



AGENDA

REGULAR BOARD OF DIRECTORS MEETING WEDNESDAY, DECEMBER 4, 2024 – 10:00 AM

GCTD ADMINISTRATIVE FACILITY
1901 AUTO CENTER DRIVE
OXNARD, CA 93036-7966

www.GoldCoastTransit.org

The meeting will be **IN PERSON**.

Hybrid / Remote Participation for the Public is available via ZOOM Webinar

<https://us02web.zoom.us/j/86057829183>

CALL TO ORDER

ROLL CALL

Chair – Mike Johnson, City of Ventura
Vice Chair – Martha McQueen-Legohn, City of Port Hueneme
Director – Matt LaVere, County of Ventura
Director – Rachel Lang, City of Ojai
Director – Bryan MacDonald, City of Oxnard

CEREMONIAL CALENDAR

- **Pledge of Allegiance**
- **Employee Recognition**
Crescencio Juarez, 25 years
Jaime Espinoza, 20 years
Juan Jauregui, 20 years
Kenneth Oaks, 15 years

GENERAL PUBLIC COMMENT PERIOD

The GCTD Board of Directors will consider public comments for business matters that are not on the agenda. Each speaker is limited to three (3) minutes. The presiding officer shall enforce the time limit. Such matters cannot be discussed by the Board at the time of presentation but may be referred to the general manager/secretary for administrative action or public report at a later meeting or scheduled on a subsequent agenda for consideration. This rule shall not prohibit a member of the Board, at this time, from briefly responding to a public statement, question, or proposed initiative, as provided in Government Code Section 54954.2. Speakers are requested to complete a green speaker form from the Clerk of the Board and file it with the Clerk before speaking. Public members may participate in the Board Meeting either In Person at 1901 Auto Center Drive, Oxnard, CA, or by emailing or mailing their public comments to the Clerk of the Board before 9:00 AM on the morning of the meeting. In addition, members may participate in the meeting by logging into Zoom [HERE](#).

AGENDA REVIEW - Any changes to the agenda may be made at this time.

GOLD COAST TRANSIT DISTRICT

BOARD OF DIRECTORS' REPORTS

GENERAL MANAGER'S REPORT

1. [General Manager's Report – Vanessa Rauschenberger, General Manager](#)

CONSENT AGENDA

2. [Consider Approval of Minutes of November 6, 2024, Board of Directors Meeting](#)
3. [Receive & File Report of Expenditures for November 2024 – Angelica Salatan, Accounting Specialist](#)
4. [Consider Acceptance of October 2024 Actual vs. Budget Financial Analysis Report – Christine Feng, AGM/Chief Financial Officer](#)
5. [Receive and File Report on Contracts Awarded – Tanya Hawk, Inventory & Asset Management Coordinator](#)

FORMAL ITEMS - PUBLIC COMMENTS ON AGENDA ITEMS

The GCTD Board of Directors will consider public comment on any item appearing on the agenda at the time that agenda item has been called by the presiding officer and after the staff report has been given. Each speaker is limited to five (5) minutes of comment on all agenda items in total. Speakers are requested to complete a green speaker form, available from the Clerk of the Board or on the speaker's podium, and file it with the Clerk before speaking.

6. [Consider Approval of Board of Directors Meeting Calendar for 2025 – Vanessa Rauschenberger, General Manager](#)
7. [Consider Election of Board Officers for Calendar Year 2025 – Vanessa Rauschenberger, General Manager](#)
8. [Receive Presentation on Clean Mobility Options Nyeland Acres Community Transportation Needs Assessment Report – Martin Rodriguez, Transit Planner](#)
9. [Receive Presentation and Consider Approval of Final 2025-2030 Short Range Transit Plan – Austin Novstrup, Planning Manager](#)

INFORMATIONAL ITEMS

10. [Future Agenda Items – Vanessa Rauschenberger, General Manager](#)
11. **Special Recognition for Board Members**
 - Bryan MacDonald, City of Oxnard
 - Mike Johnson, City of Ventura

CLOSED SESSION

- None

[Note: Holiday Bus Ribbon Cutting – Following today's meeting please join us in the GCTD Courtyard for the ribbon cutting of GCTD's Holiday "Gingerbread" Theme bus.](#)

The next regular meeting of the GCTD Board of Directors will be held on **JANUARY 8, 2025, at 10:00 AM at 1901 Auto Center Drive, Oxnard, CA 93036.** Copies of administrative reports relating to the

Gold Coast Transit District
Board of Directors Meeting
December 4, 2024

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Board agenda are available online at www.GoldCoastTransit.org or from the Clerk of the Board, Gold Coast Transit District, 1901 Auto Center Drive, Oxnard, CA, 93036-7966.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THE MEETING, PLEASE CONTACT THE CLERK OF THE BOARD AT (805) 483-3959, Ext. 160, OR E-MAIL adelgado@gctd.org OR THROUGH THE CALIFORNIA RELAY SERVICE AT 711. NOTIFICATION 72 HOURS PRIOR TO THE MEETING WILL ENABLE GCTD TO MAKE REASONABLE ACCOMMODATIONS TO ENSURE ACCESSIBILITY TO THE MEETING.



Date: December 4, 2024

Item #1

To: Board of Directors

From: Vanessa Rauschenberger, General Manager

Subject: General Manager’s Monthly Report

New GCTD Team Members!

Please join me in welcoming the following new Bus Operators who recently joined GCTD. In addition, please join me in congratulating Karla Barragan from Bus Operators (Demand Response) on her promotion to Reservationist/Dispatcher!



CHP Inspection Passed

A big kudos to the Maintenance, HR and Safety teams on the successful completion of our annual CHP inspection! This rigorous process evaluated critical aspects of our bus operations, including vehicle maintenance, driver records, safety practices, and compliance with state regulations. This achievement reflects our commitment to providing safe, reliable transportation to the community.

9th Annual Holiday Bus & Oxnard Downtown Christmas Parade

On Wednesday, December 4, 2024, we will officially unveil this year’s holiday bus and begin spreading holiday cheer with every trip. The bus features a Gingerbread Theme, “Holiday Travels, Gingerbread Smiles”, and is FREE all season long. Catch the holiday starting December 8th through the end of the year. On December 7, 2024, GCTD will participate in the Downtown Oxnard Christmas Parade, “Holidays on the Coast.”




Annual Hall of Fame Breakfast

GCTD will be honoring Million Mile awardees and employees who have achieved 20-plus years of dedication to the organization. We're excited to invite you to the GCTD Hall of Fame Ceremony, a special event honoring the outstanding achievements of your colleagues. Let's come together to celebrate their dedication and excellence!

 **Date: Saturday, December 14, 2024**

 **Time: 10:00 AM - 12:00 PM**

 **Breakfast Bar: Available from 5:00 AM - 11:30 AM for all employees**

Award Ceremony 10-10:45 AM to be held in the GCTD Boardroom, Breakfast Bar in Operator's Lounge available 5 AM to 11:30 AM. This event is a chance to show your support and cheer on your colleagues. Employees are welcome to bring their immediate family or a +1.

California Transit Association Fall Conference

The California Transit Association's 59th Annual Fall Conference & Expo, hosted by VTA, was held in San Jose on November 20-22, 2024. GCTD staff attended from various departments and participated in sessions on topics ranging from ridership to labor relations. In addition, this year's 2024 Small Operations Awards recognized GCTD's General Manager Vanesa Rauschenberer who received Transit Professional of the Year.



Collaborative Meetings & Outreach Activities

GCTD's expert staff from various departments actively coordinate and participate in multiple meetings to support GCTD's mission.

- November 13 – Youth Presentation at Boys & Girls Club Oxnard & Port Hueneme
- November 21 – Resident visit at Housing of City of Ventura – Public Transportation

General Manager Activities & Meetings Attended

- November 1 – VCTC Commission Meeting
- November 5 – Meeting with SPURR to Discuss Solar Panel Project
- November 6 – GCTD Board Meeting
- November 7 & 13 – Jury Duty
- November 15 – Joint Labor Meeting for Teamsters
- November 18 – Meeting/Tour at GCTD County Executive Office Staff
- November 19 – 22 – Attended CTA Transit Conference (San Jose)
- November 25 – Meeting with County of Ventura IT Department
- November 28-29 Thanksgiving

Holiday Hours

A reminder that GCTD will have reduced service and business hours on the following holidays: No Bus Service on Christmas Day and New Year's Day, and all offices will be closed. The Customer Service Center and the Administration office will be closed on December 24th and December 25th. New Year's Day is closed.

Keep up with us on the GO

"Like Us" and Follow Us on Facebook, Twitter, and Instagram, "Like Us" on Facebook @GCTransit - "Follow Us" on Twitter @GoldCoastBus - or "Follow Us" on Instagram @GoldCoastTransit. Sign up online for GCTD's monthly "News on the GO" Newsletter. ***We're on Tik Tok! @goldcoasttransitbus***

GCTD Is Hiring!

GCTD has job openings in multiple departments. For a complete list of current job openings, visit <https://www.gctd.org/careers/>



OUR MISSION

Our mission is serving, moving, and connecting people to opportunity –one ride at a time.



OUR VISION

Our vision is to revolutionize transportation in Ventura County by leading initiatives that improve the rider experience, achieve clean air, and drive economic vitality.

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Item #2

**MINUTES OF THE REGULAR BOARD OF DIRECTORS MEETING
WEDNESDAY, NOVEMBER 6, 2024 – 10:00 am
THIS MEETING WAS HELD IN PERSON & VIA ZOOM (HYBRID)**

CALL TO ORDER

Chair Johnson called the Regular Board of Directors of Gold Coast Transit District meeting to order at 10:03 am at the GCTD Administrative Facility, 1901 Auto Center Drive, Oxnard, California.

ROLL CALL

Chair – Mike Johnson, City of Ventura
Vice Chair – Martha McQueen-Legohn, City of Port Hueneme
Director – Matt LaVere, County of Ventura
Director – Rachel Lang, City of Ojai
Director – Brian MacDonald, City of Oxnard

STAFF PRESENT

Vanessa Rauschenberger, General Manager
Angie Delgado, Clerk of the Board
Christine Feng, CFO/Assistant General Manager
Alex Zaretsky, Director of Human Resources
James Beck, Director of Operations & Maintenance
Dean Bower, Controller
Lorne Henderson, Fleet Manager
Cynthia Torres Duque, Director of Planning & Marketing
Austin Novstrup, Planning Manager
Marlena Kohler, Procurement Manager & DBE Officer
Juan De La Rosa, Facilities Manager
Robbie Lucio, Mobility Management Coordinator
Veronica Navarro, Finance & Grants Analyst
Monica Gonzalez, Transit Planner
Martin Rodriguez, Transit Planner
Bettie Lara, Operations Manager (Demand Response)
Andrea Meza, Communications & Marketing Manager
Matt De La Rosa, IT Technician

CEREMONIAL CALENDAR

Chair Johnson led the pledge of allegiance.

EMPLOYEE RECOGNITION

October

Juan De La Rosa, Facility Manager, 35 years
Jose Murillo, Mechanic III, 15 years

November

Robert Lucio, Mobility Management Coordinator, 10 years
April Morales, Operator, 10 years

GOLD COAST TRANSIT DISTRICT

The board of directors thanked and congratulated employees on their recognition.

GENERAL PUBLIC COMMENT

NONE

BOARD OF DIRECTORS REPORTS

Chair Johnson commended Gold Coast for their strategic partnership with the County in emergency planning and crisis response during recent fires.

CONSENT AGENDA

1. [Consider Approval of Minutes of November 6, 2024, Board of Directors Meeting](#)
2. [Receive & File Report of Expenditures for September - October 2024 – Angelica Salatan, Accounting Specialist](#)
3. [Receive & File Financial Report for August – September 2024 – Christine Feng, AGM/Chief Financial Officer](#)
4. [Receive & File Report of Contracts Awarded September – October 2024 – Tanya Hawk, Inventory & Asset Management Coordinator](#)
5. [Consider Approval of Capitalization Policy – Christine Feng, AGM/Chief Financial Officer](#)
6. [Consider Approval of Annual Required Update to Public Transportation Safety Plan \(PTASP\) Resolution 2024-10 – Alex Zaretsky, Director of Human Resources \(Chief Safety Officer\)](#)
7. [Consider Authorizing the General Manager to Sign MOU with the County of Ventura to Join Regional Radio System – Cynthia Torres Duque, Director of Planning and Marketing](#)

Director LaVere moved to approve Consent Agenda Items 1 through 7. Vice Chair McQueen-Legohn seconded the motion.

The motion passed unanimously.

GENERAL MANAGER'S REPORT

8. [General Manager's Report – Vanessa Rauschenberger, General Manager](#)

Gold Coast Transit District (GCTD) recently sponsored and actively participated in the Government and Disability Summit held in Ventura, California, from September 24-27, 2024. GCTD staff engaged in discussions on transportation, emergency preparedness, and technology. Plans are underway to support next year's summit. Additionally, Ms. Rauschenberger shared that she will attend the California Transportation Association Fall Conference (CTA) to present on the topic of Strategies to Increase Ridership and making transit more accessible to all. In addition, several GCTD staff will be attending the CTA conference including two GCTD bus operators.

FORMAL ITEMS - PUBLIC COMMENTS ON AGENDA ITEMS

The Gold Coast Transit District Board of Directors will consider public comment on any item appearing on the agenda when the presiding officer has called the agenda item and after the staff report has been given. Each speaker is limited to three (3) minutes of comment on all agenda items. Public members must submit their request by email to the Clerk of the Board before 9 am on the day of the Board Meeting.

9. [Receive Report from Auditor on Completion of FY 2023-24 Audited Financial Statements – Christine Feng, AGM/Chief Financial Officer & Paul J. Kaymark, Partner CPA, Nigro and Nigro, PC.](#)

Ms. Feng introduced Paul Kaymark, Partner CPA, Nigro, and Nigro. Mr. Kaymark presented the financial results of FY 2024 Audited Financial Statements to the Board for its consideration and acceptance.

Chair Johnson expressed gratitude to Ms. Feng and Mr. Kaymark for their presentation. Ms. Lang also commended the team for their efforts in keeping the board informed and praised their excellent work.

10. [Receive Update on Hydrogen Station Project AND Consider Award of Contract for Design, Build, and Maintenance of Hydrogen Fuel Station to Clean Energy LLC – James Beck, Director of Operations and Maintenance & Marlena Kohler, Procurement Manager and DBE Officer](#)

Jim Beck gave a presentation that highlighted the planning to date that enabled Gold Coast Transit District (GCTD) to embark on the Hydrogen Fueling Station project, funded by a Lo No Federal grant.

Ms. Kohler stated that Gold Coast Transit District (GCTD) initiated a competitive bidding process in January 2024 for the Build, Operate, and Maintain Services of its Hydrogen Fueling Station. After evaluating three submissions, Clean Energy emerged as the top-rated proposal. Following successful negotiations, a contract value of \$9,380,340 was agreed upon, project to be funded by a mix of Federal, non-federal match funding sources.

The board of directors thanked Mr. Beck and Ms. Kohler for the presentation.

RECOMMENDATION

It is recommended the Board of Directors authorize the General Manager to award a contract for the Build, Design and Maintain Services for GCTD's Hydrogen Station to Clean Energy in the amount of \$9,380,340 plus \$969,640 for the Optional Item, Boil Off Recovery System and authorize up to an additional 5% (\$517,499) to cover contingencies or change orders which may occur during the contract period for a total amount of \$10,867,479.

Director LaVere moved to Approve Update on Hydrogen Station Project and Consider Award of Contract for Design Build and Maintenance of Hydrogen Fuel Station to Clean Energy LLC. Vice Chair McQueen-Legohn seconded the motion.

The motion passed unanimously.

11. [Receive Presentation on Draft Short Range Transit Plan Final Report and Provide Input to Staff – Austin Novstrup, Planning Manager and Gary Hewitt, Transportation Management & Design Consultant](#)

Mr. Novstrup stated that over the past year, Gold Coast Transit District (GCTD) collaborated with Transportation Management & Design (TM&D) to develop a Short Range Transit Plan (SRTP), a strategic 5-to-10-year roadmap to enhance transit service quality. The Draft SRTP Final Report, now under Board review, outlines phased improvements to GCTD's fixed-route system, the creation of a Transit Opportunity Corridor, and enhancements to marketing and outreach efforts.

Based on comprehensive analysis and community feedback, the recommendations aim to deliver higher frequency and more convenient transit services. Project Manager Gary Hewitt from TM&D presented to the board the report's key recommendations. GCTD and TM&D will integrate Board feedback to finalize the report, targeting approval by December

RECOMMENDATION

It is recommended that the Board of Directors receive and file a presentation on the Draft SRTP Final Report and provide any feedback on the draft report or guidance on the development of SRTP recommendations.

INFORMATIONAL ITEMS

11. [Receive and File FY 2024-25 1st Quarter Fixed Route & Demand Response Service Report – Austin Novstrup, Planning Manager & Robert Lucio, Mobility Management Coordinator](#)

The report was filed and received.

12. [Receive Update on Operations & Maintenance Department – Jim Beck, Director of Operations & Maintenance](#)

The report was filed and received.

13. [Future Agenda Items – Vanessa Rauschenberger, General Manager](#)

The report was filed and received.

There being no further business, Vice-Chair Johnson adjourned the Board of Directors meeting at 11:33 am

Minutes recorded by Angie Delgado, Clerk of the Board of Directors.

Vanessa Rauschenberger
Secretary of the Board of Directors

Chair Mike Johnson
Board of Directors

Unless otherwise determined by the Board of Directors, the GCTD Board of Directors' next meeting will be **December 4, 2024, at 10:00 am**. Copies of administrative reports relating to the Board agenda are available online at www.gctd.org or from the Clerk of the Board, Angelica Delgado, at adelgado@gctd.org Gold Coast Transit District, 1901 Auto Center Drive, Oxnard, CA 93036.



DATE December 4, 2024 **Item #3**
TO GCTD Board of Directors
FROM Angelica Salatan, Accounting Specialist AP *AS*
SUBJECT **Consider the Approval of Expenditures for the Month of November 2024**

Attached is a list of expenditures for the month of November 2024 from the various GCTD Accounts.

If any member of the Board wishes to review a particular item, please contact me to have the necessary documentation on hand for the meeting.

Attachments:
Accounts Payable Disbursement List – November 2024

GENERAL MANAGER'S CONCURRENCE

A handwritten signature in black ink, appearing to read 'Vanessa Rauschenberger', is written over a horizontal line.

Vanessa Rauschenberger
General Manager

GOLD COAST TRANSIT DISTRICT

Vendor	Date	Amount	TypeOfGoods
FRN of Tulsa,LLC	07-Nov-24	\$2,710.12	PARTS
AFFORDABLE AUTO GLASS	07-Nov-24	\$420.00	AUTO GLASS REPAIR
JONES WALBAUM CORPORATION	07-Nov-24	\$15.00	PRINTING SERVICES
A-Z BUS SALES INC	07-Nov-24	\$1,500.72	FORD TRANSITS
ASSURANT EMPLOYEE BENEFITS	07-Nov-24	\$1,294.58	DENTAL PREMIUMS
LOS ANGELES TRUCK CENTERS, LLC	07-Nov-24	\$977.03	PARTS
DEAN BOWER	07-Nov-24	\$60.00	EMPLOYEE REIMBURSEMENT
CALIFORNIA HOSE, INC	07-Nov-24	\$709.99	PARTS
CITI CARDS	07-Nov-24	\$1,501.60	OFFICE SUPPLIES
CREATIVE BUS SALES	07-Nov-24	\$32.23	PARATRANSIT BUS/VANS
BENEFIT COORDINATORS CORP.	07-Nov-24	\$13,228.80	DENTAL PREMIUMS
DANIELS TIRE SERVICE	07-Nov-24	\$846.69	TIRES/SERVICES
DAVMAR	07-Nov-24	\$535.33	CNG COMPRESSOR
FEDERAL EXPRESS CORP.	07-Nov-24	\$29.09	MAIL SERVICES
FORTRESS ARMORED SERVICES COMPANY	07-Nov-24	\$2,297.28	ARMORED CAR SERVICES
GILLIG LLC	07-Nov-24	\$4,817.33	PARTS
LEE JUDIE	07-Nov-24	\$86.00	EMPLOYEE PER DIEM
KIMBALL MIDWEST	07-Nov-24	\$5,154.97	PARTS
LIFT-U-INC.	07-Nov-24	\$543.39	WHEEL CHAIR PARTS
MISSION LINEN SUPPLY	07-Nov-24	\$961.35	MAINTENANCE UNIFORMS
MOBILE CREATE USA, INC.	07-Nov-24	\$677.35	2 WAY RADIO EQUIPMENT/SERVICE
NATIONAL AUTO BODY&PAINT	07-Nov-24	\$6,724.92	BODY WORK
THE AFTERMARKET PARTS COMPANY, LLC	07-Nov-24	\$4,441.82	PARTS
OK RADIATOR SHOP INC.	07-Nov-24	\$135.00	RADIATOR REPAIRS
FIRST CALL AUTO PARTS	07-Nov-24	\$74.05	PARTS
VENTURA COUNTY AUTO SUPPLY	07-Nov-24	\$737.85	PARTS
CITY OF OXNARD	07-Nov-24	\$4,228.68	UTILITIES/TRASH
PLATINUM TOW AND TRANSPORT INC.	07-Nov-24	\$390.00	TOWING SERVICES
RAYNE WATER CONDITIONING	07-Nov-24	\$297.99	WATER COOLER BREAK ROOM
SAFEGUARD BUSINESS SYSTEMS, INC.	07-Nov-24	\$579.25	SUPPLIES
SAFETY-KLEEN SYSTEMS, INC.	07-Nov-24	\$1,052.53	SOLVENT TANK FLUID
SUPERIOR SANITARY SUPPLIES	07-Nov-24	\$4,220.07	JANITORIAL SUPPLIES
TELENET VOIP, INC.	07-Nov-24	\$2,493.99	MONITORING
THOMAS LINCOLN	07-Nov-24	\$326.28	TOOL ALLOWANCE
GREG'S PETROLEUM SERVICE, INC	07-Nov-24	\$2,132.14	OIL SUPPLIER
VENTURA FEED & PET SUPPLIES, INC.	07-Nov-24	\$1,913.33	SAFETY SHOES
UnCOMPlicate HR INC	07-Nov-24	\$2,100.00	HR CONSULTANT
COUNTY OF VENTURA - IT SVCS. DEPT.	07-Nov-24	\$35.84	COUNTY IT/RADIO CONTRACT
ZEP MANUFACTURING CO.	07-Nov-24	\$513.94	INDUSTRIAL CLEANERS
PARTS AUTHORITY LLC	14-Nov-24	\$2,840.21	PARTS
FRN of Tulsa,LLC	14-Nov-24	\$100.53	PARTS
BEST BEST & KRIEGER LLP	14-Nov-24	\$25,515.00	GENERAL COUNSEL SERVICE
LOS ANGELES TRUCK CENTERS, LLC	14-Nov-24	\$131.16	PARTS
CALTIP	14-Nov-24	\$15,776.92	LIABILITY INSURANCE
CANON FINANCIAL SERVICES INC	14-Nov-24	\$1,383.34	PRINTING SERVICES
COASTAL OCCUPATIONAL MEDICAL GROUP	14-Nov-24	\$3,820.00	PHYSICALS/DRUG SCREENS
LYNETTE COVERLY	14-Nov-24	\$5,487.00	PROFESSIONAL SERVICES
DANIELS TIRE SERVICE	14-Nov-24	\$110.22	TIRES/SERVICES
CHRISTINE FENG	14-Nov-24	\$1,275.00	EXPENSE REIMBURSEMENT
FLUID NETWORKS	14-Nov-24	\$55.80	SERVICES
FRONTIER COMMUNICATIONS	14-Nov-24	\$1,108.82	INTERNET PRVDER - PTSIT CNTOR
LORNE HENDERSON	14-Nov-24	\$334.02	EMPLOYEE REIMBURSEMENT
MISSION LINEN SUPPLY	14-Nov-24	\$980.64	MAINTENANCE UNIFORMS
THE AFTERMARKET PARTS COMPANY, LLC	14-Nov-24	\$191.36	PARTS
OK RADIATOR SHOP INC.	14-Nov-24	\$303.43	RADIATOR REPAIRS
FIRST CALL AUTO PARTS	14-Nov-24	\$19.99	PARTS
VENTURA COUNTY AUTO SUPPLY	14-Nov-24	\$279.68	PARTS
PLATINUM TOW AND TRANSPORT INC.	14-Nov-24	\$390.00	TOWING SERVICES

