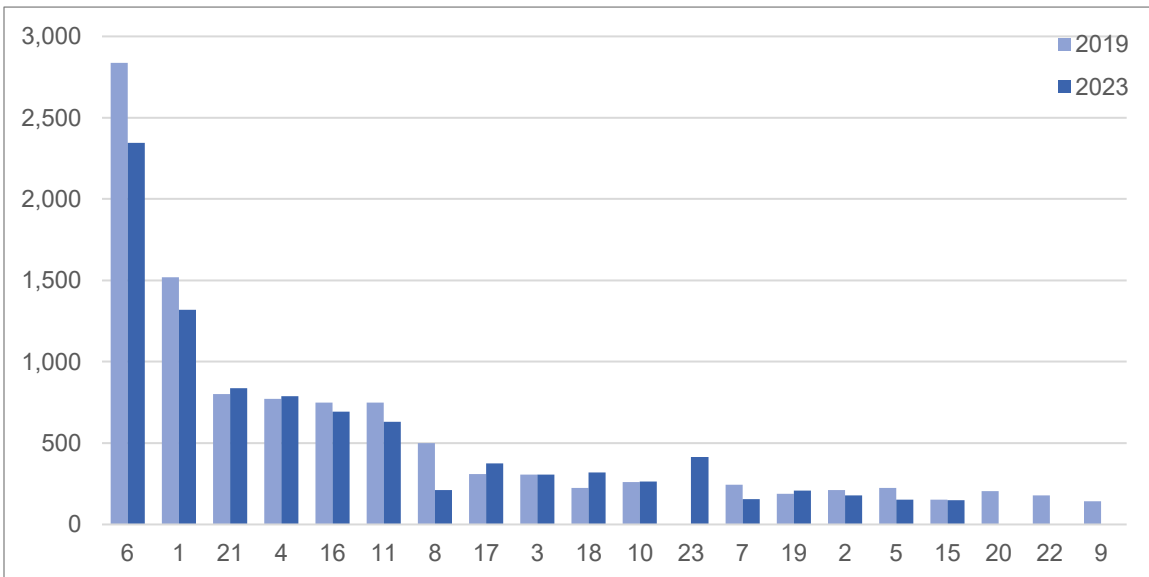
Weekend Ridership by Route

As noted earlier, weekend ridership was down 13% on Saturdays and 14% on Sundays. Again Route 6 had the highest ridership decrease, but it was proportional to the overall decrease. Routes 7, 8, and 10 had the highest percentage decrease on the weekends. An item of note is that Route 16 moves from being the fifth busiest route on weekdays to the third busiest on weekends. This may be an indication of higher trip demand to Ojai on Sundays.

Figure 38: GCTD Average Saturday Boardings by Route (2019 vs 2023)
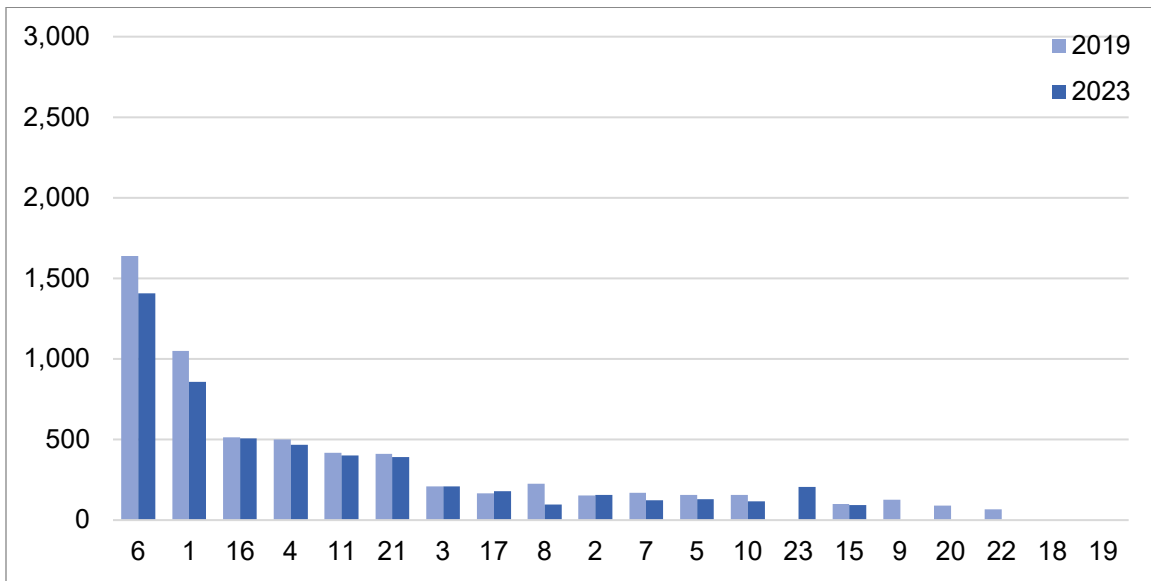
Figure 39: GCTD Average Sunday Boardings by Route (2019 vs 2023)
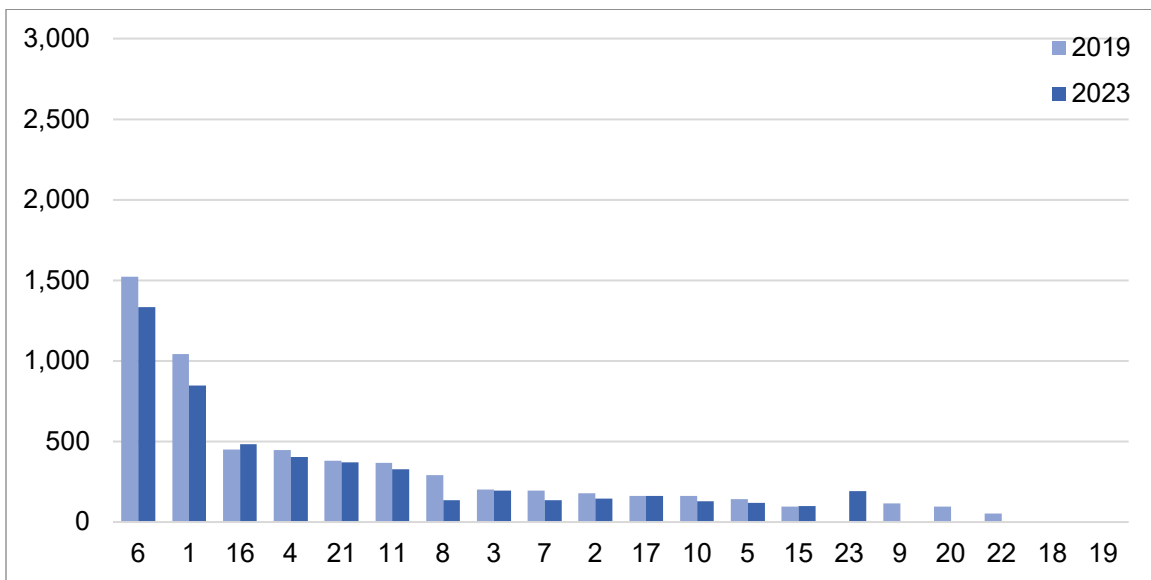
Ridership by Stop

We also looked at where people are boarding the bus to see if patterns have changed, and which locations generate the most ridership. Figure 41 is a map of the change in weekly boarding by census block group between 2019 and 2023. The areas with the largest decrease in ridership include the locations of the three transit centers, which makes sense based on the number of transfers that occur there. The areas with the greatest increase in boardings are Pleasant Valley, West Village, Oxnard Airport, and Community Memorial Hospital. Meanwhile, areas with the greatest decrease in boardings include downtown and central Oxnard, Rio Lindo, downtown Ventura, and Hobson Heights.

Figure 40 shows the ridership change for the 10 top highest ridership stops in 2019. Oxnard Transit Center (OTC) had the largest decrease in ridership of 767 boardings, a decrease of 46%. Ventura Transit Center (VTC) ridership decreased by 18% and C Street Transfer Center decreased by 28%. The stops at Main & Catalina (Ventura High School) and Esplanade & Spur (Esplanade Shopping Center) each saw approximately a 30% increase.

Figure 40: Top 10 Stop by Average Daily Weekday Boardings, 2019 vs. 2023 (APC Data)
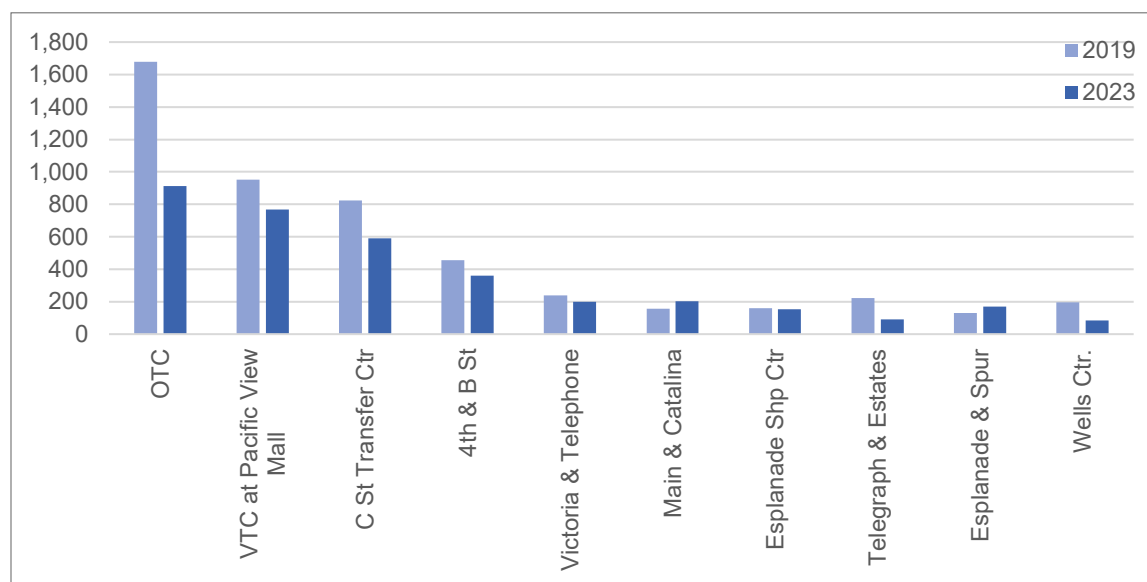
Of the 423 bus stops which had boardings in the 2023 data period, over half had less than 10 average weekday boardings. There may be an opportunity to continue GCTD's bus stop consolidation initiative to improve the speed on key corridors which have a number of these stops. In contrast, the top 10 ridership stops generated 34% of the weekday boardings.

Figure 41: Average Weekday Ridership by Stop, 2019 & 2023 (APC Data)
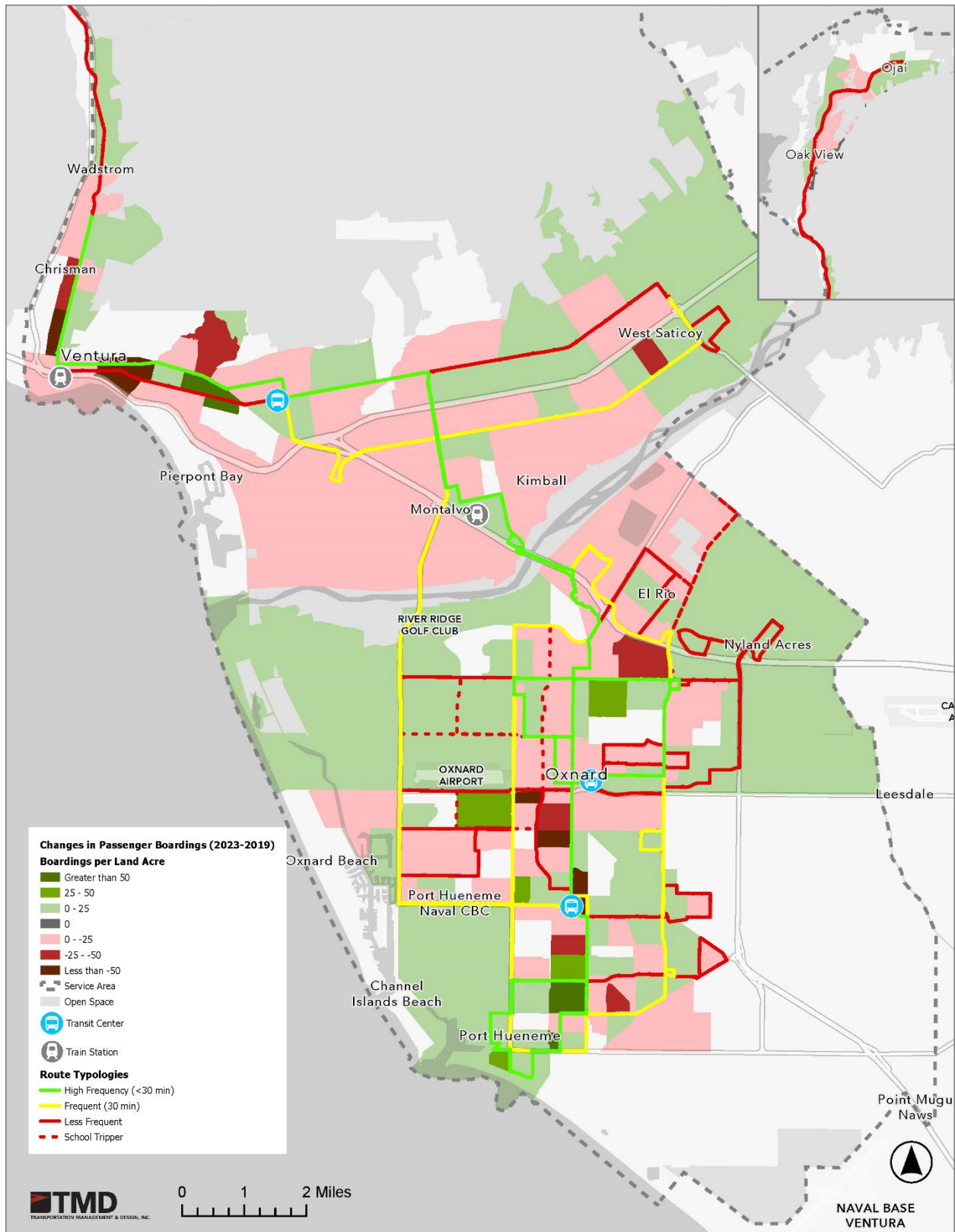
Average Trip Length

The average trip length is important in determining how customers use each route. Routes with longer average trip lengths should be designed to prioritize speed. Riders are on the bus for longer periods of time trying to cover longer distances and will be more sensitive to out-of-direction movements, frequent stops, and slow speeds. On the other hand, riders traveling shorter distances will have relatively shorter travel times. They become much more sensitive to out-of-vehicle wait times (frequency of service) as no one wants to wait 30 minutes for a bus if they will only be on the bus for a short time. Routes with shorter trip lengths may be candidates for shortening or splitting for efficiency.

In 2019, the average GCTD trip length was 4.7 miles. It decreased to 3.5 miles in 2023. This large decrease may be attributable to the youth ride free initiative which incentivizes transit use for shorter trips which customers may not have been willing to pay the full fare to complete.

As shown in Figure 42, most customers make trips which average 39% of the total route length. Routes where customers take the bus the longest compared to the route length are Routes 5, 10, and 18. Route 10 is the most interesting based on the total route length of the route and longer than average trip length. Looking at the passenger loads it appears that most of the riders travel all the way from Saticoy into Ventura, which may be based on limited connections to the rest of the fixed-route network. Route 18 has the longest average trip length relative to route length. Since this route provides school trippers, this makes sense as most riders are all traveling to the same destination and there is little mid-route rider turnover.

Figure 42: Average Weekday Passenger Trip Length and Route Length
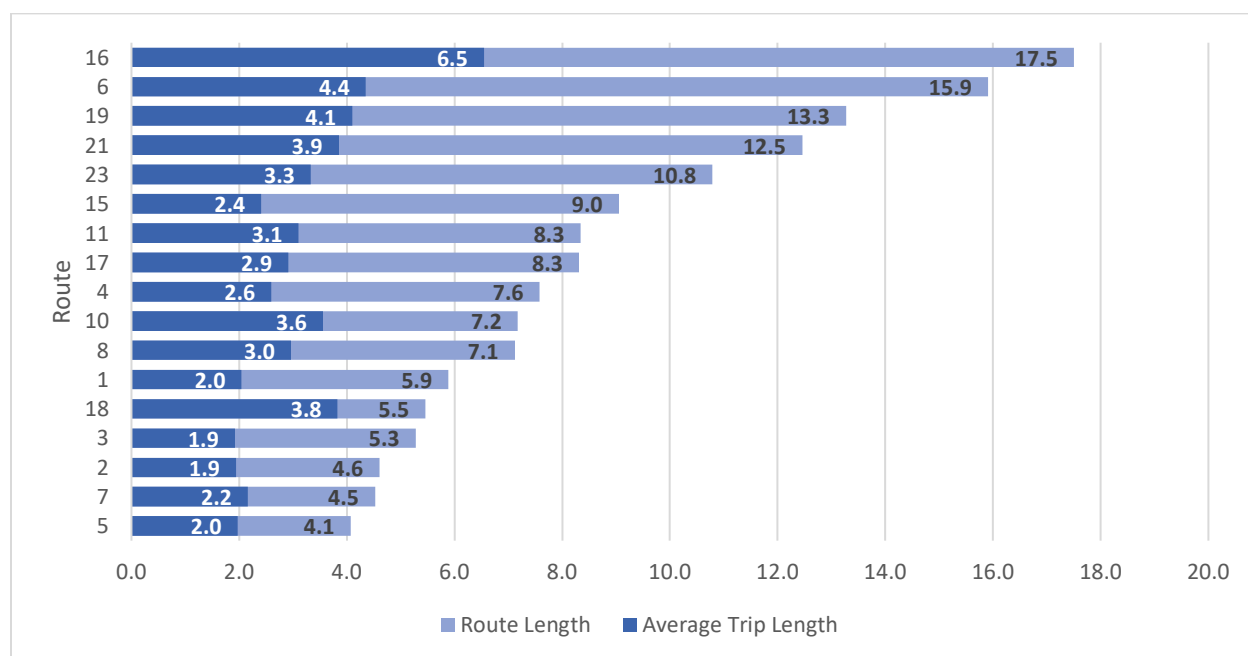
Routes with a shorter percentage of average trip length compared to the overall route length include Routes 6, 15, and 23. Route 6 is the second longest route in the system and still has an overall trip length longer than the systemwide average of 3.5 miles. Route 16 is the longest route in both total length and average trip length. This is most likely because this route connects Ojai to the rest of the service area which is a longer than average trip.

HOW THE SYSTEM PERFORMS

Productivity (Passenger Boardings per Revenue Hour)

Productivity serves as a key metric for the efficiency of a given transit service. The productivity of a route is determined by the number of passenger boardings generated per revenue hour of service. Since each route has a different length and offers different service levels, normalizing ridership by the amount of service provided allows for an apples-to-apples comparison of the performance of each route. Productivity is influenced both by the ridership generated and by the efficiency of the route design. Routes that are direct, with few deviations, and have low layover percentages use hours more efficiently than routes that are circuitous or have high layover ratios.

Overall weekday productivity decreased from 17.3 to 16.1 boardings per revenue hour between 2019 and 2023 (Figure 43). This decrease is very small compared to many other agencies throughout the region. Note that Routes 9, 20, and 22 were eliminated since 2019 and Route 23 was added. The largest decreases were on Route 8 (-6.6) and Route 3 (-6.0). Route 18 saw a large increase of 22.6, most likely related to the Youth Ride Free program ridership on these school trippers. Other routes will small increases were Routes 10, 17, and 19.

Figure 43: Average Weekday Productivity by Route, 2019 and 2023
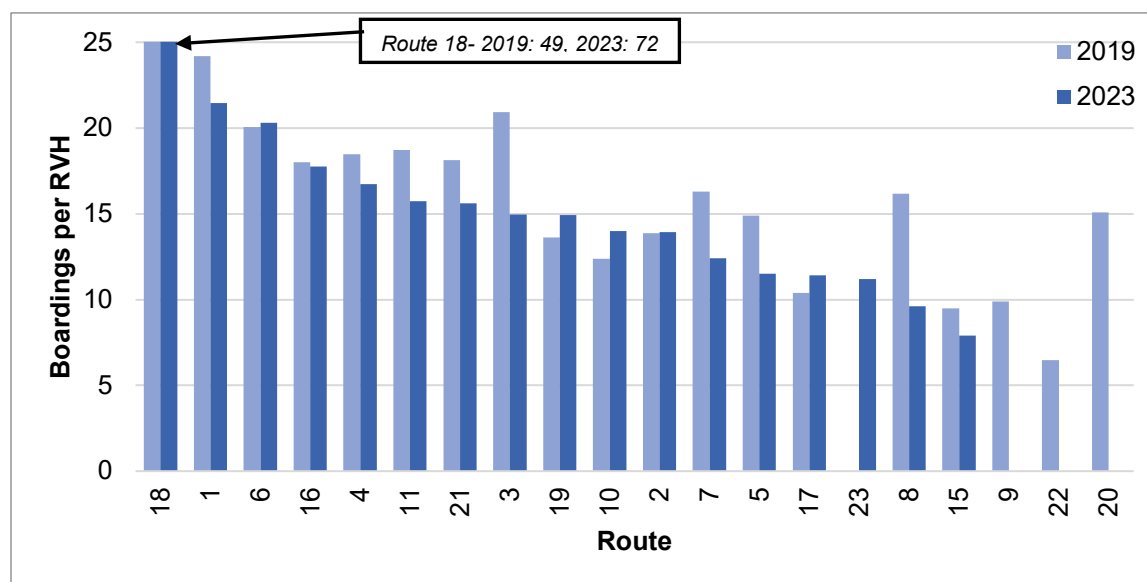
Saturday productivity had a small decrease from 13.2 boardings per revenue in 2019 to 12.7 in 2023 (Figure 44). The three routes with the largest decrease were Route 5 (-5.4), Route 1 (-3.6), and Route 7 (-3.5). The two routes with the largest increase were Route 11 (4.3) and Route 17 (3.2).

Figure 44: Average Saturday Productivity by Route, 2019 & 2023
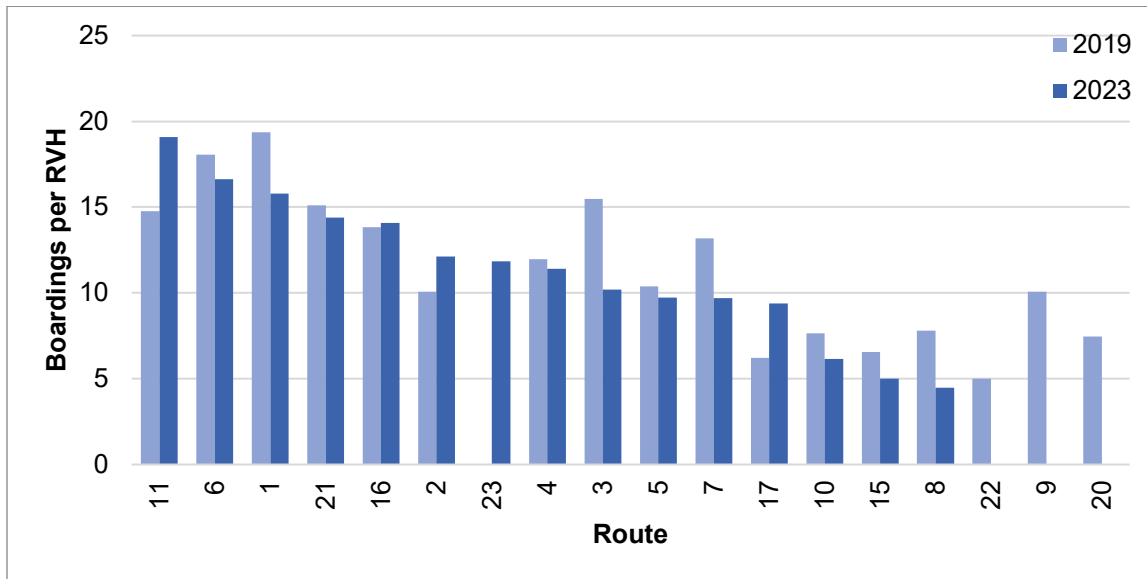
Sunday productivity decreased from 12.7 to 12.1 boardings per revenue hours between 2019 and 2023 (Figure 45). Routes with the largest decrease were Route 3 (-5.4) and Route 7 (-4.5). Similarly to Saturday, the routes with the largest increase were Route 11 (2.7) and Route 17 (2.4). These two routes should be considered for weekend frequency improvement in this SRTP.

Figure 45: Average Sunday Productivity by Route, 2019 & 2023
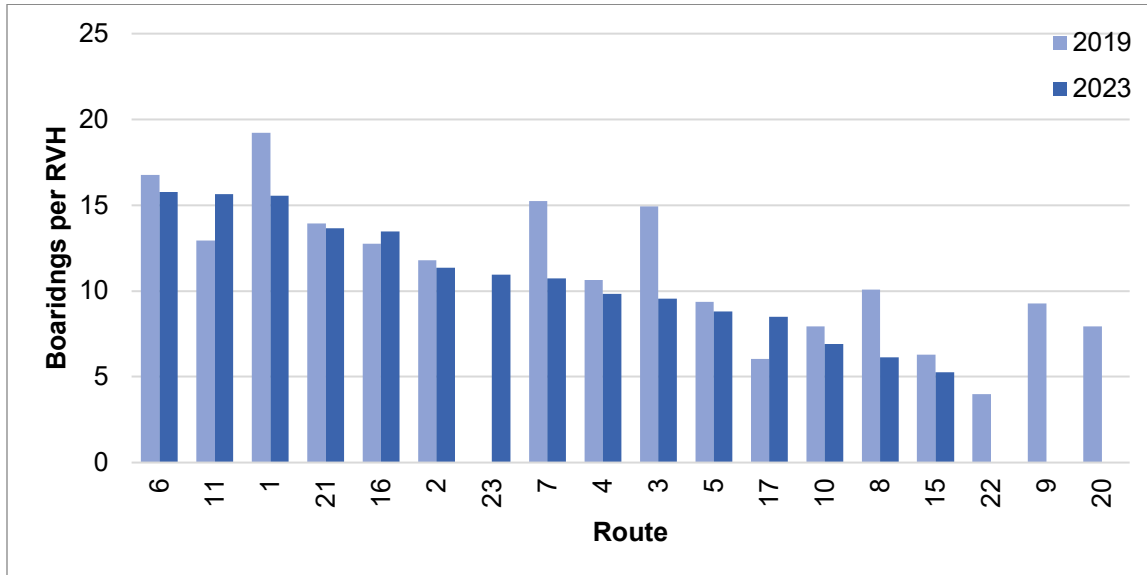
In addition to productivity by day, it is also important to look at productivity by the time period. Figure 46 shows the boardings per revenue hour in 2023 by time period in 2023 using APC data. On weekdays, the AM Peak, Midday, and PM Peak periods have the highest productivity, average approximately 20 boardings per hour. Weekends have their highest productivity during the Midday and PM Peak periods. The weekend productivity during the AM Peak is lower than both the Evening and Late Evening periods. This would indicate that weekend service can be shifted to start later in the morning and end later in the evening. This mismatch of service levels to trip activity was also noted in the Demand section earlier in this report.

Figure 46: 2023 Productivity by Time Period and Day Type
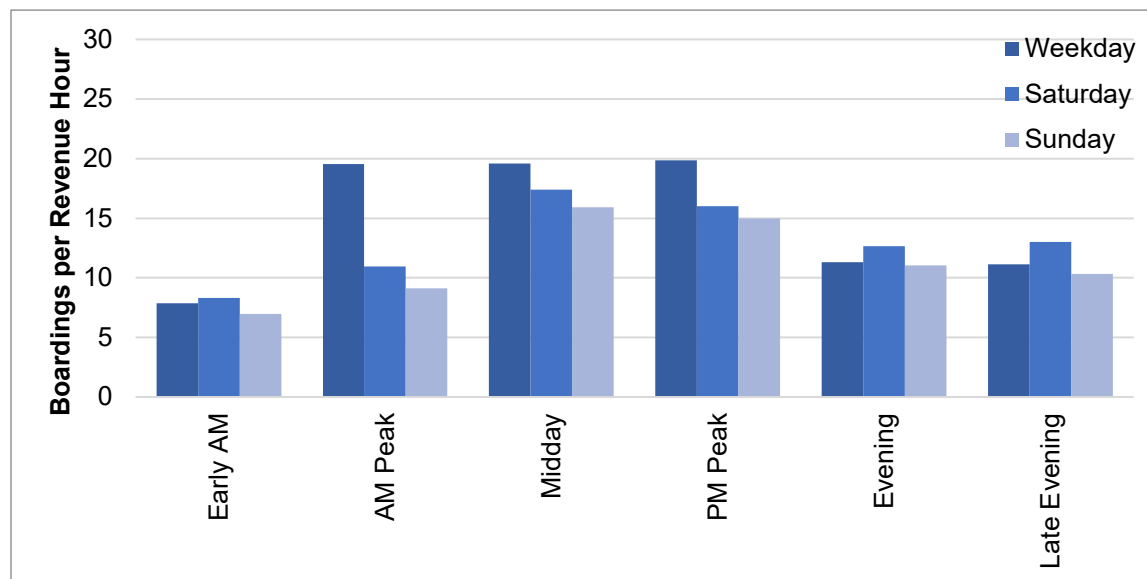
Operating Subsidy per Boarding

Operating subsidy per boarding serves as a measure of the financial effectiveness of a given route. It factors in both the cost of the service and revenue received from customers. The Weekday subsidy increased from $4.40 in 2019 to $5.04 in 2023 (Figure 47). This increase reflects both the lower ridership and increase in the operating cost per hour. Based on our experience with other transit operators, the $5.04 subsidy is very good. Route 8 had the largest increase in subsidy, increasing $4.61 per boarding. Route 18 has the lowest subsidy per boarding of $0.12, which may not fully reflect the cost of these school trippers which have higher deadhead costs. Routes 10, 17, and 19 saw their overall subsidy decrease by an average of $0.30 per boarding.

Figure 47: Operating Subsidy per Boarding, Weekdays, 2019 & 2023
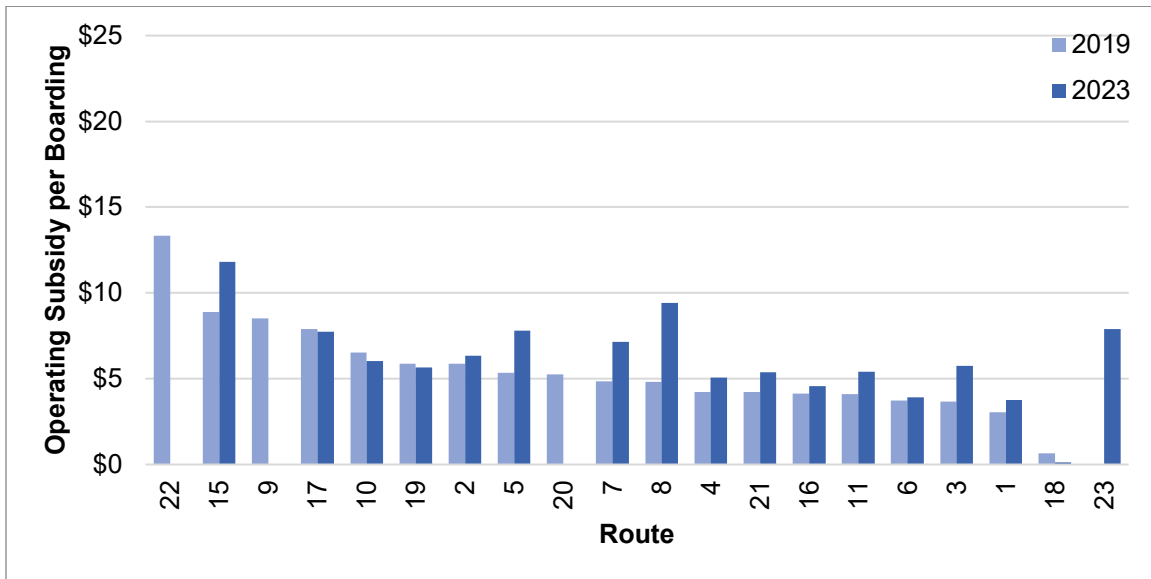
Saturday subsidy per boarding increased from $6.09 in 2019 to $6.87 in 2023. The largest subsidy increases were Route 8 ($10.52) and Route 15 ($5.98). Route 17 has the largest decrease of $4.20 per boarding.