ACQUITEMPS A ROBERT HALF COMPANY	14-Nov-24	\$2,633.75	TEMPORARY HELP
STAPLES ADVANTAGE	14-Nov-24	\$295.41	OFFICE SUPPLIES
SUPERIOR SANITARY SUPPLIES	14-Nov-24	\$157.59	JANITORIAL SUPPLIES
TEAMSTERS LOCAL 186	14-Nov-24	\$1,707.00	PAYROLL DEDUCTION
TRI COUNTY OFFICE FURNI-	14-Nov-24	\$37,406.81	OFFICE FURNITURE
VICTOR RUBIO	14-Nov-24	\$86.00	EMPLOYEE PER DIEM
VERIZON	14-Nov-24	\$2,485.54	PHONE SRVC - CSC
JEREMY KREISELMEYER	14-Nov-24	\$86.00	EMPLOYEE PER DIEM
LIGHTGABLER	14-Nov-24	\$202.50	LEGAL SERVICES
MACVALLEY OIL COMPANY	14-Nov-24	\$7,073.38	FUEL
O'Hagan Meyer LLP	14-Nov-24	\$57.00	LEGAL SERVICES
RED WING SHOE STORE	14-Nov-24	\$439.98	SAFETY SHOES
PARTS AUTHORITY LLC	21-Nov-24	\$1,274.33	PARTS
FRN of Tulsa,LLC	21-Nov-24	\$9,517.67	PARTS
AIRGAS USA, LLC	21-Nov-24	\$100.13	MAINTENANCE SUPPLIES
BECNEL UNIFORMS	21-Nov-24	\$10,810.29	UNIFORMS
CENTRAL CALIFORNIA FLUID SYSTEM TECHNO	21-Nov-24	\$40.97	PARTS
CENTRAL COAST FILTER & SUPPLY INC.	21-Nov-24	\$235.98	PAINT
CUMMINS PACIFIC LLC	21-Nov-24	\$475.95	PARTS
FEDERAL EXPRESS CORP.	21-Nov-24	\$82.26	MAIL SERVICES
FRONTIER COMMUNICATIONS	21-Nov-24	\$85.98	INTERNET PRVDER - PTSIT CNTOR
THE GAS COMPANY	21-Nov-24	\$45,946.59	NATURAL GAS
GILLIG LLC	21-Nov-24	\$324.47	PARTS
SYNAHI LARES BREWSTER	21-Nov-24	\$225.00	EMPLOYEE REIMBURSEMENT
MACVALLEY OIL COMPANY	21-Nov-24	\$39.32	FUEL
MISSION LINEN SUPPLY	21-Nov-24	\$490.32	MAINTENANCE UNIFORMS
THE AFTERMARKET PARTS COMPANY, LLC	21-Nov-24	\$4,440.18	PARTS
RUBBER NECK SIGNS	21-Nov-24	\$3,769.93	SERVICES
TEAMSTERS LOCAL 186	21-Nov-24	\$75.00	PAYROLL DEDUCTION
TRI COUNTY OFFICE FURNI-	21-Nov-24	\$1,351.64	OFFICE FURNITURE
U.S. BANK	21-Nov-24	\$28,244.78	CALCARD PAYMENT
VENTURA COUNTY TRANSPORTATION COMMIS	21-Nov-24	\$1,314.80	SMARTCARD SLS
VICTOR RUBIO	21-Nov-24	\$16.42	EMPLOYEE REIMBURSEMENT
PARTS AUTHORITY LLC	27-Nov-24	\$1,178.79	PARTS
FRN of Tulsa,LLC	27-Nov-24	\$7,298.90	PARTS
AFFORDABLE TABLES AND CHAIRS	27-Nov-24	\$805.00	OFFICE FURNITURE
CALIFORNIA HOSE, INC	27-Nov-24	\$335.94	PARTS
CREATIVE BUS SALES	27-Nov-24	\$85,384.67	PARATRANSIT BUS/VANS
DANIELS TIRE SERVICE	27-Nov-24	\$280.53	TIRES/SERVICES
DESTIN THOMAS COMMUNICATIONS &	27-Nov-24	\$554.00	OFFICE FURNITURE
DONAHUE TRUCK SALES LLC	27-Nov-24	\$554.32	BUS PARTS
EDM TECHNOLOGY, INC.	27-Nov-24	\$27,312.50	TRANSFER TICKETS
AVAIL TECHNOLOGIES, INC.	27-Nov-24	\$2,186.19	SOFTWARE/MAINTENANCE
THE GAS COMPANY	27-Nov-24	\$771.29	NATURAL GAS
GILLIG LLC	27-Nov-24	\$5,613.30	PARTS
GRAINGER	27-Nov-24	\$125.67	MISC. PARTS/SUPPLIES
IDEAL UPHOLSTERY	27-Nov-24	\$3,360.00	RE-UPHOLSTER
LOWE'S	27-Nov-24	\$659.41	SUPPLIES
LUMINATOR HOLDING LP	27-Nov-24	\$3,297.94	REPAIR PARTS
THE AFTERMARKET PARTS COMPANY, LLC	27-Nov-24	\$2,186.60	PARTS
FIRST CALL AUTO PARTS	27-Nov-24	\$265.43	PARTS
VENTURA COUNTY AUTO SUPPLY	27-Nov-24	\$297.30	PARTS
PARKHOUSE TIRE, INC.	27-Nov-24	\$7,523.95	TIRES
PLATINUM TOW AND TRANSPORT INC.	27-Nov-24	\$390.00	TOWING SERVICES
RINGCENTRAL, INC.	27-Nov-24	\$1,935.97	PHONE SRVC - CSC
ACQUITEMPS A ROBERT HALF COMPANY	27-Nov-24	\$5,418.00	TEMPORARY HELP
ROSCO, INC.	27-Nov-24	\$2,195.98	VEHICLE CAMERA
TELCOM COMMUNICATION	27-Nov-24	\$692.62	RADIO REPAIRS
GREG'S PETROLEUM SERVICE, INC	27-Nov-24	\$2,892.26	OIL SUPPLIER
TOMAS CAFÉ	27-Nov-24	\$4,577.58	SAFETY EVENT CATERER

TOTAL \$460,486.76



Date: December 4, 2024

Item #4

To: Board of Directors

From: Christine Feng, CFO & Assistant General Manager

Subject: **Consider Acceptance of October 2024 Actual vs. Budget
Financial Analysis Report**

EXECUTIVE SUMMARY

This report summarizes the financial activities for **October 2024**, comparing actual performance with GCTD budget.

- Revenue Performance

Total revenues for October 2024 were \$2,375,675.45, which is 26% below the budgeted amount of \$3,219,462. Federal assistance were not received in October, leading to revenue shortfall, however this is primarily due to timing of draw downs which are done quarterly. Passenger fares significantly outperformed expectations, reaching \$558,864.81.

- Expense Management

Total expenses for October 2024 were \$3,162,337.44, slightly below (1.77%) the budgeted amount of \$3,219,462.

Salary/Wage expenses were 9% under budget, while Fringe Benefits were 9% over budget. Services expenses were over budget by 141%, due to the last service contract invoice for Paratransit Service contract with MV Transportation Corporation.

- Year-to-Date (YTD) Performance

The YTD fiscal year is 33.3% complete. YTD total revenues are at \$9,530,167.17, which is 24.67% of the annual budget. YTD total expenses are at \$12,700,288.11, representing 32.87% of the annual budget.

- Financial Position

The organization experienced a deficit of \$786,661.99 for October 2024.

GOLD COAST TRANSIT DISTRICT

Summary

Passenger fare revenue is performing exceptionally well, already at 59.69% of the annual budget.

Overall revenues show a deficit primarily due to timing delays in draws of State and Federal funds. District claims expense's reimbursement from Federal Assistances on a Quarterly basis and expects this gap to close as the year progresses.

Additionally, October is the first full month GCTD directly operated the paratransit/Demand Response transportation services instead of contracting with 3rd party. GCTD continues to manage cost controls well in the month of October.

General Manager's Concurrence

A handwritten signature in black ink, appearing to read "Vanessa Rauschenberger", written over a horizontal line.

Vanessa Rauschenberger

GOLD COAST TRANSIT DISTRICT
Financial activities summary (Actual v.s. Budget)
October, 2024

	<u>October 2024</u> <u>Actual</u>	<u>October 2024</u> <u>Budget</u>	<u>Variance</u> <u>Over</u> <u>(Under) Budget</u>	<u>YTD actual</u>	<u>Annual Budget</u>	<u>Percentage of</u> <u>Annual</u> <u>Budget</u>
Revenues:						
Passenger Fares	\$ 558,864.81	\$ 211,166.67	165%	\$ 1,512,518.50	\$ 2,534,000.00	59.69%
Non- Operating Revenues	81,724.72	83,080.84	-2%	245,886.44	996,970.00	24.66%
Local Assistance	1,735,085.92	1,719,274.92	1%	6,956,154.67	20,631,299.00	33.72%
State Assistance	-	481,250.41	-100%	20,694.56	5,775,005.00	0.36%
Federal Assistance	-	724,689.18	-100%	794,913.00	8,696,270.00	9.14%
Total Revenues	\$ 2,375,675.45	\$ 3,219,462.00	-26%	\$ 9,530,167.17	\$ 38,633,544.00	24.67%
* Federal Operating Assistances for first Quarter eligible expenses have yet to received.						
Expenses:						
Salary/Wage	\$ 1,104,978.06	\$ 1,218,700.08	-9%	\$ 3,957,141.30	\$ 14,624,401.00	27.06%
Fringe Benefits	1,026,252.05	939,085.08	9%	3,421,143.71	11,269,021.00	30.36%
Services	517,823.71 **	215,045.83	141%	1,751,294.30	2,580,550.00	67.87%
Materials and Supplies	207,659.01	301,525.00	-31%	700,927.27	3,618,300.00	19.37%
Utilities	31,898.47	37,500.00	-15%	137,279.80	450,000.00	30.51%
Casualty and Liability	13,252.33	111,666.67	-88%	756,723.86	1,340,000.00	56.47%
Miscellaneous	22,348.64	42,458.17	-47%	98,808.45	509,498.00	19.39%
Debt Service	-	115,356.00	-100%	924,468.75	1,384,272.00	66.78%
Members Contribution	238,125.17	238,125.17	0%	952,500.67	\$ 2,857,502.00	33.33%
Total Expenses	\$ 3,162,337.44	\$ 3,219,462.00	-1.77%	\$ 12,700,288.11	\$ 38,633,544.00	32.87%
Surplus or (Deficit)	\$ (786,661.99)					

** Paratransit contract service included.



December 4, 2024,

Item #5

TO GCTD Board of Directors
FROM Tanya Hawk, Inventory and Assets Management Coordinator
SUBJECT Report of Contracts Awarded

SUMMARY

As requested by the Board of Directors on December 2, 2020, and in accordance with the GCTD Purchasing Resolution, staff is to provide a monthly report of all purchases issued by this agency. The attached report lists all purchase orders awarded since the November 2024 Board meeting.

RECOMMENDATION

It is recommended that the Board of Directors receive and file this report.

GENERAL MANAGER'S CONCURRENCE

A handwritten signature in black ink that reads "Vanessa Rauschenberger".

Vanessa Rauschenberger
General Manager

Contracts/PO Awarded Report
December 2024

PO#	ITEM DESCRIPTION	VENDOR NAME	CITY	COST
PARTS				
M0050925	AUTOMATIC TRANSMISSION 580B AND CORE AUTO TRANS	FRN of TULSA,LLC	BROKEN ARROW	\$6,553.91
M0050927	SEAT BELT RECEPTACLE (FEMALE END), PLENUM GASKET, THROTTLE BODY MOUNTING GASKET (GREEN), PAD DOOR HANDLE-LEFT, RIGHT, REAR, ENGINE INTAKE MANIFOLD GASKET, EXHAUST MANIFOLD GASKET, ENGINE INTAKE MANIFOLD INLET, ENGINE INTAKE MANIFOLD 3.7L, OIL COOLER GASKET, OIL FILTER ADAPTER GASKET, VALVE COVER GASKET ROCKER, LH, VALVE COVER GASKET ROCKER, RH, TRANSMISSION OIL PAN GASKET, EXTERIOR DOOR HANDLE- LEFT, RIGHT, INTERIOR DOOR HANDLE-BACK, SLIDING DOOR HANDLE-LEFT, RIGHT, DOOR SEAL WEATHERSTRIP, BRAKE FLUID PRESSURE SENSOR (TRANSDUCER), CYLINDER HEAD GASKET KIT (TOP END 3.7L)	FRN of TULSA,LLC	BROKEN ARROW	\$1,538.06
M0050928	VALVOLINE PREMIUM BLUE 9200 15W-40, STATE RECYCLING FEE, REGULATORY COMPLIANCE FEE	GREG'S PETROLEUM SERVICE, INC	DELANO	\$973.65
M0050929	HINGE LEAF, HINGE, PINS	LIFT-U-INC.	ESCALON	\$543.39
M0050930	AUTOMATIC TRANSMISSION & CORE (AUTOMATIC TRANSMISSION)	FRN of Tulsa,LLC	BROKEN ARROW	\$5,177.25
M0050932	TREADLE AND VALVE ASSY, FIRE EXT. BRACKET, PIN, COTTER, SSTL, CNG, KEY, COMBINATION COMPRE 5/16, 4.13 IN. LENGTH, DECAL, EMERGENCY INSTRUCTION'S LOCATION, WIPER, REAR INNER, GASKET, FRONT HUB, GLASS, BOTTOM CONVEX	GILLIG LLC	LOS ANGELES	\$1,871.97

Contracts/PO Awarded Report
December 2024

M0050933	ACCUMULATOR, TRANS, SPRING, AIR (REAR), SWITCH, SPST TOGGLE, AXLE GASKET, SWITCH, AIR PRESSURE, NOZZLE, WIPER ARM, SEAL, REAR INNER, BELT, A/C, GAUGE, FUEL LOW PRESSURE, TREADLE PIN KIT, SEAL, REAR OUTER	THE AFTERMARKET PARTS COMPANY, LLC	MINNEAPOLIS	\$3,505.14
M0050935	SENSOR, OIL PRESSURE, FILTER OIL, HOSE, AIR COMP FLEXIBLE, HOSE, EGR WATER PLUMBING, 90, SENSOR, POSITION & 4383999D - CORE	LOS ANGELES TRUCK CENTERS, LLC	OXNARD	\$1,782.51
M0050938	AC BLOWER MOTOR RESISTOR ASSEMBLY	PARTS AUTHORITY LLC	NEW HYDE PARK	\$25.01
M0050939	FUEL INJECTION THROTTLE BODY & MOTO & THROTTLE BODY MOUNTING GASKET	FRN of TULSA,LLC	BROKEN ARROW	\$244.78
M0050941	HEAD LIGHT WIRING HARNESS	VENTURA COUNTY AUTO SUPPLY	OXNARD	\$57.85
M0050942	HOSE, P/S PRESSURE HOSE, MV1	CALIFORNIA HOSE, INC	OXNARD	\$111.25
M0050944	A/C SERVICE MATERIAL, A/C SERVICE LABOR, TRUCK CHARGE	GMH INC	OXNARD	\$1,209.78
M0050945	SEAT BELT RECEPTACLE (FEMALE END) & AIR BAG CONTROL MODULE (MULTI SENSOR)	FRN of TULSA,LLC	BROKEN ARROW	\$648.96
M0050946	LIMITED SLIP ADDITIVE, BRAKE ROTOR, ROTOR, FRONT- MV1, PCV VALVE ASSEMBLY, ROTOR ASSY-BRAKE, ROTOR ASSY-BRAKE, MINI BULB, SUSPENSION AIR COMPRESSOR, AIR SUSPENSION STRUT, SERPENTINE DRIVE BELT, RADIATOR HOSE LOWER, FRONT CONTROL ARM, LH, BALL JOINT FRONT LOWER, AC BLOWER MOTOR RESISTOR ASSEMBLY	PARTS AUTHORITY LLC	NEW HYDE PARK	\$1,931.71

Contracts/PO Awarded Report
December 2024

M0050947	STARTER MOTOR, PCV VALVE ASSEMBLY, ROTOR, FRONT- MV1, BRAKE PIN-BOLT KIT	VENTURA COUNTY AUTO SUPPLY	OXNARD	\$454.38
M0050948	FRONT CONTROL ARM, RH, SUSPENSION LINK, COOLANT RESERVOIR OVERFLOW TANK	FRN of TULSA,LLC	BROKEN ARROW	\$418.58
M0050950	205/55R16 TIRE, MOUNT & BALANCE, DISPOSAL, CA TIRE FEE, VALVE STEM, TIRE SVC SUPPLIES	DANIELS TIRE SERVICE	OXNARD	\$137.43
M0050951	BODY LABOR, PAINT LABOR, PAINT SUPPLIES, BODY SUPPLIES	NATIONAL AUTO BODY&PAINT	GOLETA	\$6,037.34
M0050955	SENSOR, AMEREX, HUBODOMETER, 485-490, FITTING TEE, SOLENOID, INTERMITTENT WIPER, HORN BUTTON, SEAT BELT ASM, LAP 2-PT BLACK	GILLIG LLC	LOS ANGELES	\$2,938.54
M0050956	LAMP ASSM, EXIT DOOR GREEN LED, SHOCK ABSORBER, FRONT, SADDLE LINK, WIPER ARM, BELT, A/C, ROTOR, BRAKE	THE AFTERMARKET PARTS COMPANY, LLC	MINNEAPOLIS	\$4,440.18
M0050957	CNG MODULE, GAS SPRING ROLL STOP (RAMP)	A-Z BUS SALES INC	COLTON	\$1,630.39
M0050958	ATD-L3R, LABOR - T/S ALARM, LABOR - TRAVEL, LCD-SLP	TELENET VOIP, INC.	EL SEGUNDO	\$2,493.99
M0050959	SERVICE HARDWARE	KIMBALL MIDWEST	OXNARD	\$3,038.26
M0050960	SERVICE HARDWARE	KIMBALL MIDWEST	OXNARD	\$2,116.71
M0050962	100005 CHEMISTRY FEE, 100030 RECOVERY FEE, 51830 PARTS WASHER SERVICE, 8863 SAMPLE TUBE, 90837 30G PARTS WASHER SERVICE,90837 30G PARTS WASHER SERVICE, PARTS WASHER SERVICE	SAFETY-KLEEN SYSTEMS, INC.	DALLAS	\$1,052.53
M0050963	BALL JOINT LOWER FRONTS	FRN of TULSA,LLC	BROKEN ARROW	\$352.45
M0050965	VALVOLINE PREMIUM BLUE 9200 15W-40, STATE RECYCLE FEE, REG COMP FEE	GREG'S PETROLEUM SERVICE, INC	DELANO	\$2,132.14
M0050967	HOSE, P/S PRESSURE HOSE, MV1, VARIOUS HOSE	CALIFORNIA HOSE, INC	OXNARD	\$656.23
M0050968	ROTOR, FRONT- MV1	PARTS AUTHORITY LLC	NEW HYDE PARK	\$62.35

Contracts/PO Awarded Report
December 2024

M0050970	ROTOR, FRONT- MV1, AIR FILTER, CABIN (NISSAN LEAF)	VENTURA COUNTY AUTO SUPPLY	OXNARD	\$178.72
M0050974	FRONT DOOR HANDLE	FRN of Tulsa,LLC	BROKEN ARROW	\$90.88
M0050975	STARTER MV-1 &CORE CHARGE 280-5312	VENTURA COUNTY AUTO SUPPLY	OXNARD	\$279.67
M0050976	ELEMENT- AIR, CORE ALTERNATOR ASSEMBLY 225 AMP	PARTS AUTHORITY LLC	NEW HYDE PARK	\$685.37
M0050977	MOTORCRAFT WATER PUMP, WATER PUMP GASKET	PARTS AUTHORITY LLC	NEW HYDE PARK	\$89.39
M0050978	REAR DIFFERENTIAL PINION SEAL	PARTS AUTHORITY LLC	NEW HYDE PARK	\$30.74
M0050989	SENSOR - OXYGEN (HEGO)	PARTS AUTHORITY LLC	NEW HYDE PARK	\$92.46
M0050990	STEERING GEAR BOX, CORE STEERING GEAR BOX 27-7632	PARTS AUTHORITY LLC	NEW HYDE PARK	\$395.12
M0050991	SENSOR - OXYGEN (HEGO)	PARTS AUTHORITY LLC	NEW HYDE PARK	\$84.63

Parts Total \$56,063.70

Local (Ventura County) \$10,022.79



DATE December 4, 2024

Item #6

TO GCTD Board of Directors

FROM Vanessa Rauschenberger, General Manager^{VR}

SUBJECT Consider Approval of Board of Directors Meeting Schedule for 2025

1. Executive Summary

Regular meetings of the Gold Coast Transit District Board of Directors are held at 10:00 AM on the first Wednesday of each month. These meetings are held in person at GCTD's Administration Office at 1901 Auto Center Drive, in Oxnard, CA. A remote option (hybrid) meeting is also available to the public and the Board in cases permitted under state law.

The Board meeting schedule has been amended in the past to accommodate holidays, and special events such as the California League of Cities Annual Meeting, American Public Transportation Association (APTA) conferences and other industry conferences.

- League of CA Cities Conference - October 8-10, 2025 in Long Beach, CA - *no conflict*
- APTA TRANSform Conference - September 14 - 17, 2025 in Boston, MA - *no conflict*
- California Transit Association Annual Conference - November 5 - 7, 2025 in Long Beach, CA - *conflict*
- Cal Act Conference - October 20-24, 2025, Stateline, NV - *no conflict*

Please review the dates below and let me know if any adjustments to the proposed Board of Directors Meeting Schedule for 2025 as listed below are needed.

January 8
February 5
March 5
April 2

May 7
June 4
July 2
August – *Dark*

September 3
October 1
November 5 - tentative
December 3
January 7, 2026

2. Recommendation

It is recommended that the Board of Directors consider, amend if necessary, and approve the proposed monthly Board meeting schedule for calendar year 2025.

GOLD COAST TRANSIT DISTRICT



Item #7

DATE December 4, 2024
TO GCTD Board of Directors
FROM Vanessa Rauschenberger, General Manager *VR*
SUBJECT Consider Election of Board Officers for 2025

1. Executive Summary

Annually the Board of Directors elects a Chair and Vice Chair as defined in Section 1.1(a) of the District Bylaws. The Bylaws dictate that the election is to be held at the first meeting in December of each calendar year, with the new Chair and Vice Chair taking their positions at the first meeting in January of the following year.

2. Background

The Board officers for the past five(5) years are listed below:

2020 – Chair Will Berg, City of Port Hueneme – Vice Chair Randy Haney, City of Ojai
2021 – Chair Randy Haney, City of Ojai – Vice Chair Bryan MacDonald, City of Oxnard
2022 – Chair Bryan MacDonald, City of Oxnard – Vice Chair Matt LaVere, County of Ventura
2023 – Chair Matt LaVere, County of Ventura – Vice Chair Mike Johnson, City of Ventura
2024 – Chair Mike Johnson, City of Ventura - Vice Chair Martha McQueen-Legohn, City of Port Hueneme

3. Recommendation

It is recommended that the Board of Directors elect from its members a Chair and Vice Chair for calendar year 2025.



Item #8

Date: December 4, 2024
To: GCTD Board of Directors
From: Martin Rodriguez, Transit Planner
Subject: **Receive Presentation on Clean Mobility Options Nyeland Acres Community Transportation Needs Assessment Report**

I. SUMMARY

GCTD partnered with Nyeland Promise to conduct a Community Transportation Needs Assessment (CTNA), funded by the Clean Mobility Options (CMO) Program with the goal of identifying transportation gaps and mobility barriers, and assessing potential solutions to improve mobility options. Staff executed a voucher agreement with CMO in August 2023 and the CTNA began in early 2024.

In this presentation, Staff will give an overview of the Nyeland Acres CTNA project, share methodology and present some key findings. Staff will also present overall takeaways from the project and discuss potential mobility projects and solutions to improve transportation access in the Nyeland Acres community. Staff is recommending the Board of Directors receive and file the presentation and provide feedback to staff on the CTNA.

II. BACKGROUND

Nyeland Acres is a predominantly residential and rural community in Ventura County and has historically faced transportation equity challenges, including limited access to public transit, high dependency on personal vehicles, and unmet mobility needs particularly for minority and low-income individuals. This area has seen very few improvements in transportation access and lacks significant investments in infrastructure.

Over the years, GCTD has operated different route concepts, such as Route 14 and Route 22, aimed at increasing ridership and improving mobility for Nyeland Acres residents. However, barriers to accessing bus stops and the community's location relative to the GCTD service area, has made it historically challenging for GCTD to provide quality and cost-effective fixed-route transit service. Nyeland Acres is currently served by Route 15. In the 1st Quarter of FY25, Route 15 sits at the lowest quartile with the fewest passengers (10) per revenue hour.

In response to the challenges of providing fixed-route transit service, GCTD partnered with Nyeland Promise to conduct a Community Transportation Needs Assessment, funded by the Clean Mobility Options (CMO) Program with the goal of identifying transportation gaps and mobility barriers, and assessing potential solutions to improve mobility options. Staff contracted

GOLD COAST TRANSIT DISTRICT

with Transportation Design and Management to develop a project work plan and assist with project management for the needs assessment. The needs assessment utilized a multi-faceted approach combining quantitative data analysis with qualitative community input in order to produce a final summary report and project recommendations.

III. RECOMMENDATION

It is recommended that the Board of Directors receive and file a presentation on the Nyeland Acres Community Transportation Needs Assessment Final Report any provide any feedback to staff on the material presented.

General Manager's Concurrence

A handwritten signature in black ink, appearing to read "Vanessa Rauschenberger", written over a horizontal line.

Vanessa Rauschenberger

Attachment 1: Nyeland Acres Community Transportation Needs Assessment Final Report



NYELAND ACRES COMMUNITY TRANSPORTATION NEEDS ASSESSMENT FINAL REPORT



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Acknowledgements

Gold Coast Transit District (GCTD) would like to express its sincere gratitude to all the individuals and organizations who contributed to the success of this Community Transportation Needs Assessment (CTNA) for Nyeland Acres. We extend our thanks to:

- Our key partner, Nyeland Promise, for their invaluable collaboration, local expertise, and deep community connections. Their partnership was crucial in reaching and engaging with Nyeland Acres residents.
- The residents of Nyeland Acres for their active participation in surveys and community engagement activities. Their insights and experiences have been instrumental in shaping this assessment.
- The Clean Mobility Options Voucher Pilot Program for providing the funding and support necessary to conduct this comprehensive needs assessment.
- The consultant team and GCTD staff who collected, analyzed, and interpreted the data for this assessment.
- Local community organizations and leaders who helped facilitate community engagement and provided valuable local context.

Clean Mobility Options is part of California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment particularly in under-served communities, and California Energy Commission's Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.



Executive Summary

Gold Coast Transit District (GCTD), in partnership with Nyeland Promise, conducted a comprehensive Community Transportation Needs Assessment for Nyeland Acres, an unincorporated community in Ventura County, California. This assessment was funded through the Clean Mobility Options Voucher Pilot Program with the goal of evaluating transportation challenges, gaps, and opportunities to improve mobility for Nyeland Acres residents.