Figure 48: Operating Subsidy per Boarding, Saturdays, 2019 & 2023
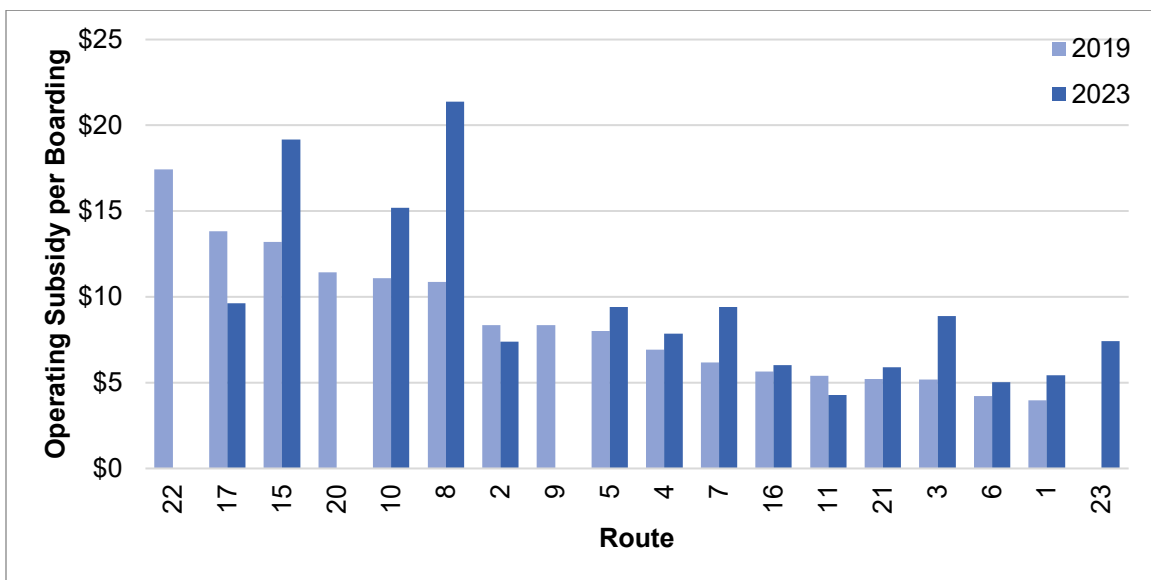
Sunday had the largest increase in subsidy, increasing from $6.46 in 2019 to $7.28 in 2023. Similar to Saturday, the routes with the largest increases were Route 8 ($7.13) and Route 15 ($4.39). Route 17 again had the largest decrease of $3.45 per boarding.

Figure 49: Operating Subsidy per Boarding, Sundays, 2019 & 2023
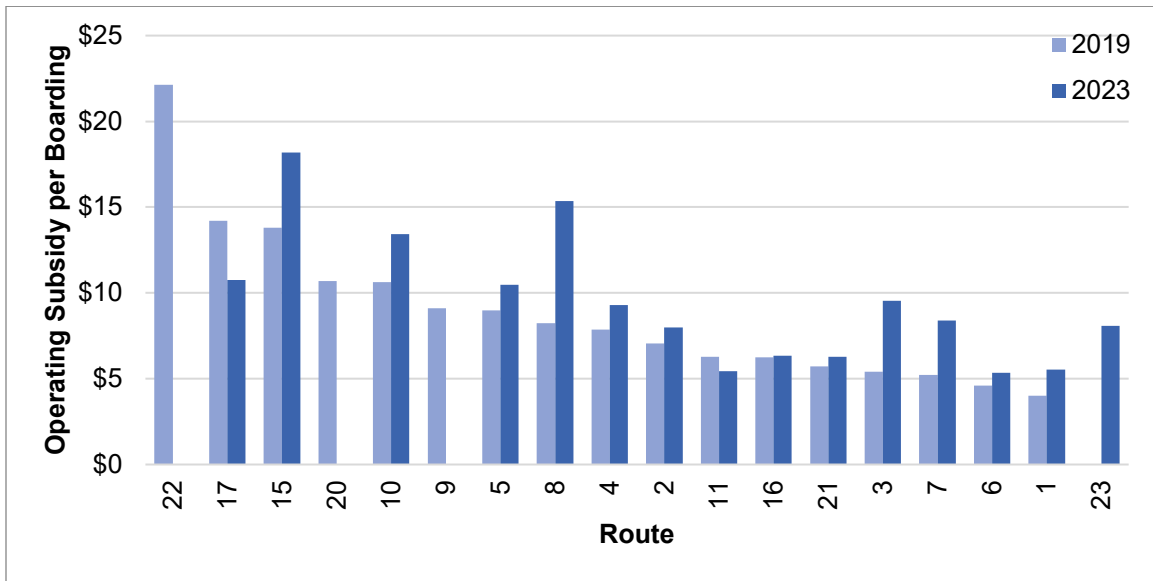
WHAT IS THE QUALITY OF SERVICE?

Service Frequency

Frequency is the number one factor that attracts new riders to transit. The Community Survey found that frequency was the most important aspect of GCTD service for existing customers.

The Figures on the following pages show Weekday, Saturday, and Sunday frequencies for 2019 and 2023. The frequencies have generally stayed the same between the two years. There are many routes with 60-minute frequencies even during the weekday peak periods. Since customers typically transfer at one of three transit centers, it will be important to have compatible headways and coordinated schedules to allow for timely transfers.

Figure 50: Route Frequencies by Hour, Weekdays, 2019

Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center	60	20	20	20	30	20	20	20	20	20	30	20	20	30	20	20	30	60
2 - Colonia - Downtown Oxnard		60	30	60	60	30	60	60	60	30	60	60	30	60	60	60	60	
3 - J Street - Centerpoint Mall - Lemonwood		60	60	60	30	60	60	60	30	60	60	30	60	60	60	30		
4A - North Oxnard			60	60	30	60	60	60	60	60	30	60	60	60	60	60	60	
4B - North Oxnard			20	30	30	30	30	30	30	30	30	60	30	20	30	60		
5 - Hemlock - Seabridge - Wooley		60	30	60	60	60	30	60	60	30	60	60	60	30	60	60	60	
6 - Oxnard - Ventura	60	24	24	20	30	20	24	24	17	20	20	24	20	40	30	30	40	60
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	40	60	40	40	60	
8 - OTC- Oxnard College - Centerpoint Mall		60	60	40	120	120	60	120	40	60	120	30	60	60	40	60	40	60
9 - Lemonwood - Channel Islands Blvd			30	60	60	60	60	30	60	60	60	60	30	60	60	60	60	
10 - Pacific View Mall - Telegraph - Saticoy		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
11 - Pacific View Mall - Telephone - Wells Center		60	30	60	40	30	30	30	30	30	30	30	30	40	30	60	40	60
15 - Esplanade - El Rio - St. John's Medical Center			40	60	60	40	40	60	60	60	40	60	40	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	60	60
17 - Esplanade - St.John's - Oxnard College			40	40	60	60	40	60	40	60	60	60	40	60	40	60	60	
18A - School Trippers				60								60						
18C - School Trippers				60								60						
18E - School Trippers												60						
18F - School Trippers			60								60	60						
19 - Oxnard Transit Center - 5th - Gonzales Road			30	60	60	60	60	60	60	60	60	60		60	30	60		
20 - Rice - Gonzales Rd - 5th		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	60	30	30	40	60	60	60	40	30	40	30	30	40	40		
22- Wells Center - St. John's - Nyeland Acres			40	40	40	40	40	40	40	40	40	40	40	60	30	60	60	

High Frequency (< 30 min)	Frequent (30 min)	Less Frequent

Figure 51: Route Frequencies by Hour, Weekdays, 2023

Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center	60	20	20	17	20	17	24	17	20	20	17	17	20	20	20	30	30	60
2 - Colonia - Downtown Oxnard		60	30	30	60	60	30	60	60	60	30	60	60	30	60	60		
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	
18A - School Trippers				60								60						
18E - School Trippers												60	60					
18F - School Trippers				60								60	60					
18G - School Trippers				60								60						
19 - Oxnard Transit Center - 5th - Gonzales Road		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	

High Frequency (< 30 min)	Frequent (30 min)	Less Frequent

57

Figure 52: Route Frequencies, Saturdays, 2019

Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center			20	30	30	20	20	20	20	20	30	20	20	20	30	30	60	60
2 - Colonia - Downtown Oxnard		60	30	60	60	30	60	60	60	30	60	60	30	60	60	60	60	
3 - J Street - Centerpoint Mall - Lemonwood		60	60	60	30	60	60	60	30	60	60	30	60	60	60	60		
4A - North Oxnard			60	30	60	60	60	60	60	30	60	60	60	60	60	30		
4B - North Oxnard			30	20	30	30	30	30	30	30	30	30	30	30	30	60		
5 - Hemlock - Seabridge - Wooley			30	60	60	60	30	60	60	30	60	60	60	30	60	60	60	
6 - Oxnard - Ventura		40	40	30	30	30	40	60	30	30	30	30	30	30	40	30	40	
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	40	60	40	60		
8 - OTC- Oxnard College - Centerpoint Mall			60	40	120	120	60	120	40	60	120	30	60	60	40	60	40	
9 - Lemonwood - Channel Islands Blvd			60	60	60	60	60	30	60	60	60	60	30	60	60			
10 - Pacific View Mall - Telegraph - Saticoy			60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
11 - Pacific View Mall - Telephone - Wells Center			60	120	60	120	60	120	60	120	60	120	60	120	60	120	60	60
15 - Esplanade - El Rio - St. John's Medical Center				40	60	60	40	60	40	60	60	60	40	40	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	60	40	40	60	60	40	60	40	60	60	40	60	60		
20 - Rice - Gonzales Rd - 5th			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	60	60	120	60	120	60	120	60	120	60	120	60	60	
22- Wells Center - St. John's - Nyeland Acres			60	60	60	60	60	60	60	60	60	60	60	60	60	60		

High Frequency (< 30 min)	Frequent (30 min)	Less Frequent

Figure 53: Route Frequencies, Saturdays, 2023

Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center			30	40	20	24	17	24	20	20	20	20	17	24	17	20	30	60
2 - Colonia - Downtown Oxnard		60	30	30	60	60	30	60	60	60	30	60	60	30	60	60		
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		
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	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		

High Frequency (< 30 min)	Frequent (30 min)	Less Frequent

Figure 54: Route Frequencies, Sundays, 2019

Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center			20	30	30	20	20	20	20	20	30	20	20	20	30	30	60	60
2 - Colonia - Downtown Oxnard		60	30	60	60	30	60	60	60	30	60	60	30	60	60	60	60	
3 - J Street - Centerpoint Mall - Lemonwood		60	60	60	30	60	60	60	30	60	60	30	60	60	60	60		
4A - North Oxnard			60	30	60	60	60	60	60	30	60	60	60	60	60	30		
4B - North Oxnard			30	20	30	30	30	30	30	30	30	30	30	30	30	60		
5 - Hemlock - Seabridge - Wooley			60	60	60	60	30	60	60	30	60	60	60	30	60	60	60	
6 - Oxnard - Ventura		40	40	30	30	30	40	60	30	30	30	30	30	30	40	30	40	
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	40	60	40	60		
8 - OTC- Oxnard College - Centerpoint Mall			60	40	120	120	60	120	40	60	120	30	60	60	40	60	40	
9 - Lemonwood - Channel Islands Blvd			60	60	60	60	60	30	60	60	60	60	30	60	60			
10 - Pacific View Mall - Telegraph - Saticoy				60	60			60	60			60	60			60	60	
11 - Pacific View Mall - Telephone - Wells Center			60	120	60	120	60	120	60	120	60	120	60	120	60	120	60	
15 - Esplanade - El Rio - St. John's Medical Center				40	60	60	40	60	40	60	60	60	40	40	60	60	60	
16 - Downtown Ojai - Pacific View Mall						60	60			60	60			60	60			
17 - Esplanade - St. John's - Oxnard College			60	60	40	40	60	60	40	60	40	60	60	40	60	60		
20 - Rice - Gonzales Rd - 5th			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	60	60	120	60	120	60	120	60	120	60	120	60	60	
22- Wells Center - St. John's - Nyeland Acres			60	60	60	60	60	60	60	60	60	60	60	60	60	60		

High Frequency (< 30 min)	Frequent (30 min)	Less Frequent

Figure 55: Route Frequencies, Sundays, 2023

Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center			60	60	30	24	17	24	20	20	20	20	17	24	17	20	30	60
2 - Colonia - Downtown Oxnard		60	30	30	60	60	30	60	60	60	30	60	60	30	60	60		
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			30	20	30	20	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		
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	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		

| *High Frequency (< 30 min)*	*Frequent (30 min)*	*Less Frequent*

Speed and Reliability

In many cases, taking the bus is not faster than alternative modes, especially those that use private vehicles, since they do not follow direct paths from the riders' origin to their destination. However, this finding does suggest that transit can be competitive in areas where it provides a travel time advantage over driving such as dense areas with high levels of traffic congestion or areas where it is difficult to find parking. It also suggests that on-street improvements that can help improve bus operating speeds are critical to consider. If a bus is sitting in the same congestion as all of the other cars, there is no advantage. However, if buses are able to take advantage of their own lane or other forms of priority and provide a faster alternative to driving, they become much more attractive.

On-Time Performance

Service reliability is a key factor in retaining ridership. Riders have to be able to confidently rely on the bus to get them where they need to go, or else they are more likely to choose other travel modes if they are available. GCTD defines a bus as on-time when it departs a timepoint stop up to one minute earlier than scheduled or five minutes later. Early trips are very detrimental to perceived reliability since riders refer to a published schedule to time their arrive and if buses leave earlier than scheduled, they may be left behind. Late trips are also detrimental to perceived reliability since they impact the rider's ability to make a transfer and arrive at their destination on time.

GCTD has a systemwide on-time performance goal of 90%. Based on APC data from early 2023, Weekday on-time performance is 84.6%, with 14.2% of the timepoints being late and only 1.2% being early (Figure 56). Even though this is below GCTD standard, it is very good compared with their regional peers, and 85% is generally adopted as the on-time performance target across the industry. The low occurrence of early departures shows that the coach operators are diligent and well-trained in how to keep to their schedule. Route 18 has the most early departures (24.4%), however this may be related to particular scheduling or operational issue with school trippers. The weekday routes with the highest late percentage were Route 15 (21.8%), Route 17 (21.8%), and Route 8 (20%).

*Figure 56: On Time Performance at Timepoints by Route, Weekdays 2023*
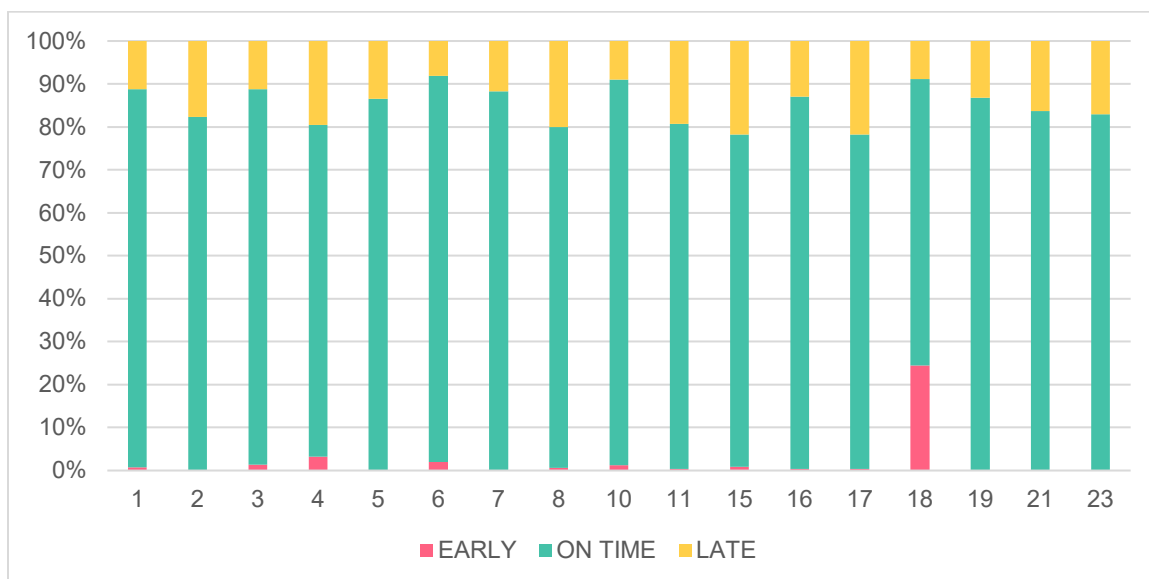
On-time performance is similar on Saturdays where routes average 83.8% on-time, 14.4% late, and 1.8% early. Route 10 had the highest early percentage at 7.2%. Routes with the highest late percentage were Route 15 (21.8%), Route 8 (20.6%), and Route 17 (18.5%). These were also the routes with the highest late percentage on weekdays.

Figure 57: On Time Performance at Timepoints by Route, Saturday 2023
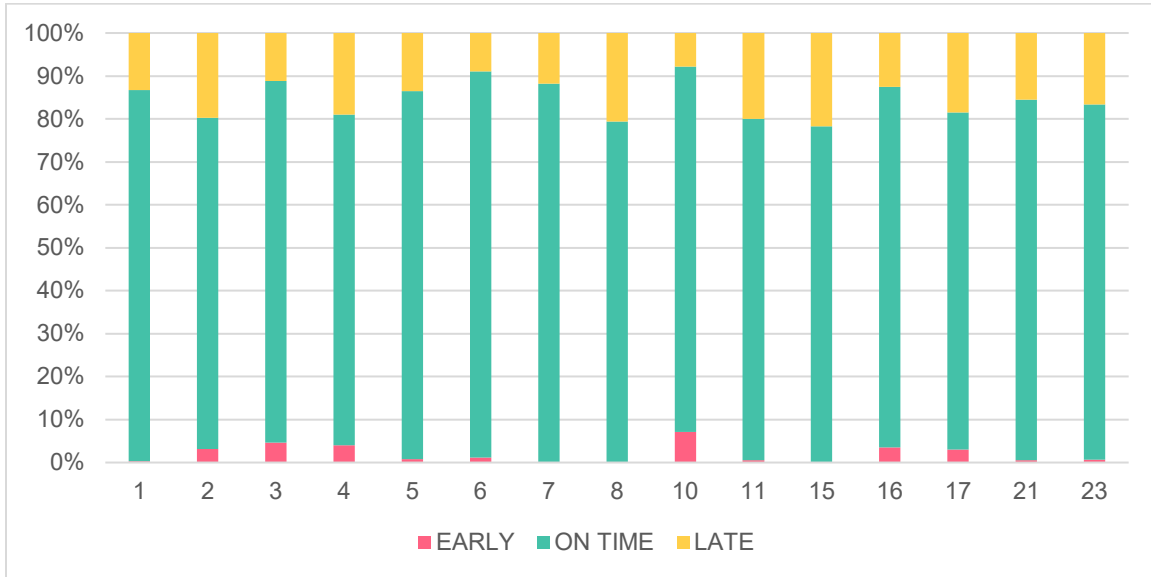
On-time performance was also similar on Sundays where routes average 83.6% on-time, 13.8% late, and 2.7% early. Similar to Saturday, Route 10 had the highest early percentage at 9%. Routes with the highest late percentage were Route 15 (20.2%), Route 2 (19.8%), and Route 8 (19.4%).

*Figure 58: On Time Performance at Timepoints by Route, Sunday 2023*
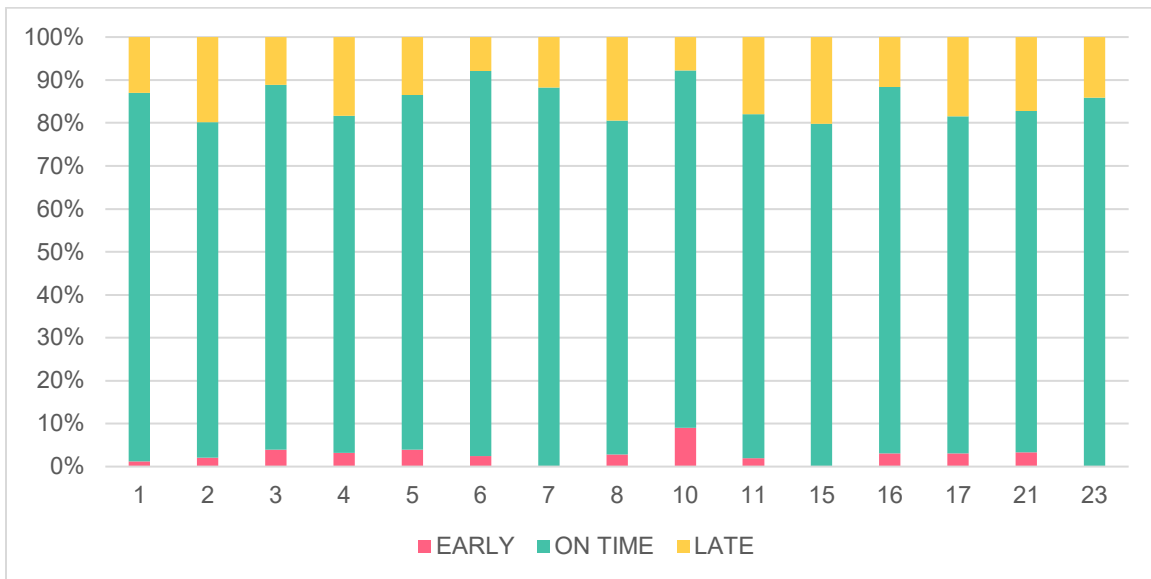
Service Speed

The service speed was calculated by taking the scheduled in-service time divided by the route miles for each trip. Based on our observations of the build environment, traffic, and passenger loads, the 11.0 mph average speed seems low, which was also validated by the peer review. The high on-time performance standard and number of turns on an average may be the reason for the low overall speed.

The systemwide weekday speed increase slightly from 10.9 mph in 2019 to 11.0 mph in 2023. The speed of Route 5 decreased by 4.0 mph. The routes with the largest speed increase were Route 8 (2.0) and Route 17 (1.6).

*Figure 59: Scheduled Operating Speed, Weekdays 2019 vs. 2023*
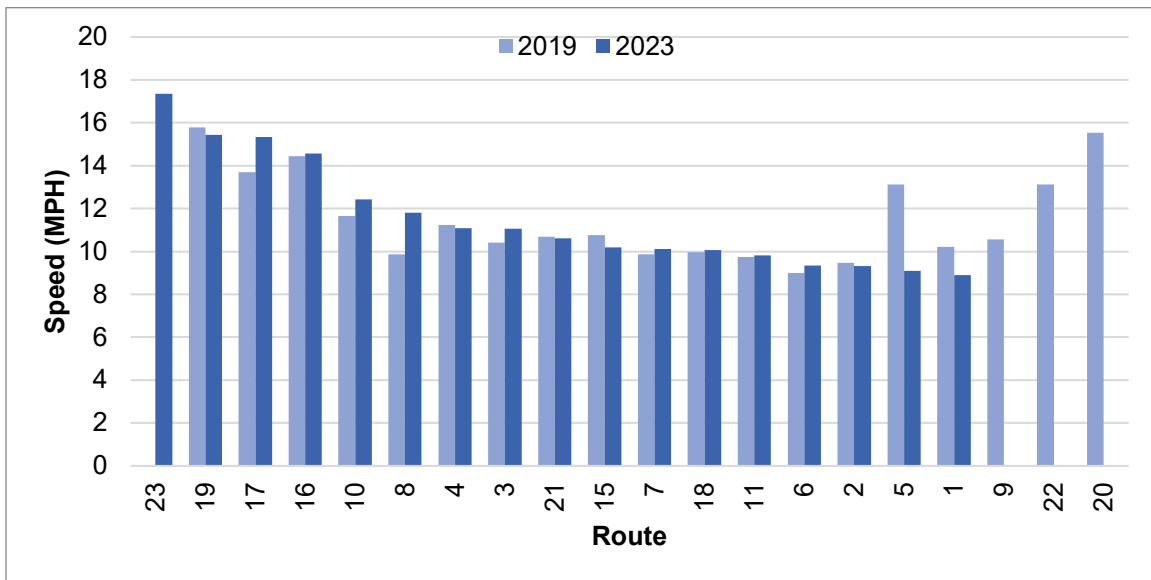
Saturday average operating speed decreased from 11.3 mph in 2019 to 10.9 mph in 2023. The speed for Route 5 also decreased by 4 mph on Saturday. The speed for Route 8 increased by 2.0 mph and Route 17 increased by 1.9 mph.

Figure 60: Scheduled Operating Speeds, Saturday 2019 vs. 2023
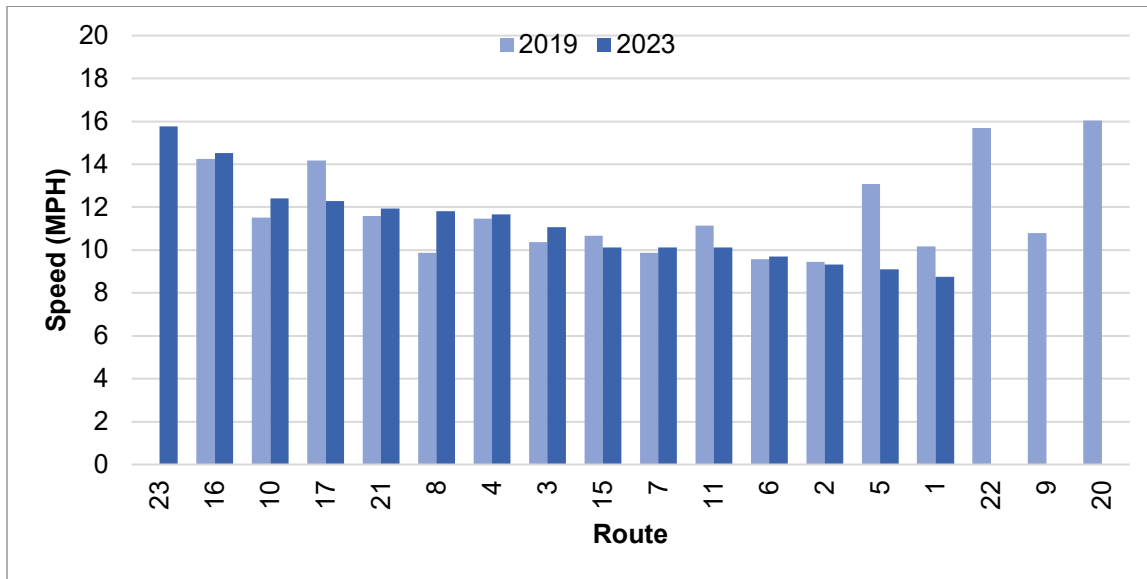
For most routes, the Saturday and Sunday operating speeds are the same. The overall speed decreased from 10.9 to 11.0 mph between 2019 and 2023. The largest Sunday changes by route were the same as Saturdays.

Figure 61: Scheduled Operating Speed, Sunday 2019 vs. 2023
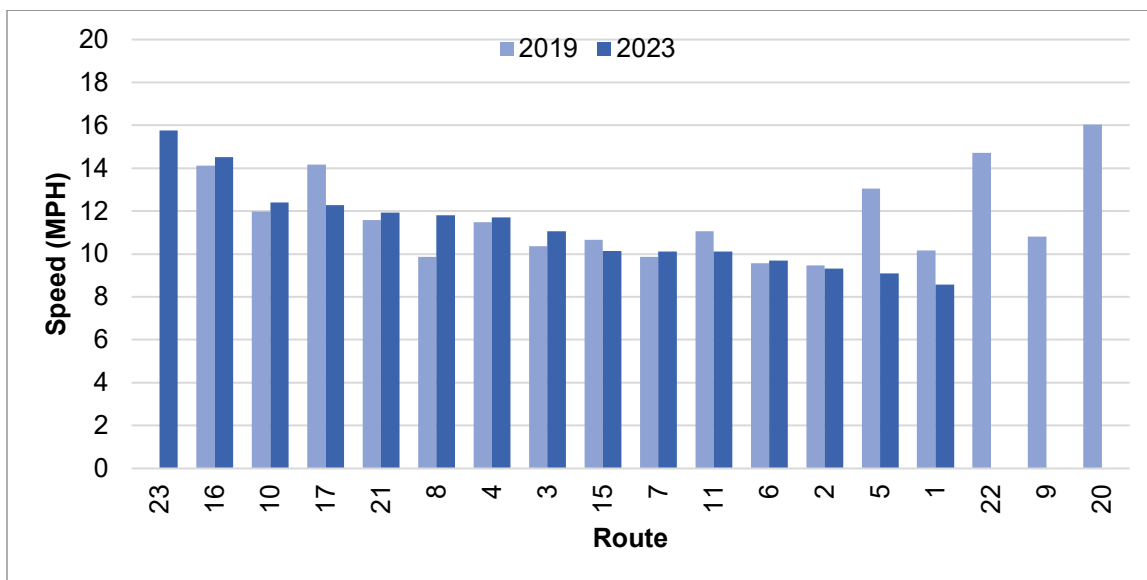
Route Directness and Deviations

Travel time is also affected by the directness of a route, and deviations from a route's primary alignment play a significant role in increasing overall travel time. Industry best practices in route design do not allow more than ten passenger-minutes of delay per boarding gained along a deviation. The GCTD system map in Figure 62 provides a good overview of the route alignments with offset lines to see where multiple routes operate over the same segment. The routes which operate on streets between major arterials in Oxnard are not as direct and have deviations which may slow their operation. These include Routes 2, 3, 4, 5, 8 and the southern section of Route 1. It will be important to look at these deviations to determine the benefits for customers using stops on the deviation compared to pass-through customers. Route 15 provides coverage to neighborhoods north of U.S. 101, but the routing appears circuitous and may make travel difficult between nearby destinations. The routes providing service north of the Santa Clara River are more direct.

Duplication and Redundancy of Services

Operating duplicative or redundant services may impact the performance of a given route. Routes that operate within a short distance of services on parallel corridors may compete for riders. The GCTD routes generally do not directly overlap much except for around the three transit centers. 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. These most prominent examples are Routes 2, 3, & 4. As part of the SRTP, these routes should be examined to determine if it makes sense to move the resources from these routes to the major arterials to improve frequencies. The tradeoff for customers is increased walking distance for more frequency on the remaining routes.

Figure 62: GCTD System Map

PEER REVIEW

We conducted a National Transit Database peer review of nine transit systems to determine how GCTD was performing across several performance metrics. This analysis is divided into a comparison of service supply, service effectiveness, and service efficiency. The peer review helps GCTD 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.

PEER SELECTION

A list of GCTD peers was developed using the Transit Cooperative Research Program (TCRP) G-11 peer benchmarking methodology. This process compares GCTD to every transit agency across the United States based on 12 "likeness variables" using National Transit Database (NTD) data. The peers were refined based on local knowledge, and the final nine peer agencies selected are listed below and their location is shown in

Figure 63.