Methodology

The needs assessment utilized a multi-faceted approach combining quantitative data analysis with qualitative community input:

1. **Transportation Access Data Analysis:** Examined accessibility, reliability, and affordability indicators using sources such as Census data, Google Maps, bicycle network analysis tools, roadway user crash data, and location-based services data.
2. **Community Survey:** Conducted a bilingual survey of 87 Nyeland Acres residents to gather information on travel behaviors, transportation challenges, and preferences for mobility solutions.
3. **Community Engagement:** Held multiple outreach events to educate residents about clean mobility options and gather input on proposed solutions.
4. **Project Recommendation Survey:** Solicited feedback from residents on four potential mobility projects developed based on initial assessment findings.

Key Findings

Below are the key findings from the technical analysis and community survey:

Demographics and Existing Conditions

- Nyeland Acres has a population of approximately 3,400 residents, with 92.8% identifying as Hispanic or Latino.
- 22% of the population has an income below the poverty level.
- 44% have limited English proficiency and 5% are zero-vehicle households.

Transportation Challenges

- 32.2% of survey respondents disagreed that it was generally easy for them to get where they need to go.
- Top transportation issues included lack of public transit options, inability to drive, and lack of access to vehicles.
- 35.7% of participants identified medical service locations as difficult to access, followed by schools and grocery stores.
- 56.3% felt somewhat or very unsafe walking, biking, or scooting to destinations outside Nyeland Acres.

Travel Behavior

- Over 50% of weekday trips are between 2-8 miles in length.
- Key trip destinations include areas south of Highway 101, Riverpark, and central Oxnard.
- Work trips decrease by only 63% on weekends, indicating many residents work weekend shifts.

Transit Usage

- 56.3% of respondents use public transit regularly, primarily GCTD Routes 15 and 17.
- Main reasons for not using transit included long travel times and lack of knowledge on how to use the system.

Proposed Mobility Solutions:

Based on the assessment findings, four potential projects were developed and presented to the community:

- **Microtransit Service:** On-demand, shared-ride service within a defined zone.
- **Fixed-Route Bus Improvements:** Combining and enhancing existing GCTD routes.
- **Free Transit Pass Program:** Providing free passes to Nyeland Acres residents.
- **Carshare Program:** Short-term vehicle rentals located at the community center.

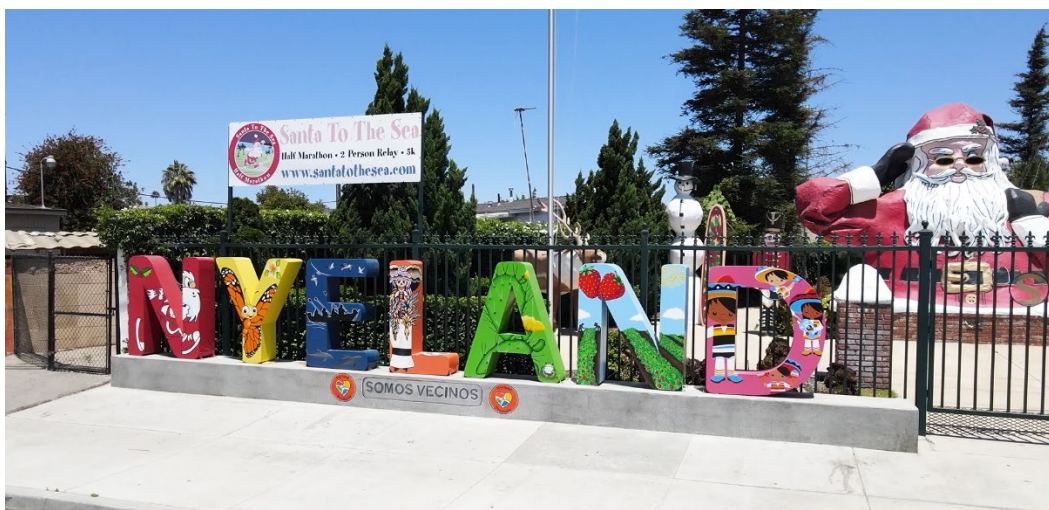
Community feedback on these options was largely positive, with 72-78% of respondents indicating they would likely use microtransit, improved bus service, or free transit passes. The carshare program received more mixed reactions but still garnered majority support.

Overall Takeaways

The Nyeland Acres community faces significant transportation challenges, particularly for residents and households that do not have access to a personal vehicle. While many residents rely on personal vehicles, there is strong interest in better and more affordable public transit options. The assessment revealed a need for multi-pronged approach to enhancing mobility, including:

- Improving existing fixed-route transit service,
- Introducing flexible, on-demand transportation options,
- Addressing affordability through free or discounted fare programs,
- Enhancing pedestrian and bicycle infrastructure to improve safety,
- Providing education on available transportation options and how to use them.

Next steps include pursuing funding through the Clean Mobility Options Mobility Project Voucher to implement one or more of the recommended solutions, as well as exploring other grant opportunities to address needs outside the scope of the CMO program, such as active transportation infrastructure improvements.



Introduction

Project Background

Gold Coast Transit District (GCTD), in collaboration with Nyeland Promise, has undertaken a comprehensive Community Transportation Needs Assessment (CTNA) for the Nyeland Acres community. This needs assessment is a systematic process to evaluate the transportation challenges, gaps, and opportunities within Nyeland Acres, an unincorporated community in Ventura County, California.

Project Roles

GCTD, as the primary transit service provider in the area, led the needs assessment process. They partnered with Nyeland Promise, a local non-profit organization with deep community ties, to ensure a strong local engagement and representation. GCTD was responsible for the overall project management, data analysis, and report compilation, while Nyeland Promise played a crucial role in community outreach, survey distribution, and providing local context.

Why Pursue a Needs Assessment?

The decision to pursue this needs assessment was driven by several factors:

- **Recognition of Unique Challenges:** Nyeland Acres, designated as an AB 1550 low-income community, faces distinct transportation challenges that may not be fully addressed by current services.
- **Funding Opportunity:** The Clean Mobility Options Voucher Pilot Program provided funding for this assessment, offering a chance to deeply understand community needs.
- **Commitment to Equity:** GCTD is committed to improving transportation equity, and this assessment aligns with that goal by focusing on an underserved area.
- **Data-Driven Decision Making:** The assessment provides a robust foundation of data and community input to inform future transportation planning and improvements.

Project Goals

The primary goals of this needs assessment were to:

- Evaluate existing transportation options and their accessibility to Nyeland Acres residents,
- Identify specific mobility challenges faced by the community, including barriers to accessing essential services, employment, and educational opportunities,
- Gauge community awareness and interest in various transportation modes, including clean mobility options,
- Understand the unique transportation needs of different demographic groups within Nyeland Acres,
- Gather community input on preferred transportation improvements and clean mobility solutions,
- Develop data-driven, community-informed recommendations for future transportation projects and improvements,

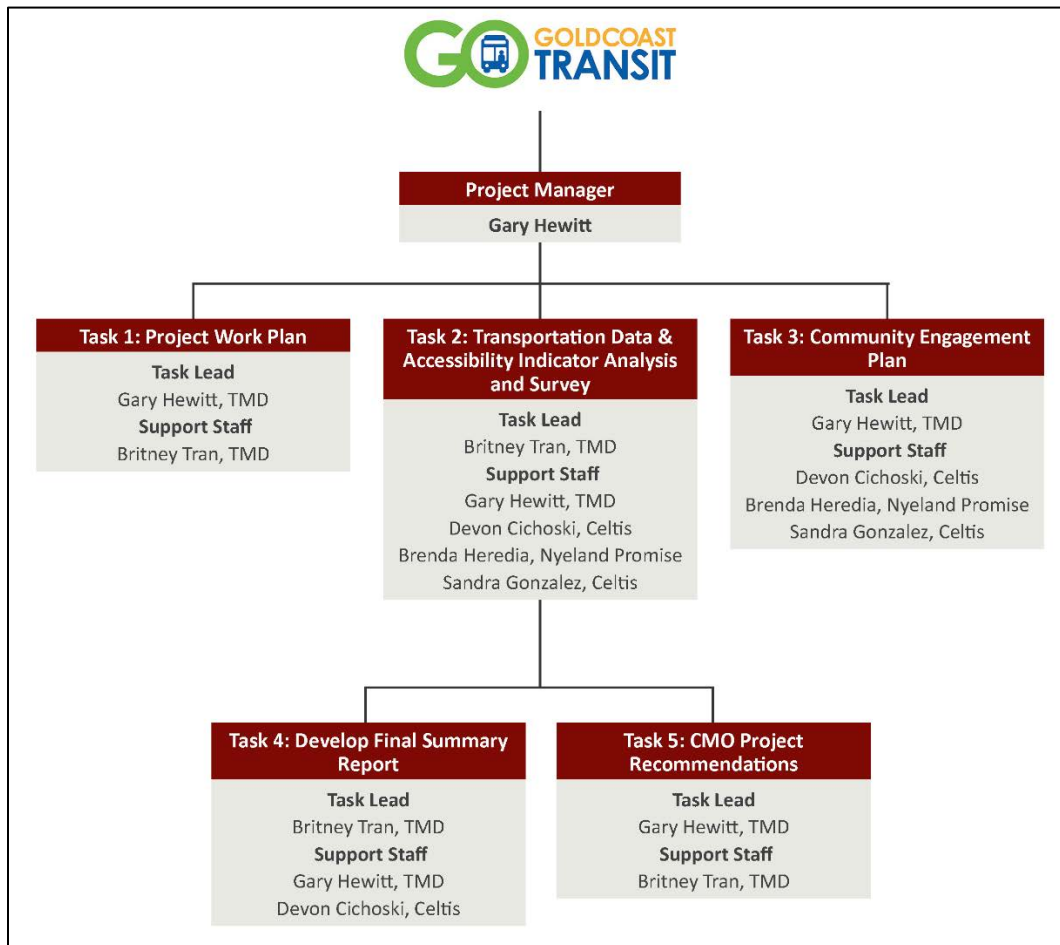
- Establish a foundation for potential funding applications, including the Clean Mobility Options Mobility Project Voucher.

This report presents the findings of the needs assessment, including analysis of transportation data, results from community surveys and engagement activities, and recommendations for future mobility solutions. It provides a comprehensive picture of the transportation landscape in Nyeland Acres and sets the stage for informed decision-making to enhance mobility and accessibility for all residents.

Project Team

The Community Transportation Needs Assessment for Nyeland Acres was conducted through a collaborative partnership between Gold Coast Transit District (GCTD), Nyeland Promise, Transportation Management and Design, Inc. (TMD), and Celtis. The staffing for the project is shown in Figure 1.

Figure 1: Project Team



Gold Coast Transit District (GCTD) served as the lead agency for this project. As the primary public transit provider in Western Ventura County, GCTD's mission is serving, moving, and connecting people to opportunity - one ride at a time. For this needs assessment, GCTD provided project management, transit expertise, and connections to regional transportation planning efforts.

Nyeland Promise partnered closely with GCTD as a key community-based organization. Their mission is to empower and uplift the Nyeland Acres community through education, advocacy, and community development initiatives. Nyeland Promise was instrumental in implementing community engagement strategies, providing cultural competence, and ensuring the needs assessment truly reflected community priorities.

Transportation Management and Design, Inc. (TMD) provided technical expertise in transportation planning, data analysis, and community engagement methodologies. TMD's role included designing the community survey, analyzing transportation access data, facilitating focus groups, and synthesizing findings.

Celtis Ventures played a crucial role in developing outreach materials and strategies for the project. Their expertise in community engagement and communications helped create effective tools and approaches for reaching and involving Nyeland Acres residents in the needs assessment process.

About Nyeland Acres

As part of Census Tract 50.02, Nyeland Acres is an unincorporated community within Oxnard, California in Ventura County (see Figure 2). The project area is designated as an AB 1550 Low-Income Community with a population of approximately 3,400 residents, 3% of the greater Ventura County community. Within a quarter mile radius, Nyeland Acres is in proximity to four bus stops served by Gold Coast Transit District's Route 15.

According to the recent American Community Survey 5-Year Estimate (2021), 92.8% of the project area population is of Hispanic or Latino origin. As a designated low-income community, 22% of the population has an income below the poverty level. Other notable characteristics include 44% limited English proficiency and 5% zero-vehicle households. Residents heavily depend on vehicles as their primary mode of transportation, which has influenced the community's existing infrastructure. Other modes of transportation, like walking or biking, are challenging and dangerous for residents.

Historically, the Nyeland Acres community has struggled with less funding and resources because of the lack of significant investment in public infrastructure. Additionally, the unincorporated community has experienced low engagement in the public decision-making process. As a result, Nyeland Acres residents are highly dependent on their automobiles as their main mode of transportation and have limited opportunities to walk or bike, due to lack of pedestrian and bicycle infrastructure.

Why was this project area selected?

Nyeland Acres was selected as the project area for the Transportation Needs Assessment because of its unique characteristics and specific needs compared to other areas in the Ventura and Gold Coast Transit District service. Surrounded by farmland, the rural community is very isolated from healthcare and education services and food hubs. Additionally, located at the edge of the GCTD service area, it has been traditionally difficult to serve the community via public bus to align with the needs of community, in terms of destination and trip purpose. For this reason, Nyeland Acres has fewer public transportation options, which make accessing essential services more difficult for residents, particularly those who do not own a vehicle.

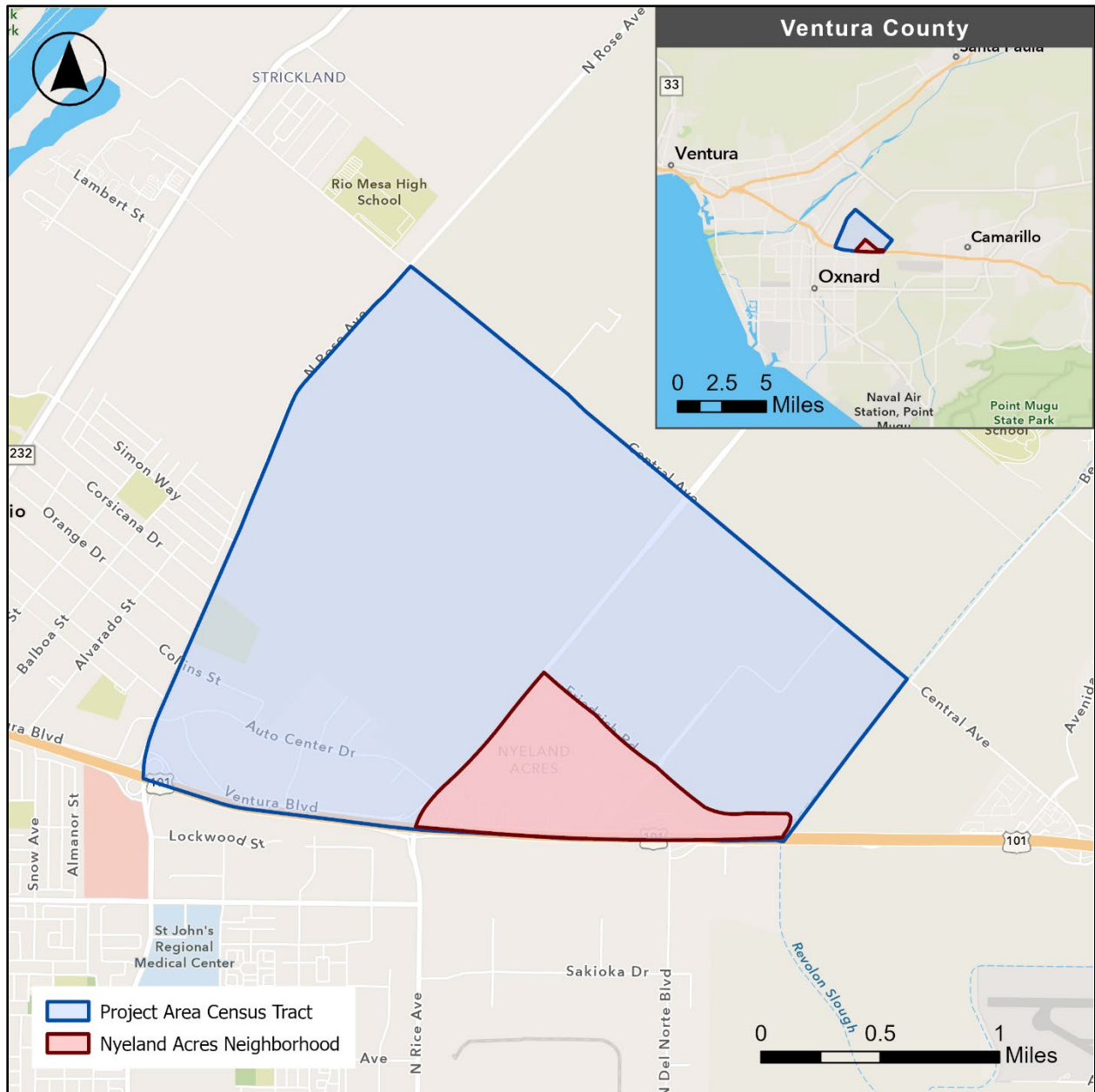
What is the history of the area that has led to transportation inequities?

The history of Nyeland Acres has directly contributed to the current transportation inequities. Developed as a rural agricultural community, the area has seen very low investment in infrastructure compared to other areas. Resources and services were often concentrated in the more populous areas, while Nyeland Acres remained relatively isolated. Development patterns and land use gave low priority to walkable and transit-oriented layouts to the community and as a result residents have relied on personal vehicles to meet daily needs. Because of the forced car dependency, those who cannot afford a vehicle or operate one are further marginalized. Over time, the lack of focus and investment on Nyeland Acres and the limited access to essential services has contributed to a never-ending cycle of transportation inequity.

Figure 2: Demographic Characteristics

Demographic	Nyeland Acres	Ventura County
Total Population	3,081	832,605
Median Household Income (in the past 12 months)	\$46,042	\$102,569
Race		
White Alone	76.8%	70.1%
Black or African American Alone	0.3%	1.8%
American Indian and Alask Native Alone	0.2%	1.1%
Asian Alone	0%	7.3%
Native Hawaiian and Other Pacific Island Alone	0%	0.2%
Some Other Race Alone	13.9%	6.9%
Two or More Alone	8.8%	12.5%
Hispanic or Latino Ethnicity	92.8%	43.3%
Limited English Proficiency (5 years and older)	43.9%	15.0%
Age		
Age Under 18	21.6%	36.3%
Age 18 - 64	60.9%	54.8%
Age 65 and older	17.5%	9.0%
Educational Attainment (25 years and older)		
High school (no diploma) or lower	48.2%	14.9%
High school graduate	29.9%	18.4%
Some college or associate degree	17.5%	28.5%
Bachelor's degree or higher	4.4%	28.2%
Not a U.S. citizen	44.7%	10.9%
Zero-Vehicle Households	3.6%	4.0%
Household with Internet Access	86.7%	94.3%

Figure 3: Project Area Map



Community Transportation Needs Assessment

The Community Transportation Needs Assessment conducted for Nyeland Acres is part of the broader Clean Mobility Options (CMO) Voucher Pilot Program. CMO is a California state initiative designed to support under-resourced communities in evaluating transportation gaps and identifying mobility challenges, needs, preferences and priorities of local residents.

CMO is funded through California Climate Investments, which puts Cap-and-Trade dollars to work reducing greenhouse gas emissions, and the California Energy Commission's Clean Transportation Program. The program provides two types of vouchers:

- **Community Transportation Needs Assessment Vouchers** (up to \$100,000) to conduct comprehensive needs assessments like this one.
- **Mobility Project Vouchers** (up to \$1,500,000) to implement clean mobility projects based on needs assessment findings.

The three key requirements of the Community Transportation Needs Assessment, as outlined by CMO, are:

1. Transportation Data & Accessibility Indicator Analysis
2. Community Engagement
3. Final Summary Report linking mobility needs to potential solutions

By conducting this needs assessment, Gold Coast Transit District and Nyeland Promise aimed to fulfill these CMO requirements and lay the groundwork for developing clean mobility solutions tailored to the unique needs of the Nyeland Acres community. The findings will inform potential future applications for Mobility Project Vouchers or other funding to implement transportation improvements in the area.

Purpose of Report

The purpose of this report is to present the findings of a comprehensive community transportation needs assessment conducted in Nyeland Acres, an unincorporated community in Ventura County, California. This assessment aims to identify and evaluate the specific transportation challenges, needs, and preferences of Nyeland Acres residents. The report will discuss the methodology used to gather data, including surveys, accessibility indicator analysis, and community engagement activities. It will also present key findings related to existing transportation systems, community perspectives on mobility needs, and potential solutions to improve transportation access and equity in the area.

Readers of this report should understand that it serves as a foundation for future transportation planning and decision-making in Nyeland Acres. The findings and recommendations presented here are intended to inform the development of clean mobility projects that directly address the community's identified needs. This report may be used by local government agencies, transportation planners, and community organizations to guide investments in transportation infrastructure and services. Additionally, it can serve as a model for other communities seeking to conduct similar assessments. Readers can expect a detailed analysis of current transportation barriers, an evaluation of potential mobility solutions, and recommendations for implementing projects that will enhance accessibility, affordability, and sustainability of transportation options for Nyeland Acres residents.

Project Methods

Timeline

The Project Team started work on the Nyeland Acres CMO Project in October 2023. The project took approximately 12 months to complete. The major project milestone dates are outlined below.

Time	Task
October 2023	Project Initiation
November 2023	Finalize Work Plan, Outreach Strategy, and Schedule
January 2023	Develop Draft Community Survey
February 2024	Begin Transportation Access Data Analysis
March 2024	Community Outreach Event
March – April 2024	Community Survey
April 2024	Engagement at various Community Workshops (art classes, music classes, English-learning classes)
May 2024	Finalize Transportation Access Data Analysis
June 2024	Analyze Community Survey Results
June 2024	Develop Clean Mobility Project Options
July 2024	Draft Mobility Preferences Resident Survey
July – September 2024	Mobility Preferences Resident Survey
July 2024:	Community Outreach Event
September - October 2024	Develop Draft Final Report
November 2024:	Project Completion

Data Collection- Transportation Access Data Analysis

As part of the Transportation Access Data Analysis, the project team utilized various data sources contextualize the existing transportation landscape in Nyeland Acres as outlined in Figure 4. The data analysis is intended to provide insight into the affordability, accessibility, and reliability of existing transportation systems within the project area. By identifying these travel behaviors and gaps, the analysis will contextualize how to improve the needs of the community. The transportation and accessibility indicators analysis include six different data sources selected based on these characteristics.

Figure 4: Data Analysis Data Sources

Source	Variable	Description	Year
Demographics			
U.S. Census Bureau. American Community Survey, ACS 5-Year Estimates Selected Population Detailed Tables	Tables: B101003 B17001 B02001 B16002 B25044 S1901 S1501	Total Population, Poverty Status in the Past 12 Months, Race and Hispanic Origin, Household Language by Limited English, Tenure by Vehicles Available, Income in the Past 12 Months, Educational Attainment, Selected Social Characteristics+	2021
Accessibility			
Google Maps	Walkability, Transit modes	Determines the distance and time between origin and destination depending on mode of transportation	2023
Bicycle Network Analysis (BNA)	Accessibility, Bicycle Safety	Measures the connectivity of bike networks with desired destinations. The analysis assesses comfort and traffic stress	2023
Transportation Injury Mapping System (TIMS)	Pedestrian and Bicycle Safety; accessibility	Quantifies and maps pedestrian and bike collisions in an area over time	2023
Census OnTheMap (LEHD-LODE)	Accessibility, transit, mobility	Employment data on jobs, commute, and transportation for a specific area	2021
Replica	Trip time, distance, destinations	Location-based data for residents of Nyeland Acres for Spring 2023	2023
Reliability			
All Transit	Transit quality, mobility, equity	Provides an overall transit access score using the AllTransit metric with data on job accessibility, transit access, and equity	2023
Affordability			
Housing and Transportation Affordability Index (H+T)		Measure the affordability of place with average cost of housing and transportation at difference scales	2023

Community Survey- Transportation Access Data Analysis

As part of Gold Coast Transit District's (GCTD) Community Transportation Needs Assessment in partnership with Nyeland Promise, a resident survey was conducted to gauge current travel behaviors and preferences for future transportation enhancements and projects in efforts to improve transportation options in the Nyeland Acres community. The survey was conducted between March 12th, 2024 and April 27th, 2024.

The project team developed the survey with support from the CMO Survey Guide in efforts to determine the variety of factors that affect the residents' ability to get around. In addition to referencing the CMO Implementation Manual, the team reviewed sample surveys, determined the appropriate survey length, and developed a survey strategy that focused on understanding the residents' transportation needs. To familiarize residents with the project, the survey included a brief, initial introduction of the transportation needs assessment survey and CMO project. Questions were then selected to collect information on existing travel behavior and needs, specifically related to transportation services. Responses were incorporated to measure attitudes regarding new mobility options and open response questions to collect qualitative feedback.

Since Nyeland Acres is heavily comprised of Hispanic-origin residents, the survey was administered in both English and Spanish. As part of the survey deployment, a survey incentive of a \$50 Visa Gift Card was offered to boost the quantity and quality of participation. In total, 87 valid survey responses were collected. Results of the survey were analyzed to ensure they were representative of Nyeland Acres and the population demographics. The final survey is included as **Attachment B** to this report.