- Stockton, CA (San Joaquin RTD)
- Toledo, OH (TARTA)
- Santa Barbara, CA (Santa Barbara MTD)
- Peoria, IL (CityLink)
- Concord, CA (Contra Costa Transportation Authority)
- Fresno, CA (City of Fresno)
- Modesto, CA (City of Modesto)
- Bakersfield, CA (Golden Empire Transit District)
- Wichita, KS (Wichita Transit)

Figure 63: Map of Peer Agency Locations
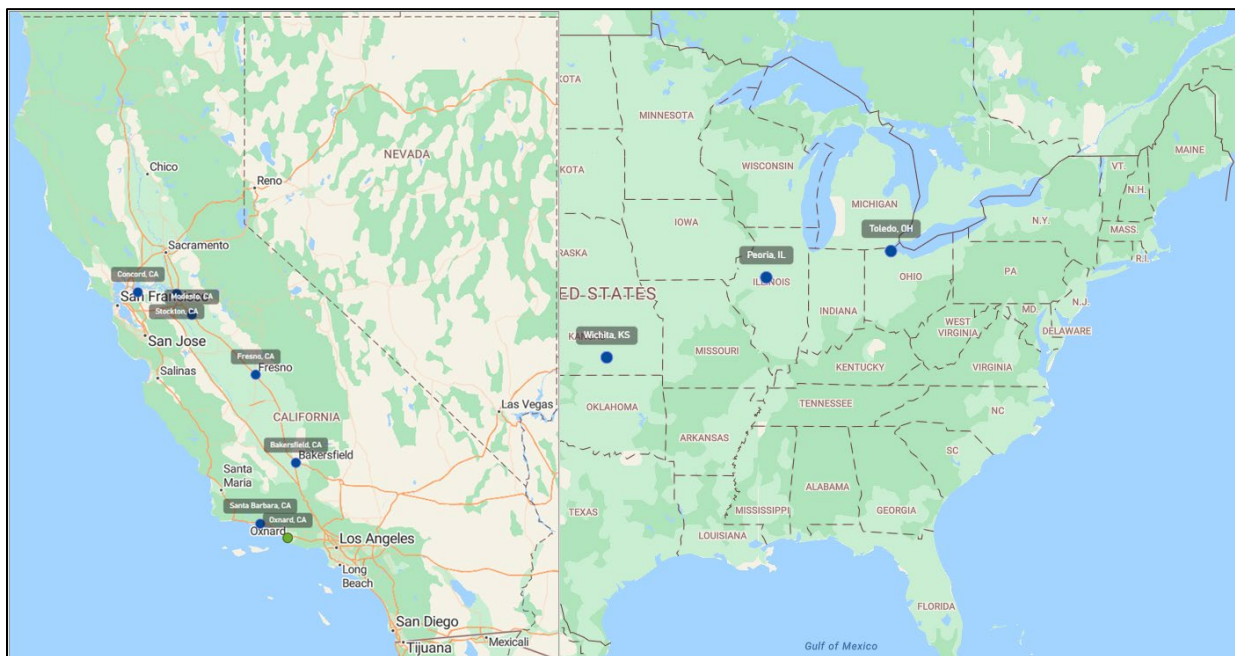
SERVICE SUPPLY

This section compares the level of service provided for overall transit service and focuses on some key fixed-route service levels. Note that the "Motor Bus" is a term used in the NTD to designate traditional fixed-route bus routes and does not include peak-hour express and bus rapid transit routes. The "Demand Response" mode is typically the complementary ADA paratransit service for an agency and does not include demand response taxi service.

Operating Expense by Mode

<u>Measure:</u> This is a comparison of total expenditures by mode in 2021.

<u>Findings:</u> The peer agencies spent most of their resources on Motor Bus (MB) service, which is typical for agencies of this size. The next highest amount for most agencies is Demand Response (DR). Gold Coast is on the lower end in terms of how much is spends overall on transit service. Stockton operates limited Commuter Bus Service (CB).
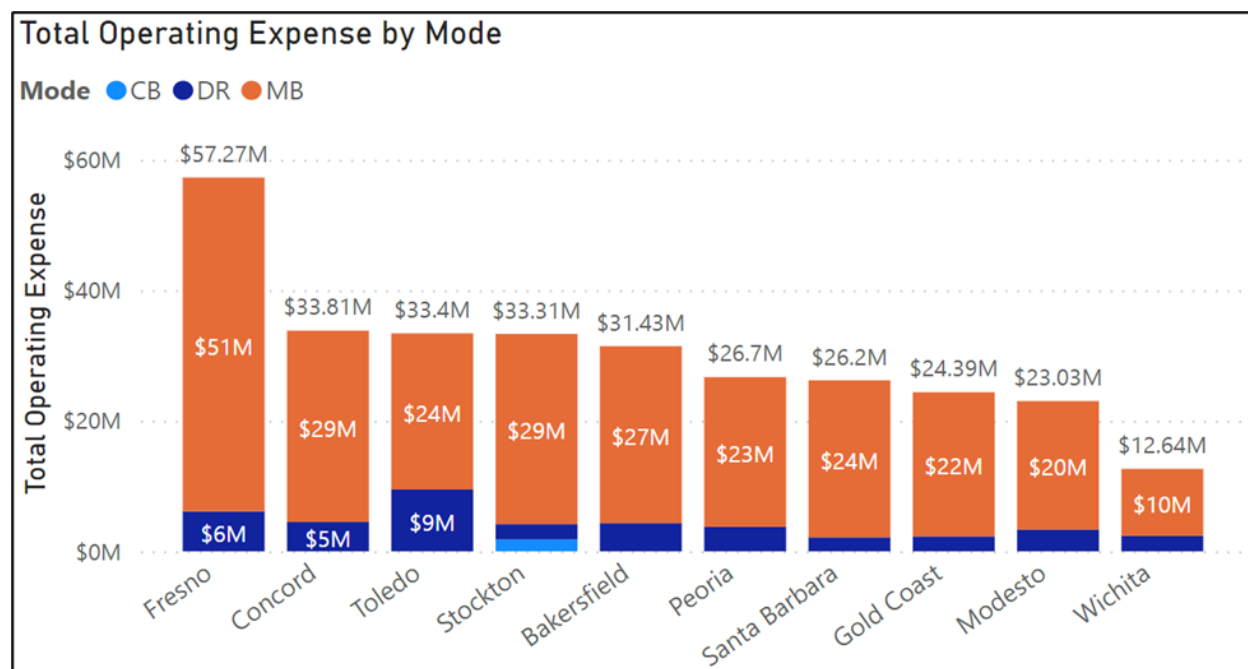
Vehicles Operated in Maximum Service

<u>Measure:</u> This is a comparison of the number of vehicles operated by each service mode during the peak day and hour of the year.

<u>Findings:</u> Typically, agencies have most of their vehicles operating Motor Bus (MB) service with the next highest amount providing Demand Response (DR) service. Two-thirds of Gold Coast's vehicles are Motor Bus, with the remaining third as Demand Response. While Gold Coast is on the lower end of the number of total vehicles, it is of note that they do have roughly the same amount of fixed route buses as half of the peers.
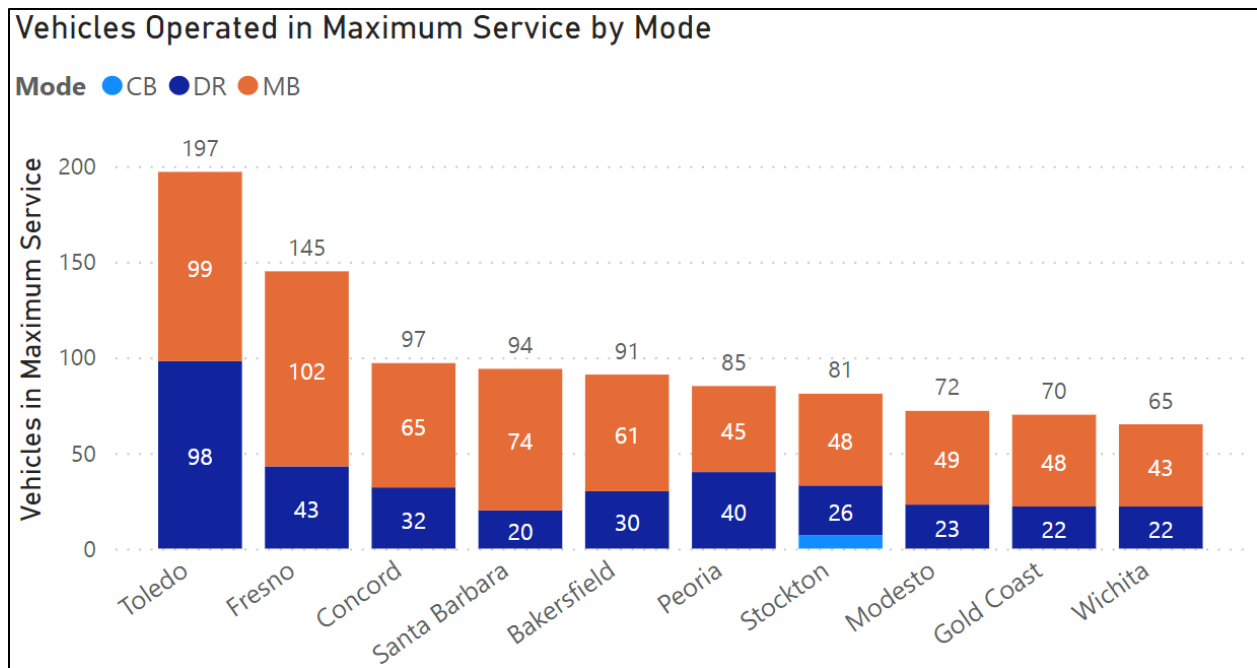
Motor Bus Vehicle Miles per Capita

<u>Measure:</u> This is the total number of annual Motor Bus vehicle miles divided by the service area population. This can be characterized as the number of miles of bus service provided per person and is a measure of the total fixed-route service provided in the service area.

<u>Findings:</u> The peers averaged 6.8 vehicle miles per capita. Gold Coast is slightly below the average with 6.0 miles. Santa Barbara is an outlier with 12 miles per capita which is most likely related to the amount of service provided for the UC Santa Barbara campus.
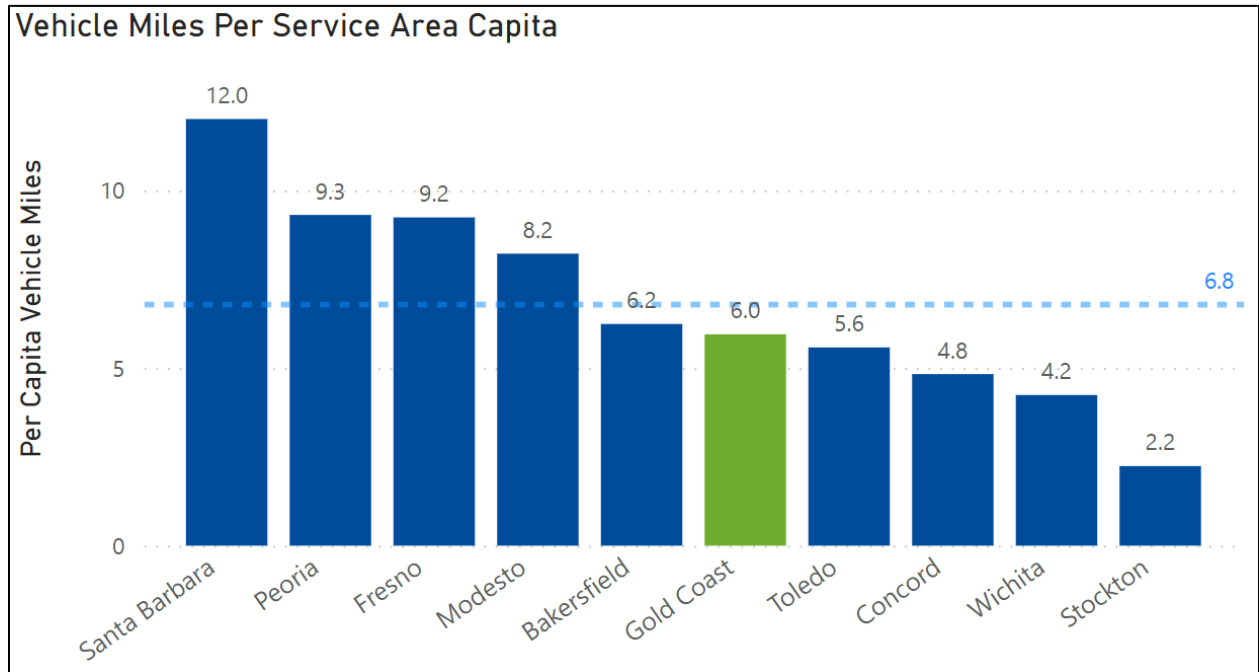
Motor Bus Route Miles per Square Mile

Measure: This is the number of directional route miles of service divided by the square miles of service area. Directional route miles measure the length of the bus routes in each direction and is independent of how frequent the service is on the route. This can be characterized as how dense the bus network is within the service area.

Findings: Most of the peer agencies provided more than three directional miles per square mile. Wichita, Peoria, and Stockton provided less than two miles. Gold Coast provided 4.8 route miles per square mile of service area which indicates higher coverage than most peers.
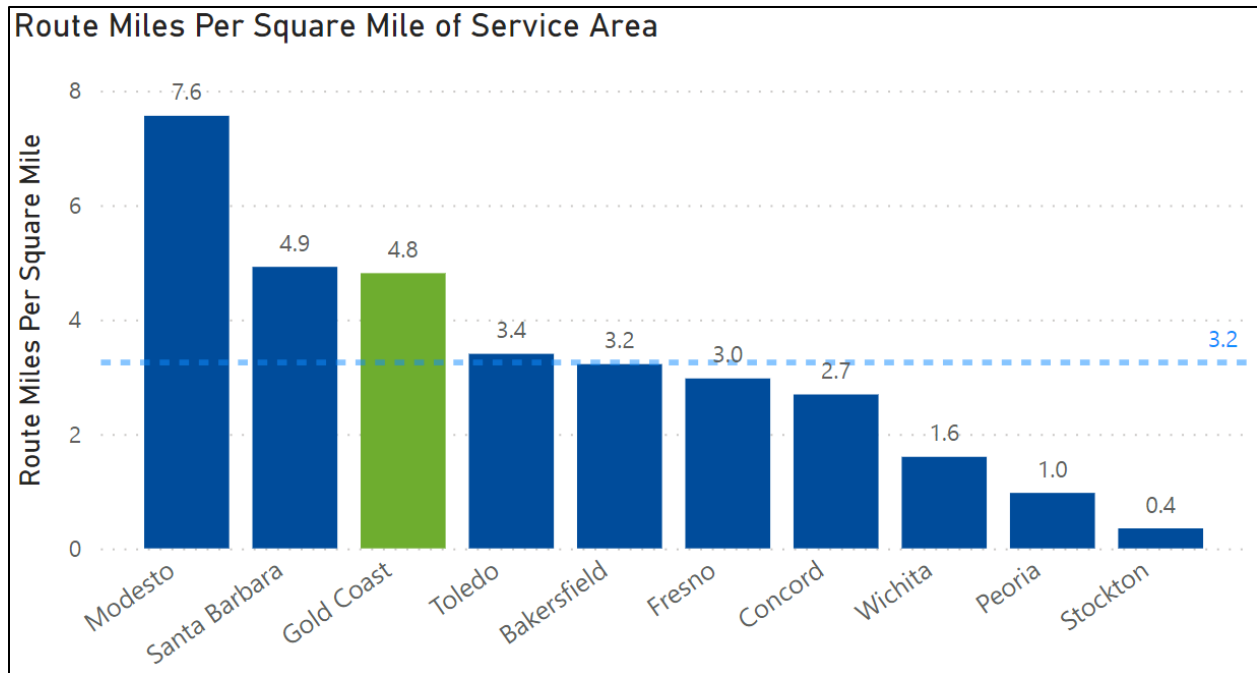
Motor Bus Average Headway (in minutes)

<u>Measure:</u> This is the average headway across the Motor Bus system calculated using directional route miles, revenue miles, revenue hours, and the number of vehicles operated in maximum service. The equation used to determine this measure first divides the directional route mileage by the system's calculated average speed (revenue miles per revenue hour) to produce an estimate of the time it would take, in hours, to traverse all of the system's total route miles. The result is then divided by the system's average weekday total vehicles (then multiplied by 60 to convert time in hours to minutes) to determine the number of minutes it takes for a vehicle to complete its portion of the total route miles one time.
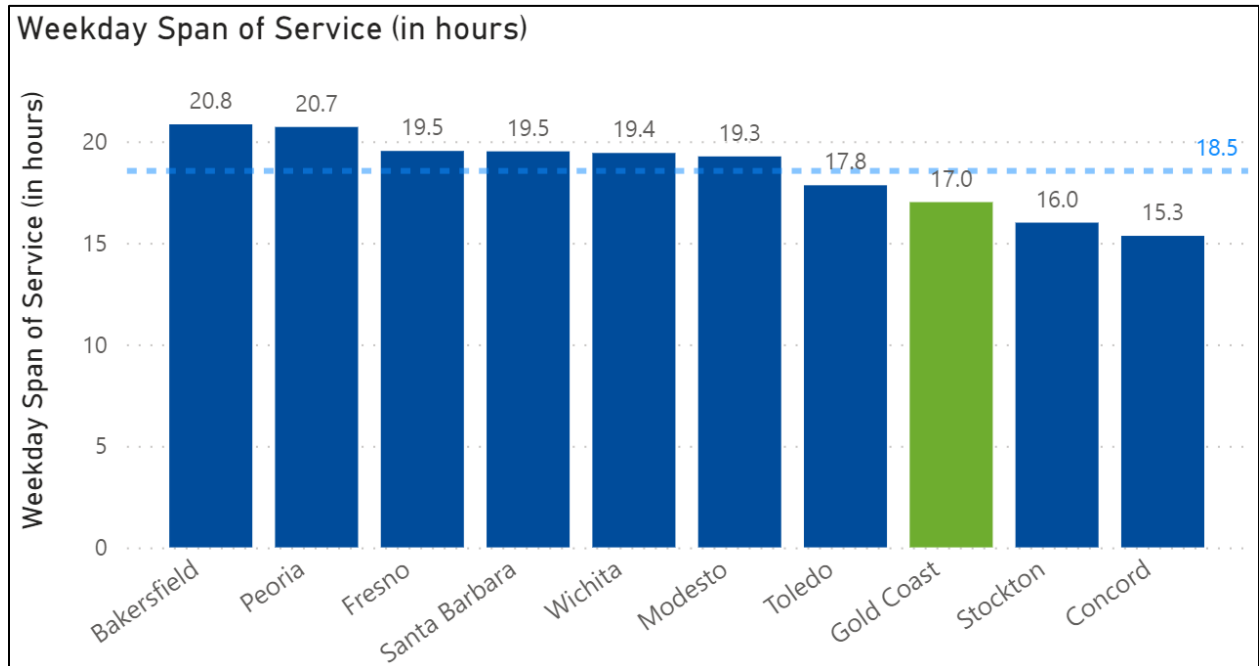
<u>Findings:</u> The average Motor Bus headway across the peers was 33.7 minutes. Gold Coast was below average with a headway of 43 minutes. Peoria had the lowest headway at 7 minutes, while Toledo's was the highest at 59 minutes. The low Peoria headways may be an error in how their data is reported to NTD based on a quick review of their service.
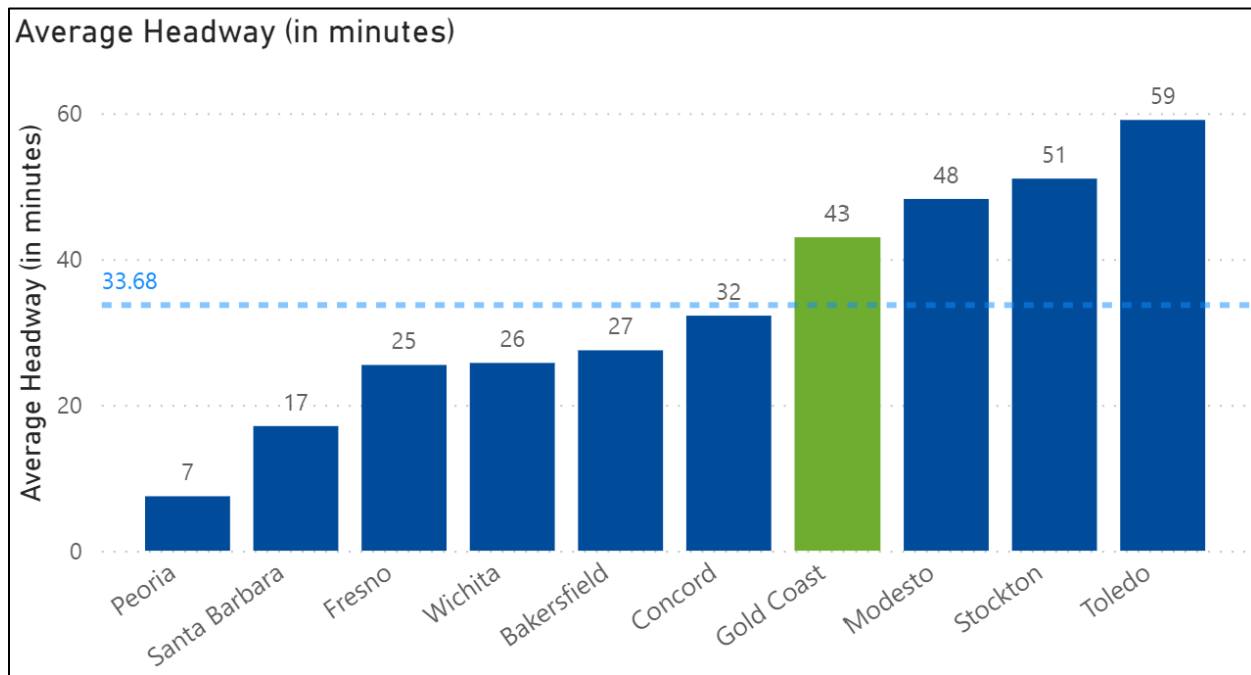
Motor Bus Weekday Span of Service

Measure: This is the number of hours that Motor Bus service is provided on weekdays based on the first and last trips times as reported to the NTD. It is important to note that this represents the route with the longest span of service and is not an average.

Findings: The peers averaged 18.5 hours of service within a 24-hour weekday. Gold Coast fell below the average at 17 hours. In reviewing some of the peer schedules, it appears that most agencies operate later in evening into the 10:00p and 11:00p hours.

Weekday Span of Service (in hours)

| Agency	Weekday Span of Service (in hours)
Bakersfield	20.8
Peoria	20.7
Fresno	19.5
Santa Barbara	19.5
Wichita	19.4
Modesto	19.3
Toledo	17.8
Gold Coast	17.0
Stockton	16.0
Concord	15.3

Average line: 18.5

SERVICE EFFECTIVENESS

This section compares service effectiveness for the Motor Bus mode. These measures look at how much the system is used per capita and per unit of service provided.

Motor Bus Average Speed

Measure: This is the average speed of Motor Bus vehicles in revenue service operation (i.e., not including travel to and from the garage or any other deadhead) calculated by dividing total revenue miles by total revenue hours. This includes the time serving passengers at bus stops and also includes layover which may skew the speeds lower when recovery percentages are higher.

Findings: The average speed among the peers was 13.0 miles per hour. Gold Coast fell below the average at 11.8 mph. Bringing GCTD's average system speed up to the 13.0 mph average would allow the agency to operate 9% more service without adding additional labor or vehicles.
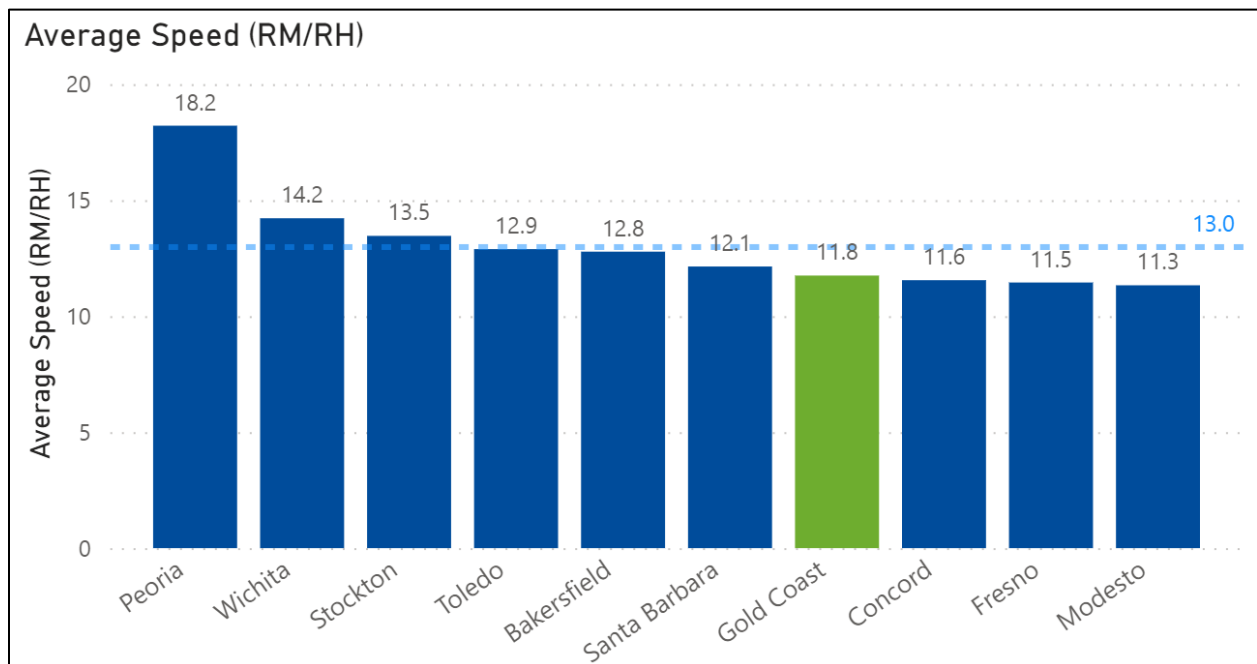
Motor Bus Passenger Trips per Capita

<u>Measure:</u> This is the average number of Motor Bus boardings per person per year. It is a measure of the extent to which the residents in the region use the bus system.
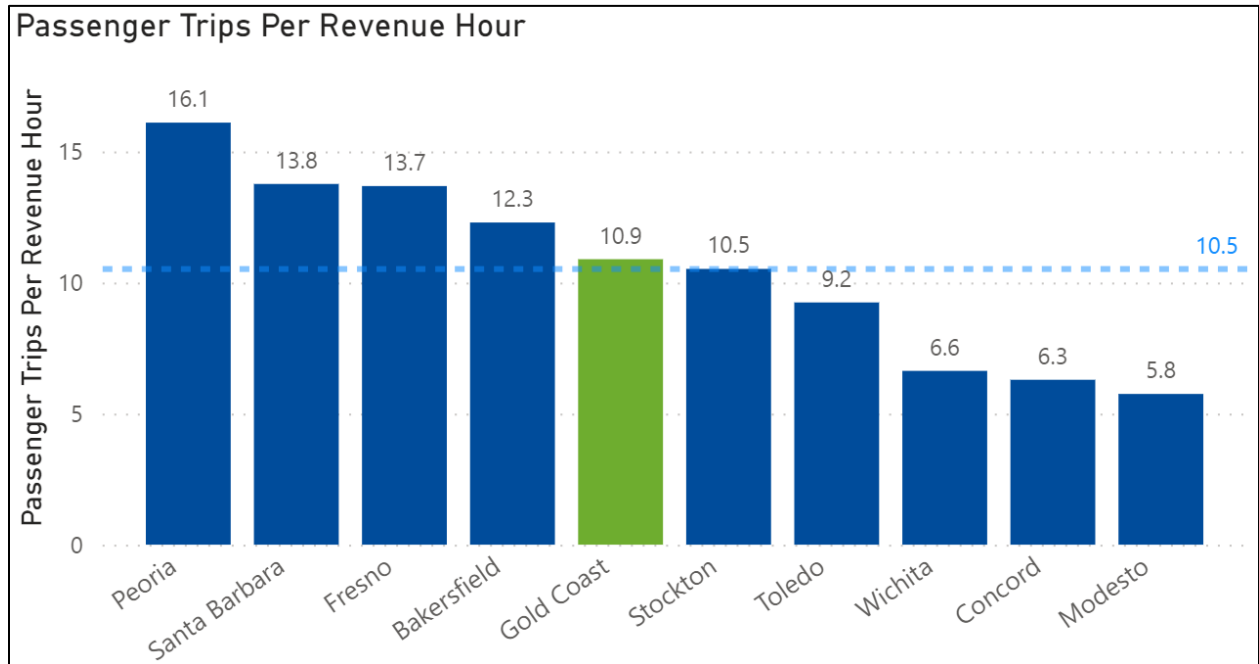
<u>Findings:</u> The peers averaged 5.4 annual Motor Bus boardings per capita. Gold Coast nearly hit the average with 5.2 boardings.   This indicates that Gold Coast residents use transit approximately the same amount as most peers, but about 43% less than Santa Barbara residents and visitors.
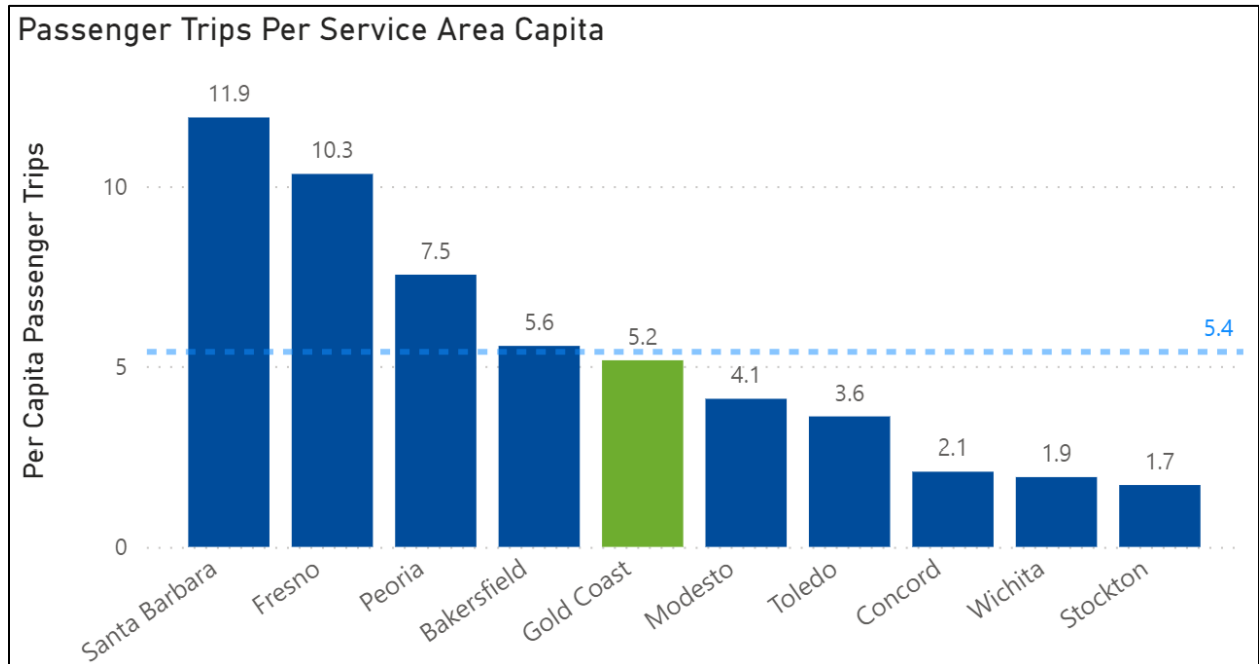
Motor Bus Passenger Trips per Revenue Hour

Measure: This is the ratio of Motor Bus passenger trips to revenue hours of operation and is used by many transit agencies as a key metric for evaluating and comparing route and system performance.
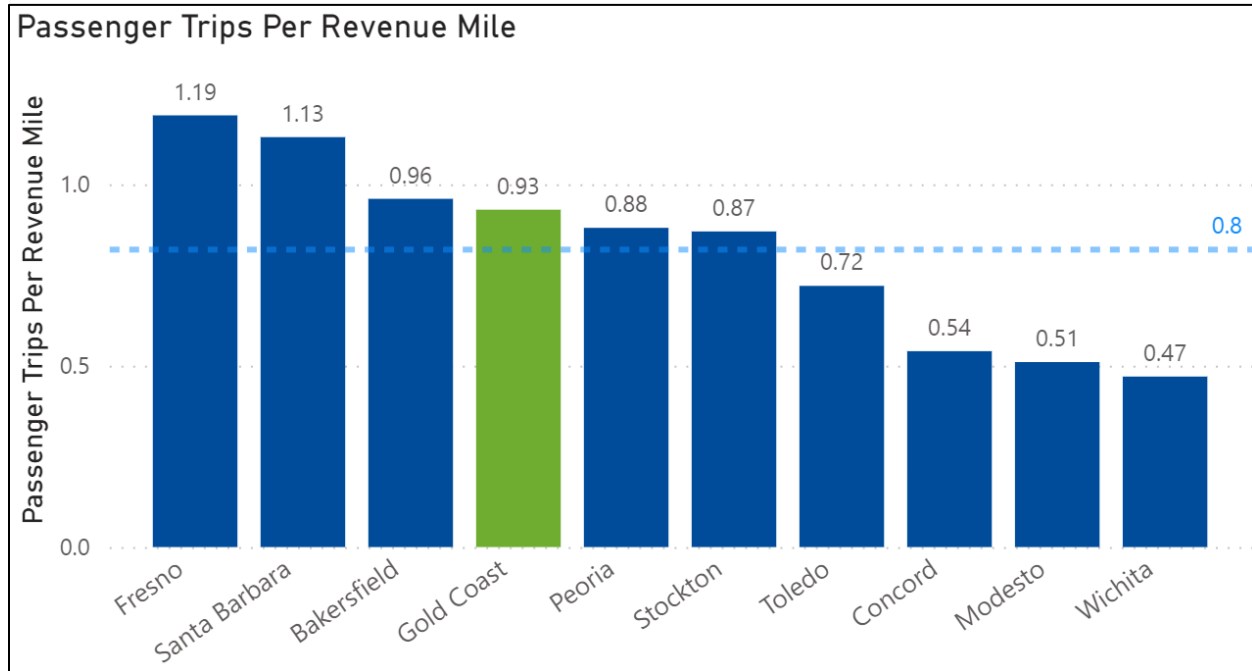
Findings: The peers averaged 10.5 passenger trips per revenue hour for their Motor Bus service. Gold Coast fell right in the middle with 10.9 trips, indicating that the agency meets transit demand on par with its peers.

Motor Bus Passenger Trips per Revenue Mile

<u>Measure:</u> This is the ratio of passenger trips to revenue miles of operation and is another key performance metric used by agencies.

<u>Findings:</u> The peers averaged 0.8 passengers per revenue mile for their fixed-route bus service. Gold Coast was above average with 0.93 passengers per revenue mile. Slower system speeds may be reflective of the slightly higher passengers per revenue mile compared to passengers per revenue hour.

Motor Bus Average Trip Length

<u>Measure:</u> This is the average length in miles for a Motor Bus trip calculated as the total passenger miles divided by the total unlinked passenger trips.

<u>Findings:</u> The peer average was a Motor Bus trip length of 4.4 miles. Gold Coast averages 3.6 miles which was below the average. This may be an indicator of people only needing to make short trips or that customers must take multiple routes to complete a trip. This will be a factor to consider when looking at the structure of the current bus network.
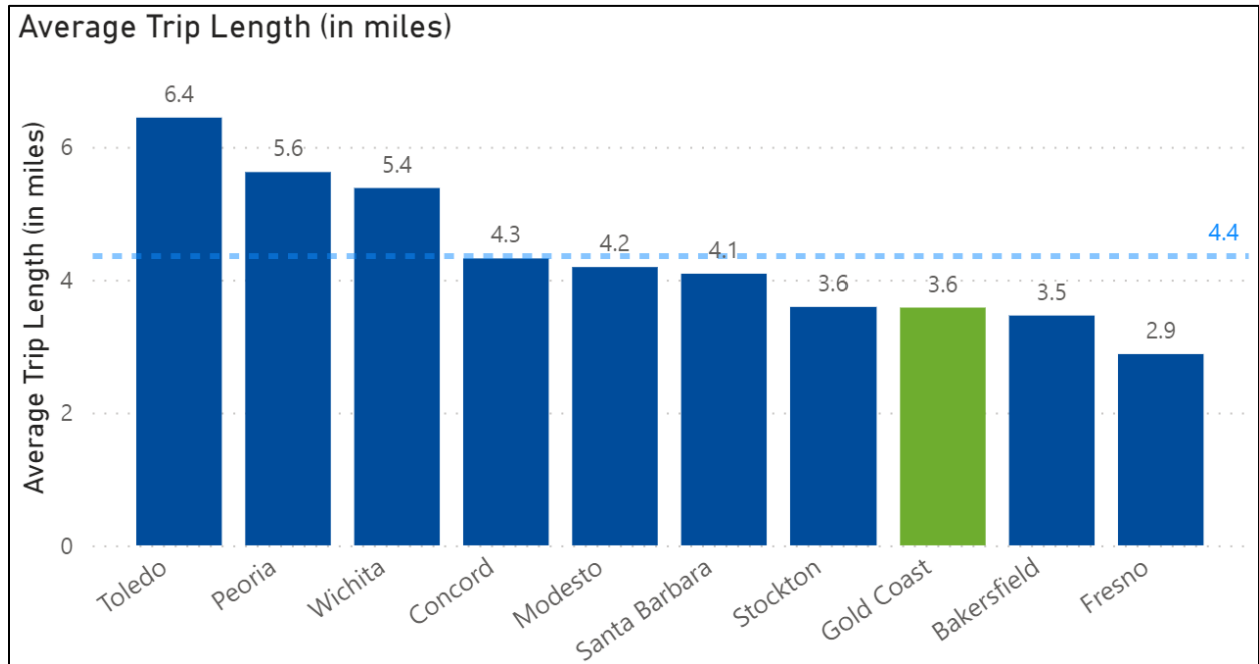
SERVICE EFFICIENCY

This section compares service efficiency for the fixed-route services. This includes fiscal performance measures including cost per unit of service and spending per trip and population.

Motor Bus Operating Expenses per Capita

Measure: This is the annual Motor Bus operating budget divided by the service area population and is a measure of the resource commitment to bus transit within the service area.

Findings: The peers average spending on motor bus service was $68.02 per person per year. Gold Coast was below average at $60.16, indicating that the GCTD commits fewer resources to bus transit within its service area compared to its peers.

Operating Expense Per Service Area Capita
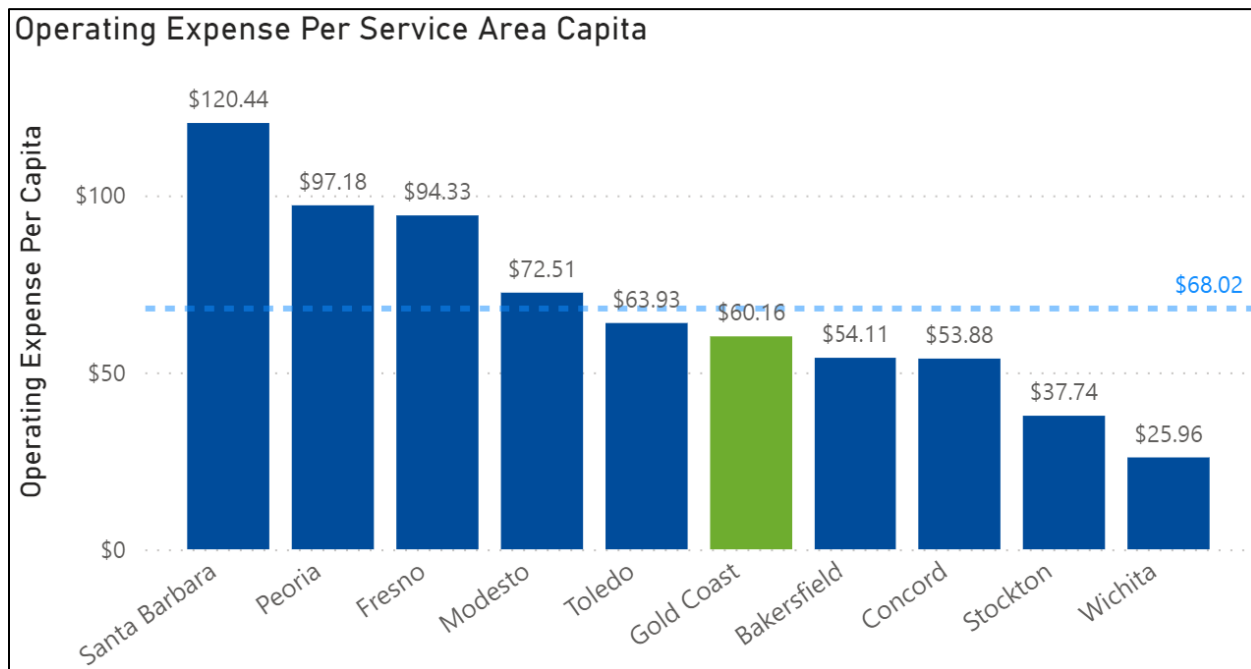
Motor Bus Operating Expense per Passenger Trip

Measure: This is the annual Motor Bus operating expenditures divided by the total annual ridership. This is a measure of the cost-effectiveness of transporting riders per dollar spent.

Findings: The peer average cost for a Motor Bus trip was $15.01. Gold Coast was one of the most cost-effective agencies at $11.60 per Motor Bus trip. This is an indication that Gold Coast provides well-used, cost-effective Motor Bus service relative to its peers.
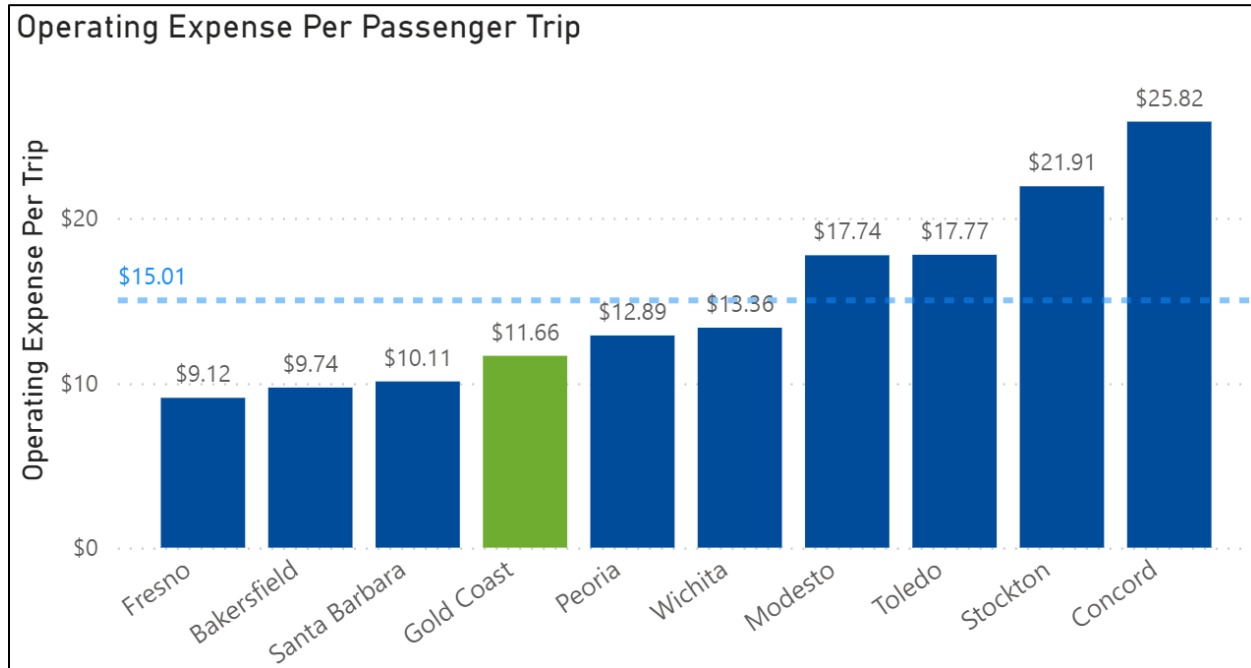
Motor Bus Operating Expense per Revenue Hour

<u>Measure:</u> This is the annual Motor Bus operating expense divided by revenue hours of operation. This is a key comparative measure which differs from operating expense per vehicle mile in that the vehicle speed is factored out.

<u>Findings:</u> The peers averaged spending $146.58 per revenue hour of Motor Bus service. Gold Coast was better than average at $127.01 which is an indication that costs are being well managed.
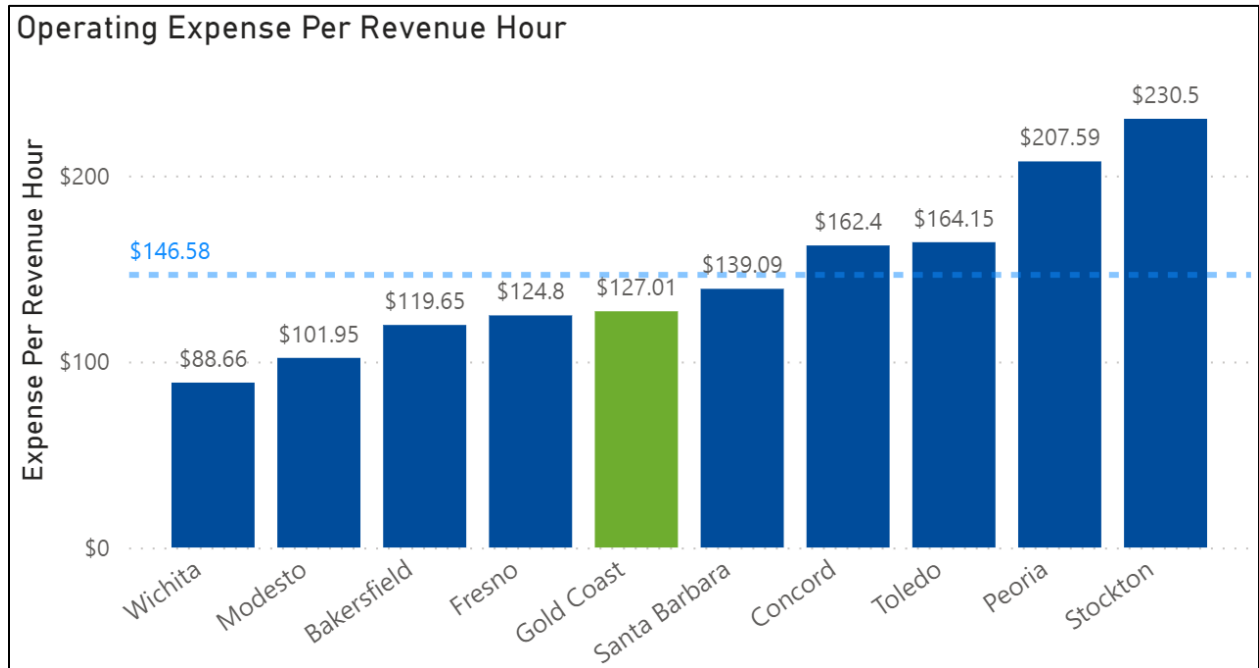
COMMUNITY SURVEY

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 12 and December 17, 2023. In total, 724 valid responses were collected.

Location Information

Respondents were asked to provide their home zip code. The most commonly listed zip code was for the portion of Oxnard south of SR-34, which includes the Kamala Park, Mar Vista, and rural Oxnard areas (93033), followed by central Oxnard which includes downtown, Carriage Square, and Five Points Northeast (93030), the Rio Lindo/El Rio area (93036), and Ventura (93001). A map of all listed zip codes is shown in Figure 66, and the top 10 listed zip codes are outlined in Figure 65.

Figure 64: Top 10 Zip Codes of Respondents

Zip Code	93033	93030	93036	93001	93003	93004	93041	93035	93022	93060
Count	162	146	88	87	60	47	46	34	16	13
Percentage	22%	20%	12%	12%	8%	6%	6%	5%	2%	2%

Figure 65: Survey Response by Zip Code
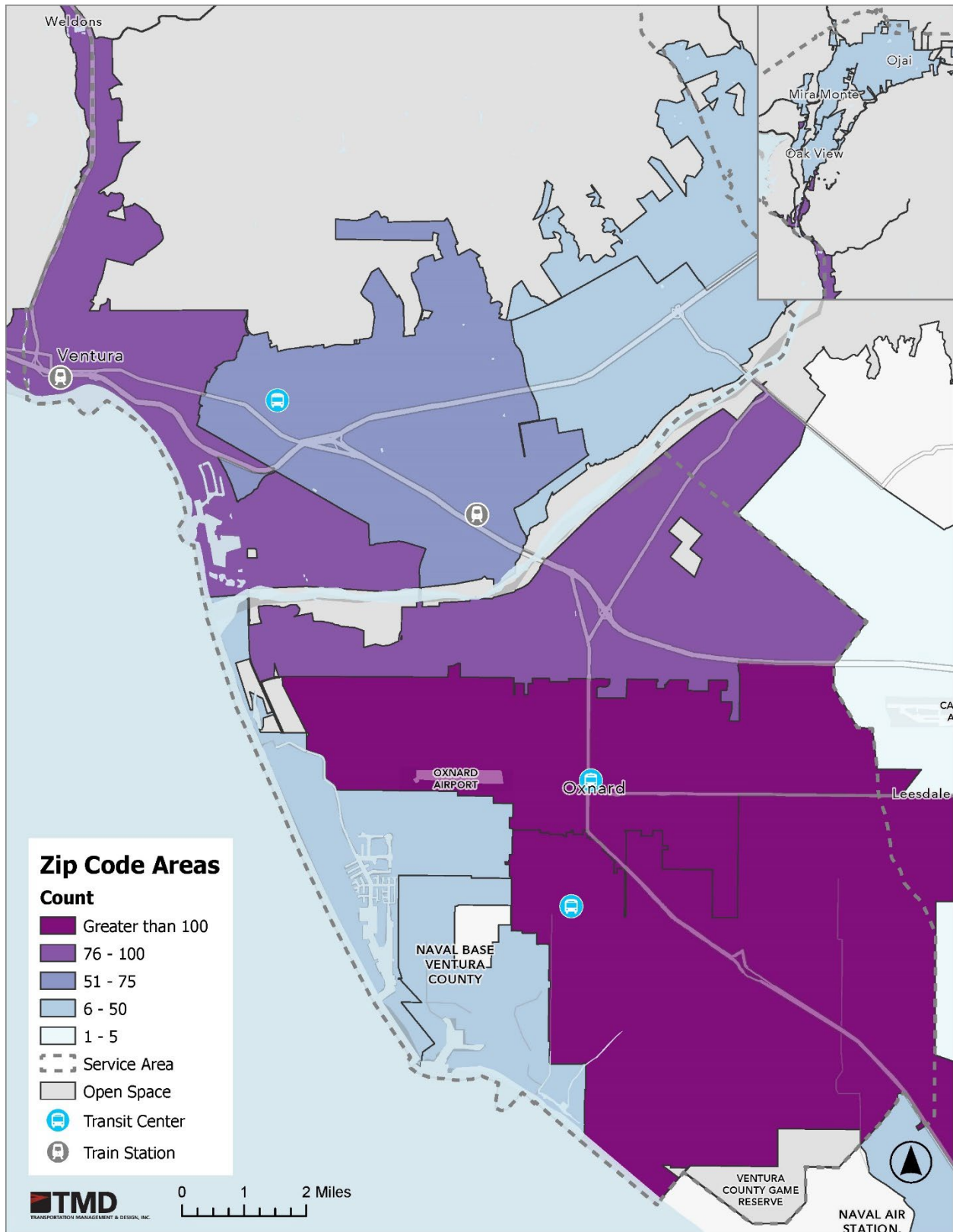
Frequency of Use

Respondents were asked how often they used transit services in 2019 (prior to COVID-19) and in the last month (2023). For 2019, 36% of respondents identified that they had not utilized GCTD bus; compared to the 20% of non-riders in 2023. In both scenarios, for respondents who regularly took transit more than twice per week, GCTD bus services were the preferred option. Meanwhile for trips needed only 1-4 times a month, respondents preferred Uber/Lyft.

Figure 66: Ridership of Transit Services Before COVID-19 (2019)
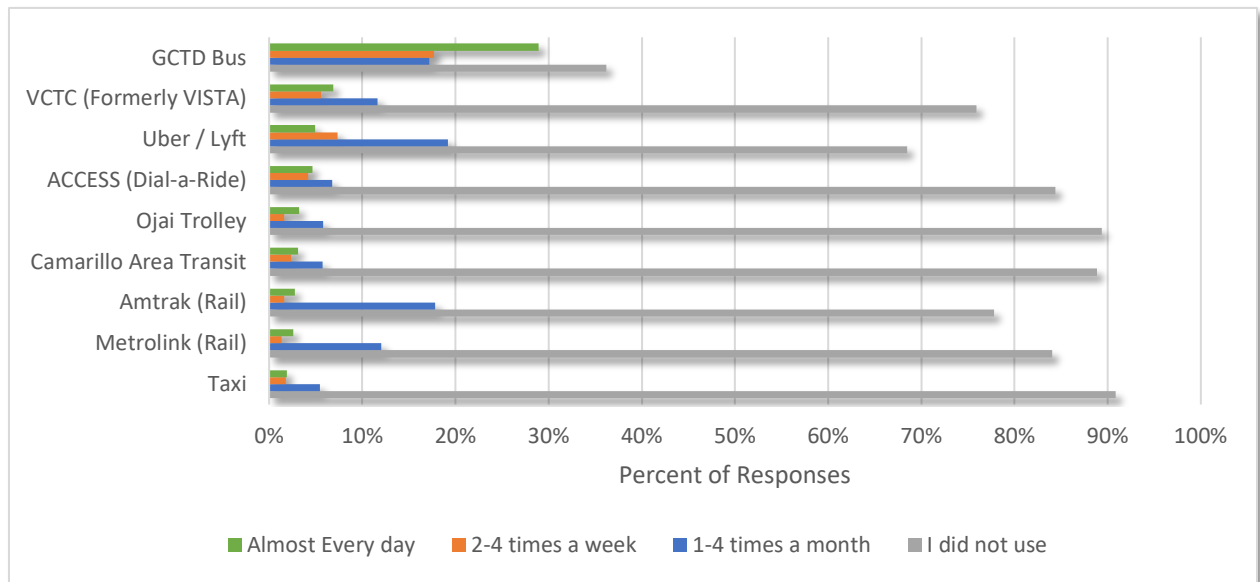
Of 2023 GCTD riders, 52% of respondents said they took the bus almost every day, while 29% rode it 2-4 times a week and 19% rode it 1-4 times a month. This means that over 80% of GCTD bus riders are regular riders who use the service the majority of the week.

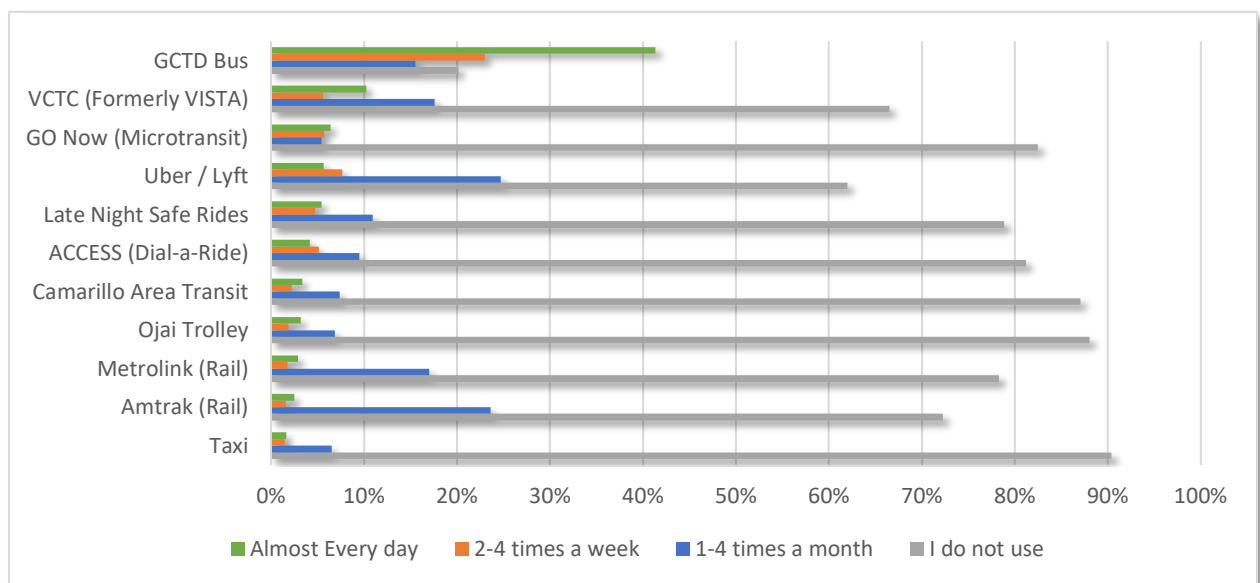*Figure 67: Ridership of Transit Services in Last Month (2023)*

Figure 69 and Figure 70 look only at respondents who said they rode GCTD both before and after the pandemic to see how riding frequency has changed. Overall, survey respondents are using GCTD services more often than they did before the pandemic – the percentage of riders using GCTD 2+ days a week increased from 47% before the pandemic to 64% post-pandemic. This is interesting because it does not follow patterns seen elsewhere in the country where trips made per person have declined in the face of increased working from home, online shopping, and virtual health opportunities.

Figure 68: GCTD Bus Ridership– Before COVID-19 (2019) vs Last Month (2023)
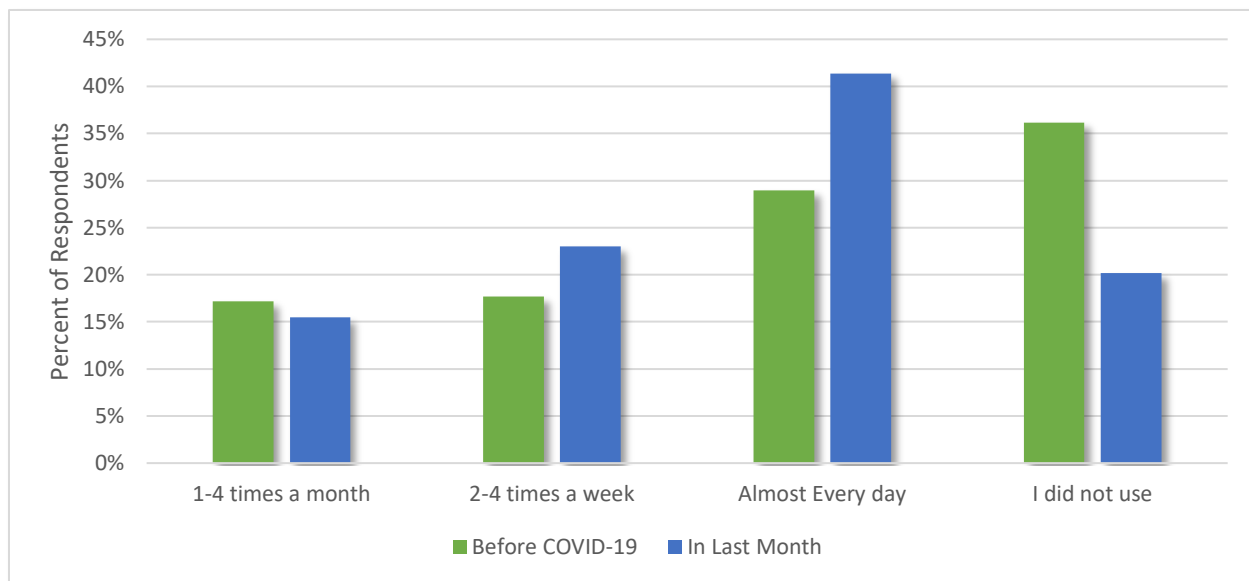
Figure 69: GCTD Bus Ridership– 2019 vs 2023 (Excluding Non-Riders)
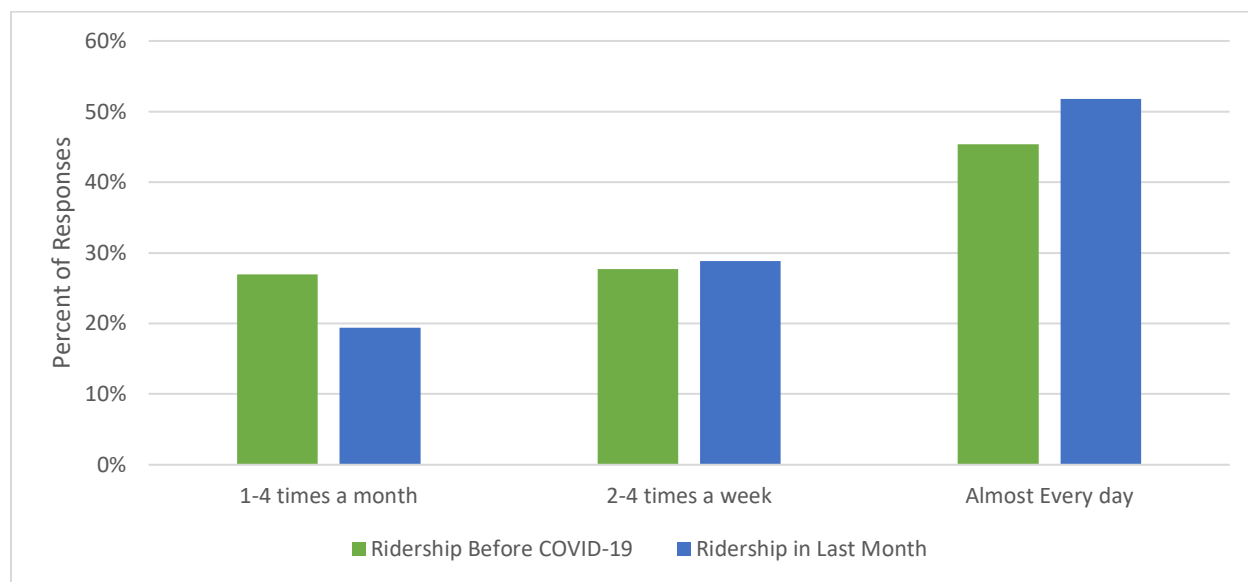
Notably, respondents who frequently rode GCTD bus 2+ days per week have, for the most part, continued to ride frequently in 2023 as shown in Figure 71. Ridership of 2019 riders who rode 2-4 days per week dropped by 38%, with 3% no longer taking GCTD bus.

Figure 70: 2019 Frequent GCTD Bus Riders in 2023
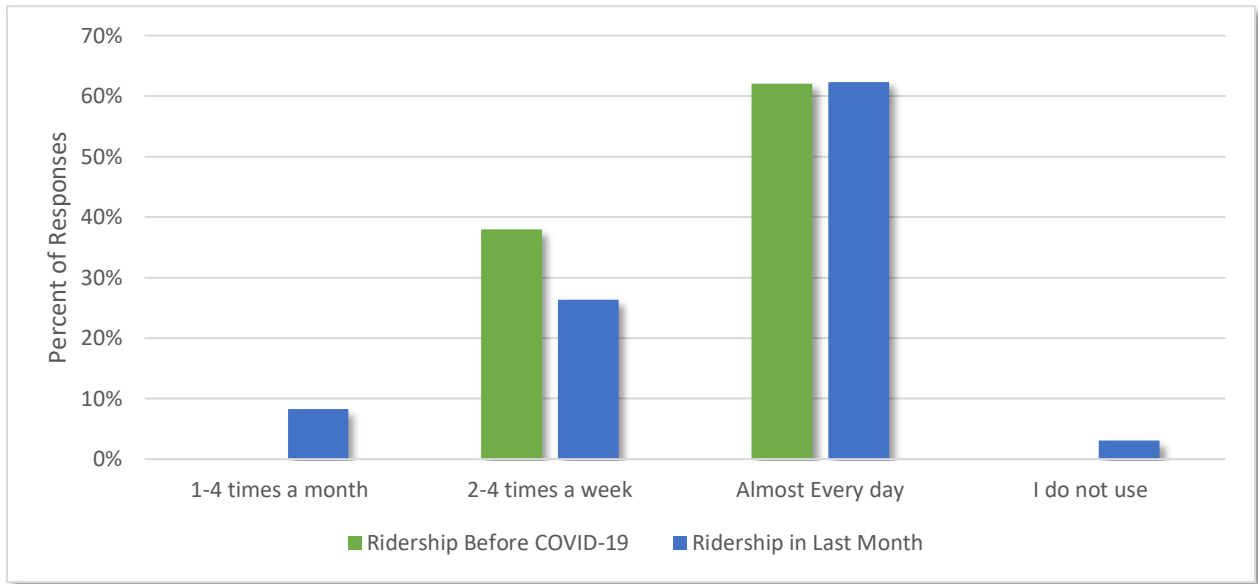
Figure 72 depicts new riders who were previously not using GCTD services prior to COVID-19. Of these 39 new riders, nearly three-quarters of them ride the bus more than 2 times per week. Of the 36 who responded to the question about being enrolled in an education institution, 38% indicated that they are students. See Figure 73 below for a breakdown of new student riders.