Nyeland Acres residents taking survey at Resource Fair

Transportation Access Data Analysis

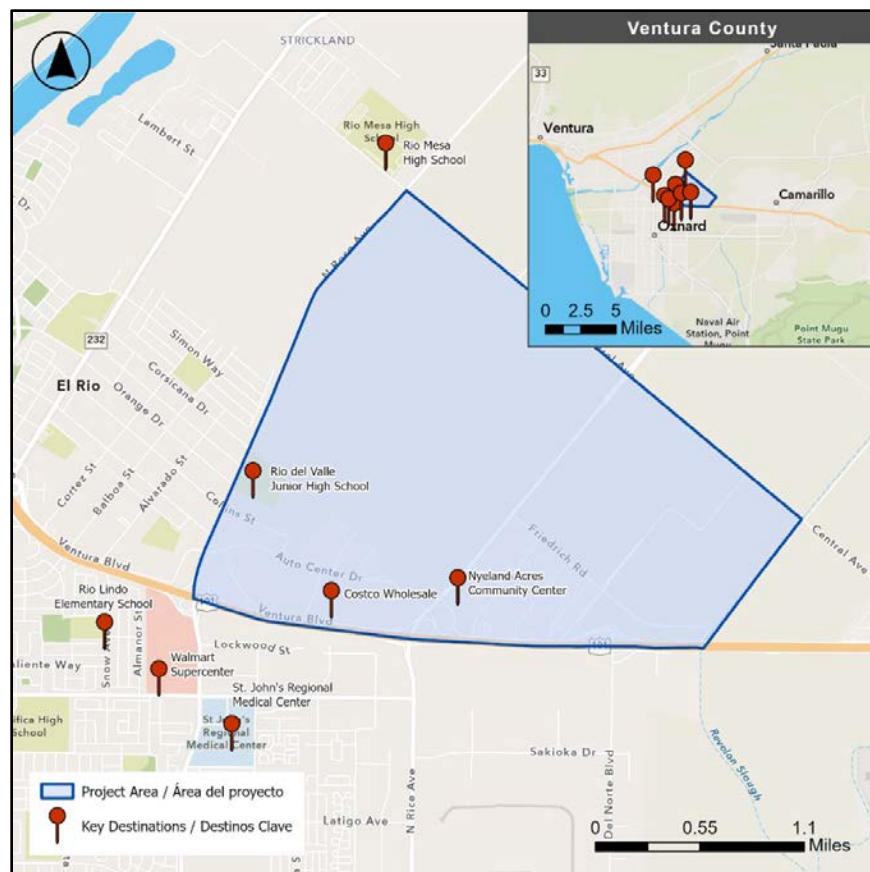
Accessibility

The ability of Nyeland Acres residents to reach vital destinations (i.e., work, school, hospitals, grocery stores) can be measured through accessibility. Utilizing various data sources, the analysis measures neighborhood walkability, commute characteristics, job accessibility, transit access, and existing pedestrian and bicycle infrastructure. Thus, the current opportunities presented through different modes of transportation should be assessed to evaluate and improve any gaps in accessibility needs.

Google Maps

The assessment of distance and time to destinations around Nyeland Acres helps gauge the walkability, transit access, and conditions of existing pedestrian and bike infrastructure. Walking, biking, taking public transit, and driving serve as the primary modes of transit available on Google Maps. With a 21.6% youth population, school sites are key destinations for many Nyeland Acres residents. Rio Lindo Elementary School, Rio Del Valle Junior High School, and Rio Mesa High School serve as the three major school sites for Nyeland Acres. Other key destinations surrounding Nyeland Acres include St. John’s Regional Medical Center, Walmart Supercenter, and Costco Wholesale (see Figure 5). While Nyeland Acres seems to be heavily car-dominated with more than 97.4% of households having access to a vehicle, it is important to assess the other transportation options available to residents.

Figure 5: Key Destinations Around Nyeland Acres



Walkability is the ability to safely walk to services within a reasonable distance. Walking options to the school site are more than 30 minutes, which may seem strenuous due to large neighborhood blocks. On average, the walking distance to the school sites is greater than two miles. Similarly, the other key destinations have a walking time greater than 30 minutes, except for Costco being the closest destination.

Other options include public transit. While the Rio School District and Oxnard Union High School District both provide bus routes to schools for their students, there are also public transit options available. This tends to be an option for students whose schedules do not coordinate with their school’s bus schedules or live outside of the district’s transportation network. Additionally, as part of the Ventura County Transportation Commission's Youth Ride Free Program, anyone age 18 and under is able to ride Gold Coast Transit buses for free. For Rio Mesa High School, Route 18G serves as the school tripper. For Rio Vista Middle School, Routes 15 and 17 serve as main routes. Google maps considers the total time it takes to walk to the bus stop and/or destination, as well as transfers.

Figure 6: Key Destination Distance and Travel Times

Rio Lindo Elementary School			Rio Del Valle Junior High School		
Mode	Distance	Time	Mode	Distance	Time
Walking	2.5 miles	56 minutes	Walking	1.8 miles	39 minutes
Public Transit	2.5 miles	32 minutes	Public Transit	1.8 miles	24 minutes
Biking	2.5 miles	14 minutes	Biking	1.8 miles	10 minutes
Car	2.5 miles	8 minutes	Car	2.1 miles	7 minutes
Rio Mesa High School			St. John’s Regional Medical Center		
Mode	Distance	Time	Mode	Distance	Time
Walking	2.7 miles	60 minutes	Walking	1.9 miles	43 minutes
Public Transit	2.7 miles	59 minutes	Public Transit	2.3 miles	12 minutes
Biking	2.7 miles	14 minutes	Biking	1.9 miles	11 minutes
Car	2.7 miles	6 minutes	Car	2.3 miles	8 minutes
Walmart Supercenter			Costco		
Mode	Distance	Time	Mode	Distance	Time
Walking	2.0 miles	45 minutes	Walking	1.0 miles	23 minutes
Public Transit	2.0 miles	18 minutes	Public Transit	-	-
Biking	2.0 miles	12 minutes	Biking	1.0 miles	6 minutes
Car	2.0 miles	7 minutes	Car	1.0 miles	5 minutes

Conditions of existing pedestrian and bicycle infrastructure can provide insights for concerns on safety, mobility, and accessibility. In the Oxnard Existing Bicycle Facilities Map within the Bicycle & Pedestrian Master Plan, some of the primary and secondary street network surrounding Nyeland Acres have existing Class II Bikeways which are a striped lane for one-way bike travel on a street or highway. Figure 7 shows Santa Clara Ave has a pedestrian sidewalk that crosses a freeway entrance which may seem high-stress. Additionally, Figure 8 illustrates a typical Class

It designated bike lane that runs down Auto Center Dr. Since the Auto Center Dr is a high traffic thoroughfare with speeds of over 40 miles per hour, the bike lanes represent a high-stress environment for cyclists who must share the roadway with traffic.

Figure 7: Google Maps Streetview of Santa Clara Ave



Figure 8: Google Maps Streetview of Auto Center Dr



People for Bikes Bicycle Network Analysis (BNA)

The Bike Network Analysis relies on data from the U.S. Census and OpenStreetMaps to conduct a traffic stress analysis. The analysis utilizes the concept of a low-stress bike network that focuses on the comfort of cyclists. Once the street segment stress ratings are established, a destination access analysis scores points along six categories: people, opportunity, core services, recreation,

retail, and transit. Once the two analyses are conducted, the scores are aggregated and weighted based on the census block. Overall, the city of Oxnard scored 37. With a People score of 51, it indicates how well-connected residents are by bike. For Nyeland Acres, all the minor arterials within the project area are classified as low-stress. However, many of the major arterials surrounding the area are considered high-stress. This can be a safety concern for cyclists, especially children since many routes to key destinations are along these main corridors.

Figure 9: Bicycle Network Analysis Score for Oxnard, CA

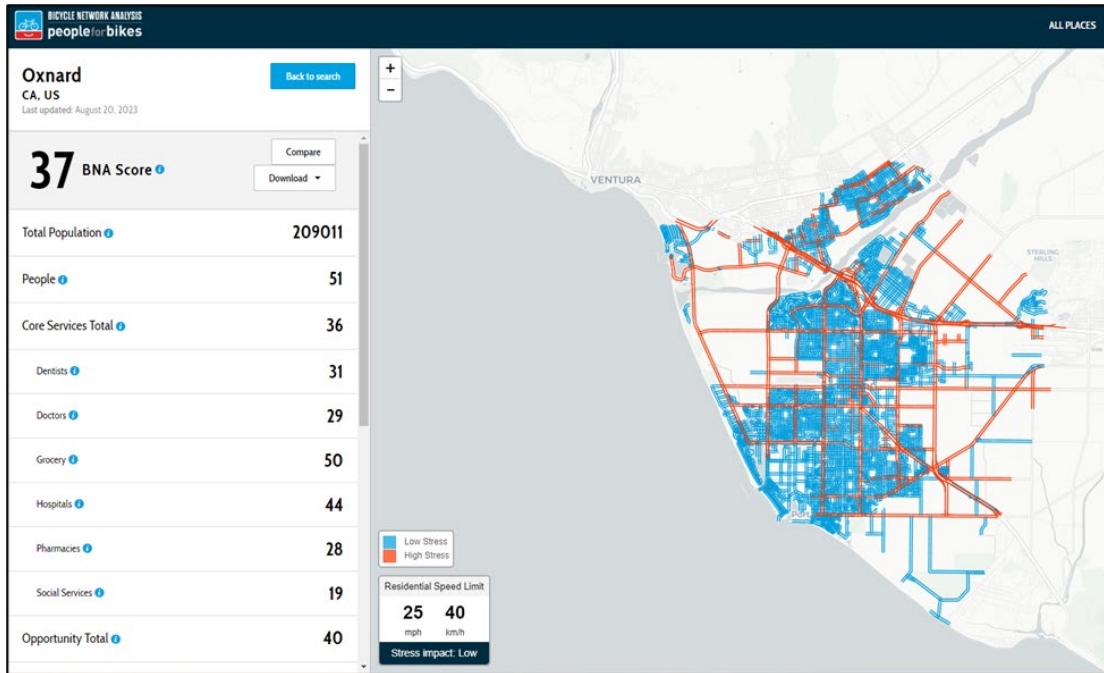
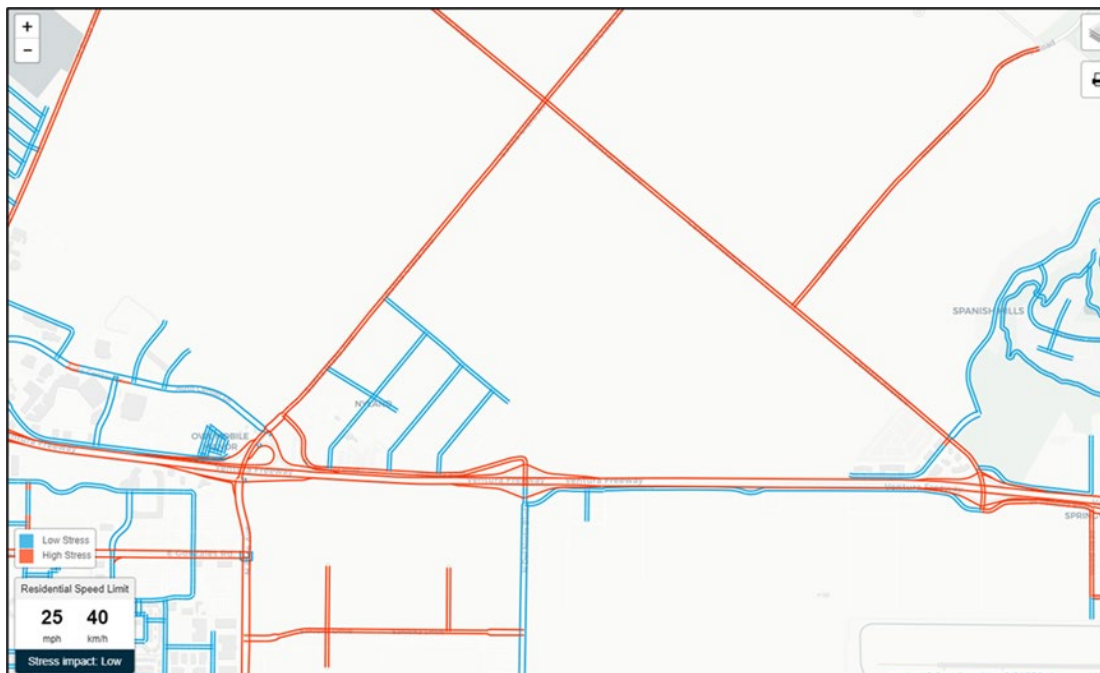


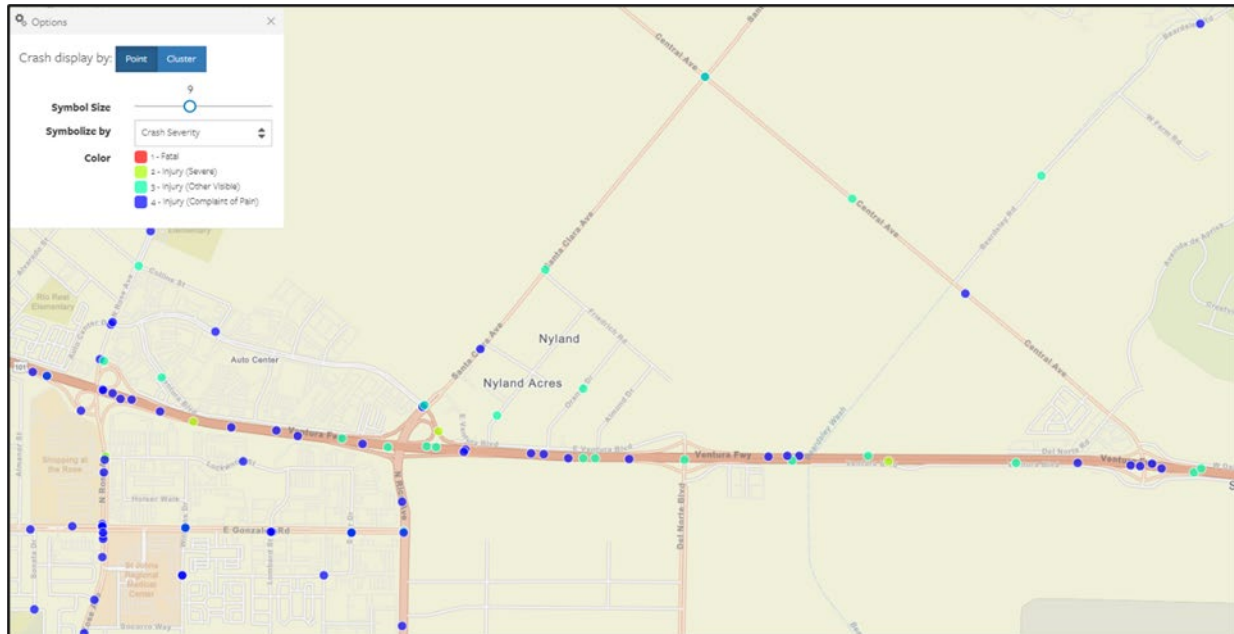
Figure 10: Bicycle Network Analysis Map for Nyeland Acres



Transportation Injury Mapping System (TIMS)

Developed by SafeTREC, the Transportation Injury Mapping System (TIMS) utilizes the Statewide Integrate Traffic Records System (SWITRS) and geocodes the data to create a geospatial analysis tool. Pedestrian and bicycle safety are important qualitative aspects of accessibility. As seen in Figure 11, most crashes within and surrounding Nyland Acres are non-fatal. However, there are clusters of crashes around the intersections of freeway entrance at Santa Clara Ave and Auto Center Dr. For those walking or biking to key destinations, this can be a concern as many routes pass through the intersection.

Figure 11: SWITRS Crash Severity Map



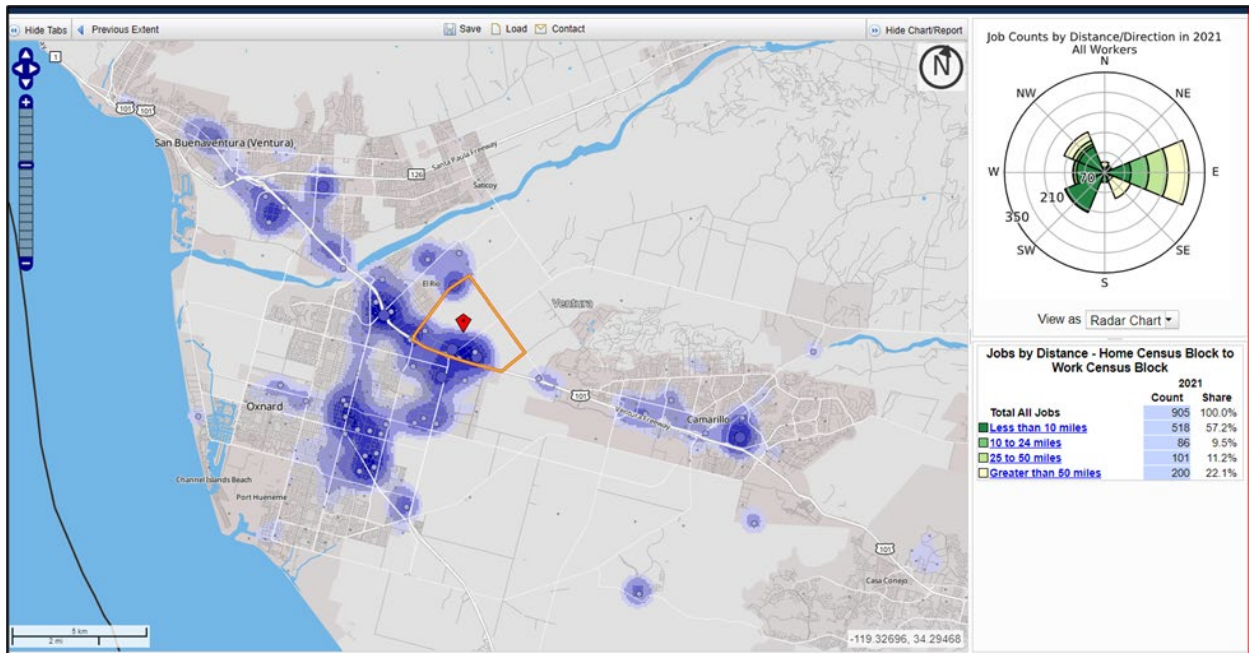
Census OnTheMap (LEHD-LODE)

OnTheMap LEHD Origin-Destination Employment Statistics (LODES) provides employment data on travel patterns of workers, small-area workforce characteristics, and additional worker profiles. As seen in Figure 12, most workers who live in the project area are employed outside of the area. Furthermore, in Figure 13, around 40% of workers commute more than 10 miles, 31% commute more than 25 miles, and 23% commute more than 50 miles. The radar chart shows the radial directionality and clusters of workplaces based on Nyland Acres residents. Worker characteristics are categorized by industry sector: 39.9% retail trade, 18.5% agriculture, forestry, fishing, and hunting, and 11.9% wholesale trade. Overall, there are many workers within Nyland Acres employed outside the project area with distant commutes.

Figure 12: Inflow and Outflow of Workers in Nyeland Acres



Figure 13: Job Counts by Distance/Direction (All Workers)



Location-Based Services Analysis

Another good tool for analyzing trip patterns is location-based services data. For this analysis we used data from our partner [Replica](#). They use multiple types of location data collected from personal mobile devices and in-dashboard telematics to determine when and where people are making trips. Based on the trip destinations and credit card data, they are also able to infer the trip's purpose. For this analysis we looked at trips taken by residents of the census block which includes Nyeland Acres. We filtered out trips less than .25 miles as they are most likely not good candidates for the CMO project and are typically walking trips. The data is provided for Thursday, representing typical weekday trip patterns, and Saturday, representing typical weekend patterns.

Figure 14 shows when trips are taken by Nyeland Acres residents. The highest number of trips are taken during the weekdays at 7:00am and 3:00pm hours. These most likely represent school and commute trips. There is strong trip activity during the midday and early evening hours on both weekdays and weekends.

Figure 14: Trips by Hour and Day Type

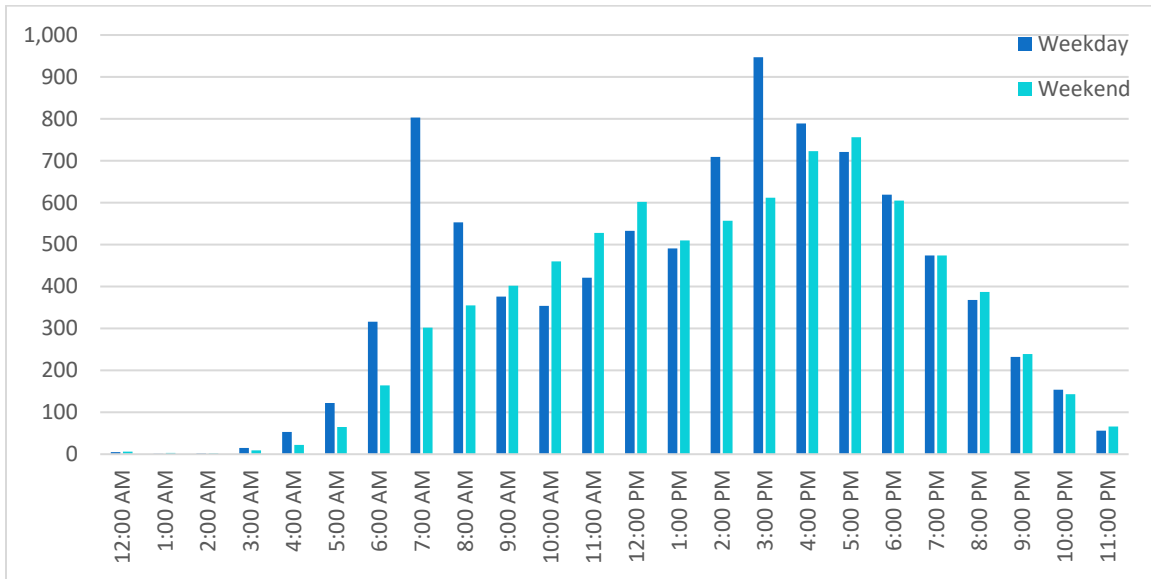


Figure 15 shows the distance of trips taken by Nyeland Acres residents originating from their census block group. Over 50% of weekday trips are between two and eight miles in length. There are slightly more weekend trips which are either very short or very long. This study’s projects should focus on solutions which make the trips between two to eight miles easier to make with clean mobility solutions.

Figure 15: Trip Length by Day Type

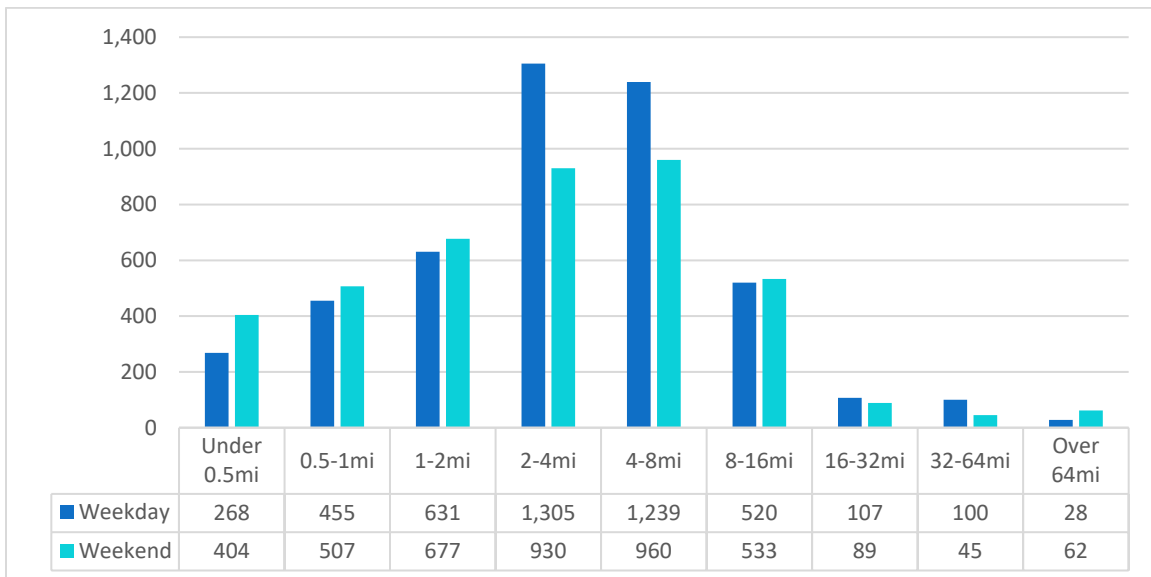
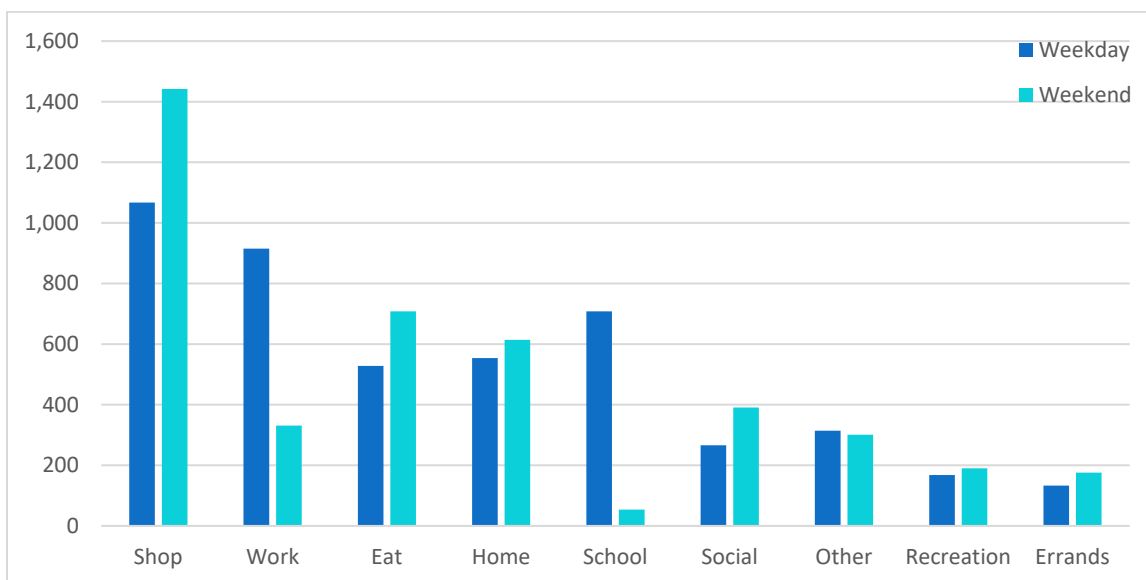


Figure 16 shows the purpose of trips made by Nyeland Acres residents which originate from their census block group. As would be expected, school trips are predominantly made on weekdays. Though work trips are lower on weekends, they only drop by 63% which means that one of every three residents travels to work on the weekend. Shopping, social, and eating trips increase on the weekends.

Figure 16: Trip Purpose by Day Type



The map in Figure 17 shows the destinations of trips taken by Nyeland Acres residents which originate from their census block group on weekdays. Of the 4,653 weekday trips, 30% start and end within the Nyeland Acres block group. Other block groups with high numbers of trip destinations include the area immediately south of the 101 Freeway, Riverpark, Telephone Road @ Market Street, and Oxnard Blvd @ 5th St.

Weekend trip destinations are shown in Figure 18. On weekends, the number of trips starting and ending in the Nyeland Acres block group increases to 36%, which tracks with the increase in shorter weekend trip distances discussed earlier. On weekends, the trips to the Riverpark area increase, mostly likely because of additional shopping and eating trips to this area. Trips to Oxnard Blvd @ 5th St decrease which may indicate that the weekday trips are for commuting.

Figure 17: Nyeland Acres Weekday Trip Destinations by Census Block Group

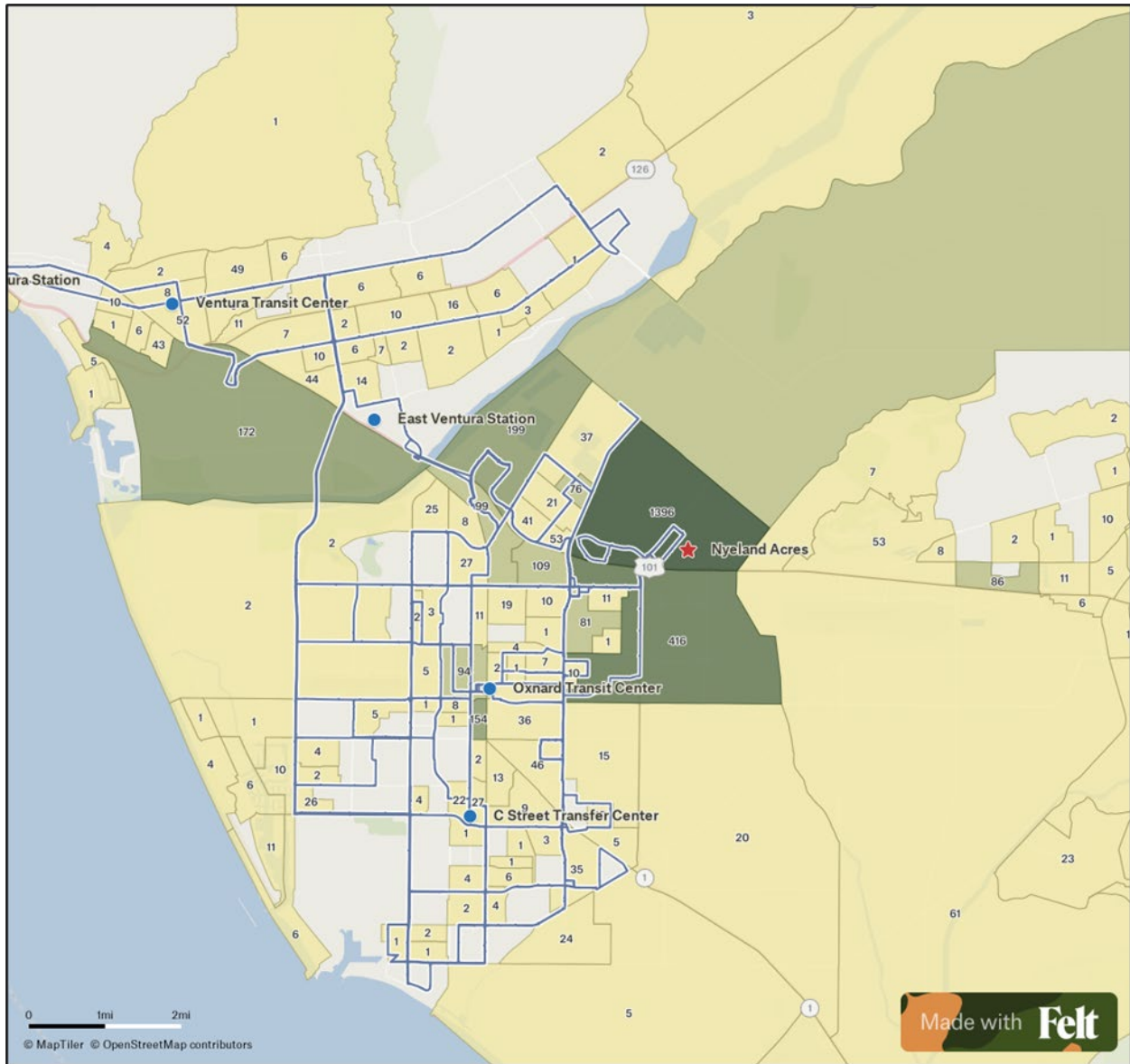
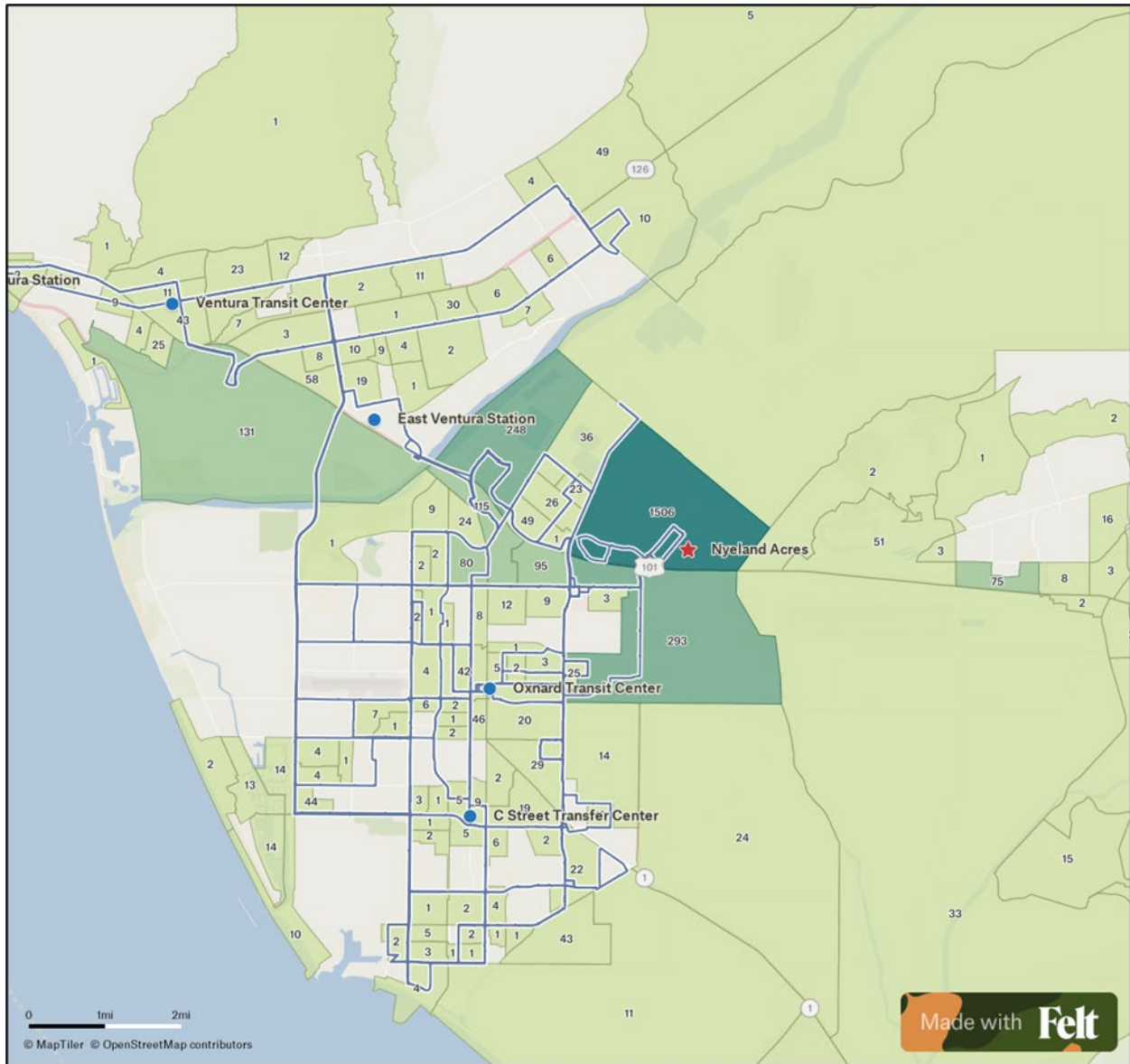


Figure 18: Nyeland Acres Weekend Trip Destinations by Census Block Group



Reliability

AllTransit

The Center for Neighborhood Technology (CNT) has compiled GTFS data, route maps, and schedules from large agencies to create the AllTransit metrics that reveal the social and economic impact of transit. As seen Figure 19, the Census block group containing Nyeland Acres has a below average transit score of 3.6, with 10 being the highest possible score. This is due to low trips per week and low job accessibility. In comparison, Figure 20 shows Oxnard Transit Center with a relatively high score of 8.5 because of its high combination of trips per week and number of jobs accessible. AllTransit evaluates its total performance score based on jobs, economy, health, equity, transit quality, and mobility. Approximately 61.7% of jobs are located within a ½ mile of transit and 61.7% of workers live within a ½ mile of transit. With seven transit routes within ½ mile, 30 transit stops within ½ mile of transit, and an average of 744 transit trips available per week, the Nyeland Acres block group has a transit connectivity score of 2 (out of 100). The actual accessibility is even lower when you consider the location of Nyeland Acres within the Block Group, which is further than ½ mile from most of the routes. The transit performance measure indicates that transit could be an option for many residents in the project area; however, residents have zero access to high frequency transit routes within ½ mile. And for 99.6% residents who commute, their mode of choice tends to be car, truck, or van— even though 61.7% live within ½ mile of transit.

During conversations with community members the issue of bus stop accessibility was brought up as a concern. The two major existing stops are located on Nyeland Avenue and another on Friedrich and Nyeland Avenue. Because there are no through streets parallel to Nyeland Avenue, some residents expressed that they have to walk far to reach the bus stop, which isn't the easiest considering the poor roads and lack of sidewalks.

Figure 19: AllTransit Performance Score for Nyeland Acres

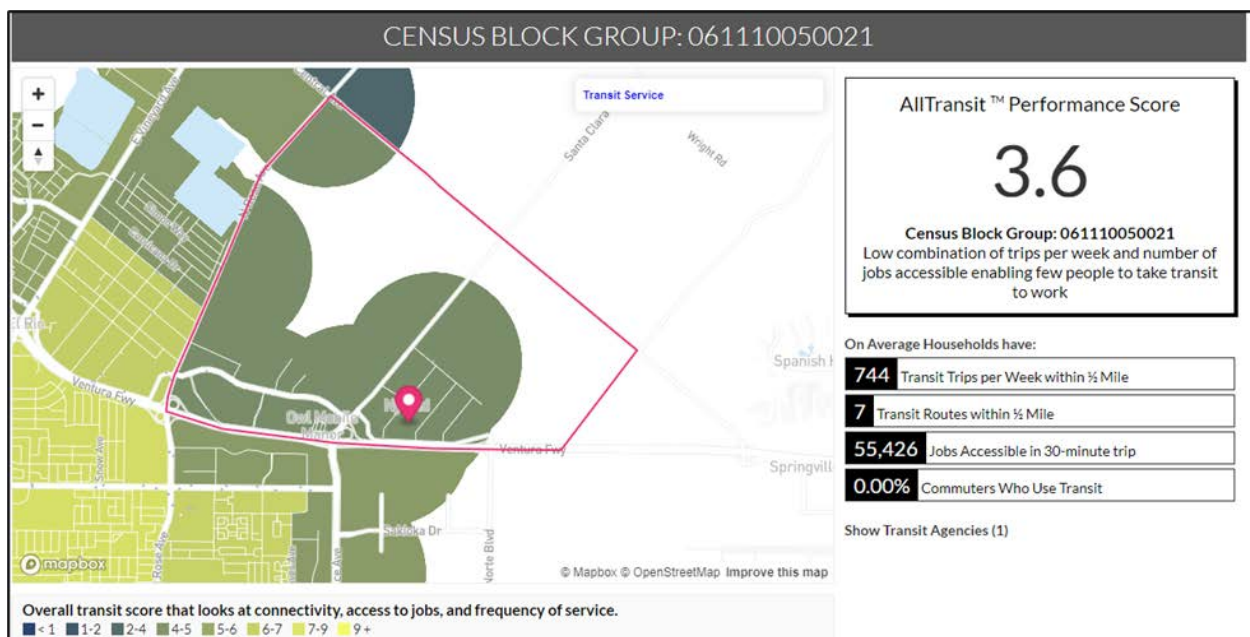
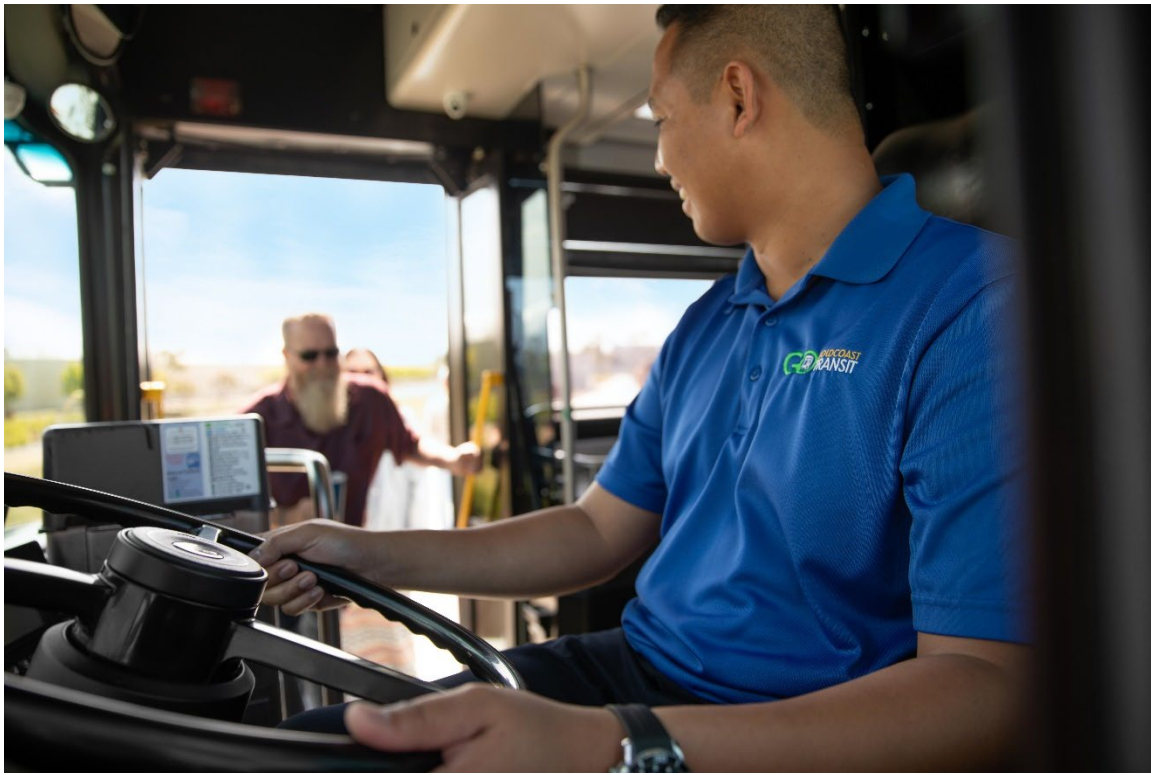
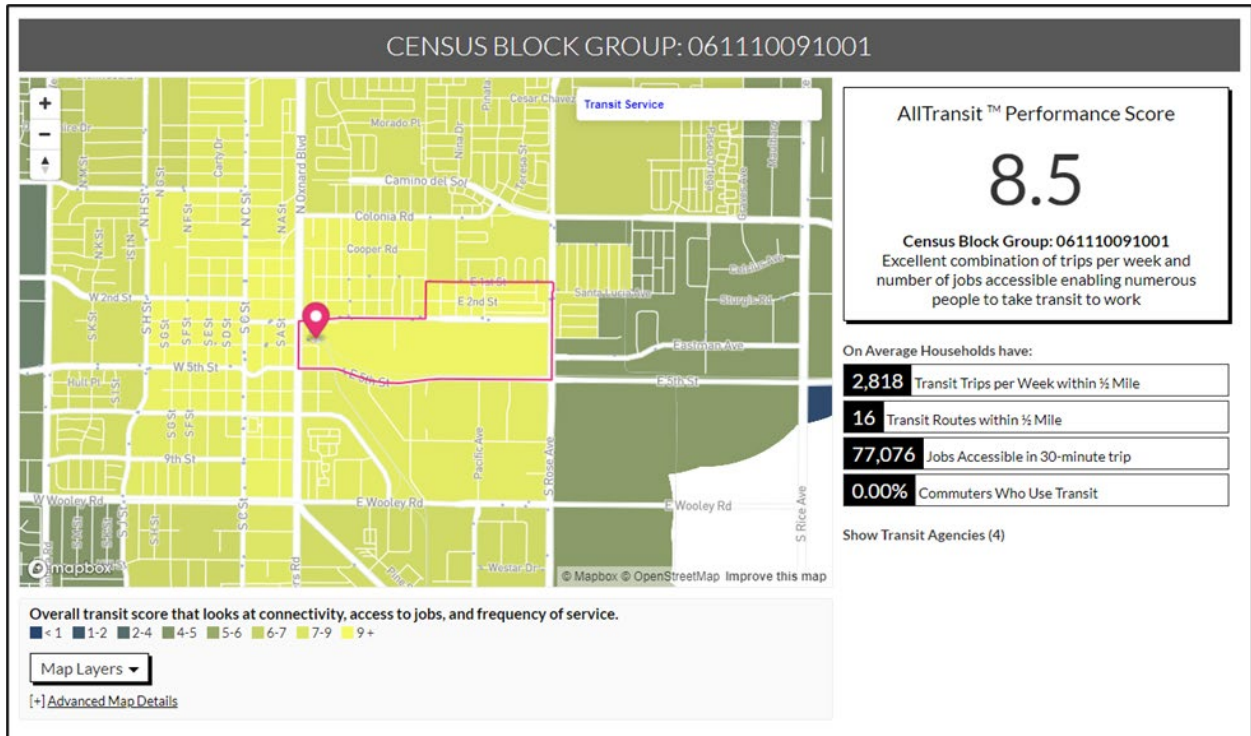


Figure 20: AllTransit Performance Score for Oxnard Transit Center



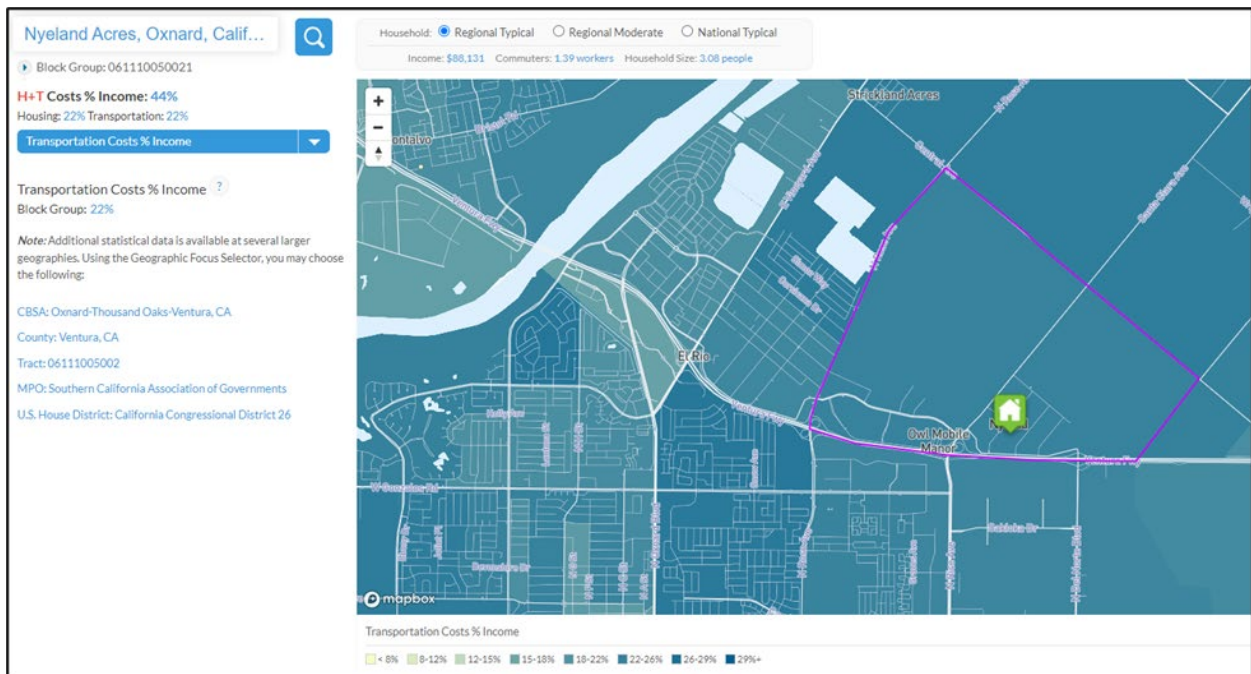
Customer boarding GCTD fixed-route bus

Affordability

Housing and Transportation Affordability Index (H+T)

The Center for Neighborhood Technology (CNT) developed the Housing and Transportation Affordability (H+T) Index as a complete measure for the cost of housing and cost of transportation to gain a comprehensive understanding of the affordability of place. For Nyeland Acres residents, the typical regional cost burden placed on households for housing is 22% and transportation is 22%. For Ventura County, the average cost of burden for housing is 31% and for transportation is 20%. The typical household owns 2.24 autos with an annual auto ownership cost of \$14,075. Contrastingly, AAA states the average annual cost of vehicle ownership is \$12,182. The CNT states that the H+T Index benchmarks affordability to be no more than 45% of household income. According to the index, Nyeland Acres is considered as affordable, meeting the benchmark by 1%.

Figure 21: Nyeland Acres Housing and Transportation Affordability Index (H+T)



Community Engagement

Community Engagement Rationale

Given the community's lack of representation in past public decision-making, it was important for Gold Coast Transit District to partner with Nyeland Promise and select engagement events and activities that would foster trust, accessibility and empowerment. The goal was to create opportunities that would allow for meaningful participation with a particular focus on residents who regularly experience transportation barriers, such as those who do not have access to a vehicle or rely on public transportation. Nyeland Promise is well known in the community and rapport with residents is a result of years of commitment and trust building. Nyeland Promise is regularly and actively engaged with residents, so their input and direction for community engagement guided the approach for community engagement to maximize participation and encourage resident involvement. Recognizing that some residents might be isolated or hesitant to engage, Nyeland Promise has had to utilize more creative and less common methods of reaching "hard-to-reach" residents. Although there was a variety of community engagement efforts, such as: neighborhood pop-up events, discussion groups at different community workshops, website and online media engagement, the project team focused on two community engagement activities: community events/fairs and a mobility options survey.

From experience, Nyeland Promise recognizes that meeting residents where they would naturally gather is key to maximizing participation. For this reason, the project team participated in two Nyeland Promise community fairs in the Spring and Summer of 2024, each with different goals and purpose. Additionally, after the Transportation Data Indicator Analysis and Community Survey, the project team conducted a second phase of outreach by sharing results with the community and conducting a resident survey on different mobility option preferences to allow the community to directly voice their preferences for a mobility project recommendation. Knowing the community is largely Hispanic/Latino and that nearly 50% of residents speak English less than very well, bilingual staff were present and available to speak with community members at each community event or activity and all online and print materials were translated and available in both English and Spanish.

Community Engagement Activity 1 – Community Fairs

As previously mentioned, Nyeland Promise advised the project team to center community engagement around events and activities where community members would naturally gather to maximize participation, such as cultural or resource events. For this reason, rather than host an independent forum that likely would not have received a lot of attendance, GCTD participated in two community fairs hosted by Nyeland Promise at the Nyeland Acres Community Center. The first community fair, the Nyeland Acres Spring Resource Fair, was held on March 26, 2024 during the first phase of community outreach to promote the project and encourage participation in the Community Survey. The second fair, the Nyeland Acres Bike Rodeo, was held on July 21, 2024 during the second phase of outreach to share findings from the Transportation Data Analysis and the results of the Community Survey.



Nyeland Acres residents interact with project team at Resource Fair

Nyeland Acres Spring Resource Fair

Community outreach for the Nyeland Acres Transportation Needs Assessment began March 2024 with staff advertising and promoting the Community Survey. The Nyeland Acres Spring Resource Fair was held on March 26, 2024 at the Nyeland Acres Community Center from 10:00am to 2:00pm. The event brought together a broad range of participants (young and old, male and female, etc.) with approximately 220 residents and community members attending the event. A staff of five worked the Clean Mobility booth at the event. Nyeland Promise distributed a “passport” with a prize incentive for all attendees who receive a stamp from each booth and vendor at the event. As residents and community members approached the booth, staff shared a bilingual (English and Spanish) Transportation Needs Assessment Project flyer (Attachment A), which included general information about the project as well as a link to the project webpage and a link to the online Community Survey, and a Clean Mobility Options flyer (Attachment C), which included descriptions of six different mobility options that could be funded by the Clean Mobility Options Grant Program. This information was also displayed on large posters (Attachments G & H) at the booth for staff to explain and go more in depth about the project and the different mobility options that could be made available to residents.