Figure 71: New GCTD Bus Riders in 2023

Figure 72: New Student Riders

Are you currently enrolled as a student in any educational institution?	Percentage
High School	18%
Community College	12%
University/College	7%
Vocational/Trade School	1%
Not currently a student	62%

Importance & Satisfaction with GCTD Services

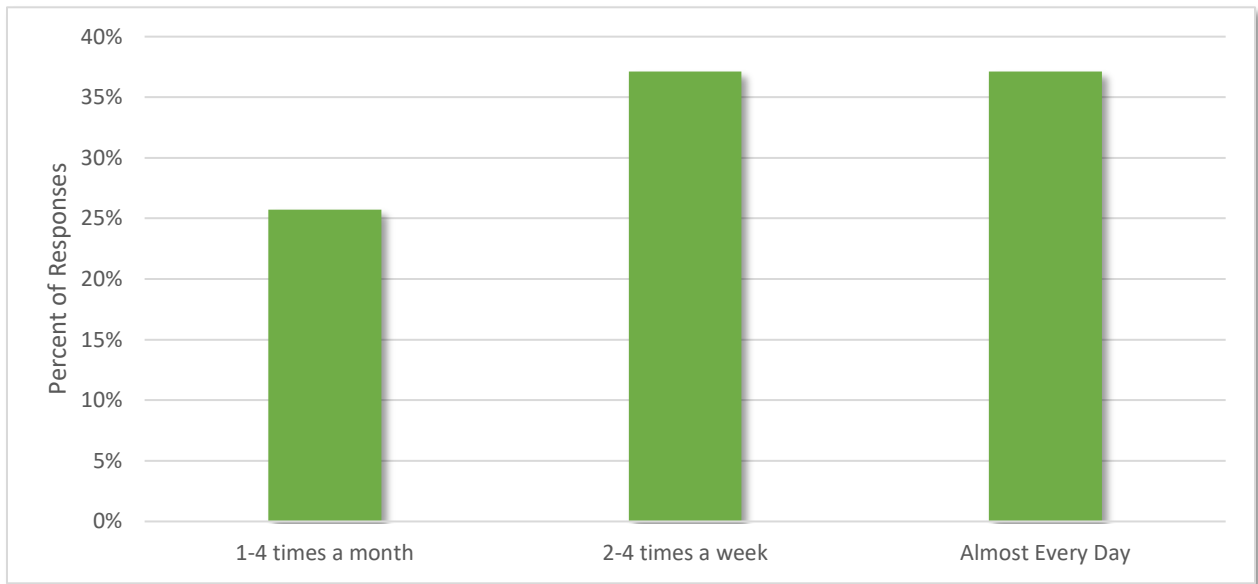To fully understand rider's perceptions of GCTD's amenities and services, respondents were asked to rate 14 different categories in terms of their perceived importance of the service and their current satisfaction with it. The rating was conducted on a scale of 1-5, with 1 indicating a service that is not important (or has a low satisfaction to the rider) and 5 indicating a service that is very important (or has a high satisfaction to the rider). Additionally, these two measures were compared to identify services that may have a low/high satisfaction compared to their perceived importance. Figure 74 reflects the levels of importance and satisfaction of GCTD services.

In terms of average importance, services were viewed with a similar importance, with categories such as **bus frequency**, **timeliness of buses**, **arrival time info**, and **service availability** scoring the highest at 4.5 out of 5. **Cost** and **customer service** scored the lowest at 4.0 out of 5. The average satisfaction between categories showed more variability than importance. Respondents were most satisfied with **ease of payment** at 4.3 out of 5, and **cost** and **bus safety** at 4.2 out of 5. Conversely, they were least satisfied with **arrival time info**, **bus frequency**, and **stop safety** at 3.9 out of 5 and **timeliness of buses** at 3.8 out of 5.

Categories that score high in importance but low in satisfaction are key target areas for service improvements. Categories with the largest gaps are **bus reliability** (0.73) and **bus frequency** (0.72). Frequency of service is the number one factor that attracts new riders to transit and service reliability is the number one factor that retains them, so improving these two areas will be a critical part of the SRTP effort. Other categories such as **arrival time info**, **stop safety**, and **service availability** are also key areas in need of improvement.

Figure 73: Average Ratings of Importance & Satisfaction for GCTD Services

Category	Importance	Satisfaction	Difference
Bus on Time	4.6	3.8	0.7
Bus Frequency	4.6	3.9	0.7
Arrival Time Info	4.5	3.9	0.6
Stop Safety	4.4	3.9	0.6
Service Availability	4.5	4.0	0.5
Bus Clean	4.4	4.0	0.4
Bus Safety	4.4	4.2	0.2
Stop Distance	4.3	4.0	0.2
Trip Time	4.3	4.0	0.2
Seat Availability	4.2	4.0	0.2
Transfer Ease	4.3	4.1	0.2
Customer Service	4.0	4.0	0.0
Paying Ease	4.1	4.3	-0.2
Cost	4.0	4.2	-0.3

Figure 75 and Figure 76 consider the importance and satisfaction of GCTD services by type of rider. For each type of rider, the top 3 (highlighted in green) and bottom 3 (highlighted in orange) important or satisfactory services have been outlined.

Across all riders, the least important GCTD attribute is customer service. When compared to the overall ratings, riders with an income under $24,000 have shown a greater importance in all attributes – particularly in customer service, paying ease, and seat availability with a .14 increase in importance. Frequent riders' importance in services was most similar to the overall ratings. Notably, infrequent riders, riders aged 65 and over, and riders with incomes between $24,000-$73,000 expressed a larger importance in bus safety compared to the overall rating. Older riders expressed a large importance in bus safety (0.42 increase), stop safety (0.37 increase), and arrival time information (0.36 increase), and the same overall least important services in cost (0.01 increase), paying ease (0.07 decrease), and customer service (0.09 decrease).

Figure 74: Importance of GCTD Services by Rider Type

Importance	Overall	Type of Rider			Age		Income		
		Student	Freq. Rider	Infreq. Rider	19-64 Years	65+ Years	Under $24k	$24k-$73k	Over $73k
Bus Frequency	4.6	4.5	4.6	4.6	4.6	4.7	4.6	4.7	4.4
Transfer Ease	4.3	4.2	4.3	4.3	4.4	4.3	4.4	4.3	4.1
Bus on Time	4.5	4.5	4.6	4.7	4.6	4.7	4.5	4.6	4.5
Service Availability	4.5	4.4	4.5	4.6	4.6	4.8	4.5	4.6	4.5
Stop Distance	4.2	4.1	4.3	4.3	4.3	4.4	4.3	4.2	4.1
Cost	4.0	3.7	4.0	4.0	4.1	4.0	4.1	4.0	3.7
Trip Time	4.3	4.0	4.3	4.3	4.3	4.3	4.3	4.2	4.1
Paying Ease	4.1	3.8	4.1	4.1	4.0	4.0	4.2	4.0	3.9
Bus Safety	4.5	4.3	4.5	4.6	4.6	4.9	4.4	4.6	4.4
Stop Safety	4.5	4.3	4.5	4.5	4.6	4.8	4.4	4.6	4.5
Bus Clean	4.4	4.3	4.4	4.5	4.5	4.8	4.4	4.5	4.3
Seat Availability	4.1	4.1	4.2	4.2	4.1	4.4	4.3	4.2	3.8
Customer Service	3.9	3.7	4.0	3.9	3.9	3.8	4.1	3.9	3.5
Arrival Time Info	4.5	4.5	4.6	4.6	4.5	4.9	4.5	4.6	4.3

Most riders expressed their lowest satisfaction with bus frequency except for students, who were dissatisfied with arrival time information (likely in order to get to class on time). Bus timeliness and stop safety also had low levels of satisfaction across most riders. Universally, all types of riders has the highest satisfaction in cost. Compared to the overall rating, older riders have shown a greater satisfaction in services – particularly in bus timeliness (.69 increase in satisfaction), transfer ease (.64 increase), and seat availability (.52 increase). Students have lower satisfaction in all services compared to the overall rating.

Figure 75: Satisfaction of GCTD Service by Rider Type

Satisfaction	Overall	Type of Rider			Age		Income		
		Student	Freq. Rider	Infreq. Rider	19-64 Years	65+ Years	Under $24k	$24k-$73k	Over $73k
Bus Frequency	3.9	3.7	3.9	3.9	3.8	4.2	4.0	3.8	3.5
Transfer Ease	4.1	3.9	4.1	4.1	4.1	4.8	4.2	4.1	3.9
Bus on Time	3.8	3.5	3.8	4.0	3.8	4.5	3.9	3.7	3.6
Service Availability	3.9	3.8	3.9	4.0	3.8	4.1	4.0	3.9	3.7
Stop Distance	4.0	3.8	4.0	4.1	4.1	4.4	4.0	4.0	3.6
Cost	4.2	4.2	4.2	4.3	4.3	4.5	4.2	4.3	4.2
Trip Time	4.0	3.8	4.0	4.0	4.0	4.1	4.1	4.0	3.7
Paying Ease	4.3	4.1	4.2	4.3	4.3	4.5	4.3	4.3	4.1
Bus Safety	4.1	4.0	4.1	4.3	4.0	4.6	4.1	4.2	4.4
Stop Safety	3.8	3.6	3.8	3.9	3.8	4.3	3.9	3.8	3.9
Bus Clean	4.0	3.8	4.0	4.1	4.1	4.5	4.0	4.0	4.0
Seat Availability	4.0	3.7	3.9	4.2	4.1	4.5	4.1	3.9	4.0
Customer Service	4.0	3.8	4.0	4.0	4.1	4.3	4.1	3.9	3.7
Arrival Time Info	3.9	3.6	3.9	4.0	4.0	4.4	4.0	3.9	3.6

Figure 77 considers the difference in importance and satisfaction of GCTD services by type of rider. Within each type of rider, the lowest difference (highlighted in green) and largest difference (highlighted in orange) when comparing the two ratings has been outlined.

Figure 76: Comparing Importance and Satisfaction of GCTD Services by Rider Type

Difference	Overall	Type of Rider			Age		Income		
		Student	Freq. Rider	Infreq. Rider	19-64 Years	65+ Years	Under $24k	$24k-$73k	Over $73k
Bus Frequency	0.69	0.74	0.76	0.73	0.76	0.56	0.62	0.88	0.90
Transfer Ease	0.19	0.25	0.24	0.16	0.27	-0.46	0.21	0.22	0.18
Bus on Time	0.74	0.94	0.79	0.68	0.82	0.22	0.66	0.92	0.87
Service Availability	0.57	0.62	0.59	0.60	0.75	0.74	0.48	0.72	0.77
Stop Distance	0.23	0.24	0.29	0.22	0.18	-0.03	0.26	0.19	0.44
Cost	-0.23	-0.44	-0.16	-0.28	-0.21	-0.50	-0.12	-0.30	-0.50
Trip Time	0.24	0.19	0.26	0.23	0.27	0.25	0.25	0.20	0.44
Paying Ease	-0.18	-0.32	-0.12	-0.26	-0.27	-0.50	-0.05	-0.31	-0.25
Bus Safety	0.33	0.38	0.37	0.36	0.54	0.31	0.28	0.45	0.04
Stop Safety	0.63	0.73	0.65	0.59	0.77	0.50	0.54	0.78	0.61
Bus Clean	0.41	0.51	0.46	0.36	0.43	0.33	0.34	0.54	0.36
Seat Availability	0.17	0.42	0.31	-0.04	-0.05	-0.11	0.23	0.24	-0.13
Customer Service	-0.08	-0.08	0.01	-0.12	-0.18	-0.45	-0.01	-0.01	-0.22
Arrival Time Info	0.61	0.86	0.67	0.59	0.46	0.47	0.55	0.72	0.70

Across all types of riders, bus frequency and bus timeliness (except for older riders) have the largest gap between importance and satisfaction. The gap in bus frequency is highest amongst those earning over $75,000, while for timeliness it is highest among students. All types of riders found cost, paying ease, and customer service (except for older riders) to be more satisfying compared to their level of importance. When compared to the overall ratings, older riders have are more satisfied across all services – particularly with cost, paying ease, and transfer ease. Students have the largest gap in bus timeliness and those earning over $73,000 have the largest gap in bus frequency.

Non-Rider vs Rider Service Importance

Since one purpose of the Community Survey was to engage with non-riders, it is valuable to capture what they find important in order to serve them as potential new riders. Figure 78 shows the difference in importance between riders and non-riders. While non-riders consider bus frequency a top importance like riders do, they also find service availability and stop safety most important (all at 4.4). Riders and non-riders also share in cost and customer service being least important, but non-riders found seat availability (3.8) to be less important compared to paying ease for riders. The largest gaps in importance between riders and non-riders were found in bus frequency and seat availability.

Figure 77: Importance of GCTD Services by Riders and Non-Riders

Importance	Overall	Type of Rider		Rider Difference
		Rider	Non-Rider	
Bus Frequency	4.6	4.6	4.3	0.33
Bus on Time	4.5	4.6	4.4	0.16
Arrival Time Info	4.5	4.6	4.3	0.25
Service Availability	4.5	4.5	4.4	0.10
Bus Safety	4.5	4.5	4.3	0.16
Stop Safety	4.5	4.5	4.4	0.06
Bus Clean	4.4	4.4	4.3	0.14
Transfer Ease	4.3	4.3	4.1	0.20
Trip Time	4.3	4.3	4.2	0.07
Stop Distance	4.2	4.3	4.0	0.26
Seat Availability	4.1	4.2	3.8	0.37
Paying Ease	4.1	4.1	3.9	0.19
Cost	4.0	4.0	3.8	0.25
Customer Service	3.9	4.0	3.7	0.31

More Frequent Service by Time of Day

To gather more insight into the need for increased frequency, respondents were asked to identify the time of the day that would be most important to have more frequent service. Figure 79 shows that 25% of riders indicated that the AM peak period (7:00-9:00 am) is the most important part of the day to have frequent service. This is followed by the early morning period (4:00-7:00am) with 19%. Riders tend to place a high value on AM Peak service since that tends to be the time of day when trips are most time-sensitive – people have to be at work, school, or appointments by a certain time. Riders have a lot more flexibility when making discretionary trips during the middle of the day or returning home from work or school in the afternoon/evening.

Figure 78: More Frequent Service by Time of Day
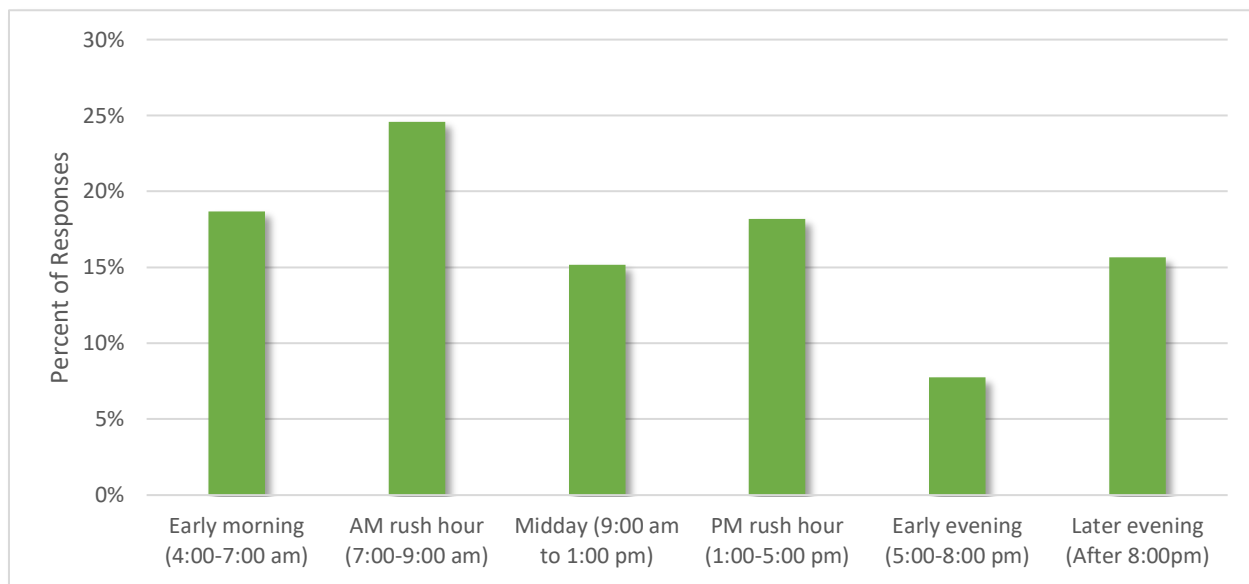
Expanding Operating Hours

Similar to the previous question, respondents were asked to identify the time of the week that would be the most important to expand operating hours. Overall, 37% of respondents said later on weekday evenings, followed by 36% earlier on weekday mornings, and 10% later on Saturday evenings (Figure 80). Out of GCTD's 17 routes, only two have weekdays trip after 9:00pm, and only 3 routes start before 8:00am.

Figure 79: Expanding Operating Hours by Time of Week
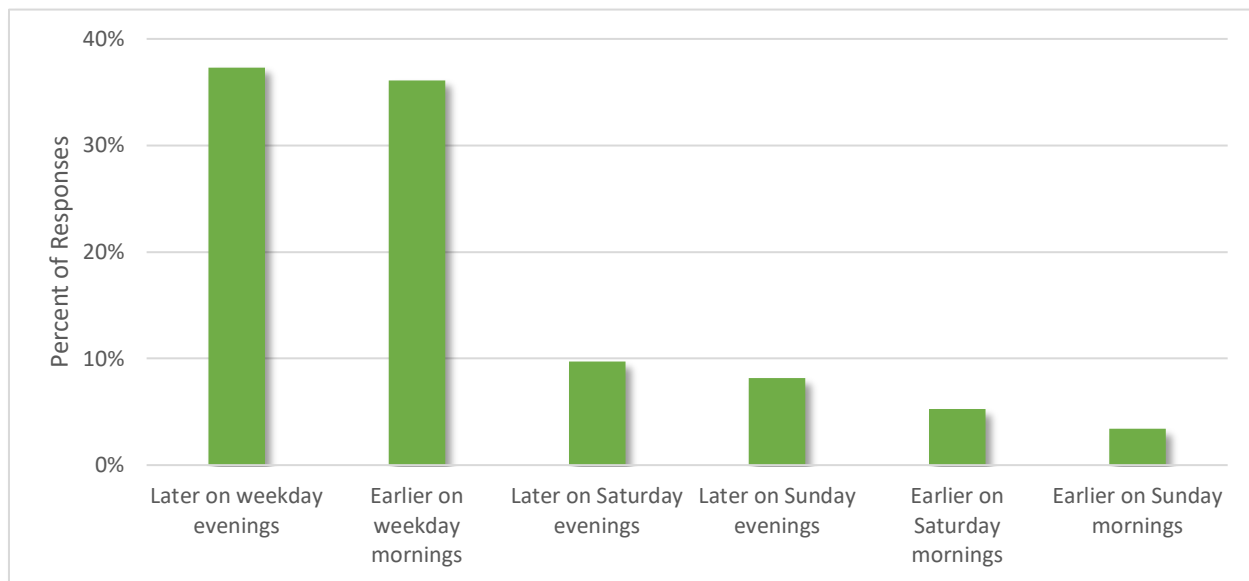
Former, New, and Non-Riders

Part of the goal of the GCTD community survey was to identify the reasoning behind why former riders, new riders, and non-riders take GCTD bus services or not, as expanded upon in the sections below.

Former Riders

Respondents who identified as riders in 2019 but responded that they have not used GCTD services within the past month were asked why they stopped using GCTD bus service. Figure 81 outlines the reasons below. Nearly a quarter of responses indicated that they no longer make the trip they were previously taking. The second largest response (17%) was that buses do not operate frequently enough. Notably, a common "Other" write-in response was that the respondent now has access to a vehicle (13%).
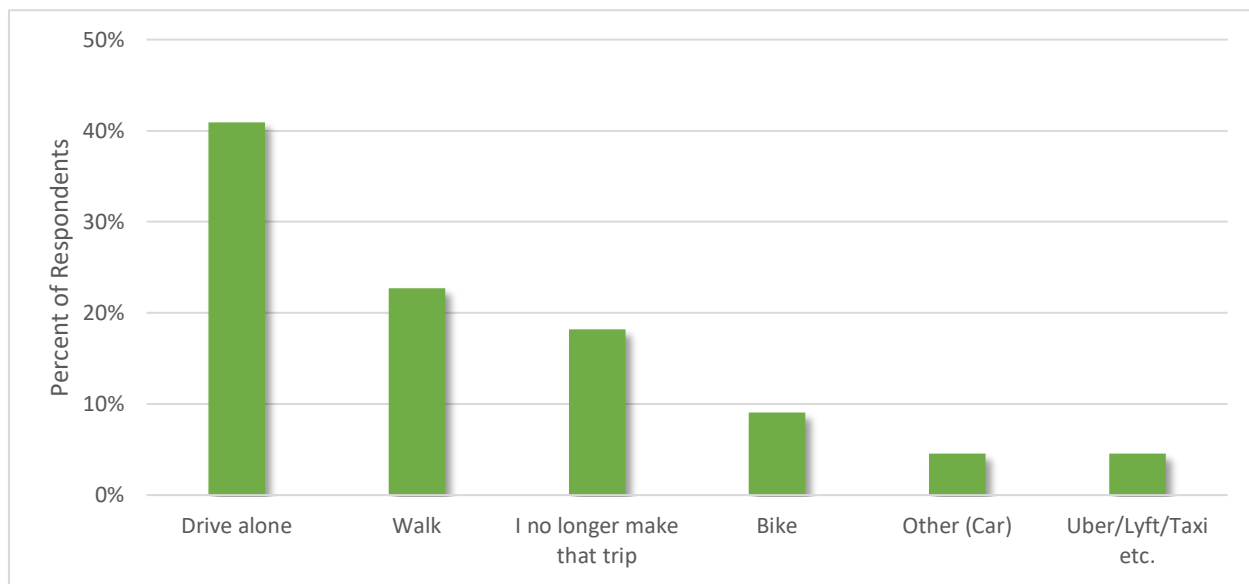
Figure 80: Reasons for Stopping GCTD Bus Service – Former Riders
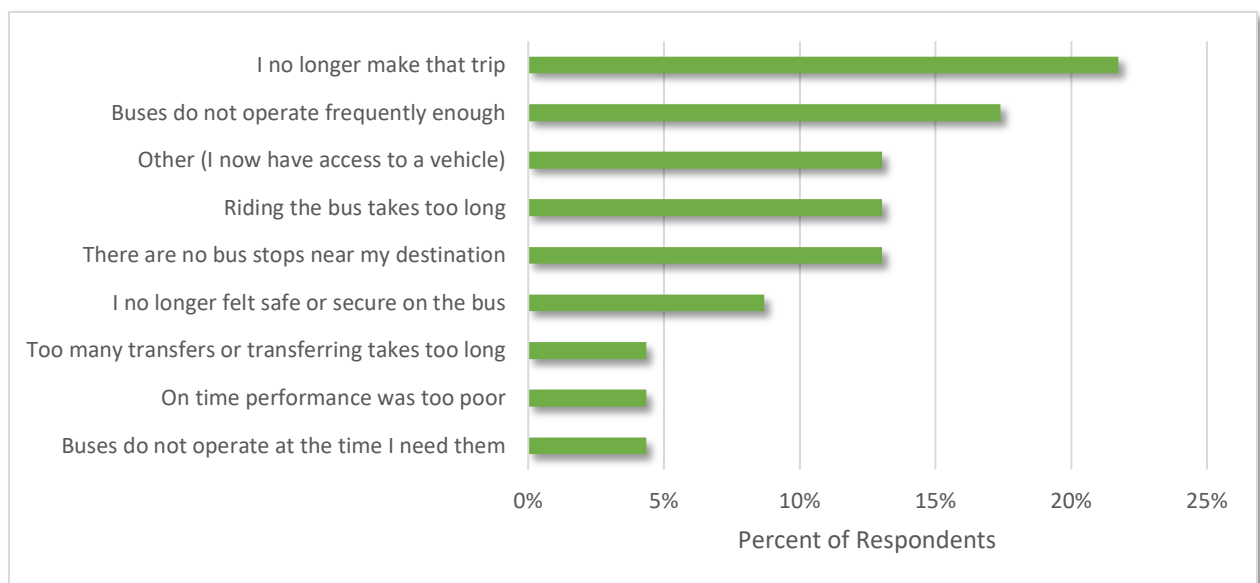
Former riders were also asked how they are currently making trips as they are no longer taking GCTD bus, as shown in Figure 82. Over 41% said they drive alone, while 23% walk, and 18% no longer make their previous trip. Only 5% take Uber/Lyft/Taxi etc.

Figure 81: Current Trip Mode – Former Riders

New Riders

Respondents who identified as non-riders in 2019 but responded that they have used GCTD services within the past month were asked what their main reason was for starting to ride GCTD. Per Figure 83, over one-third of respondents said that they do not have access to a car. Meanwhile, 17% said they do not have a driver's license, and another 16% said they are riding for the Youth Ride Free Program. Only 1% responded that they are riding as a healthier option.

Figure 82: Reasons for Starting to Ride GCTD – New Riders
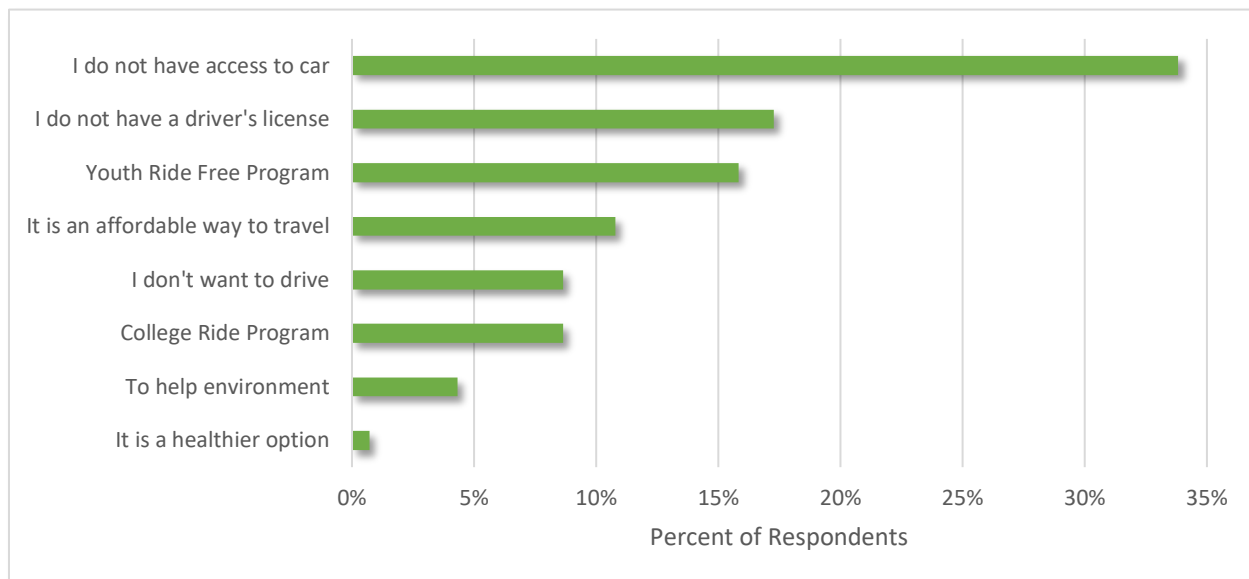
Non-Riders

Respondents that indicated that they have not taken GCTD bus services in 2019 or within the past month were asked what their primary reason was for not riding GCTD, as shown in Figure 84. Nearly 30% of respondents conveyed that riding the bus takes too long. Meanwhile, 15% said they do not ride due to safety and security concerns, while another 15% indicated that they do not know how to use public transportation.

Figure 83: Primary Reason for Not Riding GCTD – Non-Riders
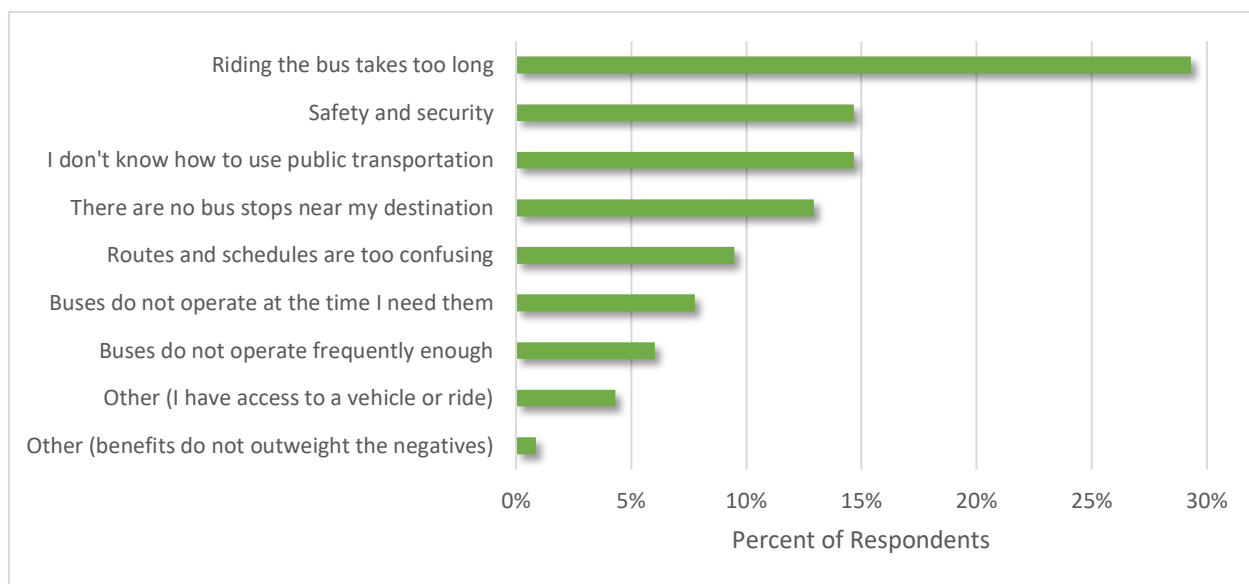
Non-riders were additionally asked how familiar they are with all GCTD services. Per Figure 85, most respondents indicated that they are not at all familiar with all GCTD services except for Late Night Safe Rides, of which nearly 70% were somewhat familiar with. The next most familiar service was GCTD bus with 50% of respondents being very or somewhat familiar with. Meanwhile, the least familiar service to non-riders is GO Health Zones at 86%.

*Figure 84: Familiarity with GCTD Services – Non-Riders*
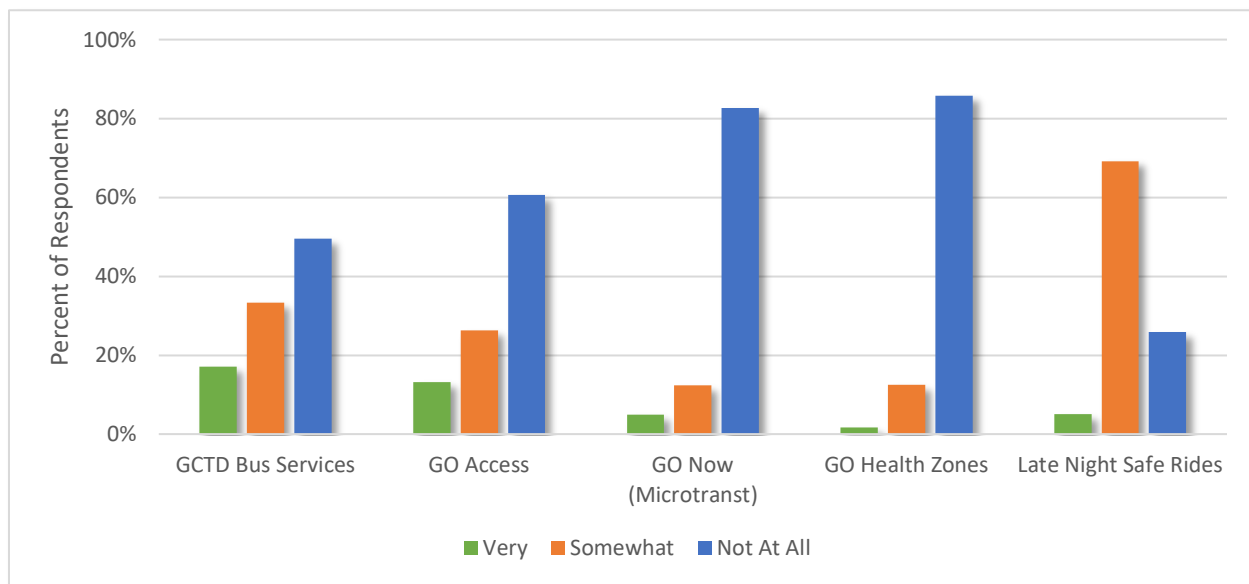
Rider Demographics

To gather an understanding of survey participants, respondents were asked to provide general demographic information.