Participating in the Nyeland Acres Spring Resources Fair gave staff the opportunity to meet with residents directly and share information about the Community Transportation Needs Assessment. Participation at the event had two goals. The first goal was to introduce residents to the project team and share the purpose of the Transportation Needs Assessment. The second goal was to inform residents of the variety of clean mobility options that could exist in the community. This allowed residents to ask questions and learn more about mobility options prior to taking the Community Survey (Attachment B).

Staff was prepared with tablets to guide residents through the survey if they would have liked to submit a response at the event. However, staff also prepared paper surveys for residents to take home along with the informational and mobility options flyer. Additionally, staff handed out notes letting residents know they could submit their completed survey to Nyeland Promise during a food distribution event at the community center the following week or at any Nyeland Promise event prior to the survey deadline.

While staff engaged with all residents and community members who were interested in the project, staff targeted residents who did not have access to or be able to operate a personal vehicle by more actively asking about their transportation barriers and how different mobility options could help. For example, some residents shared that lack of sidewalks made it difficult to walk to bus stops to utilize public transportation or shared that they're home has access to only one vehicle, limiting the time of day they would be able to make a trip to a destination. These anecdotal testimonies aligned with several findings from the Transportation Data Analysis.

Nyeland Acres Bike Rodeo

After the Transportation Data Indicator Analysis was complete and the results of the Community Survey were developed, staff began a second of phase of outreach to bring the findings to the community for public input. Information from the analysis and survey was shared on the project webpage and on flyers. Details that were shared with residents included, but were not limited to:

- Travel time to key destinations (such as medical offices, schools, supermarkets, etc.) from Nyeland Acres,
- Trip destination, purpose and time of day for Nyeland Acres residents,
- List of common transportation barriers or issues the community faces
- Personal vehicle access and usage; and,
- Interests and preferences in various transportation alternative options.



Nyeland Acres residents learning about mobility options at Bike Rodeo

Seeing the success of engagement during the Spring Resource Fair, GCTD decided to join and co-sponsor, through Clean Mobility Options, the Nyeland Acres Bike Rodeo. This event was held on July 21, 2024, from 10:00am to 2:00pm and focused on sharing resources to community members on transportation, and bike and pedestrian safety. This event also brought together a broad range of participants and had an attendance of about 200 residents and community members. Similar to the Spring Resources Fair, the Transportation Needs Assessment staff hosted a booth with the goal to engage with residents and community members and receive direct feedback and input on the mobility options and preferences that emerged as a high priority for

residents. This was accomplished by displaying poster boards and sharing the findings from the Transportation Data Analysis and the key results from the Community Survey (Attachment D). A third poster board included an activity where residents and community members were presented the four highest preferred mobility options from the Community Survey and Transportation Data Indicatory Analysis and were asked how likely they would use each service. These four options included: microtransit, improvements to fixed-route bus service, free transit passes, and a carshare program. Residents were able to mark how likely they would use each service with a sticker.

At the event, Gold Coast Transit provided and displayed an electric demand-response van from its fleet to allow residents to see the type of vehicle that would run a microtransit service. Gold Coast Transit also provided a 40-foot fixed-route bus to teach residents about bus services and how to board and ride the bus. Moreover, during the bike rodeo activity, Gold Coast allowed residents to board the bus and ride around the Nyeland Acres neighborhood. During the journey, Gold Coast pointed out the various bus stops in the community and explained the basics of bus riding. The activities at the Bike Rodeo coincided with the mobility options that emerged as community member preferences.

Community Engagement Activity 2- Mobility Preferences Resident Survey

To ensure that the Nyeland Acres Transportation Needs Assessment aligned with the goals of meaningful community engagement and public participation in decision-making of the Clean Mobility Options Program, staff aimed to include a community engagement activity that would enable residents to provide direct feedback on their preferences of mobility options that would guide staff when making mobility project recommendations in this report. In the second phase of outreach, residents were given an opportunity to learn about the mobility options that emerged as high preference or priority in the community. The Mobility Preferences Resident Survey was a short questionnaire that presented four different mobility options that could be funded by the Clean Mobility Options Program (Attachment E). These include: a microtransit service zone, improvements to fixed-route bus, free transit passes, and a carshare program. The options were a culmination of the analysis of transportation data and results from the Community Survey. Like the activity conducted at the Nyeland Acres Bike Rodeo, the survey included a description of each mobility option.

For microtransit, the survey included a detailed map showing a zone where residents would be able to travel within for a fixed cost of \$5.00. The span of service was also included, so residents and community members would be aware of when the service would be available to them on weekdays and weekends.

For fixed-route bus improvements, a map showing the current bus service to Nyeland Acres (GCTD Route 15) was overlaid with a new proposed route and emphasized the improvements of a more direct trip to key destinations, the travel time to those destinations and an expanded span of service.

The survey also included an option for accessing free transit passes, which would be provided to residents by verifying proof of residency in Nyeland Acres.

Lastly, the survey included a carshare program option that would be available to community members 24 hours a day, 7 days on an hourly or daily basis at fixed cost of \$5-10.00 per hour or \$40-80.00 per day.

Respondents were asked, for each mobility option: "How likely is it that you or someone in your household would use this service?" Responses ranged from "Very Unlikely" to "Very Likely." While simple and straightforward, this question was effective because it allowed respondents to express their likelihood of using each mobility preference without overwhelming residents with technical details or complex criteria. Despite the finding and result of the transportation data analysis that went into identifying these top options, the straightforward question helped gather intuitive, personal responses that show how residents feel about each option. Moreover, respondents were also able to provide additional comments for each mobility option.

This approach highlights a key aspect of inclusive public decision-making as it incorporates residents' voices through straightforward questions ensuring decisions reflect the community's genuine needs and preferences.

The survey was open from July 2024 to September 2024. The survey was available online and as a paper survey in English and Spanish. To promote the survey, Nyeland Promise sent out a series of "robo-text"s to over 323 Nyeland Acres subscribed residents in English and Spanish and shared the online link with a Mobility Preferences graphic (Attachment F). The survey was also shared via the Nyeland Promise "Noticias" newsletter (Attachment I) to 334 recipients. Findings and results from the Transportation Data Analysis and the Community Survey in the form of visual graphs, charts, and maps were included in the survey to provide more context. Like the Community Survey, residents were incentivized to submit a survey response with a chance to win a \$50.00 VISA gift card. Additionally, residents who completed the Community Survey during the first phase of outreach and provided contact information were contacted and encouraged to complete the Mobility Preferences Resident Survey.

Recognizing that some residents may prefer to share their ideas and preferences directly with a person rather than filling out a survey, it was important for the project to ensure everyone had a chance to participate. For this reason, staff provided opportunities for residents who feel more comfortable with this approach or may need assistance, such as those who face literacy challenges; so, in addition, to promoting the survey via "robo-text, the Mobility Preferences Resident Survey was shared with residents during the Nyeland Acres Bike Rodeo. This allowed a lot of flexibility and accessibility among residents to be able to learn more about mobility options and complete the survey in a manner and space that was most convenient and comfortable for them. Staff were available to guide residents through the survey questions and guide residents through each mobility option.



Interactive Boards at Bike Rodeo

Nyeland Promise contributed heavily to promote and collect survey responses during their regular community workshops, such as art classes, music classes, exercise classes. Given their experience, word of mouth is an effective way to encourage participation. Nyeland Promise has a group of women residents, known as Las Comadres Unidas, who played a key role in engaging their fellow residents at the various community events because personal connections were invaluable in bringing community members together.

Community Survey Data Entry & Data Cleaning

The survey and community engagement process were comprehensively designed to allow Nyeland Acres residents and stakeholders with various opportunities to express their comments on the Clean Mobility Needs Assessment. The online survey was conducted through ArcGIS Survey123, a simple form-centric data gathering platform. Since the survey was administered in English and Spanish, the survey responses were collected and exported to Excel spreadsheet where responses were translated. Of the surveys received, 47% needed translation, which is an indication that outreach to Spanish speakers was successful. An email list of residents from the survey was generated for those who were interested in hearing about the potential recommendations and transportation improvements.

After the survey closed, responses were translated and then the results were individually combed for legitimacy and data integrity.

Community Survey Results

Demographics

As part of the resident survey, the “About You” section collects demographic data on the employment status of respondents. Approximately 42% of respondents are employed, which can serve as insight into how many residents typically commute to work. Additionally, it is also important to consider other mobility options for those with disabilities, since 7% of the respondents are unable to work due to a disability. On average, most households have 4 – 5 people with household size ranges from 2 – 11 people. Larger household sizes can affect travel behavior and patterns such as frequency, trip purpose, and resource allocation which can inform transportation needs and future mobility options.

Figure 22: Employment Status

What is your employment status?	Percentage
Not Employed	28.7%
Employed Full-Time	24.1%
Employed Part-Time	18.4%
Retired	8.1%
Not able to work due to disability	6.9%
Other	9.2%

Getting Around: Transportation Needs & Challenges

Survey participants were asked how strongly they agreed with the statement, “It is generally easy for me to get to where I need to go.” Approximately 32.2% of participants responded that they disagreed or strongly disagreed with the statement. (Figure 23) Some common transportation problems that contributed to this response include the lack of accessible public transit options, inability to drive, and lack of access to a vehicle. (Figure 24) Many public transit dependent participants noted that wait times, lack of frequency, and lack of service made it difficult to ride. Participants have stated that the “bus does not pass through [their] area” and “bus transportation takes a long time.” Other respondents expressed cost difficulties, as well as safety concerns regarding narrow streets and dangerous drivers.

Figure 23: Ease of Access to Destinations

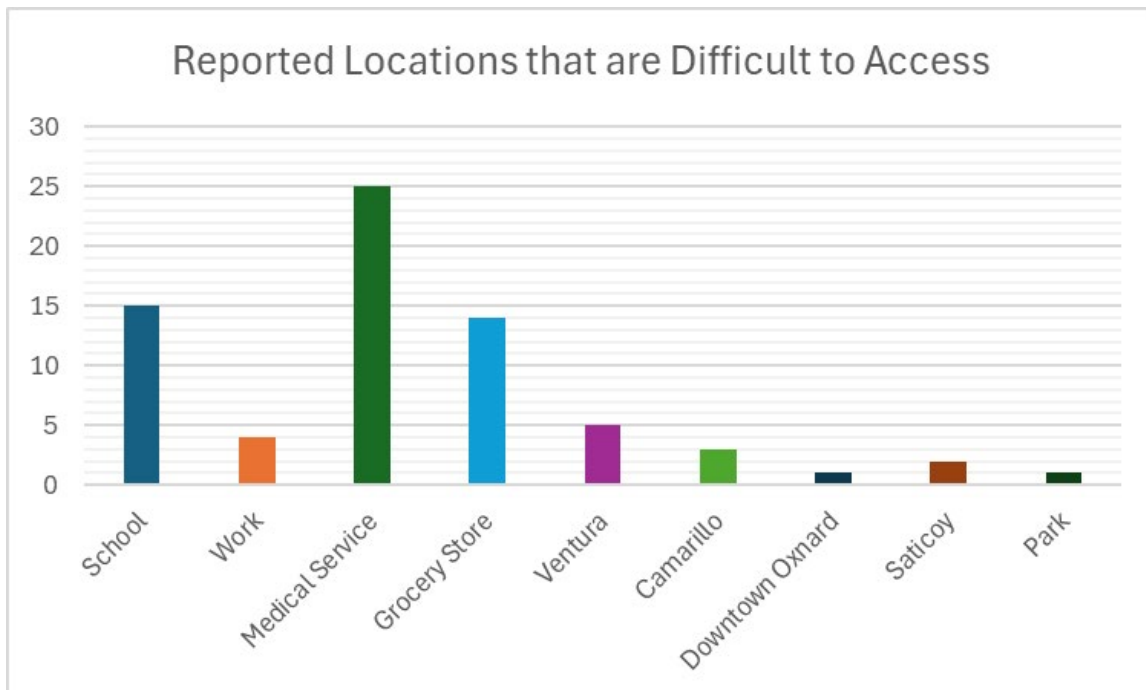
It is generally easy for me to get to where I need to go?	Percentage
Strongly Disagree	9.2%
Disagree	23.0%
Neutral	21.8%
Agree	26.4%
Strongly Agree	14.9%

Figure 24: Transportation Issues

Transportation problems that your household is currently experiencing	Percentage
None	19.3%
Lack of public transit/bus options	17.5%
Unable to drive	15.8%
Lack of access to a vehicle	10.5%
Safety concerns	8.8%
Punctuality/wait times	7.1%
Car issues	7.1%
Bus schedule difficulties	7.1%
Cost difficulties	3.5%
Other	3.5%

In addition to these transportation issues, survey participants were asked to identify specific locations which they or other members of their household had difficulty getting to. Approximately 35.7% of participants identified that medical service locations, including doctor appointments, hospitals, and pharmacies, were difficult to access. Additionally, school and grocery stores were reportedly also difficult to access. (Figure 25)

Figure 25: Reported Locations that are Difficult to Access



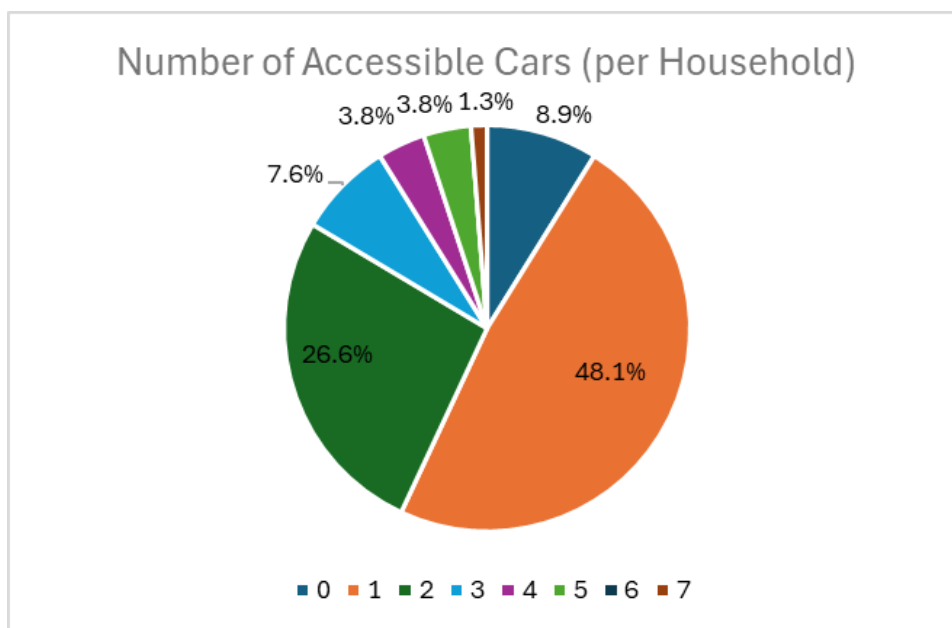
Regarding participants' mode of transportation, approximately 63.2% of participants reported they own or leased a car. For participants that do not own or lease a car, they were asked to indicate as to why they do not own or lease. An overwhelming majority stated that the cost to purchase a

car or repair a car prevented them from owning or leasing it. Participants were also then asked to state how many cars their household had access to. On average, participants have two cars per household. However, a vast majority of households responded they only have limited access to cars, with 48.1% having access to one car and 8.9% being a zero-vehicle household. (Figure 27)

Figure 26: Reason for Not Owning or Leasing a Car

Why do you not own or lease a car?	Percentage
Cannot afford to purchase/repair car	41.7%
Do not have a license	25.0%
Cannot afford gas or insurance	19.4%
Can access destination without car	5.6%
Other	8.3%

Figure 27: Number of Accessible Cars per Household



Likewise, survey participants were asked “How many functioning bicycles or scooters does your household have access to?” On average, participants had access to 1 functioning bicycle or scooter. However, according to Figure 19, approximately 55.8% of households did not have any access to a bicycle or scooter. Furthermore, 65.5% of households stated they did not utilize the bicycle or scooter for their trips. When asked to indicate why household members did not utilize the bicycle or scooter, over 40% of participants noted that it seemed unsafe or that they did not know how to ride. (Figure 28) Survey participants were asked how safe they felt when walking, biking, and scooting to destinations outside Nyeland Acres, to which 56.3% of participants stated they felt somewhat unsafe or very unsafe. For Nyeland Acres survey participants residents, traveling via bicycle or scooter can seem unsafe for residents, even those with access to this mode of transportation.

Figure 28: Number of Accessible Bicycles or Scooters per Household

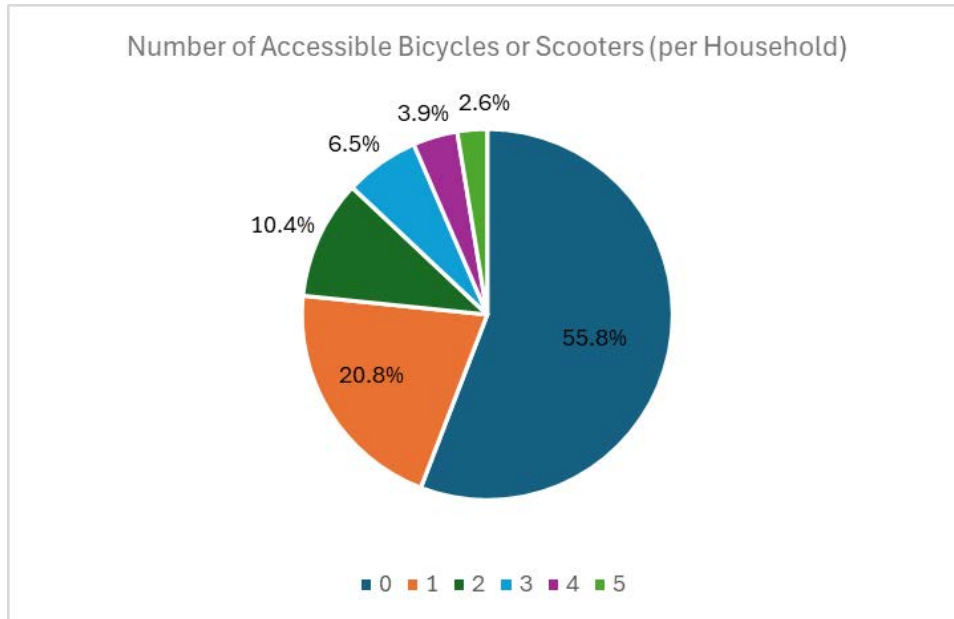
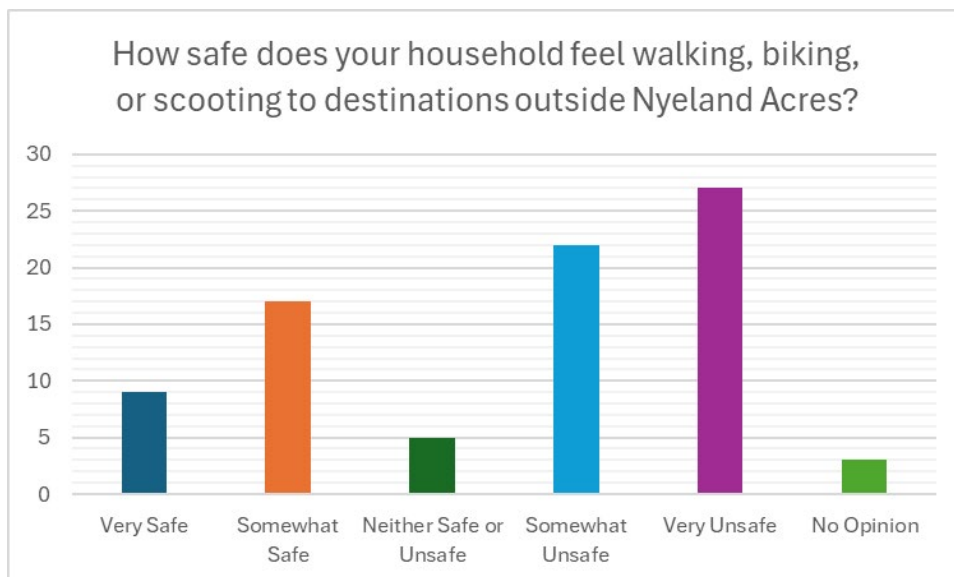


Figure 29: Reasons for Not Utilizing Bicycle or Scooter for Trips

Why do you not use a bicycle or scooter for your trips?	Percentage
It seems unsafe	21.8%
I do not know how to ride	21.8%
I cannot afford to buy one	16.1%
It is uncomfortable	9.2%
Other	9.2%

Figure 30: How safe does your household feel walking, biking, and scooting to destinations outside Nyeland Acres?



Approximately 56.3% of survey participants use public transit regularly. Of those who responded to using public transit regularly, 48.3% stated they rode the Gold Coast Transit District (GCTD) Route 15 and 13.8% reported they rode GCTD Route 17 (Figure 31). Route 15 travels from the Esplanade to El Rio and Nyeland Acres every 45 minutes. Additionally, Route 15 serves various points of interest surrounding Nyeland Acres along Auto Center Drive and transfers to Route 17. Similarly, Route 17 runs from the Esplanade to Riverpark and then to Oxnard College via Rose Ave. For participants who do not use public transit, 24.1% noted that the primary reason was because riding the bus takes too long and 20.7% noted that they did not know how to use public transportation. (Figure 32)

Figure 31: GCTD Routes Used

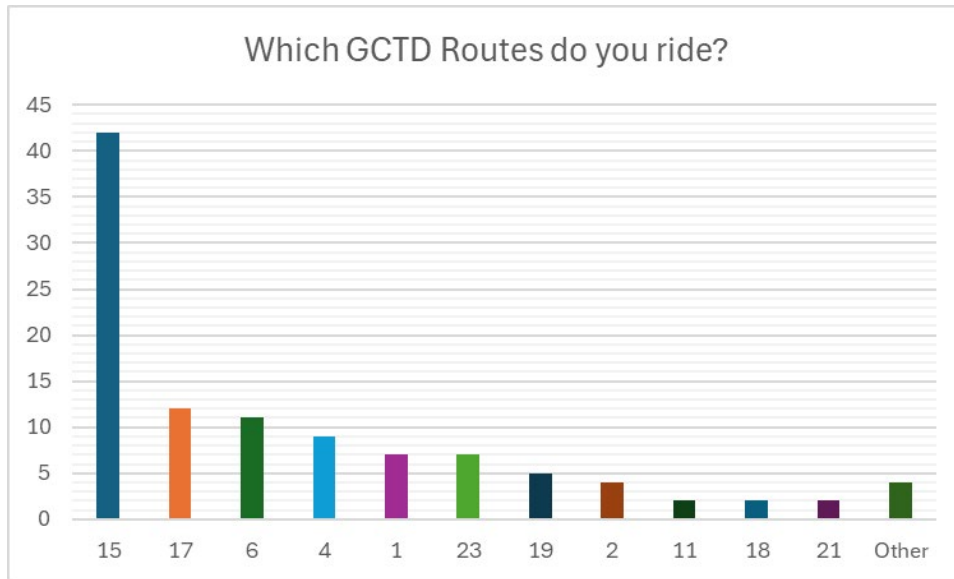


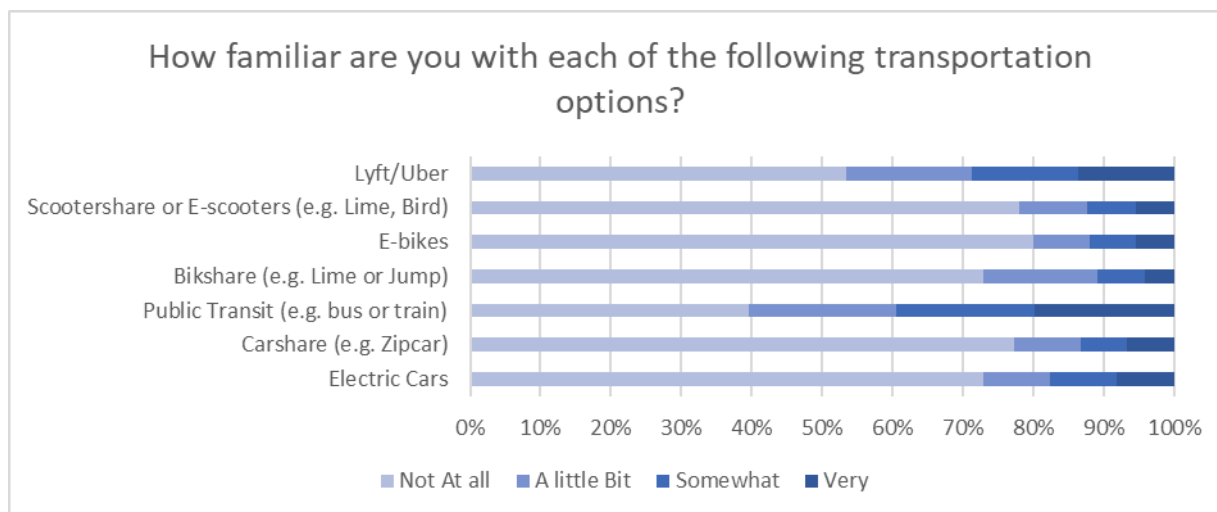
Figure 32: Primary Reasons for not using Public Transit?