Age

As shown in Figure 86, 25% of respondents were between 19-29 years old, with the second largest group being under 18 years old. Combined, 72% of respondents within these age groups indicated being students. The least amount of respondents were those between the ages of 60-64 years old at 4%. Note that the question regarding age was added during the middle of the survey window and captured only 242 responses.
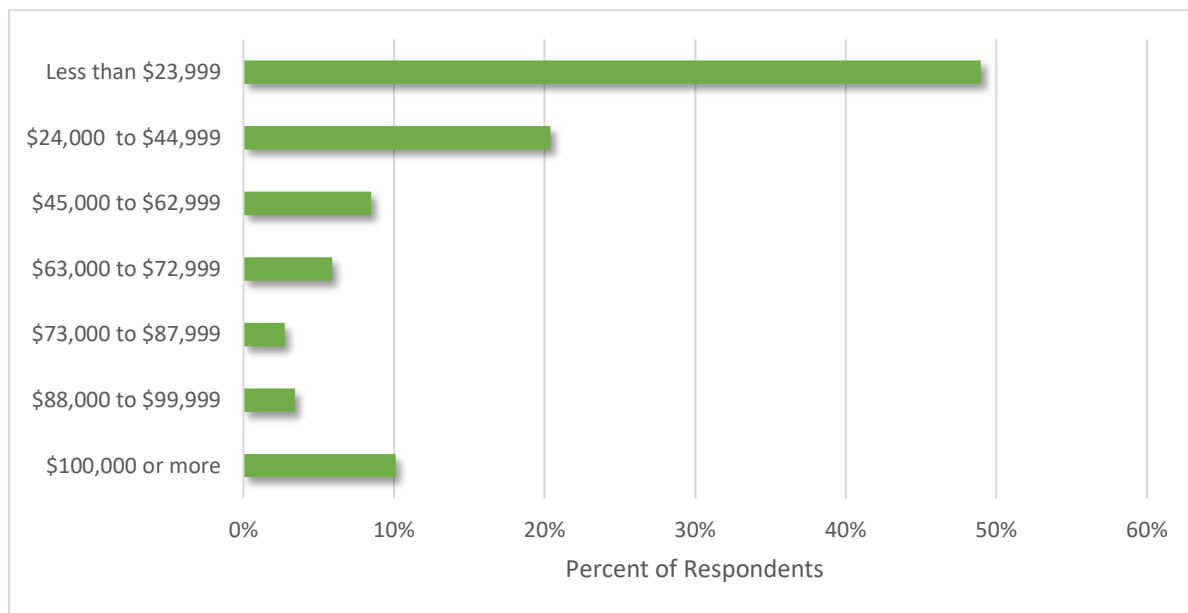
Figure 85: Age of Respondents
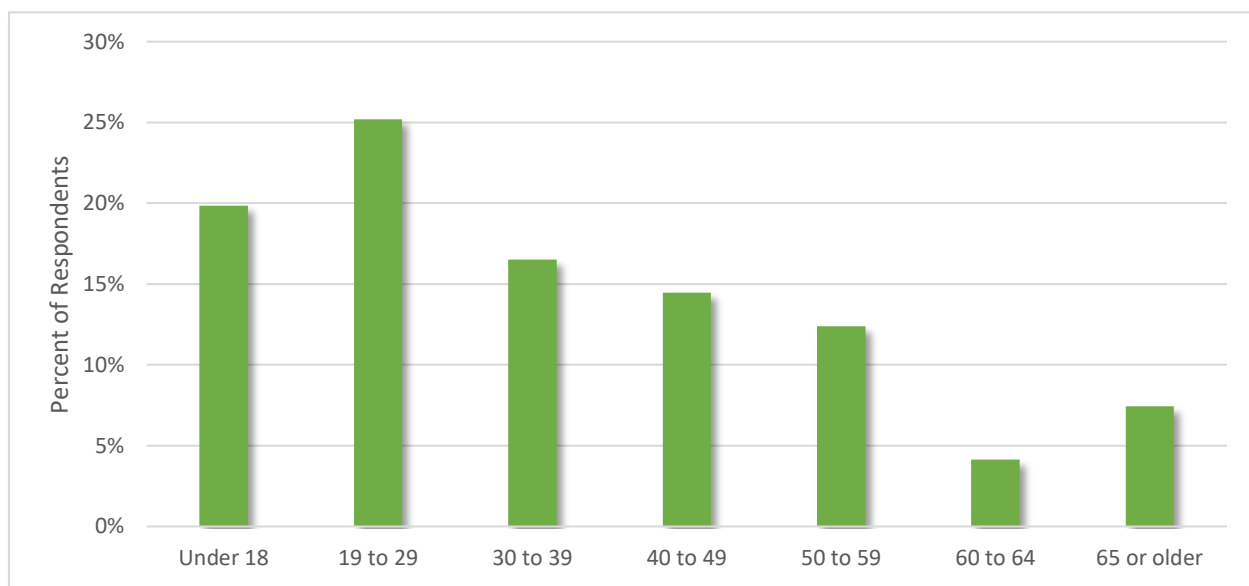
Household Income

When asked to identify their household income, nearly 50% of households earned less than $24,000, 20% earned between $24,000-$44,999, and 10% earned more than $100,000. See Figure 87 for a breakdown of annual household income.
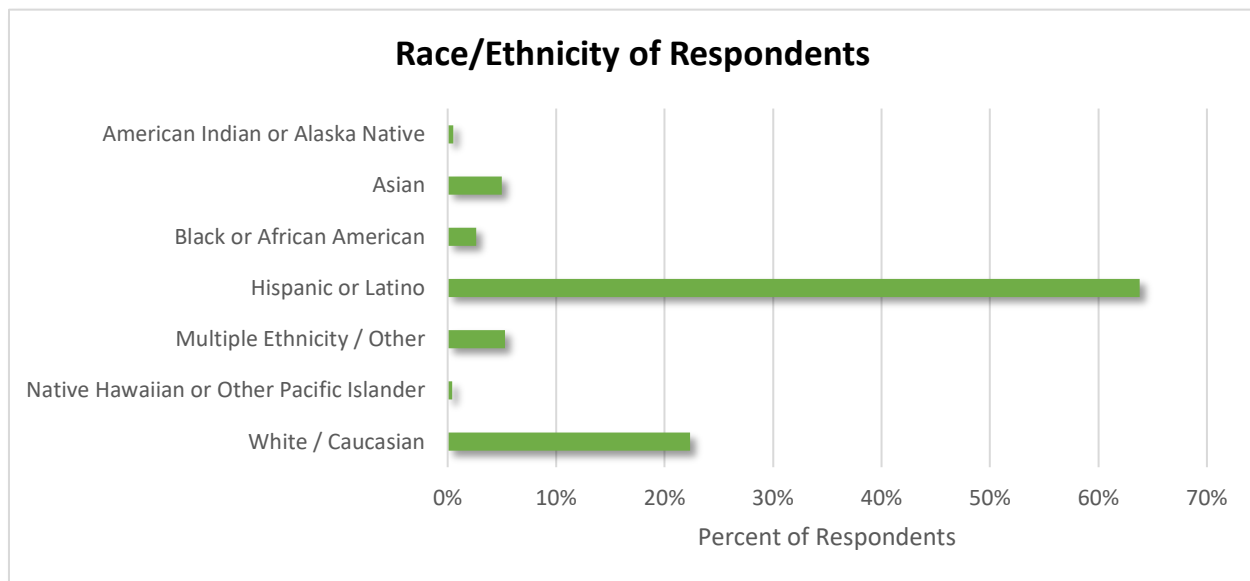
Figure 86: Annual Household Income of Respondents

Race & Ethnicity

Per Figure 88, the majority of respondents identified as Hispanic or Latino at 64%. White/Caucasian were the second largest group at 22%, followed by Asian and Multiple Ethnicity/Other each at 5%.

Figure 87: Race/Ethnicity of Respondents

Employment Status

Figure 89 and Figure 90 indicate employment and student status, respectively. Overall, 58% of respondents indicated that they were either full-time (35%) or part-time (23%) employed. Out of a total of 35% of students, 53% indicated that they were in university or community college, while 43% indicated they were in K-12.

Figure 88: Employment Status of Respondents
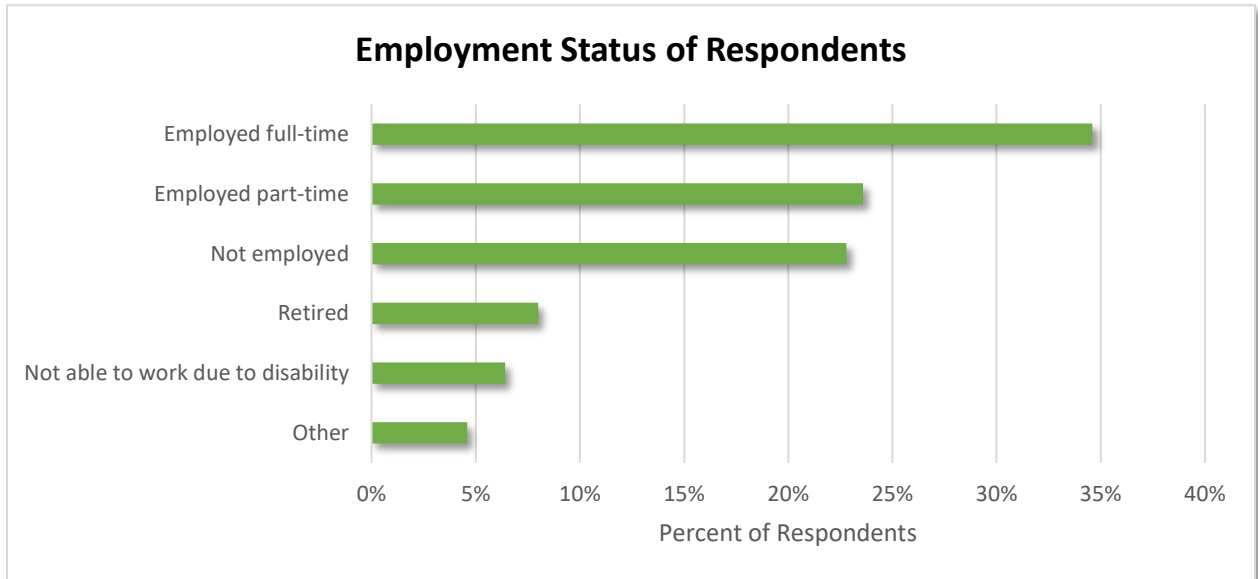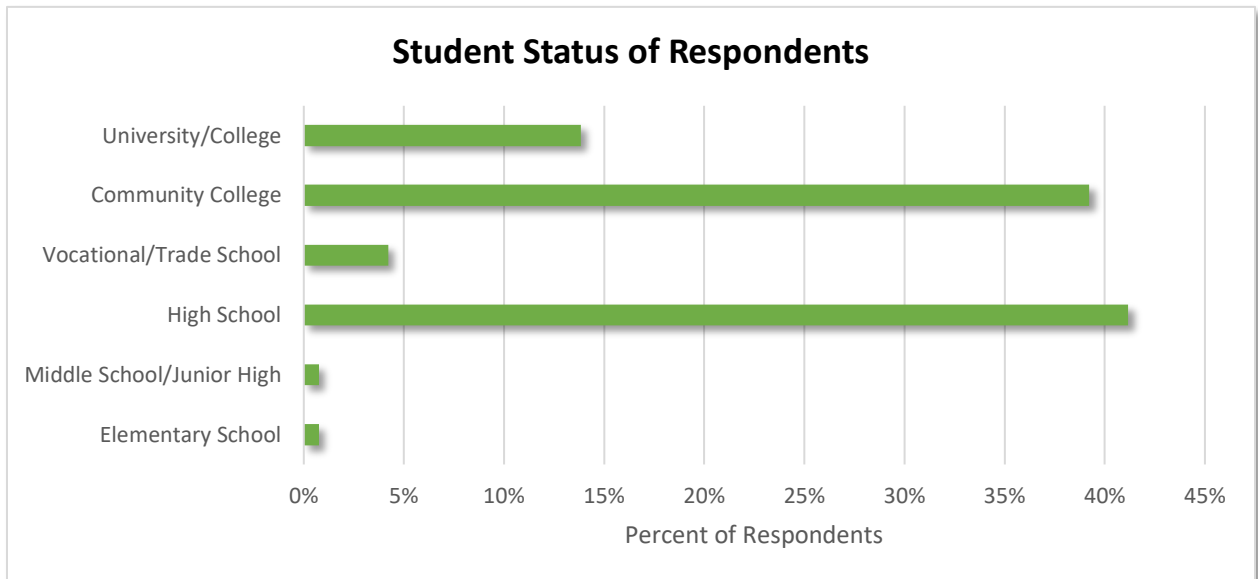

Figure 89: Student Status of Respondents

Other Key Characteristics

A few other key takeaways include:

- For respondents' **identified gender**, a majority identified as female (64%), followed by male (33%), nonbinary (2%), and other (2%).

- Regarding **household size**, 51% of respondents indicated that 2 (16%), 3, (17%) or 4 (18%) people lived in their household. 33% of respondents indicated they had a household equal to 5 or more, while 16% of riders indicated that they lived alone.

- The vast majority of respondents (96%) **own a mobile smartphone**.
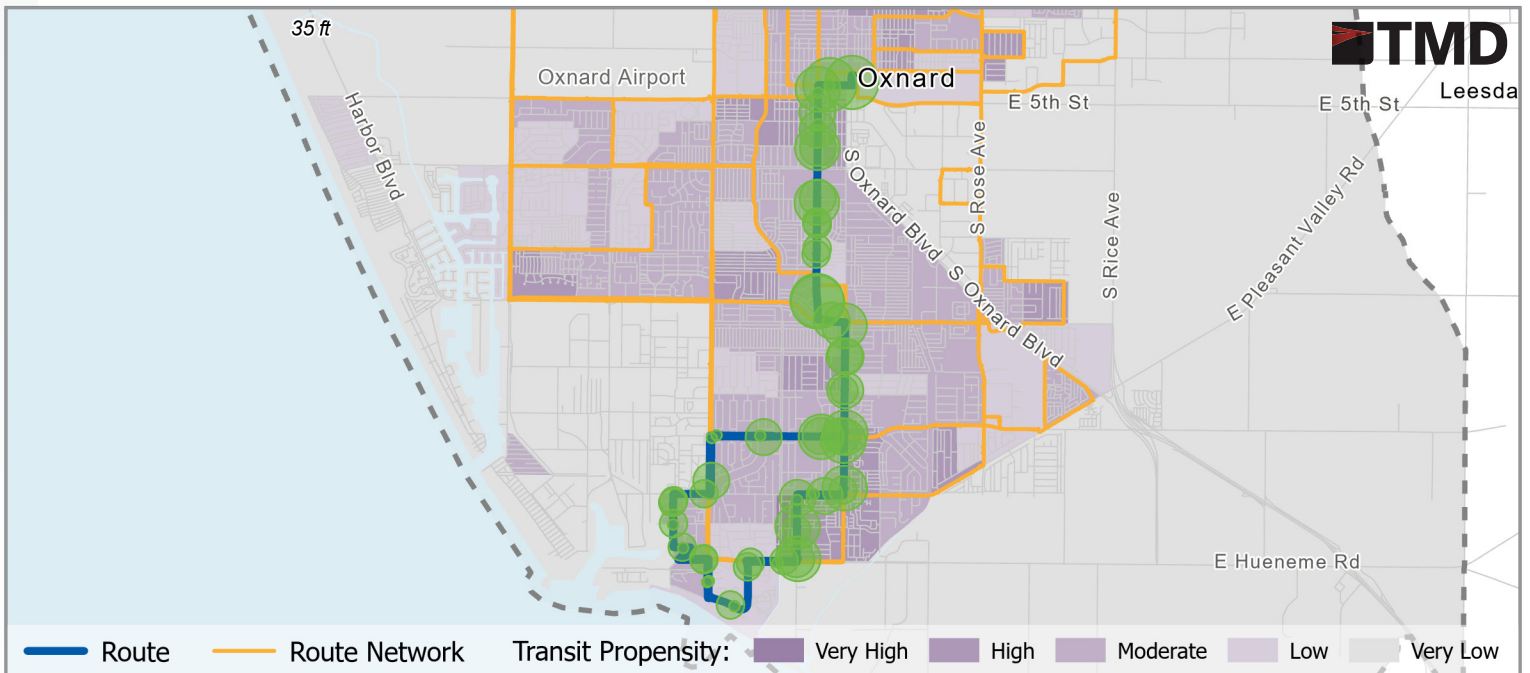
ATTACHMENT A: ROUTE PROFILE SHEETS

Route 1
Port Hueneme - Oxnard Transit Center

2023

GO 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

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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

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

2019

Route 1
Port Hueneme -OTC

GO 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	4:45 AM to 9:05 PM	6:00 AM to 9:00 PM	6:00 AM to 9:00 PM
Daily Passenger Boardings The average number of daily boardings	1,521 `2` System Rank	1,051 `2` System Rank	1,043 `2` System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	24.2 `2` System Average	19.4 `1` System Average	19.2 `1` System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$3.77 `$5.20` System Average	$4.71 `$6.89` System Average	$4.74 `$7.16` System Average
Fare Box Recovery Passenger revenue divided by the operating costs	19% `15%` System Average	16% `12%` System Average	15% `11%` System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	86.0%	85.0%	83.0%

Weekday Passenger Boardings

Ridership: • 0 - 5   ● 5 - 10   ● 10 - 25   ● 25 - 100   ● > 100

— Route   — Route Network   Transit Propensity: Very High | High | Moderate | Low | Very Low
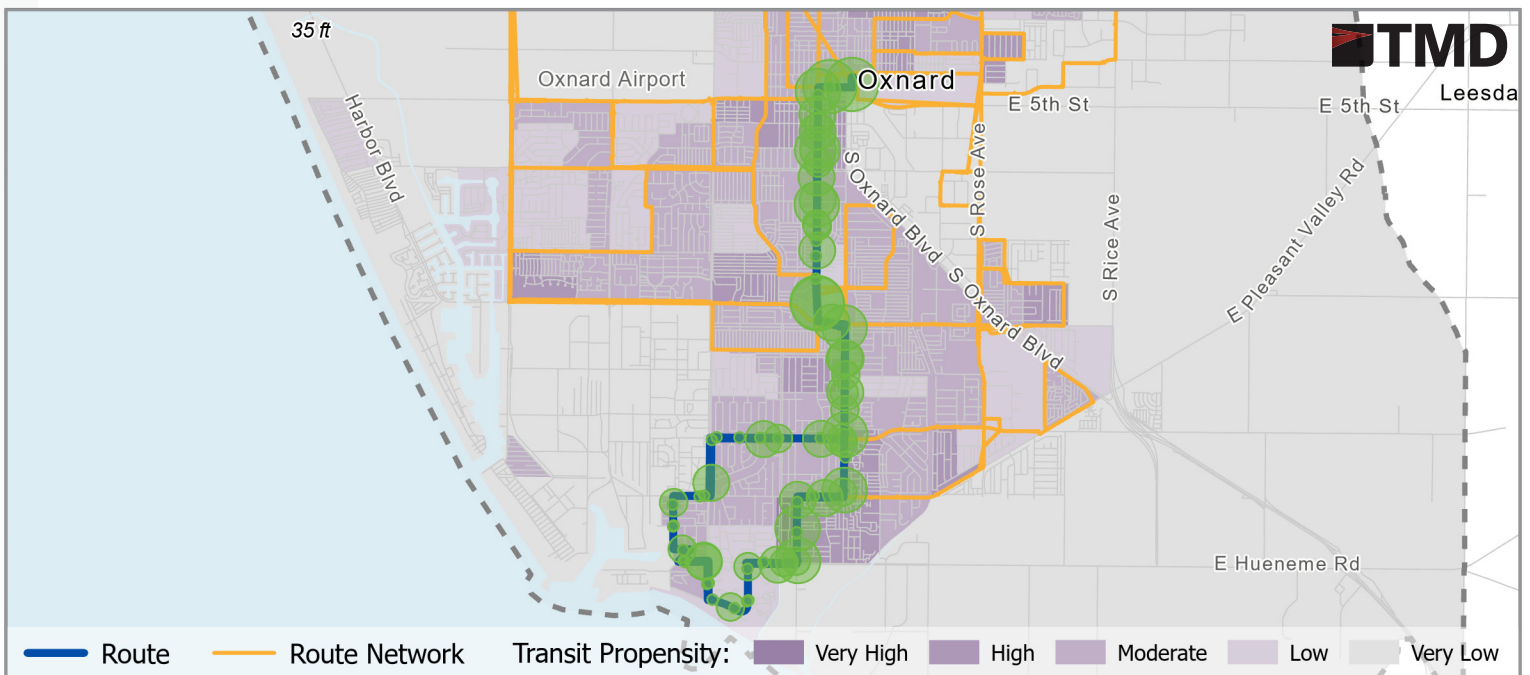
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

Route 2
Colonia - Downtown Oxnard

2023

GO 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

Route — Route Network

Transit Propensity: Very High | High | Moderate | Low | Very Low

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

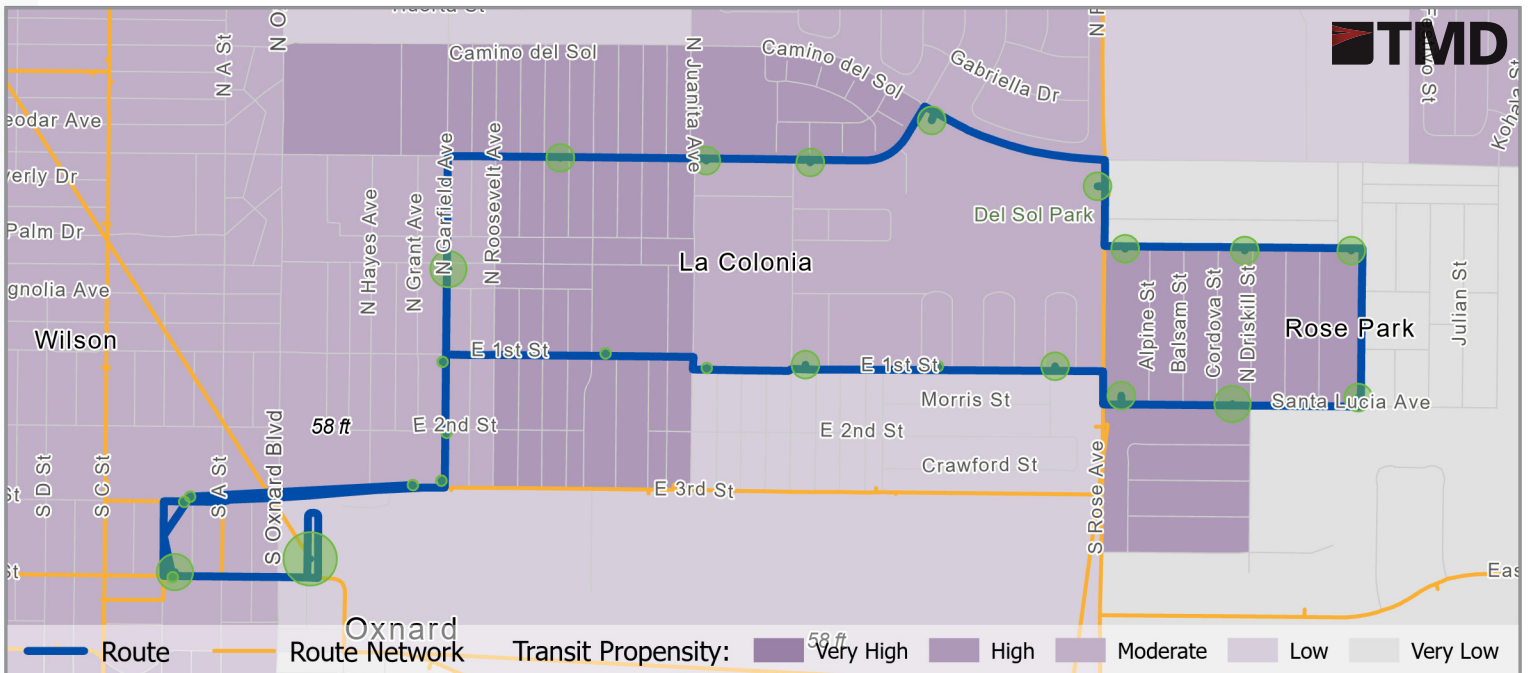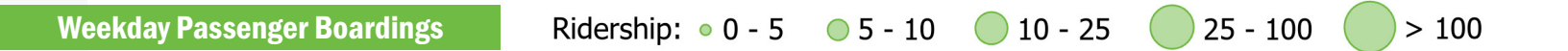| Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	30	60
Hours of Operation The hours the bus is in service	*5:20 AM to 8:00 PM*	*5:20 AM to 8:00 PM*	*5:20 AM to 8:00 PM*
Daily Passenger Boardings The average number of daily boardings	210 14 System Rank	154 13 System Rank	180 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 13 System Average	10.1 11 System Average	11.8 8 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.57 $5.20 System Average	$9.06 $6.89 System Average	$7.74 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	11% 15% System Average	8% 12% System Average	9% 11% 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%	80.8%	79.8%

Weekday Passenger Boardings

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

Route · Route Network · Transit Propensity: Very High · High · Moderate · Low · Very Low

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

Route 3
J St - Centerpoint Mall - Lemonwood

GO 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	*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

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

Route ▬▬ Route Network ▬▬ Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	30	60	30
Hours of Operation The hours the bus is in service	5:46 AM to 7:57 PM	5:46 AM to 7:07 PM	5:46 AM to 7:07 PM
Daily Passenger Boardings The average number of daily boardings	305 9 System Rank	211 8 System Rank	203 8 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	20.9 3 System Average	15.5 3 System Average	14.9 4 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$4.36 $5.20 System Average	$5.89 $6.89 System Average	$6.11 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	16% 15% System Average	12% 12% System Average	11% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	83.5%	85.7%	85.7%

Weekday Passenger Boardings
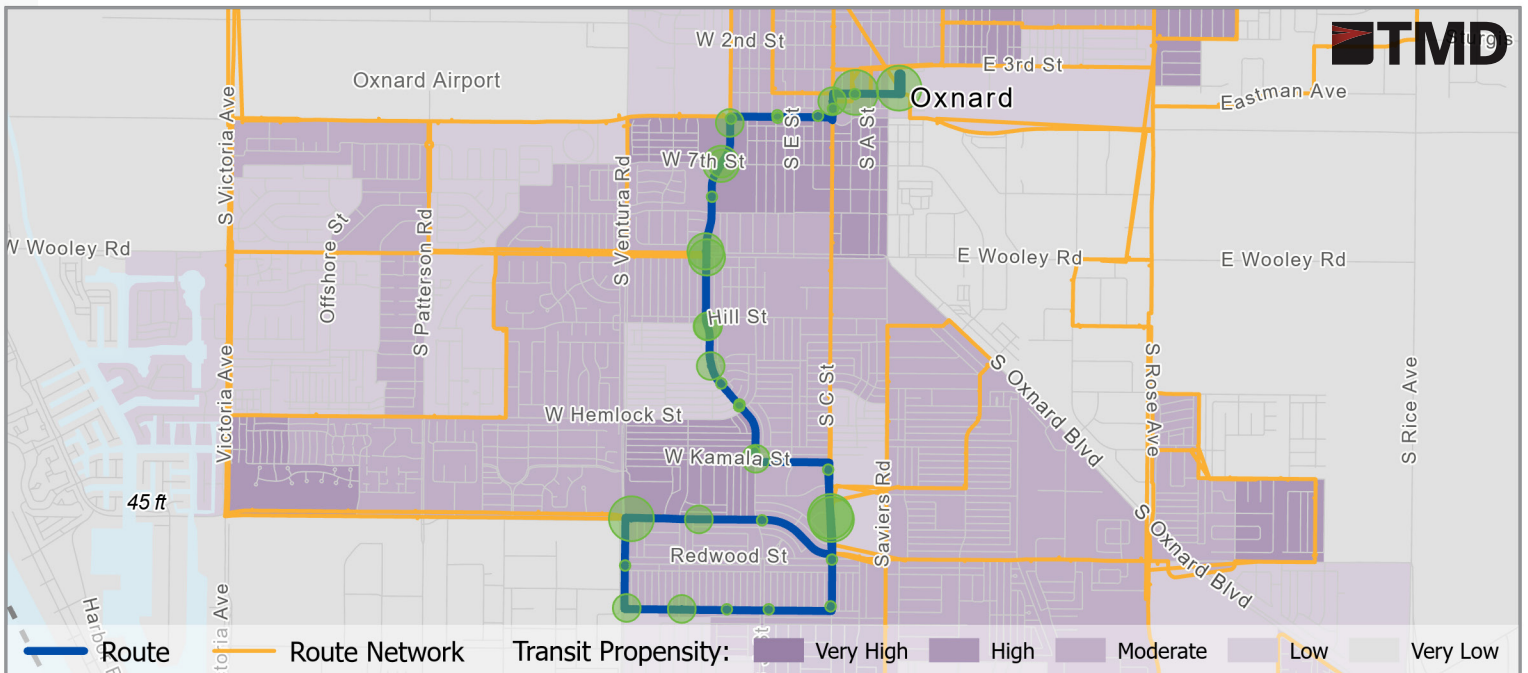
Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

45 ft

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

2023

Route 4
North Oxnard - Ventura Rd - St. John's

GO 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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

Route Performance:

	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	**30**	**20**	**20**
Hours of Operation The hours the bus is in service	*6:00 AM to 8:08 PM*	*6:05 AM to 7:47 PM*	*6:05 AM to 7:47 PM*
Daily Passenger Boardings The average number of daily boardings	**773** **4** System Rank	**500** **4** System Rank	**445** **4** System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	**18.5** **6** System Average	**12** **8** System Average	**10.7** **9** System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	**$4.93** **$5.20** System Average	**$7.62** **$6.89** System Average	**$8.56** **$7.16** System Average
Fare Box Recovery Passenger revenue divided by the operating costs	**14%** **15%** System Average	**9%** **12%** System Average	**8%** **11%** System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	**80.0%**	**78.7%**	**78.7%**

Weekday Passenger Boardings

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

Route — **Route Network** — Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

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

Route ▬▬ Route Network ▬▬ Transit Propensity: Very High | High | Moderate | Low | Very Low

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

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	5:30 AM to 8:00 PM	6:10 AM to 8:00 PM	6:55 AM to 8:00 PM
Daily Passenger Boardings The average number of daily boardings	224 **13** System Rank	156 **11** System Rank	141 **13** System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	14.9 **12** System Average	10.4 **9** System Average	9.4 **11** System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.13 **$5.20** System Average	$8.80 **$6.89** System Average	$9.74 **$7.16** System Average
Fare Box Recovery Passenger revenue divided by the operating costs	13% **15%** System Average	9% **12%** System Average	8% **11%** System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	84.2%	84.2%	83.3%

Weekday Passenger Boardings

Ridership: • 0 - 5 • 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100

— Route   — Route Network   Transit Propensity: ▮ Very High ▮ High ▮ Moderate ▮ Low ▮ Very Low

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

Route 6
Oxnard - Ventura - Main St

GO 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

— **Route**   — **Route Network**   **Transit Propensity:** ▪ Very High ▪ High ▪ Moderate ▪ Low ▪ Very Low

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

Route 6
Oxnard - Ventura/Main St.

GO GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	24	30	30
Hours of Operation The hours the bus is in service	4:45 AM to 9:06 PM	5:15 AM to 8:45 PM	5:15 AM to 8:45 PM
Daily Passenger Boardings The average number of daily boardings	2,838 1 System Rank	1,640 1 System Rank	1,523 1 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	20.1 4 System Average	18 2 System Average	16.8 2 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$4.55 $5.20 System Average	$5.05 $6.89 System Average	$5.44 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	18% 15% System Average	16% 12% System Average	15% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	90.5%	86.6%	85.9%

Weekday Passenger Boardings
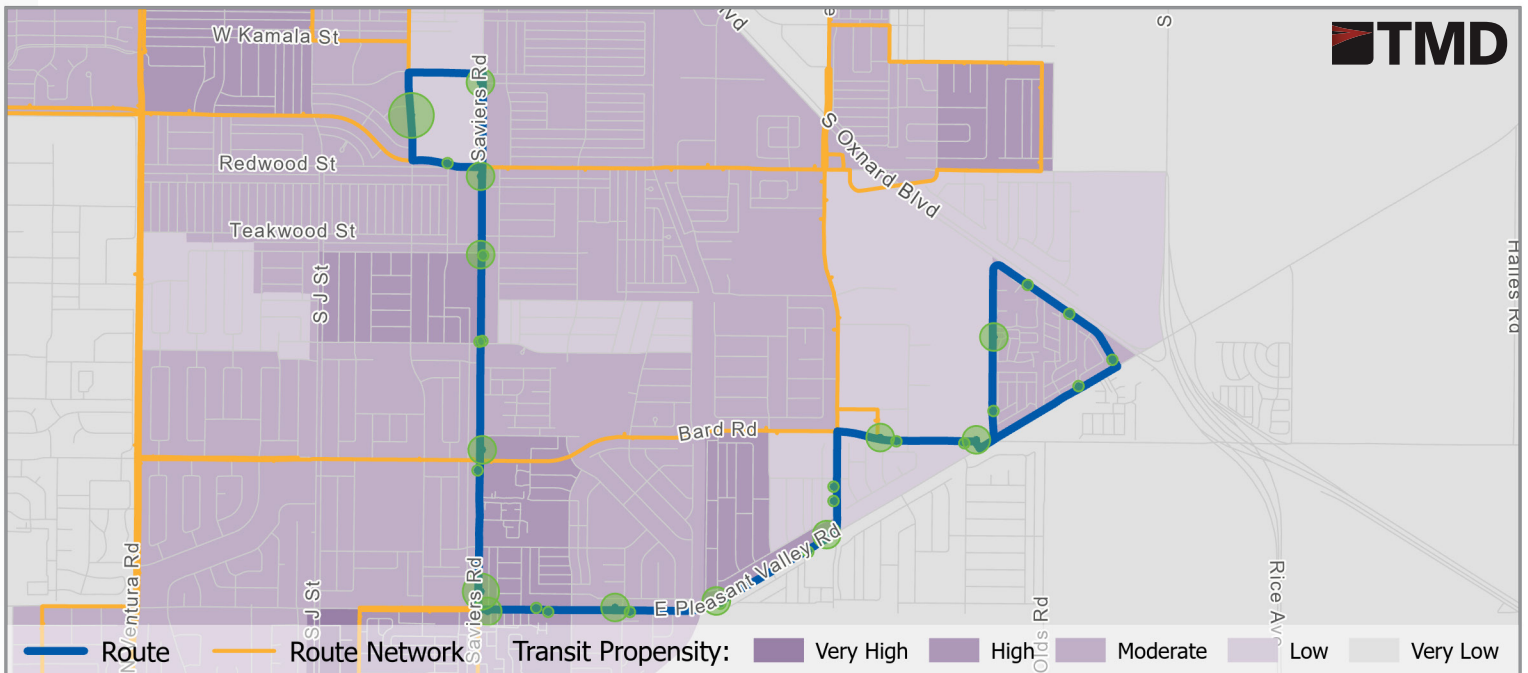
Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100

Route — Route Network

Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

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

Route 7
South Oxnard

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	6:29 AM to 8:08 PM	6:50 AM to 7:27 PM	6:50 AM to 7:27 PM
Daily Passenger Boardings The average number of daily boardings	243 11 System Rank	169 9 System Rank	196 9 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	16.3 9 System Average	13.2 7 System Average	15.2 3 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$5.60 $5.20 System Average	$6.93 $6.89 System Average	$5.99 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	13% 15% System Average	11% 12% System Average	13% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	87.8%	87.5%	87.5%

Weekday Passenger Boardings
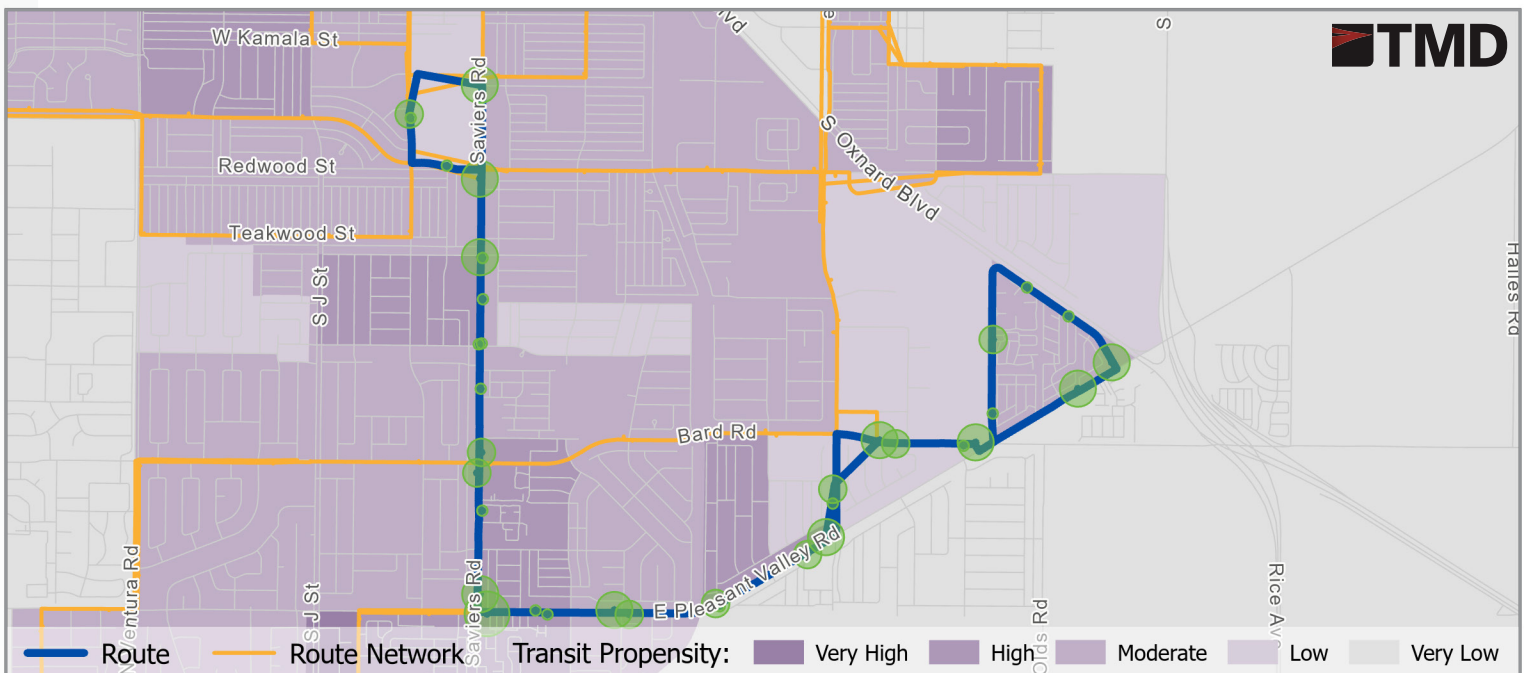
Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100

— Route — Route Network Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

Route 8
OTC - Oxnard College - Centerpoint Mall

GO 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
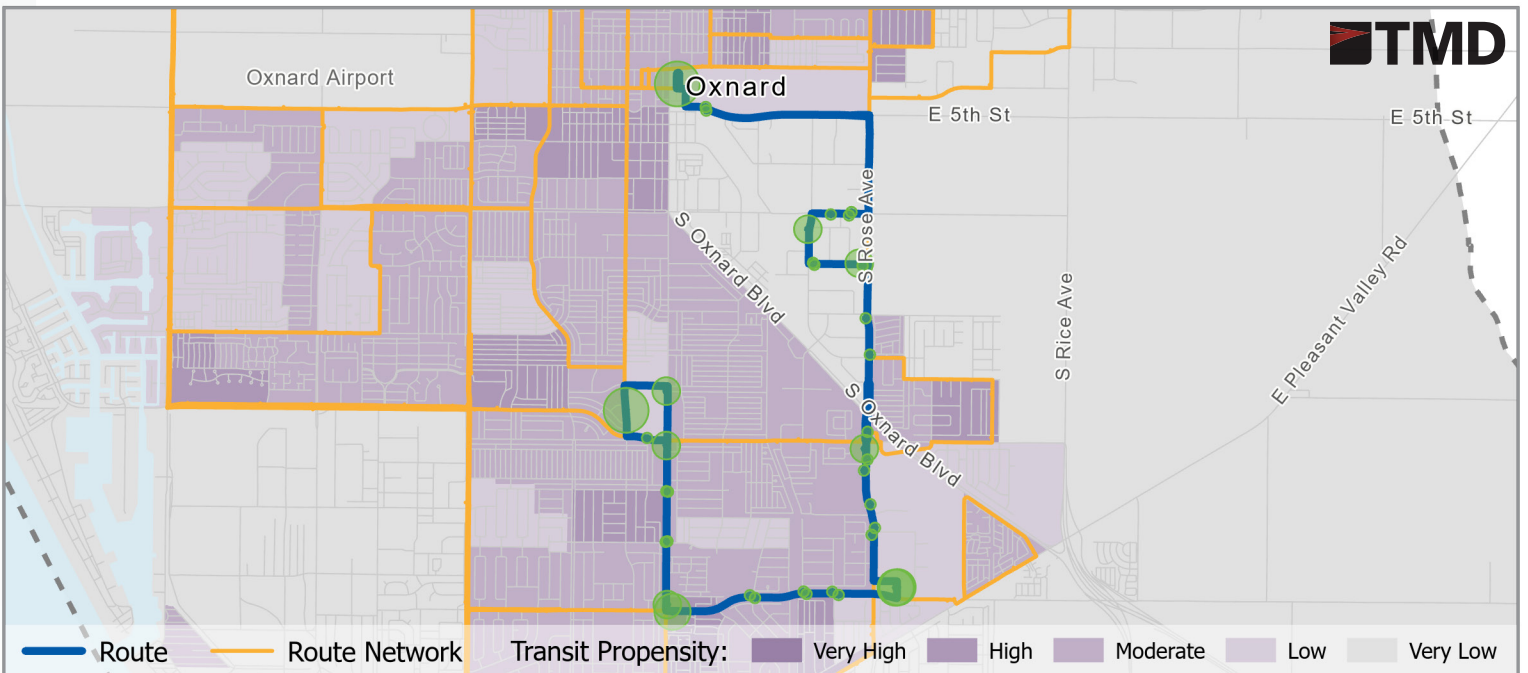
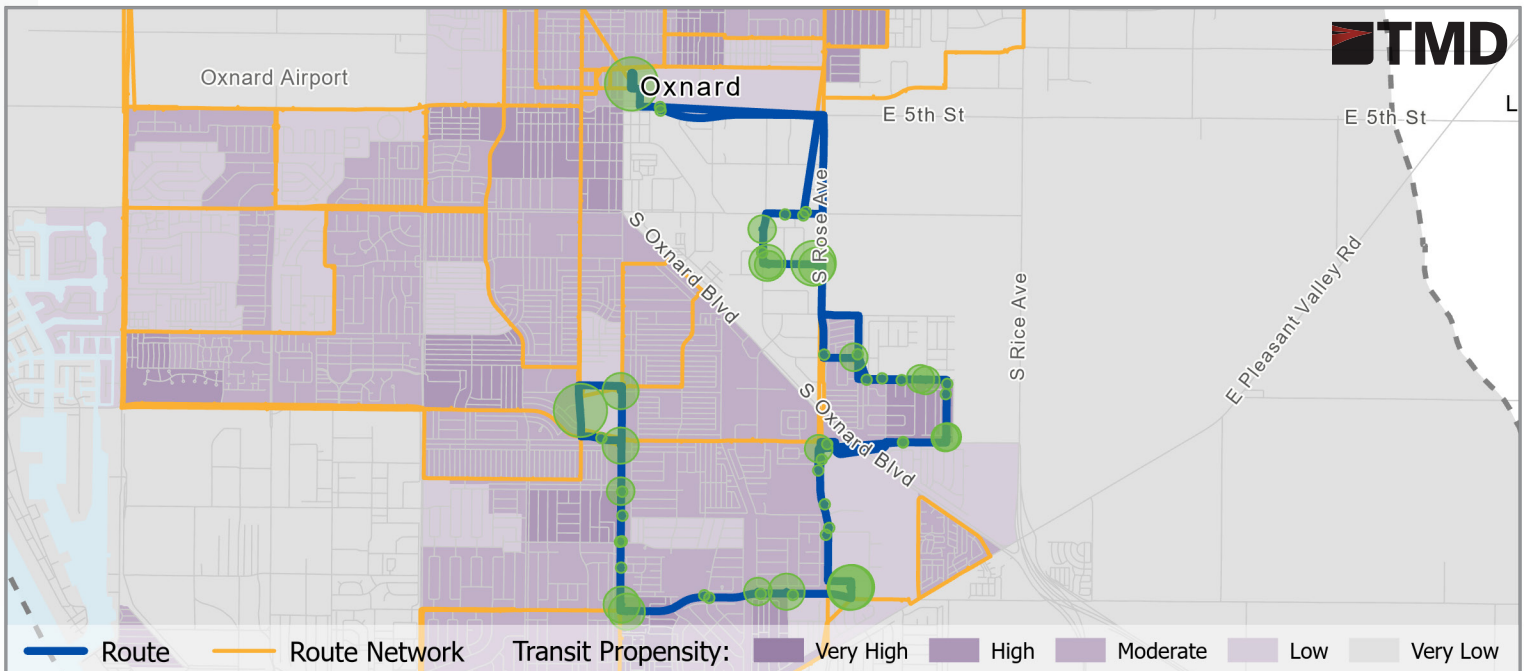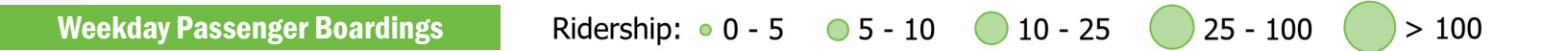Ridership: ● 0 - 5   ● 5 - 10   ● 10 - 25   ● 25 - 100   ● > 100

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

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

Route 8
Oxnard College

GO GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	30	60	40
Hours of Operation The hours the bus is in service	5:45 AM to 9:02 PM	6:27 AM to 8:58 PM	6:27 AM to 8:58 PM
Daily Passenger Boardings The average number of daily boardings	501 7 System Rank	225 7 System Rank	290 7 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	16.2 10 System Average	7.8 12 System Average	10.1 10 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$5.64 $5.20 System Average	$11.70 $6.89 System Average	$9.05 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	15% 15% System Average	7% 12% System Average	9% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	78.6%	75.0%	73.5%

Weekday Passenger Boardings

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

— Route   — Route Network   Transit Propensity: ▪ Very High ▪ High ▪ Moderate ▪ Low ▪ Very Low

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

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	30	60
Hours of Operation The hours the bus is in service	6:19 AM to 8:17 PM	6:51 AM to 6:37 PM	6:51 AM to 6:37 PM
Daily Passenger Boardings The average number of daily boardings	144 19 System Rank	125 14 System Rank	115 14 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	9.9 17 System Average	10.1 10 System Average	9.3 12 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$9.23 $5.20 System Average	$9.06 $6.89 System Average	$9.82 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	8% 15% System Average	8% 12% System Average	7% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	87.1%	86.7%	87.5%

Weekday Passenger Boardings
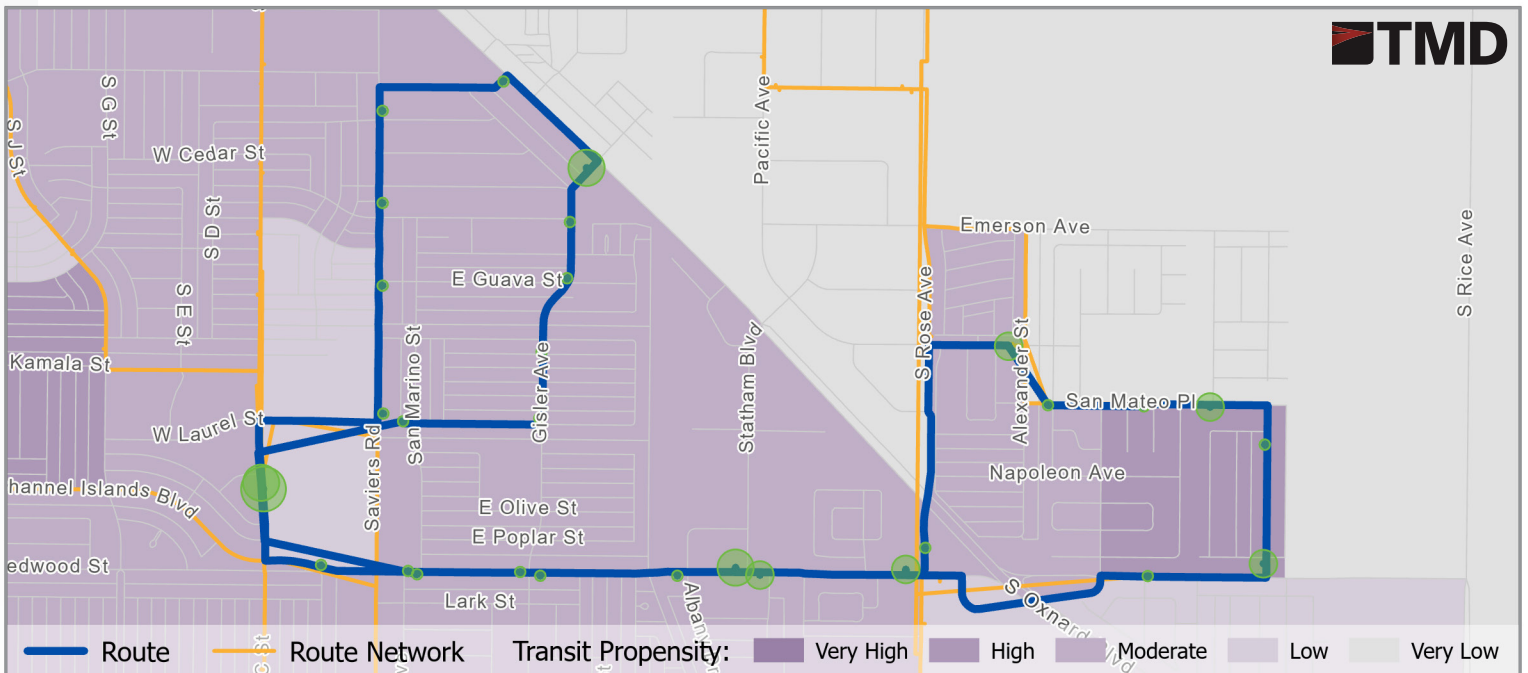
Ridership: 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

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

Route 10
Pacific View Mall - Telegraph - Saticoy

GO 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%
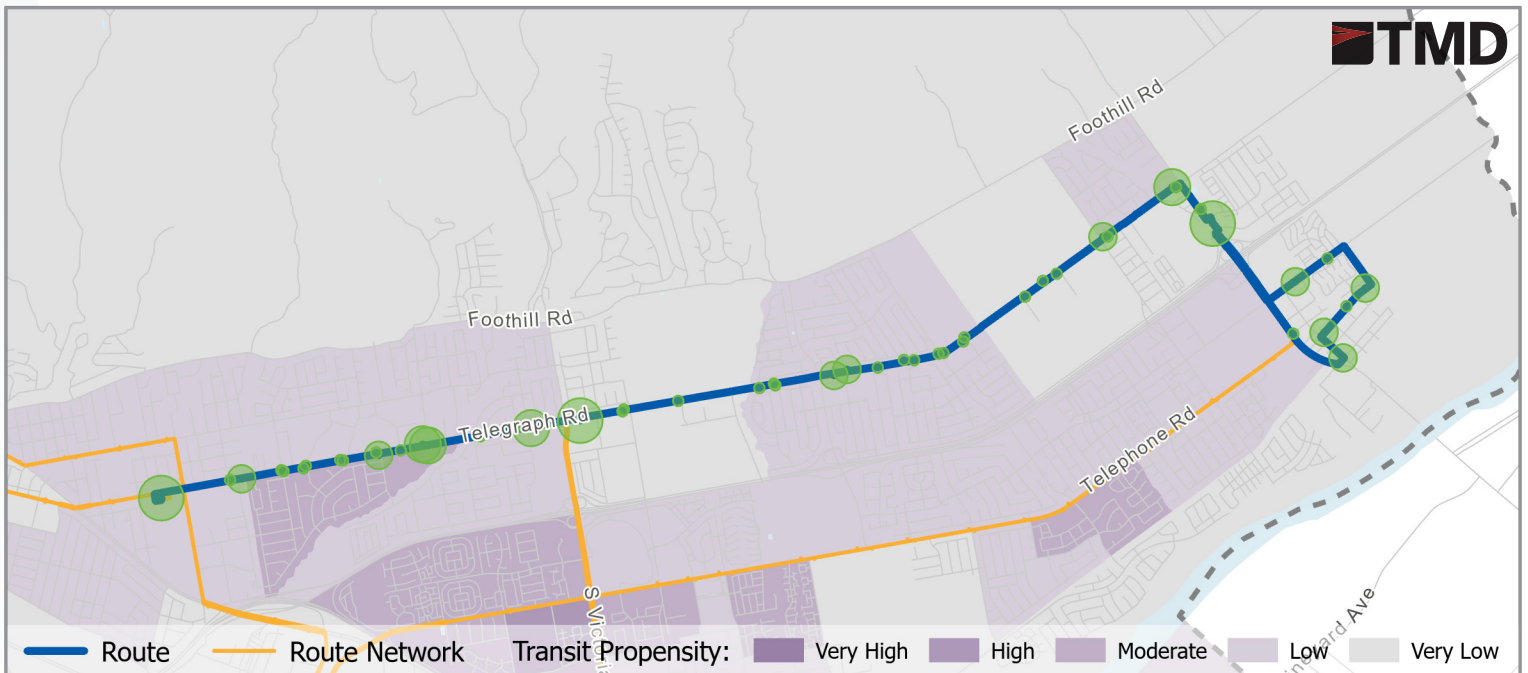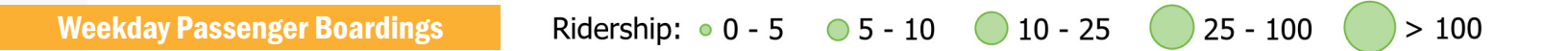
Weekday Passenger Boardings

Ridership: ○ 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100

Route ——— Route Network ——— Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low □ Very Low

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

Route 10
Telegraph Road - Saticoy

GO 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	5:20 AM to 9:04 PM	6:04 AM to 9:04 PM	7:36 AM to 8:01 PM
Daily Passenger Boardings The average number of daily boardings	261 `10` System Rank	156 `12` System Rank	162 `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 `15` System Average	7.6 `13` System Average	7.9 `14` System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$7.37 `$5.20` System Average	$11.94 `$6.89` System Average	$11.48 `$7.16` System Average
Fare Box Recovery Passenger revenue divided by the operating costs	12% `15%` System Average	7% `12%` System Average	7% `11%` System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	80.5%	78.3%	62.5%

Weekday Passenger Boardings

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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

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

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

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

Route — Route Network — Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low
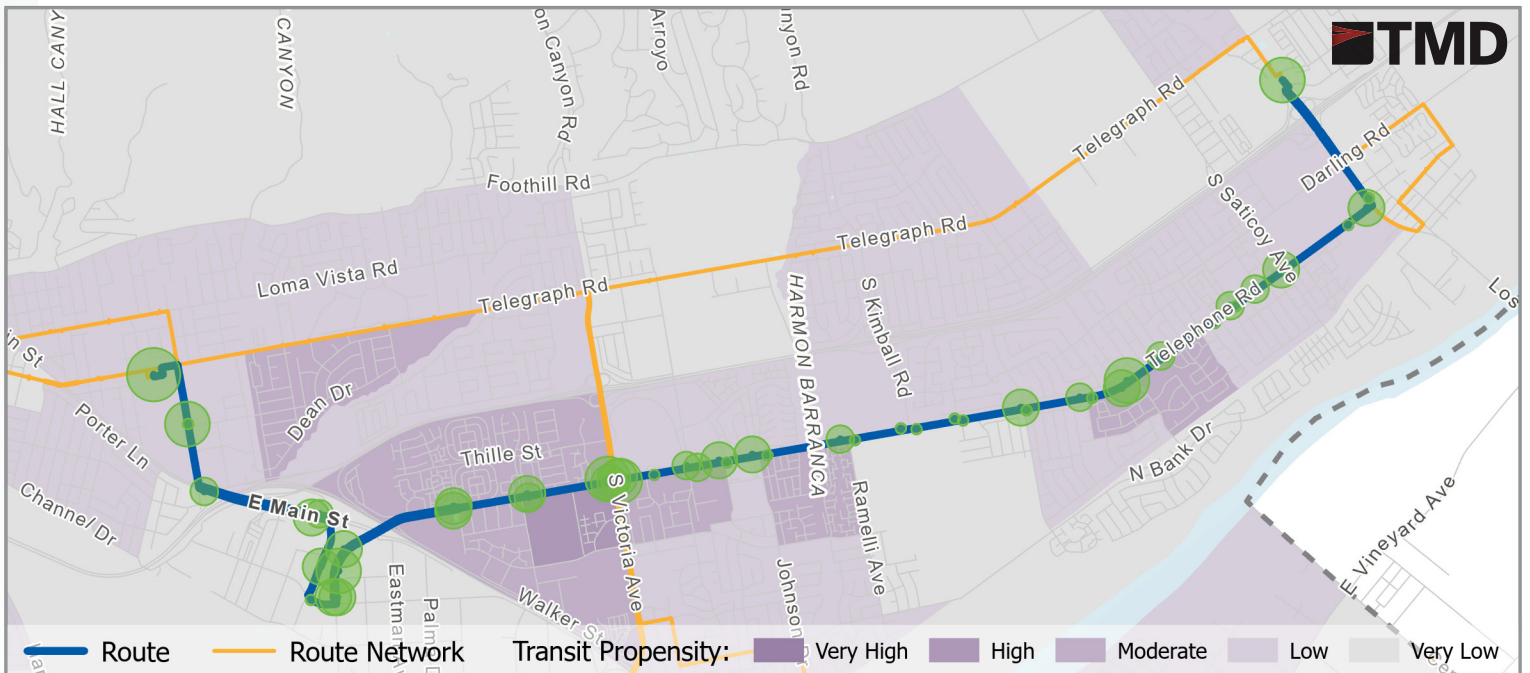
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

Route 11
Telephone Road - Saticoy

GO 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	5:20 AM to 9:30 PM	6:00 AM to 9:14 PM	6:00 AM to 8:00 PM
Daily Passenger Boardings The average number of daily boardings	748 — 6 System Rank	418 — 5 System Rank	366 — 6 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	18.7 — 5 System Average	14.8 — 5 System Average	12.9 — 6 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$4.87 — $5.20 System Average	$6.17 — $6.89 System Average	$7.05 — $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	16% — 15% System Average	12% — 12% System Average	11% — 11% 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%	81.9%	77.6%

Weekday Passenger Boardings

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

Route   Route Network   Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

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

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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low
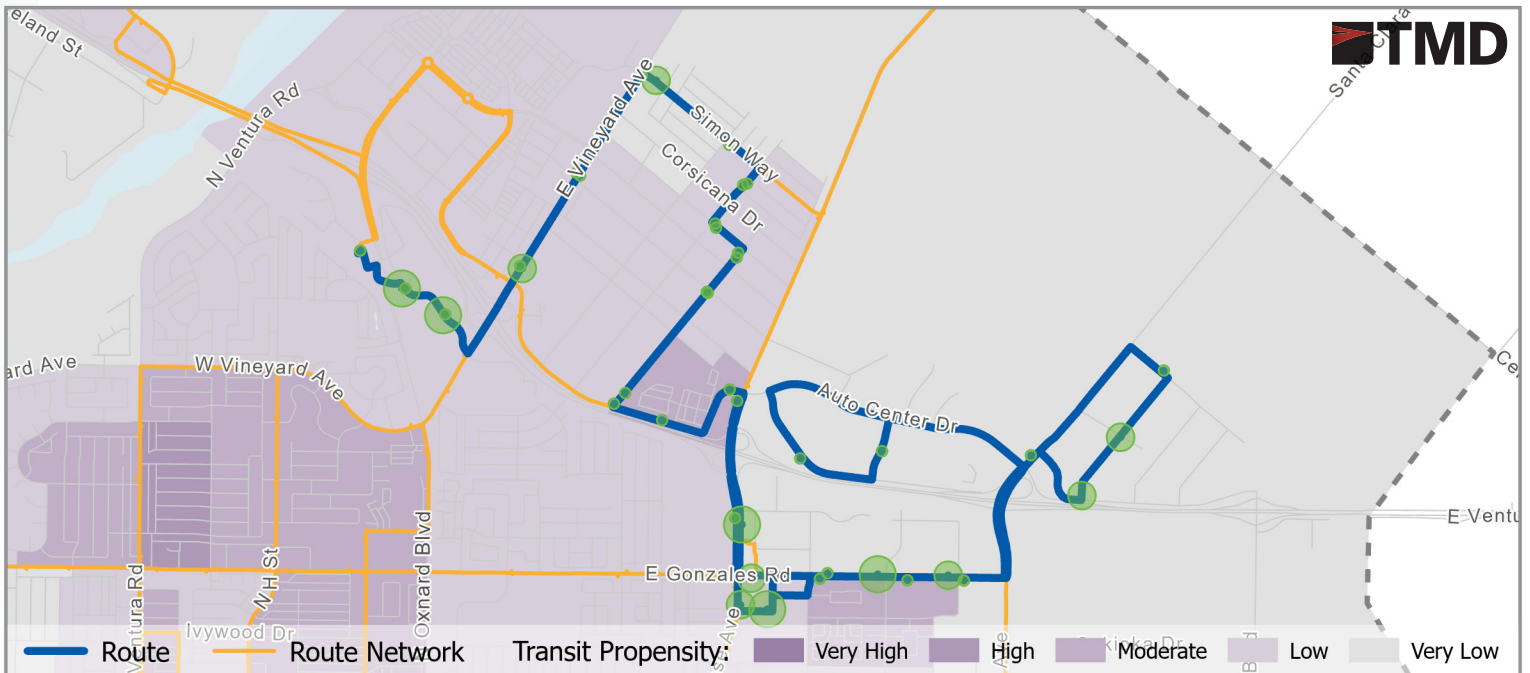
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