What is the primary reason you do not use Public Transit?	Percentage
Riding the bus takes too long	24.1%
I do not know how to use public transportation	20.7%
Buses do not operate at the time I need them	13.8%
Routes and schedules are too confusing	10.3%
Too many transfers	3.4%
Other	27.6%

Familiarity with New Shared Mobility Options and Interest in Modes

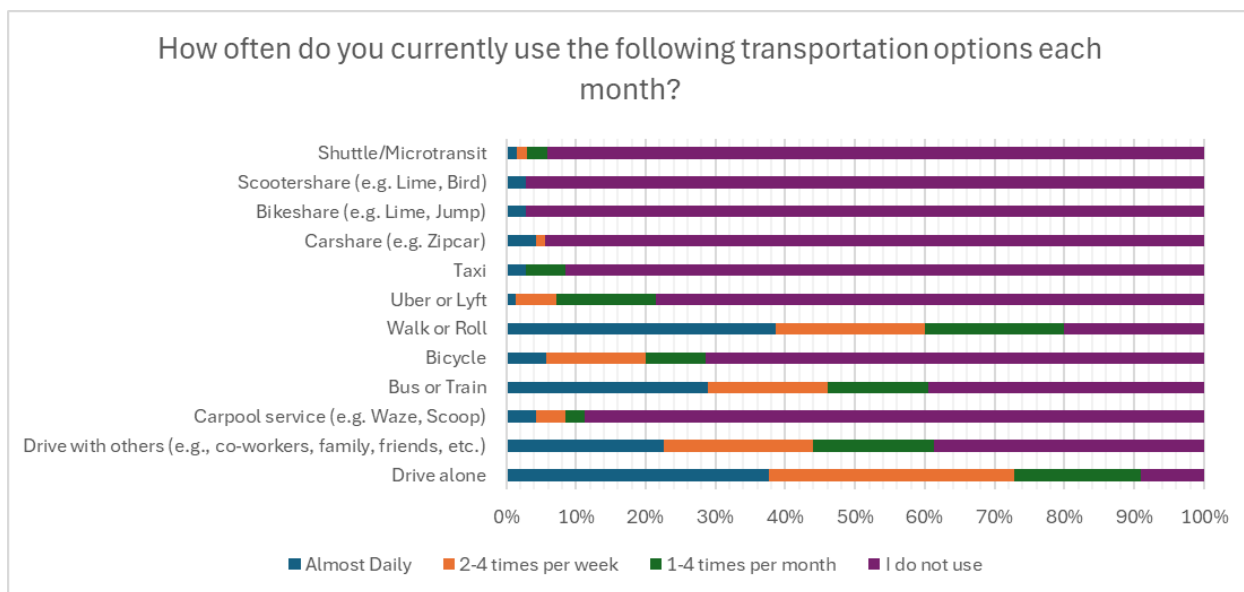
Survey participants were asked to rank their familiarity with other transportation options, including electric cars, carshare, public transit, bikeshare, e-bikes, scootershare/e-scooters, and Lyft/Uber. Over 50% of respondents noted that they were “Not at all” familiar with most of these options, excluding public transit and Lyft/Uber (Figure 33). Furthermore, participants were asked if, “Instead of owning a car, do you think you or someone in your household could use [these transportation options] if these options were improved or became available to meet you daily needs?” Approximately 40.23% noted that they could use it and 23.0% stated they could probably use these other transportation options if improved.

Figure 33: Familiarity with Transportation Options



Survey participants were asked to indicate how often they currently use certain modes of transportation. With 33.3% driving daily, 33.3% walking or rolling daily, and 25.3% taking the bus or train daily, most respondents stated that these transit options were utilized most frequently monthly. The survey also revealed that over 70% of participants do not use alternative transit options, including shuttle/microtransit, scootershare, bikeshare, and carshare (Figure 34). Additionally, residents were asked to identify if they experienced any challenges with using the same mobility options listed in Figure 23. Approximately 64.4% of the participants indicated that they did not have any challenges using the listed options. For those who did experience challenges with transportation options, some common responses indicated they were too expensive, felt unsafe and insecure, and the schedules of the bus do not coincide. Other respondents also stated, they were “walking long distance for [bus] stops” and “sidewalks are not safe, and the streets make it hard to use [a] scooter.”

Figure 34: Current Transportation Usage



Residents were asked to rank on a scale of 1 to 5 (1 being least likely and 5 being most likely) how likely anyone in their household would use the previously listed transportation options if they were readily available and affordable. Similar to what participants currently use as modes of transit, most respondents indicated that they were mostly like to drive alone, take the bus or train, and walk or roll if readily available and affordable. Other than the currently utilized transportation options, 32% of survey participants expressed interest (greater than 2) for a shuttle or microtransit option (Figure 35). Other than the listed transportation options, survey participants identified more bus service for college students, less transfers, and increased frequency as other options considered for Nyeland Acres residents. When residents were asked to specify how much they would be willing to pay to rent a car for one hour to make a local trip, survey participants, on average, stated they would be willing to pay \$10 with a median of \$0 and range of \$50. Furthermore, residents were asked if a free or low-cost shuttle or microtransit service was available to a common destination (such as a grocery store) on a regular basis (e.g., once a week), 73.6% of respondents replied they would be interested. Participants were also asked to identify which transportation discount they would be interested in receiving, with 52.9% of respondents stating they would be interested in free or discounted public transit passes (Figure 36).

Figure 35: Likelihood of Using Transportation Options if Readily Available

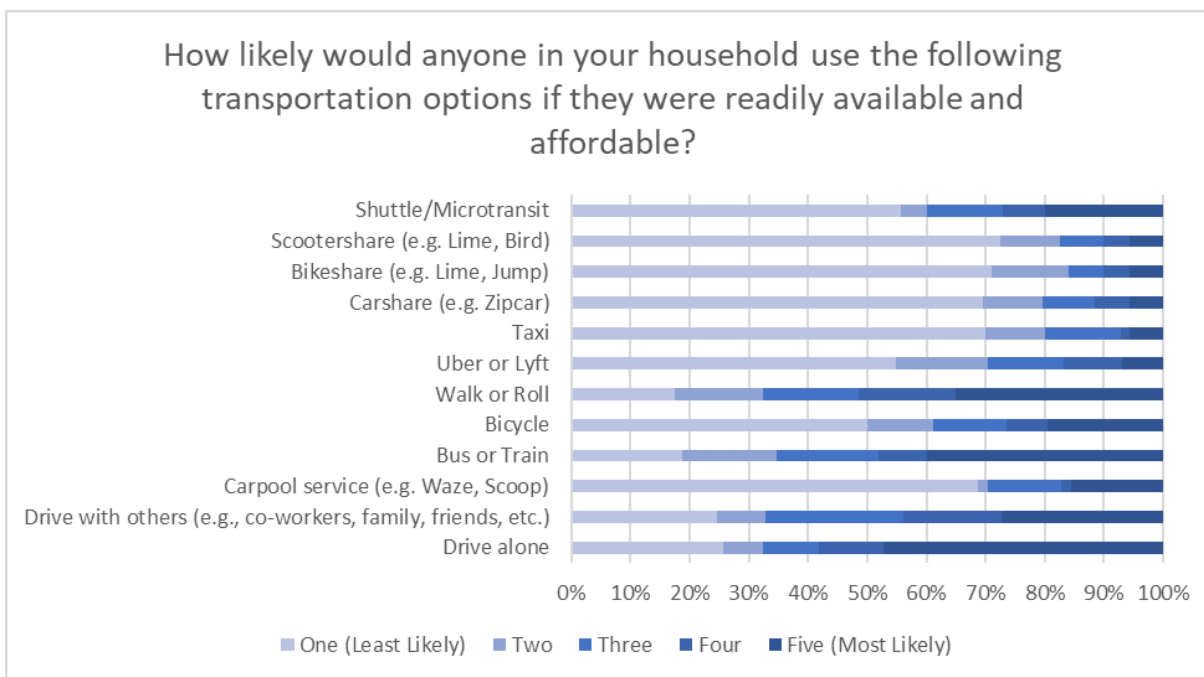


Figure 36: Interested Transportation Discount Options

Which of the following transportation discounts would you or others in your household be most interested in receiving?	Percentage
Free or discounted public transit passes	52.9%
Free or discounted Lyft or Uber rides	31.0%
Free or discounted scootershare rides	4.6%
Free or discounted bikeshare rides	1.2%

Banking, Debit/Credit Card Access and Phone Technology

As part of the survey, residents were asked about access to payment methods for public transit, rideshare, and similar services. Most respondents answered under the “Other” category, which included payment methods like cash, prepaid tickets, or passes. Less than a quarter of respondents stated they used their smartphones to pay for transit services. It is important to highlight that many residents rely on non-digital payment options and that transit services would need to accept cash or physical passes to be accessible to all community members.

Figure 37: Payment Preferences

How do you pay for public transit, rideshare and similar services	Percentage
Smartphone	18.4%
Debit card	9.2%
Prepaid cash cards	4.6%
Credit Card	3.5%
Cellphone (not a smartphone, e.g. flip phone)	3.5%
Other	50.6%

Project Limitations

The Nyeland Acres Transportation Needs Assessment brought together a well-rounded team of experts, combining the strengths of a consultant, a public agency, and a community-based organization. TM&D and Celtis Ventures contributed technical expertise in transportation planning, data analysis, and community engagement activities; GCTD offered specialized knowledge in transit and mobility options; and Nyeland Promise provided a vital connection to the community, ensuring meaningful engagement. This collaboration enabled the project to effectively address the community's needs through a blend of technical skill and local insight. Despite the team's competency, it's important to acknowledge certain limitations that may have influenced the outcomes of the assessment.

It was challenging to build on previous findings or utilize data from other transportation reports based on limited existing literature. Several reports, such as countywide active transportation plans or comprehensive transportation plans, tend to group unincorporated communities under a single category. This approach overlooks the diverse needs of the Nyeland Acres community and assumes "a one-size-fits-all solution." In reviewing the existing literature, it was difficult to find useful and specific insights into the Nyeland Acres community, which limited the extent to which this assessment could rely on existing resources.

As previously mentioned, there has historically been a lack of decision-making for the Nyeland Acres community that includes meaningful public input. Many residents share a sentiment that Nyeland Acres is an abandoned or forgotten community, leading to a general distrust. Despite Nyeland Promise's involvement in the Needs Assessment and their deep-rooted connection to the community, it's possible some residents may have been reluctant to engage, feeling that their voices might not be heard or that meaningful change is unlikely to happen.

Another limitation of this study was that, while it aimed to engage all Nyeland Acres residents, it placed particular focus on those facing transportation barriers—such as individuals who do not have access to a personal vehicle or have very limited transportation options. As mentioned before, due to lack of investment in the community and the history of transportation inequities, many residents rely primarily on their personal vehicles to get around. At times initial engagement efforts began by asking residents if they faced any mobility or transportation challenges, to which some residents responded that they did not, as they used their own vehicle. This dynamic made it more challenging to engage car-dependent residents and explore alternative options like microtransit or public transit services. As a result, creating interest and openness to new mobility solutions among residents who are accustomed to driving remained an ongoing challenge throughout the assessment, and their input could influence or be different to those who do face transportation barriers and would likely utilize and benefit more from a possible mobility project.

Clean Mobility Options Project Operation and Design

The Transportation Access Data Analysis provided insight into Nyeland Acres' unique transportation needs and challenges. Furthermore, the resident survey uncovered mobility challenges the community faced, as well as possible clean mobility options that could alleviate these challenges and improve mobility. From the Needs Assessment and resident responses, five clean mobility options are outlined below based on transportation gaps within the community, resident input, and feasibility of implementation.

CMO Eligible Service Models

The Clean Mobility Options program is made up of two phases. The first phase is to develop service models for clean mobility, which is the purpose of this study. The second phase is implementing the preferred service models using a combination of state and local fund resources. Below are the service models eligible for funding under the CMO Mobility Project Voucher Program. This section will discuss the applicability of these programs for Nyeland Acres based on the technical analysis and community survey, as well as input and feedback from the community engagement activities.

Electric Carsharing

Under this service model, residents of Nyeland Acres would be able to gain access to a zero-emission automobile through a short-term rental. Service providers include Zipcar and Miocar, though some cities have implemented using their own resources. The Nyeland Acres Community Center would be a logical location to park vehicles and make them available for this service mode. Since this is a County of Ventura facility, there is the potential of installing infrastructure at this location including vehicle chargers and photovoltaic panels.

Based on the technical analysis, this service model seems feasible for the shorter trips that residents are making to nearby destination such as shopping or medical appointments. The number one reason noted for not having a car available was the cost of ownership (45%). However, it is also important to note that 25% of respondents noted that they did not drive because they did not have a license. The survey showed that residents were generally not familiar with carsharing and also had less interest in this program than other clean mobility options. Respondents said they were willing to pay an average of \$10 per hour for this type of service, which is within the normal range of rates charged by Zipcar and Miocar.

The CMO program has funded nine electric vehicle carshare programs to date as shown in Figure 38. Since Nyeland Acres is smaller and may have only one charging site, the potential program cost would be less than these awardees. If the Nyeland project was for one site with just a few vehicles and chargers, GCTD could anticipate that a grant of between \$500,000 and \$750,000 would pay for the program capital and implementation costs. The next steps for this project would be to reach out to several vendors to get a better idea of projects options and estimated cost.

Recommendation: Present a carshare option for community consideration and work with vendors to determine potential costs.

Figure 38: Electric Carshare CMO Implementation Grants

Project Name	Vendor	Electric Vehicles	Charging Sites	Window 1 CMO Funding	Window 2 CMO Funding
Cal State Dominguez Hills	KINTO	7	7	N/A	\$1,499,936
South El Monte Carshare Program	None	6	8	\$999,972	\$500,028
Richmond Community Foundation	Miocar	14	8	\$1,000,000	\$500,000
San Joaquin Council of Governments	Miocar	11	3	\$998,614	\$501,386
San Joaquin Valley Community Shared Mobility, Inc	Micar	10	8	N/A	\$756,000
Twenty-Nine Palms Band of Mission Indians	CEGS	8	1	\$999,300	Pending
Riverside Community College District	EVGIDE	14	3	N/A	\$1,500,000
Wester Riverside Council of Governments	EVGIDE	15	4+	N/A	\$1,500,000

Bikeshare or Scooter-sharing

This service model would provide mobility to nearby destination through providing shared bike or scooters that could be rented by the hour. The devices could be docked at stations or could be dispersed throughout the community. In successful scooter and bikeshare deployments, there is a market for these devices because people would not otherwise have access to them. Nyeland presents a different type of market where a majority of the trips start or end at home, where is a convenient place to store these mobility devices.

The community survey showed that residents were not familiar with this service model and were less interested in it as an option. Most households indicated that they have at least one bike or scooter and that the main reason they do not use to make local trips is because they thought it was unsafe or did not know how to ride. The types of trips residents indicated they needed to make, including medical and shopping trips, would not work as well on shared bikes and scooters.

Recommendation: Do not present this as an option to the community. There are needs for bike training program and infrastructure which are not eligible for CMO Voucher funding.

Carpooling and Vanpooling

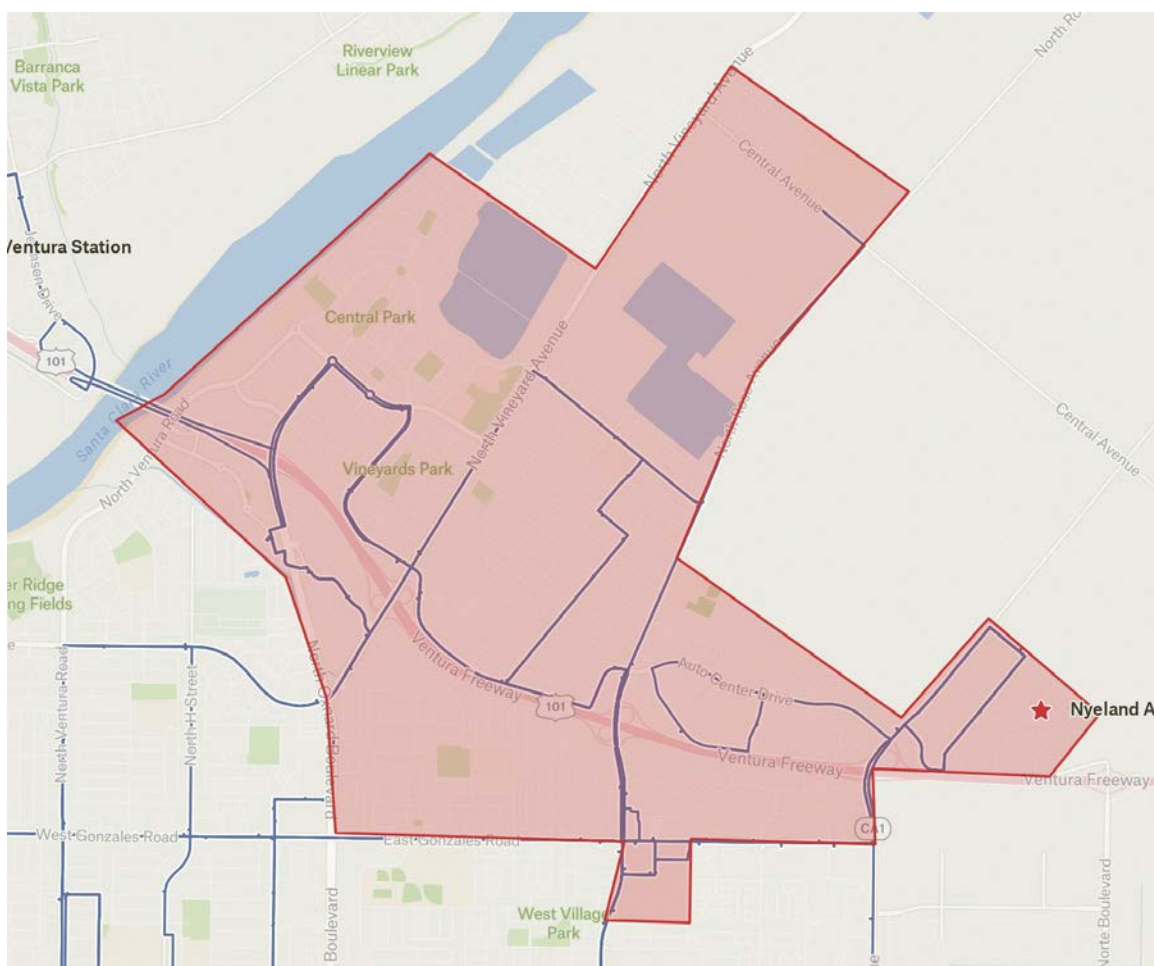
Carpooling and vanpooling are strategies used when groups of people want to make a trip to the same location around the same time. It works best for commute trips, which were not identified as a major mobility need in the community survey. The CMO also requires that these vehicles be electric for funding. There was some interest in carpooling as a strategy in the survey, however it is not likely that there would be good destinations for carpooling based on our technical analysis of trip origins and destinations.

Recommendation: Do not present this as an option to the community.

Microtransit Services

Microtransit is an on-demand, shared-ride public transportation service which is typically used for areas with lower transit demand or on the edges of a transit agency's service area. Nyeland Acres is a good fit for this service based on its location and density. Public transit users represented a large portion of the survey participants; many of which noted that the lack of service to their desired location, infrequent schedules, and long wait times contributed to transportation challenges they were facing. Similarly, long bus rides and lack of buses operating at desired times were key factors for non-transit users. GCTD currently operates the "GO NOW" microtransit service in south Oxnard.

Figure 39: Map of Potential Microtransit Zone



A microtransit option would increase service area coverage, allow for flexible service schedules, and improve first mile-last mile connectivity to the broader transit network. Additionally, based on the resident survey, participants showed potential interest in a low-cost shuttle or microtransit service available to common destinations on a regular basis. The microtransit service would provide service to key community destinations (doctor's appointments, school, grocery store, etc.). Additionally, several survey participants noted that they or someone else in their household have a condition that would make it more difficult to use public transit. Thus, microtransit service could provide increased accessibility, comfort, and mobility for older residents and those with disabilities.

The consultant team developed an estimated cost for the potential microtransit zone using a microtransit modeling tool. The tool estimated that the service would require three peak vehicles to provide service between 6:00am and 6:00pm daily. The service would have an estimated 76 daily passengers with an average wait time of 15 minutes. Weekday service would require 27 revenue hours per day and weekend service would require 30 hours per day. Figure 40 is an estimate of the operating costs and revenue for the potential zone based on GCTD’s current microtransit cost per hour (\$88.75) and \$4.00 fare. The estimated annual net operating cost would be \$779,000.

Figure 40: Microtransit Estimated Operating Cost

Day Type	Annual Revenue Hours	Annual Boardings	Annual Cost (\$88.75/RVH)	Fare Revenue (\$4.00/board)	Net Operating Cost
Weekday	6,885	19,380	\$611,044	\$77,520	\$533,524
Saturday	1,560	3,952	\$138,450	\$15,808	\$122,642
Sunday	1,560	3,952	\$138,450	\$15,808	\$122,642
Total	10,005	27,284	\$887,944	\$109,136	\$778,808

In addition to the ongoing operating cost, GCTD would need to purchase vehicles for the microtransit service. The model estimated that the service would require three peak vehicles. A fourth spare vehicle should be purchased as a backup to the three in-service vehicles. The CMO Voucher Program generally requires that applicants purchase zero-emission vehicles to be eligible for funding. GCTD has estimated the cost of large, accessible, zero-emission microtransit vans to be \$200,000 each. The total cost for the four vehicles would be \$800,000 and the vehicles would last for at least five years.

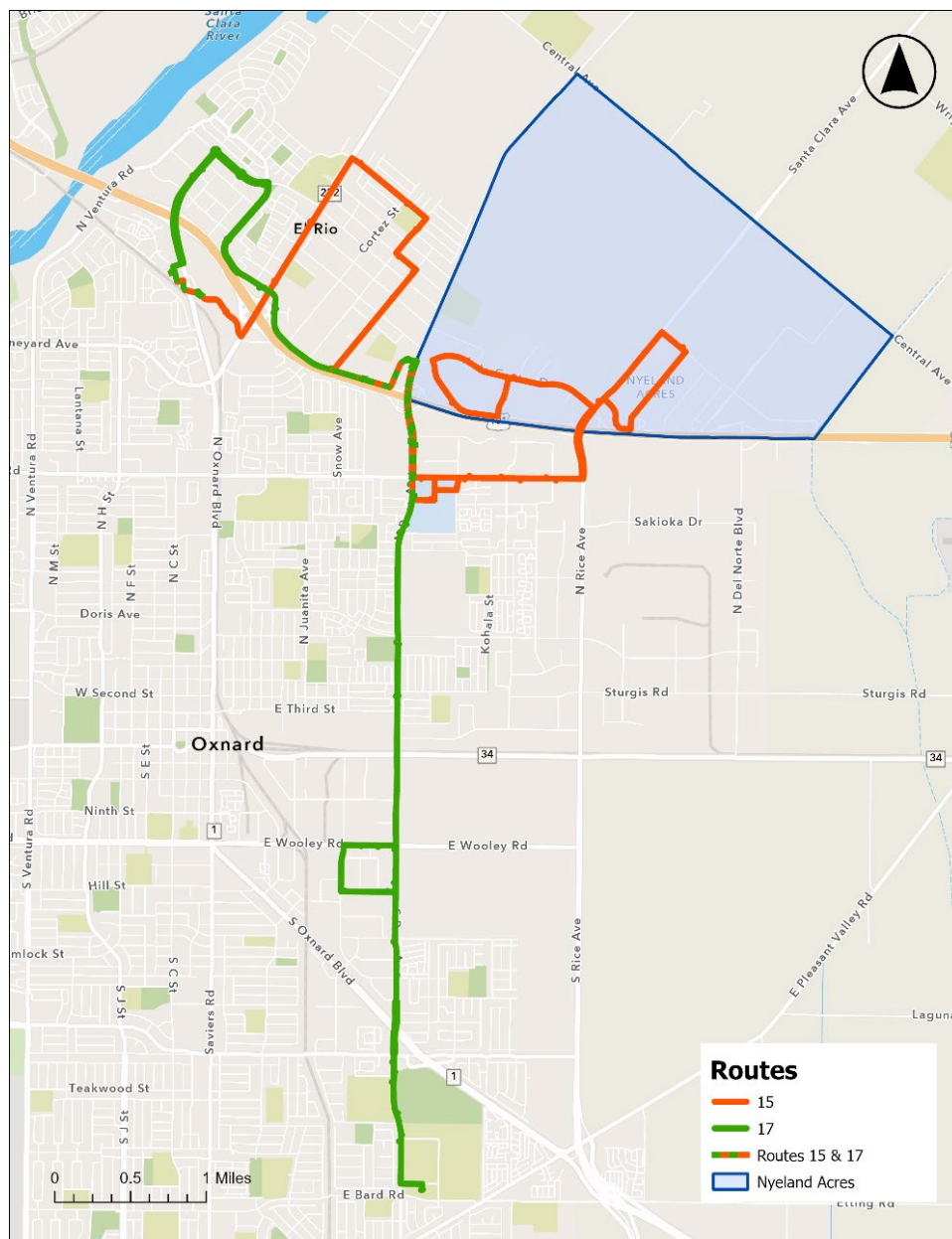
The total cost for a three-year pilot of the microtransit service would be \$3,137,000, which includes three years of operations and purchase of the vehicles. GCTD currently has two Hyundai IONIQ 5, zero-emission vehicles for its South Oxnard Microtransit Service. If this service is discontinued, these vehicles could be used as part of this new microtransit program, reducing total cost.

Recommendation: Present a microtransit service option for community consideration. Hours of operation daily from 6:00am to 6:00pm with a 15-minute average response time.