Route 15
El Rio / Northeast
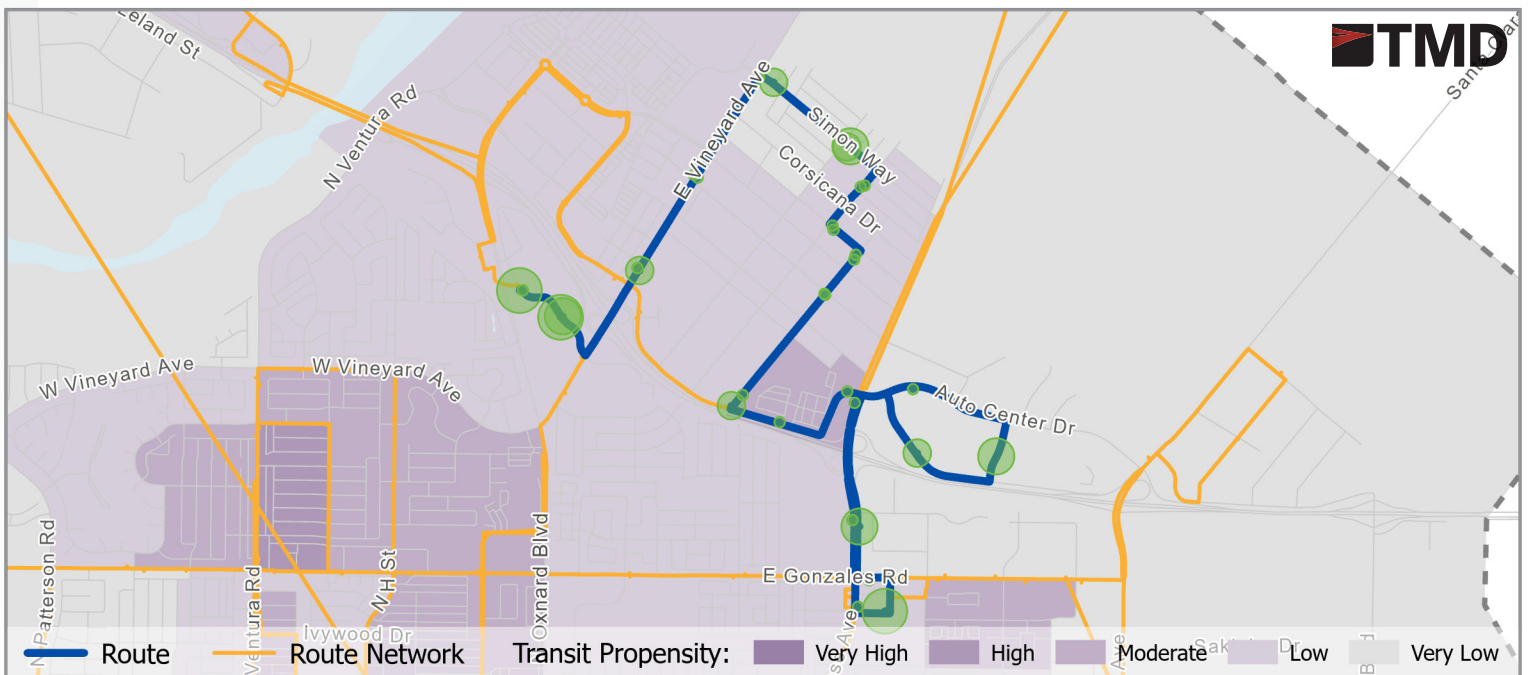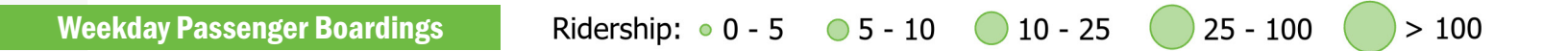
GO GOLDCOAST TRANSIT

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	*6:05 AM to 8:15 PM*	*7:11 AM to 8:08 PM*	*7:11 AM to 8:08 PM*
Daily Passenger Boardings The average number of daily boardings	152 18 System Rank	98 15 System Rank	94 16 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	9.5 18 System Average	6.6 15 System Average	6.3 15 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$9.61 $5.20 System Average	$13.90 $6.89 System Average	$14.49 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	7% 15% System Average	5% 12% System Average	5% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	80.0%	80.5%	76.6%

Weekday Passenger Boardings

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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

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

2023

Route 16
Downtown Ojai - Pacific View Mall

GO 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

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

Legend: — Route   — Route Network   Transit Propensity: Very High | High | Moderate | Low | Very Low

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

Route 16
Ojai

GO GOLDCOAST TRANSIT

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	60	-
Hours of Operation The hours the bus is in service	*4:43 AM to 9:17 PM*	*5:38 AM to 8:10 PM*	*9:05 AM to 6:17 PM*
Daily Passenger Boardings The average number of daily boardings	751 5 System Rank	512 3 System Rank	451 3 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	18 8 System Average	13.8 6 System Average	12.7 7 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$5.06 $5.20 System Average	$6.59 $6.89 System Average	$7.16 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	18% 15% System Average	14% 12% System Average	13% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	86.0%	77.5%	66.7%

Weekday Passenger Boardings

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

4846 ft **TMD**

— Route — Route Network Transit Propensity: Very High | High | Moderate | Low | Very Low

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

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

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

Route ——   Route Network ——   Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	60	40
Hours of Operation The hours the bus is in service	6:05 AM to 8:34 PM	6:25 AM to 7:38 PM	6:25 AM to 7:38 PM
Daily Passenger Boardings The average number of daily boardings	308 8 System Rank	166 10 System Rank	161 12 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	10.4 16 System Average	6.2 16 System Average	6 16 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$8.77 $5.20 System Average	$14.69 $6.89 System Average	$15.07 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	10% 15% System Average	6% 12% System Average	6% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	85.6%	87.3%	86.7%

Weekday Passenger Boardings
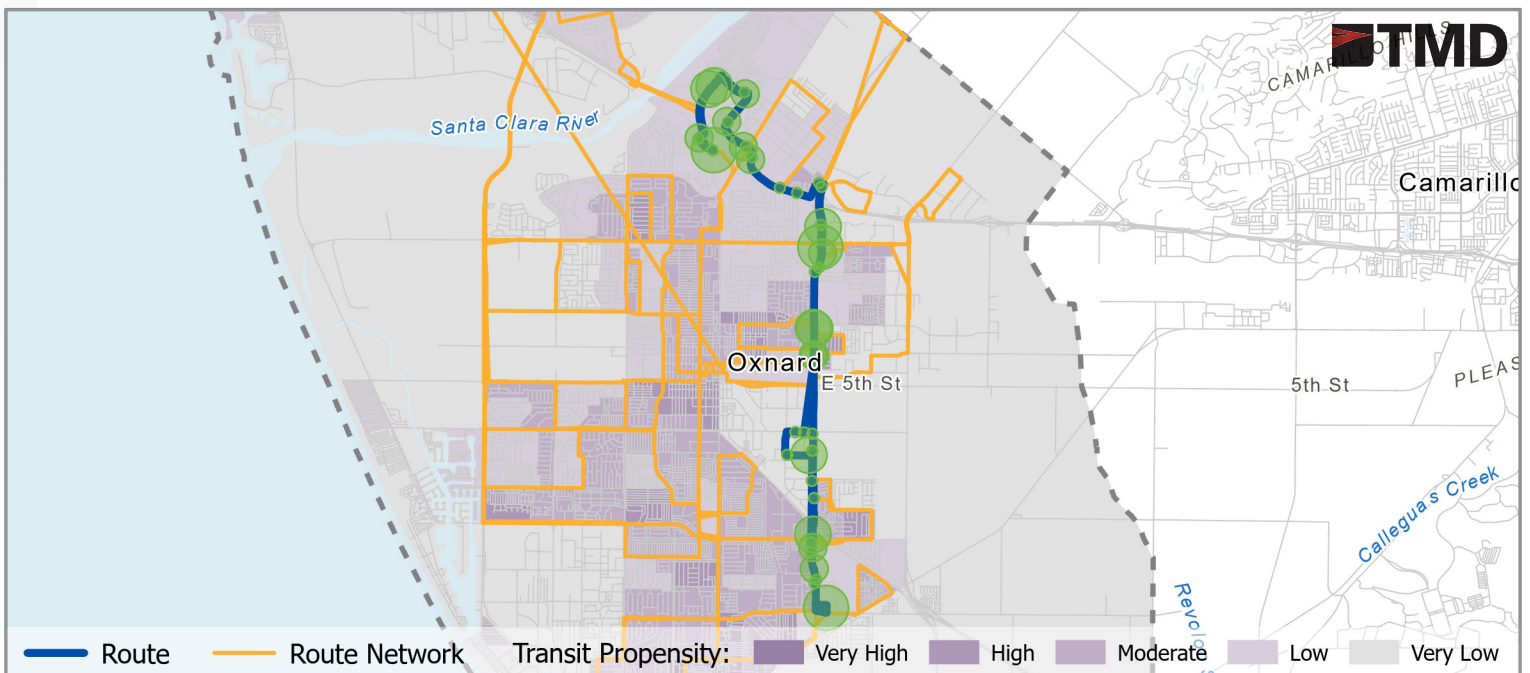
Ridership: ● 0 - 5   ● 5 - 10   ● 10 - 25   ● 25 - 100   ● > 100

— Route   — Route Network   Transit Propensity: ▮ Very High ▮ High ▮ Moderate ▮ Low ▮ Very Low

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

Route 18
Trippers

GO 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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

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

Route 18
Northside/Parkwest Tripper

GO GOLDCOAST TRANSIT

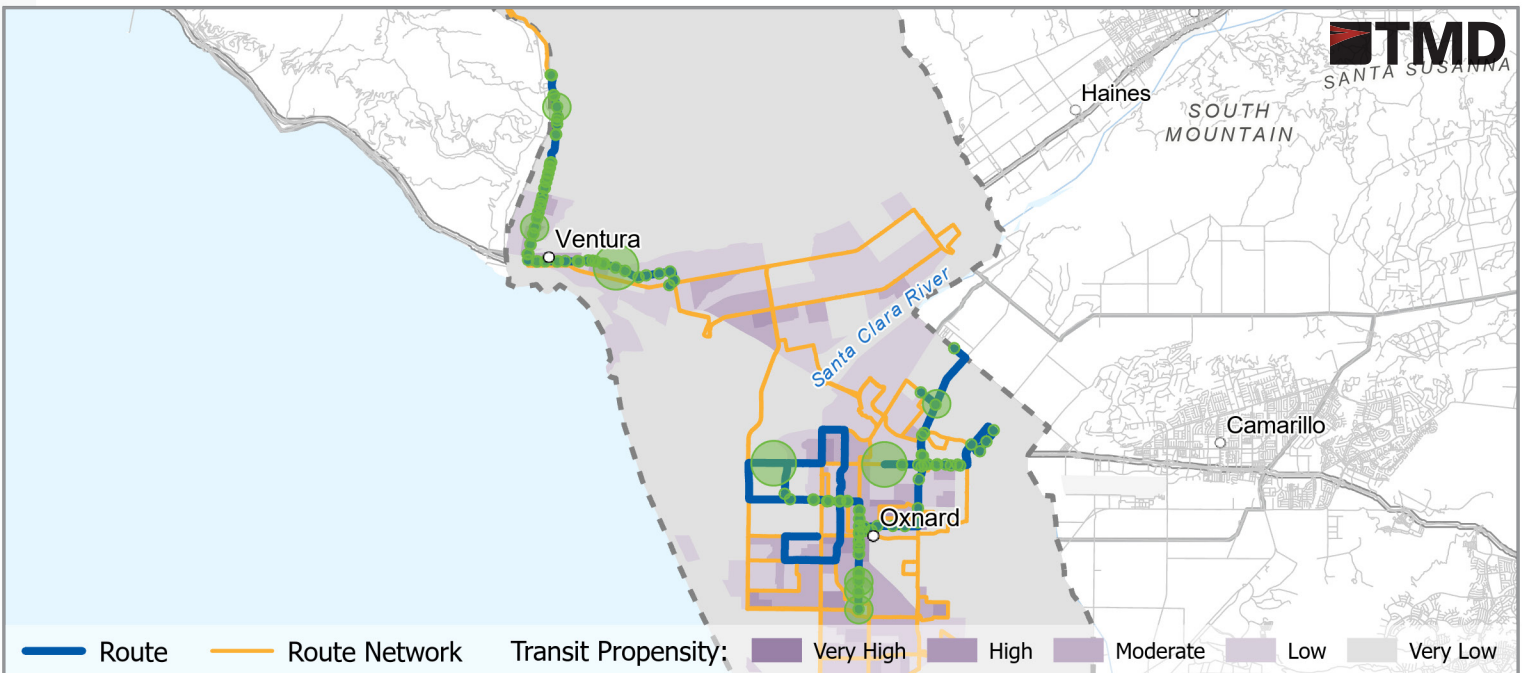| Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) *The average time, in minutes, between buses*	8 trips	-	-
Hours of Operation *The hours the bus is in service*	7:12 AM to 3:45 PM	*No Service*	*No Service*
Daily Passenger Boardings *The average number of daily boardings*	226 — **12** 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*	49.3 — **1** System Average	- — **-** System Average	- — **-** System Average
Cost Per Passenger *The total cost to operate the route per day, divided by average daily boardings*	$1.85 — **$5.20** System Average	- — **-** System Average	- — **-** System Average
Fare Box Recovery *Passenger revenue divided by the operating costs*	64% — **15%** 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)*	60.0%	-	-

Weekday Passenger Boardings

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

Route — Route Network — Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

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

2023

GOLD COAST TRANSIT

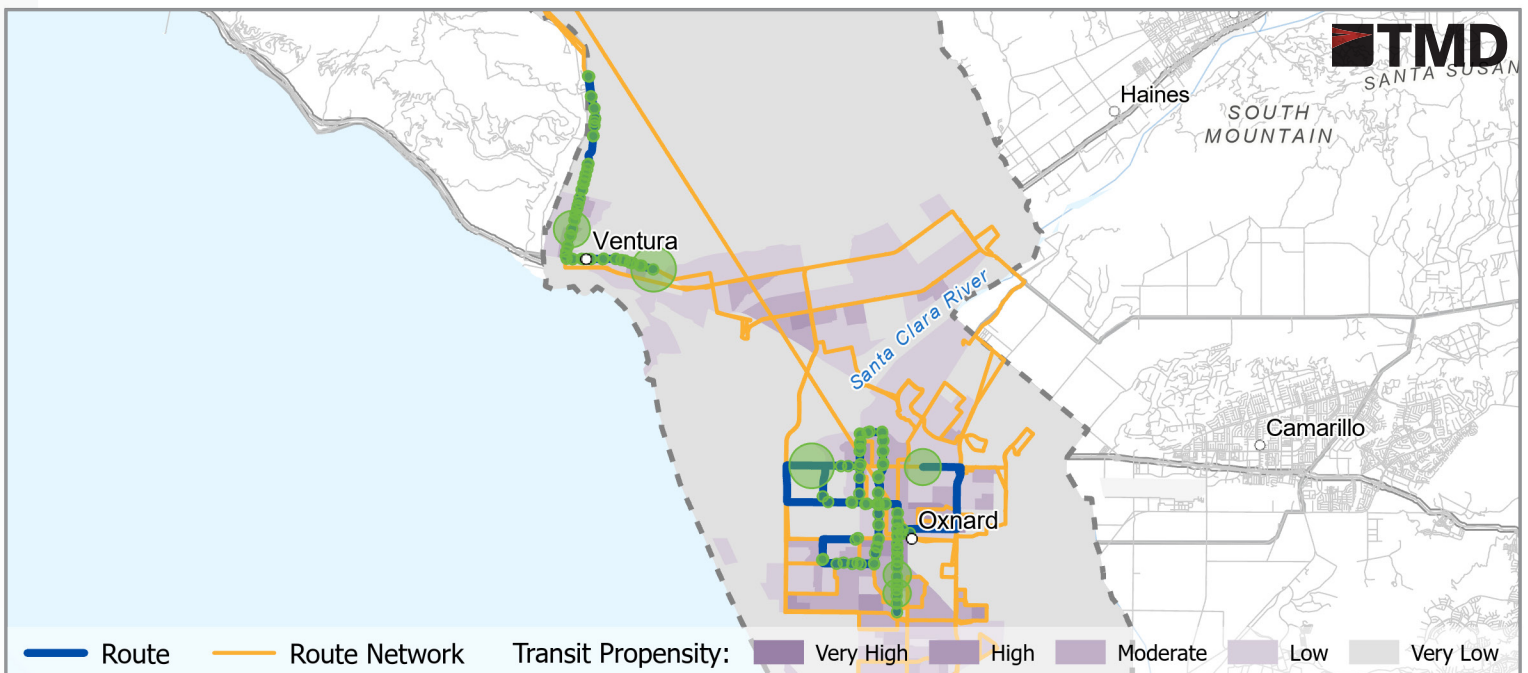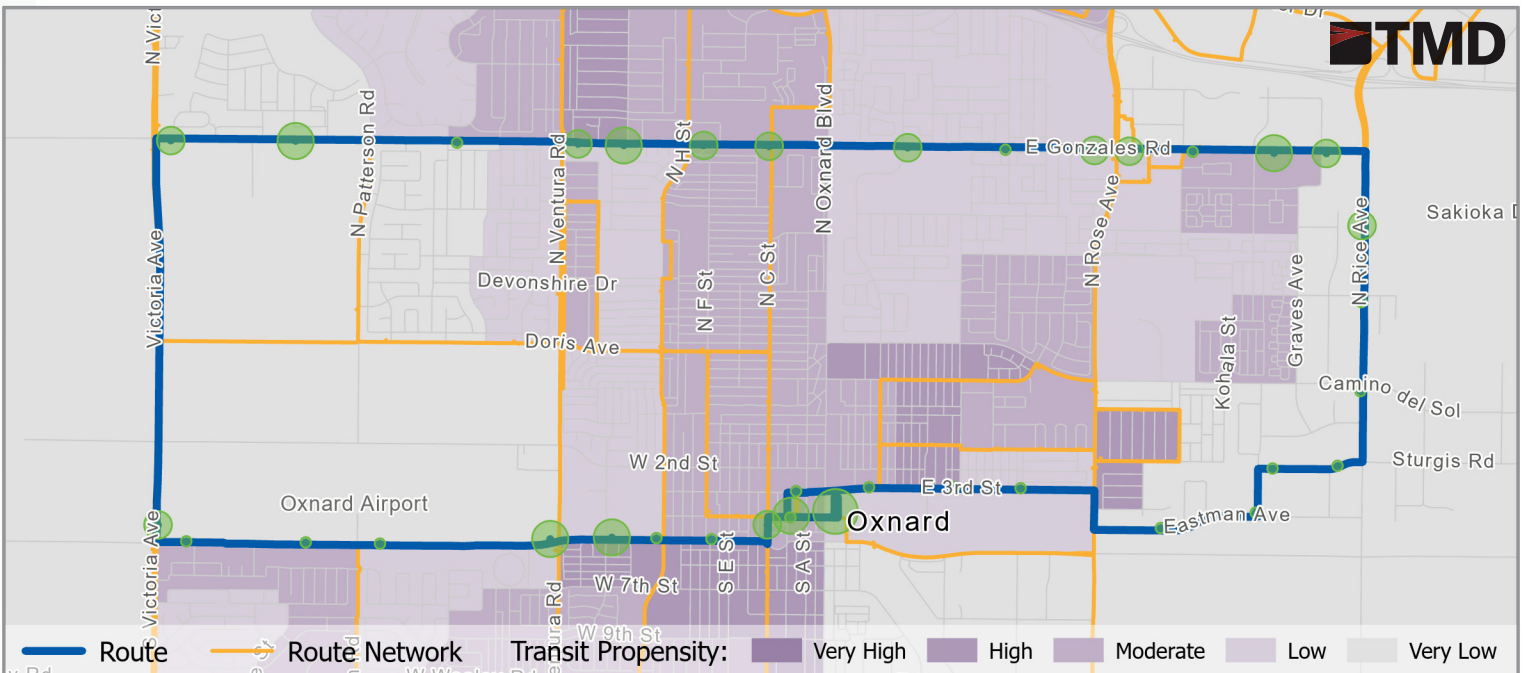| Route Performance:	Weekday	Saturday	Sunday
Peak Frequency (min.) The average time, in minutes, between buses	60	-	-
Hours of Operation The hours the bus is in service	*5:55 AM to 7:10 PM*	*No Service*	*No Service*
Daily Passenger Boardings The average number of daily boardings	208 13 System Rank	- - 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

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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low

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

Route 19
Gonzales/OTC/Fifth

GO 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	6:00 AM to 7:50 PM	No Service	No Service
Daily Passenger Boardings The average number of daily boardings	189 16 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	13.6 14 System Average	- - System Average	- - System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.70 $5.20 System Average	- - System Average	- - System Average
Fare Box Recovery Passenger revenue divided by the operating costs	12% 15% 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)	81.9%	-	-

Weekday Passenger Boardings

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

Route — Route Network — Transit Propensity: Very High | High | Moderate | Low | Very Low
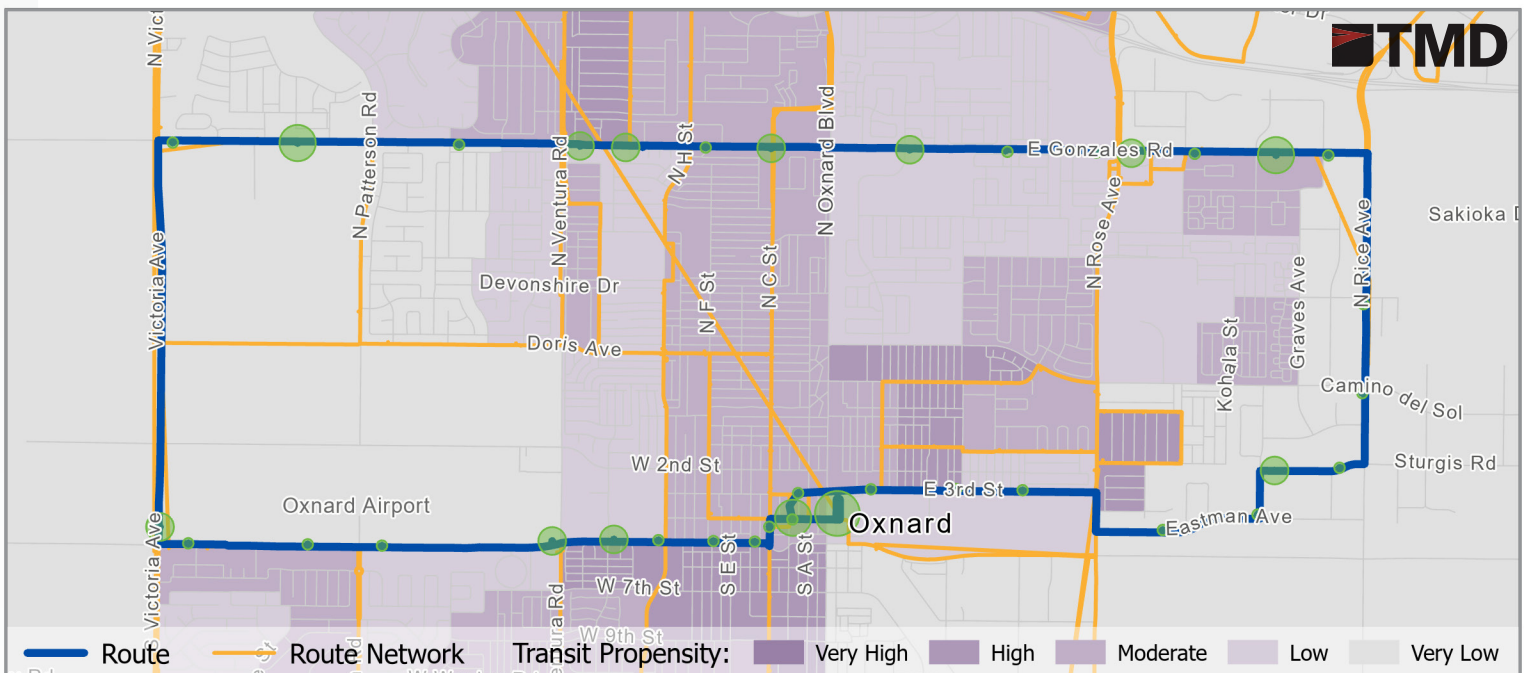
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

Route 20
Eastman - Lombard - Stugis

GO 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 7:20 PM	6:33 AM to 6:05 PM	6:33 AM to 6:05 PM
Daily Passenger Boardings The average number of daily boardings	205 `15` System Rank	89 `16` System Rank	97 `15` System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	15.1 `11` System Average	7.5 `14` System Average	7.9 `13` System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$6.05 `$5.20` System Average	$12.22 `$6.89` System Average	$11.48 `$7.16` System Average
Fare Box Recovery Passenger revenue divided by the operating costs	13% `15%` System Average	6% `12%` System Average	7% `11%` System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	85.7%	85.7%	79.1%

Weekday Passenger Boardings

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

Route   Route Network   Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

Route 21
Port Hueneme - Ventura - Victoria Ave

GO GOLD COAST 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

Route ——   Route Network ——   Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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

Route 21
Port Hueneme - Ventura - Victoria Ave

GO 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	5:40 AM to 7:55 PM	6:15 AM to 8:00 PM	6:15 AM to 8:00 PM
Daily Passenger Boardings The average number of daily boardings	801 — **3** System Rank	412 — **6** System Rank	380 — **5** System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	18.1 — **7** System Average	15.1 — **4** System Average	13.9 — **5** System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$5.03 — **$5.20** System Average	$6.04 — **$6.89** System Average	$6.54 — **$7.16** System Average
Fare Box Recovery Passenger revenue divided by the operating costs	16% — **15%** System Average	14% — **12%** System Average	13% — **11%** System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	82.6%	77.3%	75.3%

Weekday Passenger Boardings

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

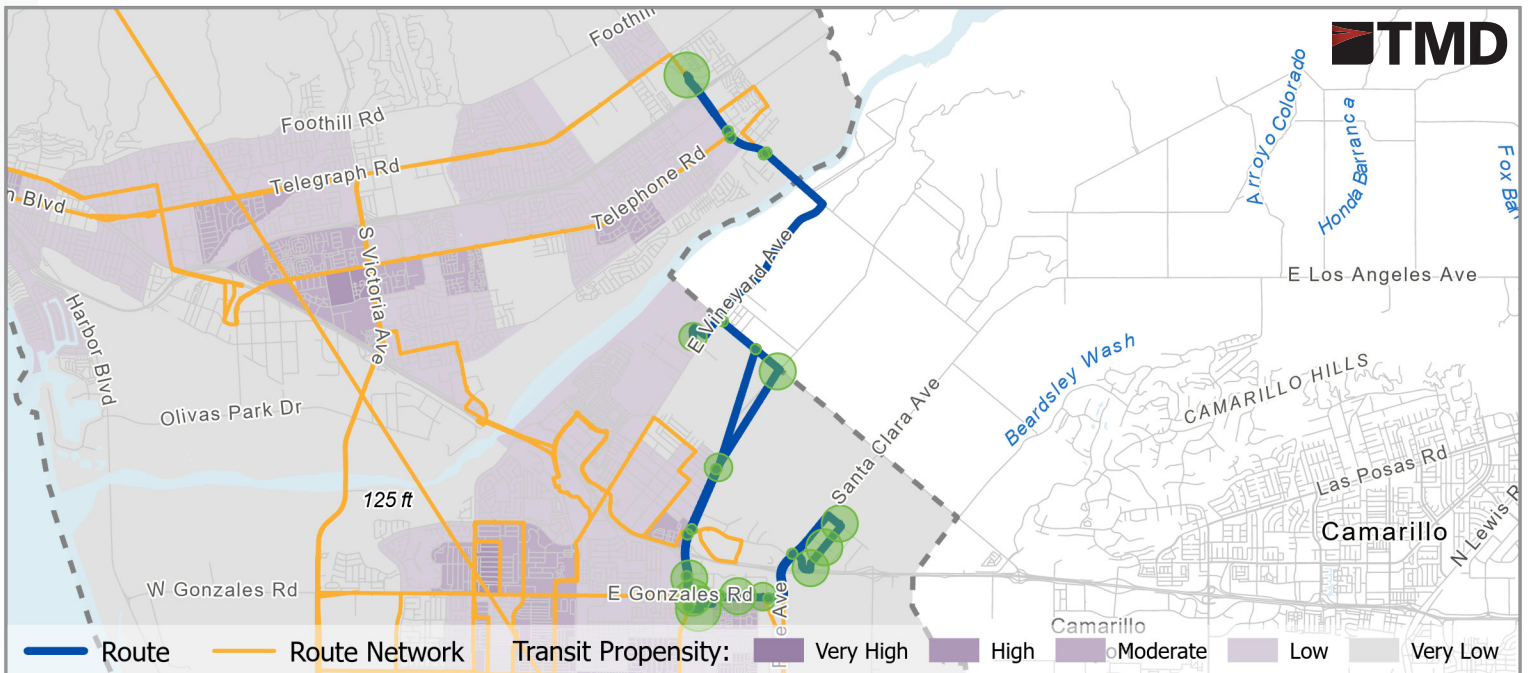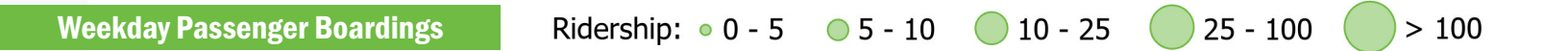Route　Route Network　Transit Propensity: ▮ Very High ▮ High ▮ Moderate ▮ Low ▮ Very Low
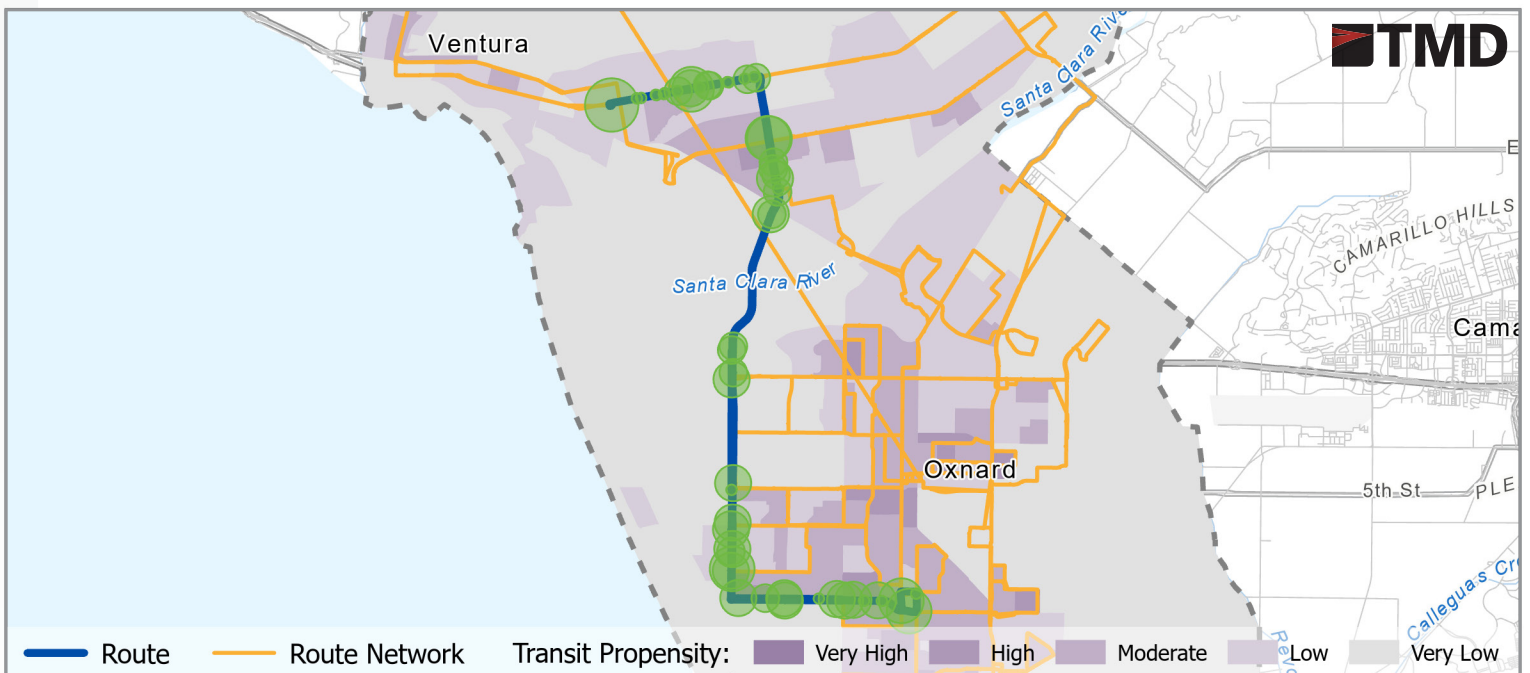
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

Route 22
Wells Center - St. John's - Nyeland Acres

GO 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	6:00 AM to 8:04 PM	6:50 AM to 7:51 PM	6:50 AM to 7:41 PM
Daily Passenger Boardings The average number of daily boardings	180 17 System Rank	67 17 System Rank	53 17 System Rank
Productivity (Boardings per Revenue Hour) The number of boardings divided by the number of revenue hours the bus is in operation	6.5 19 System Average	5 17 System Average	4 17 System Average
Cost Per Passenger The total cost to operate the route per day, divided by average daily boardings	$14.10 $5.20 System Average	$18.20 $6.89 System Average	$22.93 $7.16 System Average
Fare Box Recovery Passenger revenue divided by the operating costs	6% 15% System Average	4% 12% System Average	3% 11% System Average
On-Time Performance The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)	85.4%	83.3%	82.7%

Weekday Passenger Boardings

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

Route   Route Network   Transit Propensity: Very High   High   Moderate   Low   Very Low

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

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

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

Legend: ▬ Route ▬ Route Network | Transit Propensity: ■ Very High ■ High ■ Moderate ■ Low ■ Very Low

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