Fixed Route Transit Services

According to the resident survey, 48.3% of participants stated they rode the GCTD Route 15 and 13.8% reported they rode Route 17. And most survey respondents also stated they were somewhat familiar or very familiar with public transit as a transportation option. However, 24.1% noted that the primary reason was because riding the bus takes too long. As seen in Figure 41, Route 15 runs through Nyeland Acres, but to access key destinations in the southeastern side of Oxnard, residents would need to transfer to Route 17. Since public transit riders utilize Route 15 and 17 to make their trips, transferring between lines can pose as a barrier for current riders and deter potential new riders because of wait times and unfamiliarity with transfers. Fixed-Route Bus improvements, including combining intersected Route 15 and Route 17, could decrease transfers, lower wait times, and shorten bus rides.

Figure 41: Map of Gold Coast Transit District's Route 15 and Route 17



As part of the GCTD SRTP, there is a proposal to realign Routes 15 and 17 which would improve the connection between Nyeland Acres and nearby destinations as shown in Figure 42. The recommendation also improves the span of service on all days of the week, with the route starting at 6:00am, instead of the current 8:00am and extending service 30 minutes later in the evening. The recommendation increases revenue hours by five per day.

Figure 42: Proposed Route 15 Alignment Change

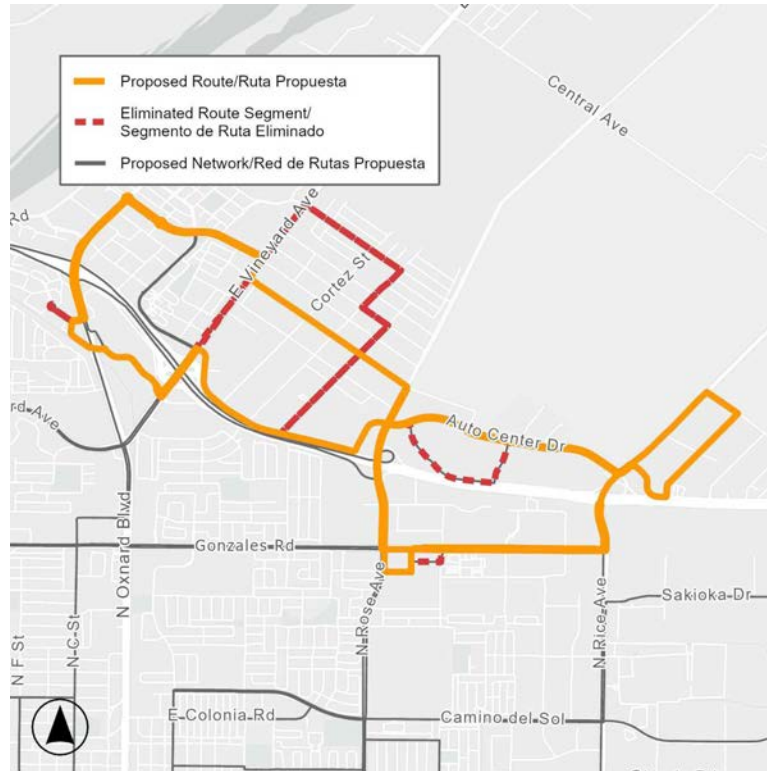


Figure 43 is an estimate of the operating costs and revenue for the expanded Route 15 service using GCTD’s current fixed-route cost per hour (\$136) and the average \$0.95 fare. The estimated annual net operating cost would be \$227,000. The CMO Voucher Program does not provide funding for heavy-duty transit buses. The three-year operating cost for the expanded hours is \$681,000 and is eligible for funding through CMO.

Figure 43: Fixed-Route Expansion Operating Cost

Day Type	Annual Hour Increase	Annual Boarding Increase	Annual Cost (\$136/RVH)	Fare Revenue (\$0.95/board)	Net Cost
Weekday	1,275	12,750	\$173,400	\$12,113	\$161,288
Saturday	260	2,600	\$35,360	\$2,470	\$32,890
Sunday	260	2,600	\$35,360	\$2,470	\$32,890
Total	1,795	17,950	\$244,120	\$17,053	\$227,068

Recommendation: Present the SRTP Route 15 recommendations for community consideration.

Discounted Transit Passes

According to the Affordability Indicators Analysis, Nyeland Acres residents face a regional cost burden of 22% per household income for transportation. Additionally, 52.9% of survey participants indicated interest in receiving free or discounted public transit passes. Aside from driving alone, using public transit had the most interest from survey respondents if the mobility option was readily available and affordable. Most survey respondents also stated they were somewhat familiar or very familiar with public transit as a transportation option. Public transit affordability can prove to be a barrier to transportation access, even though many residents are familiar with the option. Thus, reducing the cost of public transit for residents with discounted transit passes can attract new riders and maintain existing ones.

Figure 44 is an estimate of the cost of a program to provide free passes to Nyeland Acres residents. The estimated cost is based on the number of residents interested in free passes by age group based on the survey and the current cost of the GCTD bus pass. Since GCTD is currently part of the VCTC Youth Ride Free program, persons under 18 were not included in the estimated program cost. The estimated number of passes and total annual cost are very conservative and may be much lower if there is actual interest is lower. The discounted pass program funding cannot exceed 25% of the total CMO Voucher award. For example, if GCTD received \$1,000,000 of voucher funding, only \$250,000 could be used for free passes and the remaining \$750,000 would need to be used for capital and/or operating cost for mobility programs.

Figure 44: Estimated Discounted Pass Cost

Age	Nyeland Acres Residents	Interested in Pass (52.9%)	Monthly Pass Price	Annual Cost
Under 18	665	352	Free	\$0
18-64	1,876	992	\$65.00	\$773,760
65 or older	539	285	\$32.00	\$109,440
Total	3,080	1,629		\$883,200

Recommendation: Present an option for free passes for Nyeland Acres residents for either the microtransit or fixed-route services.

Ride-on-Demand Services

This transportation option would be a subsidized ride-hail program utilizing Transportation Network Companies, such as Uber and/or Lyft, to provide on-demand transportation for Nyeland Acres residents. This service would operate within a geofenced area encompassing Nyeland Acres and nearby key destinations, ensuring that residents have access to essential services and amenities. To meet CMO requirements and reduce environmental impact, all rides would be provided exclusively in zero-emission vehicles.

To make the service affordable and accessible to all community members, fares would be subsidized, with users paying a capped amount, potentially around \$4-5 per ride. Residents could book rides through the standard Uber/Lyft apps, while a phone booking option would be available for those without smartphones, ensuring equitable access. The service would operate with

extended hours, such as 6am to 10pm daily, providing transportation options beyond traditional transit hours.

The use of TNCs was not a popular option for residents who took the community survey. More than half indicated that they would not be interested in using this type of service. Another complicating factor is the CMO requirement that the vehicles used to provide the service would be zero-emission which may make the service less reliable if these vehicles were not available in the Nyeland Acres area.

Recommendation: Do not present this option to the community

Other Needs Outside of CMO Service Models

The technical analysis and community survey identified mobility improvements outside of the service models funded by the CMO Voucher Program. These are identified below and GCTD and/or the County of Ventura may seek grant funding through other programs for these strategies.

Bike Training and Safety Programs

Many residents expressed that they feel unsafe biking even though they have access to a bike. Bike programs that would focus on a bike safety curriculum and bike safety skills training could alleviate these concerns. Bike safety training and workshops that teach road rules, where to ride, and emergency maneuvers could provide increased comfort and confidence for bicyclists, especially the youth. Additionally, a bike safety curriculum that educates cyclists and bicycle friendly drivers would help motorists and cyclists navigate shared roadways safely. Additional bike programs such as bike trains can be a safe and accessible way for students to bike to school. With most school destinations under 15 minutes, bike trains allow for an efficient route and schedule as well as safety for student bicyclists.

Bike and Pedestrian Infrastructure Improvements

Based on the resident survey, many participants have identified that they feel unsafe walking or biking around the community and to destinations outside of Nyeland Acres. While, on average, households have access to at least one bicycle, they do not feel comfortable utilizing it to travel to their desired destination. Furthermore, residents have identified that “sidewalks are not safe,” “streets are too narrow,” and “there are potholes on some roads.” Findings from the Transportation Data and Accessibility Indicator Analysis also supported these claims, with the People for Bicycle Network Analysis (BNA) showing major arterials surrounding Nyeland Acres as high stress, proving a safety concern for cyclists. Increased bike and pedestrian infrastructure to key destinations along these main corridors could potentially alleviate safety concerns. While the Existing Bicycle Facilities Map already indicates that many primary and secondary streets surrounding Nyeland Acres have existing Class II Bikeways (striped lane for one-way bike travel), improvements for Class III (bike routes) or Class IV bike lanes (separated bikeway) would create a low-stress environment for cyclists. Furthermore, with many key destinations surrounding Nyeland Acres and 33.3% of residents stating they walk or roll daily, pedestrian infrastructure is another important mobility option. However, from the Accessibility Indicators Analysis, the pedestrian infrastructure network is disconnected, has no tree canopy cover, and overall, the large streets discourage residents due to safety concerns. Investing in pedestrian infrastructure such as increased crosswalks, tree shade, and connected sidewalks would improve the safety, appeal, and comfort for walking or rolling.

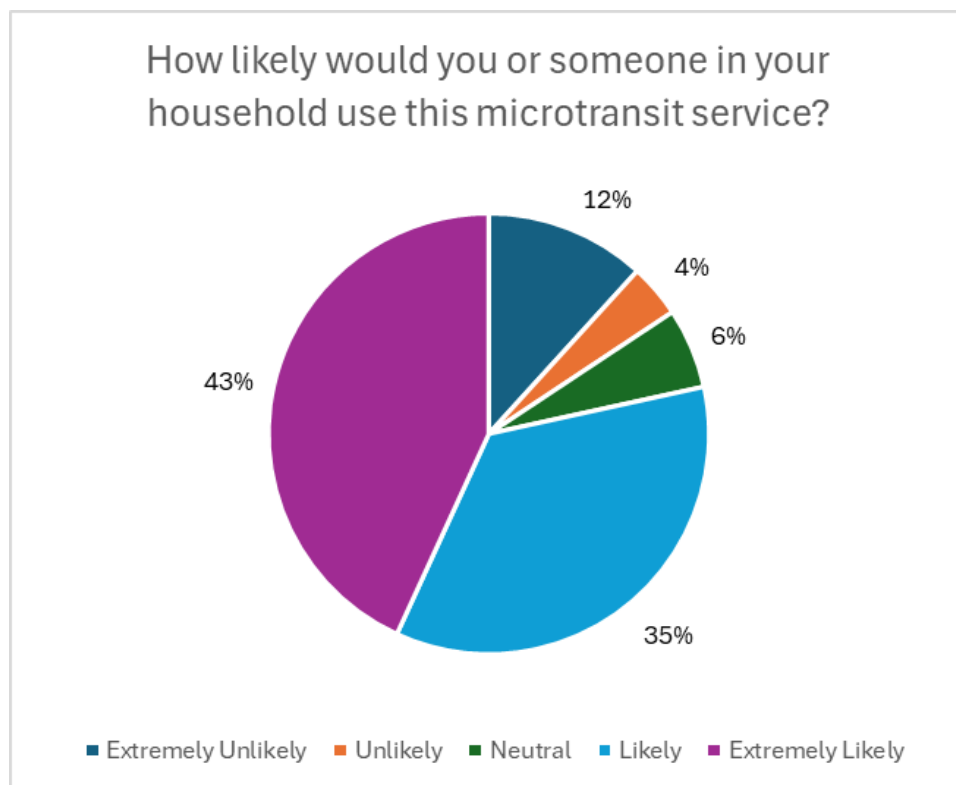
Project Recommendation Survey

As part of the Nyeland Acres Clean Mobility Options Recommendations Survey, four clean mobility options were proposed to residents for their consideration (see Attachment E). Residents were informed that these four options were proposed as a result of the previous resident survey and technical analysis that determined travel behavior, preferences, and transportation needs (Attachment D). Additionally, the survey team reached out to respondents from the previous resident survey who were interested in hearing about the clean mobility recommendations for the recommendations survey. After the survey closed, responses were translated and then the results were individually combed for legitimacy and data integrity.

Microtransit

Residents were asked about the likelihood of using microtransit and approximately 78% of respondents stated they were “likely” or “extremely likely” to use microtransit. Additionally, as part of the open response question, in which residents were asked if they would like to “Provide any comments about [the microtransit service],” many respondents generally gave positive feedback and expressed enthusiasm for the service. Several residents mentioned that microtransit service would be helpful for medical appointments and running errands. Other residents had concerns about the potential cost of the service and the cost of \$4 per ride being too expensive for residents. A few residents even suggested phone-based reservations in addition to an app-based system, as some residents may not be comfortable with smartphone apps. Additional comments requested clear schedule information and potentially later service hours.

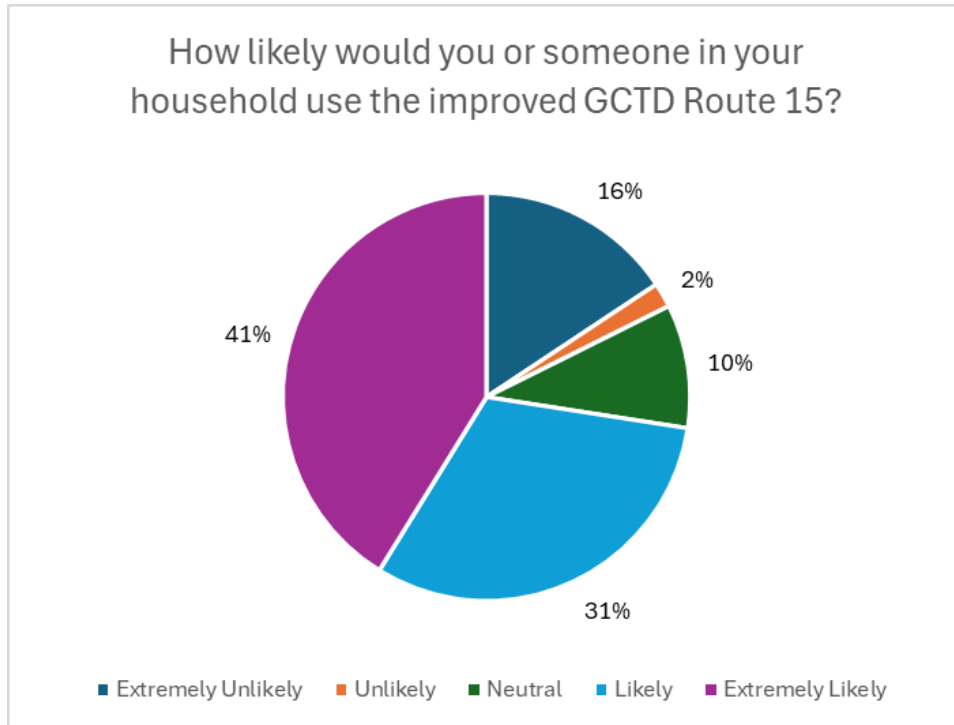
Figure 45: Likelihood to Use Microtransit



Fixed-Route Bus Improvements

Approximately 72% of residents stated that they would be “likely” or “extremely likely” to use the improved GCTD Route 15. As part of the open response section, many residents largely gave positive feedback on the fixed-route bus improvements, especially for the expanded service hours (6am to 6pm). While many respondents expressed appreciation for more direct routes and reduced travel times to key destinations, several respondents mentioned how beneficial the improvements would be for students, particularly those attending early classes. Other comments suggested including stops at additional locations like Walmart, Sam’s Club, and laundromats.

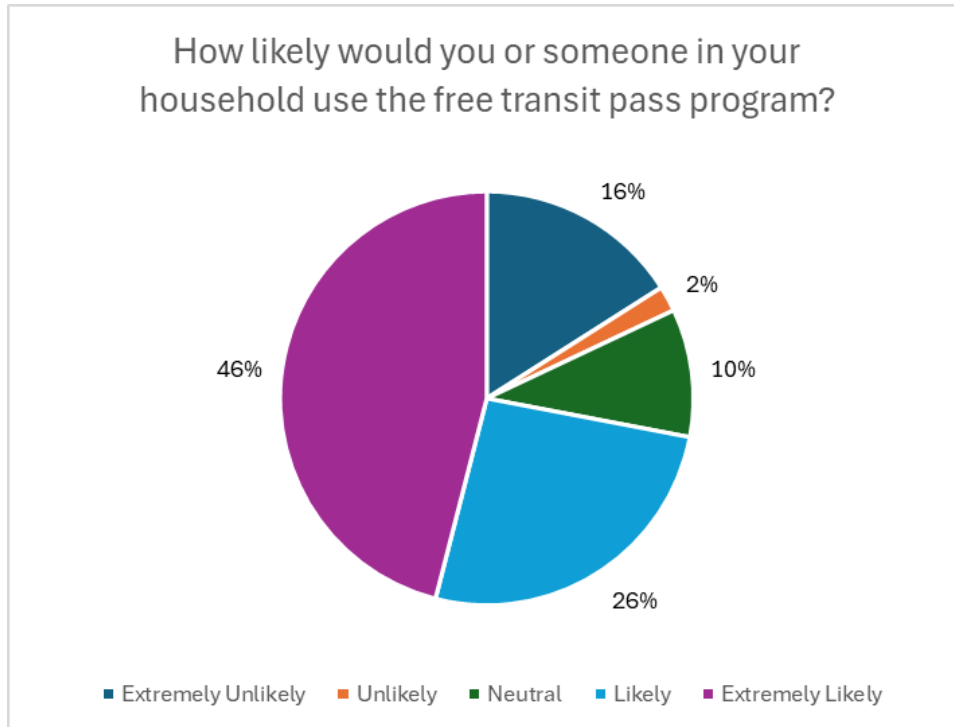
Figure 46: Likelihood to Use Fixed-Route Bus



Free Transit Pass Program

Residents were asked about the likelihood of using the free transit pass program and approximately 72% of respondents stated they were “likely” or “extremely likely” to use the transit passes. Many open response comments generally had a positive reception, with many seeing it as a significant benefit to the community. While several respondents expressed enthusiasm for how it would help students, elderly residents, and those with disabilities, others questioned the logistics behind proof of residency for eligibility. Other comments suggested potentially extending the program beyond three years.

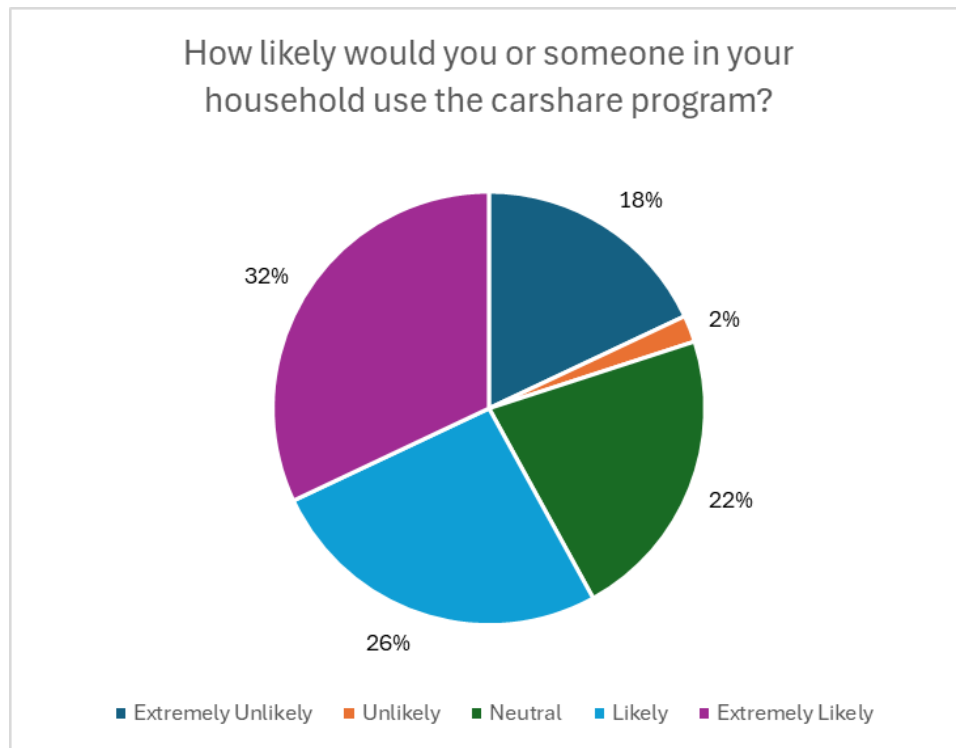
Figure 47: Likeliness to Use Free Transit Pass Program



Carshare Program

While the carshare program ranked the lowest amongst likelihood of utilizing the program, the majority of residents responded “likely” or “extremely likely” to using the carshare program. As part of the open response questions for the carshare program, residents expressed mixed reactions, but it was generally positive. Similar to other programs, many respondents appreciated the carshare program as an option for those without cars for occasional use. However, some were concerned about the proposed hourly/daily rates being too high for some residents. Other concerns included questions about eligibility and ensuring the program is only for Nyeland Acres residents.

Figure 48: Likeliness to Use Carshare Program



Other Recommendation Feedback

Other suggestions from the open responses included requests for improvements to biking and walking infrastructure in Nyeland Acres and better information dissemination about transportation options to residents. Additional comments included interest in other programs such as electric scooter programs and low-income purchase options for e-scooters. There have also been requests for bus service to the beach, mall, and Oxnard flea market.

Next Steps

The completion of this Community Transportation Needs Assessment for Nyeland Acres marks a significant milestone, but it also serves as a launching point for future actions to improve mobility in the community. The following next steps will help ensure that the findings of this assessment translate into tangible improvements for Nyeland Acres residents:

Information Sharing and Alignment with Existing Planning Efforts

The findings from this assessment should be shared with several key entities to inform broader planning efforts. This report should be provided to the following groups:

- Ventura County Transportation Commission (VCTC): Present findings at a commission meeting to inform regional transportation planning.
- Ventura County Planning Department: Schedule a workshop to discuss how the assessment aligns with and can inform the county's General Plan and specific plans for unincorporated areas.
- City of Oxnard Planning Department: Share findings to ensure coordination on projects that may impact Nyeland Acres, given its proximity to Oxnard city limits.

Pursuit of Mobility Project Voucher (MPV) Application

Based on the positive community response to the proposed mobility solutions, GCTD should pursue an MPV application through the Clean Mobility Options program. The application will likely focus on implementing one or more of the project recommendations discussed in this report.

The microtransit project is the most viable project to apply for Project Voucher funding based on project readiness, funding eligibility, and community support. If there is capacity within the grant, GCTD may consider providing free introductory fares on the service, which is an eligible expense under this grant program.

GCTD should work closely with Nyeland Promise and other community partners to refine the microtransit concept based on the needs assessment findings and develop a strong, community-supported application.

Leveraging Findings for Other Funding Sources

The robust data and community input gathered through this assessment can strengthen applications for various grant programs:

- Caltrans Active Transportation Program: The County can use this report to help apply for funding to implement bicycle and pedestrian safety improvements.
- CARB Sustainable Transportation Equity Project (STEP): GCTD or the County may apply for funding for a comprehensive suite of clean transportation and land use projects.
- Federal Transit Administration (FTA) Grants: GCTD may Explore opportunities for transit enhancement funding, particularly for innovative services like microtransit.

Attachment A: Community Survey Flyer

Nyeland Acres Clean Mobility Project



**How can transportation be improved in Nyeland Acres?
Would new transportation options be helpful for you?**

Nyeland Promise & Gold Coast Transit would like to know more about how you travel in and around Nyeland Acres. We want to learn about your transportation challenges and how clean transportation options could help.

Have You Heard of Clean Transportation?

Clean Mobility Options (CMO) is a statewide public program that empowers under-resourced communities across California to better understand and overcome mobility obstacles with vouchers that fund community needs assessments and clean, shared, zero-emission transportation projects. The projects funded under this program are required to be clean transportation options and could include one or more of the following:

- Electric vehicles
- Innovative transit services
- Carshare
- E-bikes
- Scooter-sharing
- Ride On-Demand Services
- Many More

Learn more at our website:
gctd.org/nyelandmobility

About Us

The Nyeland Acres Clean Mobility Project is part of the Clean Mobility Options Voucher Pilot Program (CMO), a statewide initiative that provides funding for zero-emission shared mobility options to under-resourced communities in California. CMO is available throughout California to eligible disadvantaged and low-income communities and tribal governments to increase access to safe, reliable, convenient, and affordable transportation options.

Clean Mobility Options is funded by California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in under-resourced communities, and California Energy Commission's Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.

We want to hear from you!

We are conducting a survey to hear from people in Nyeland Acres about current and future transportation needs and how your current mobility options could be improved.

Please have someone in your household complete the survey online using the link below or scanning the QR code below.



Take our survey for a chance to win a \$50 Visa gift card

gctd.org/nyelandmobility

Join us in person at the Nyeland Acres Resource Fair!

Stop by to learn more about the project and its benefits to our community.

March 24, 2024
Nyeland Acres Community Center
11 am - 3 pm



Proyecto de Movilidad Limpia de Nyeland Acres



**¿Cómo se puede mejorar el transporte en Nyeland Acres?
¿Serían útiles nuevas opciones de transporte?**

A Nyeland Promise y Gold Coast Transit les gustaría saber más sobre cómo viaja en Nyeland Acres y sus alrededores. Queremos conocer sus desafíos de transporte y cómo las opciones de transporte limpio podrían ayudarle.

¿Has oído del transporte limpio?

Clean Mobility Options (CMO) es un programa público estatal que permite a las comunidades de bajos recursos de California comprender mejor y superar los obstáculos de movilidad con vales que financian evaluaciones de las necesidades de la comunidad y proyectos de transporte limpio, compartido y sin emisiones. Los proyectos financiados bajo este programa deben ser opciones de transporte limpio y podrían incluir uno o más de los siguientes:

- Vehículos eléctricos
- Servicios de tránsito innovadores
- Coche compartido
- Bicicletas eléctricas
- Scooter compartido
- Servicios de viaje pedidos (on-demand)
- Mucho mas

Obtenga más información en nuestro sitio web: gctd.org/nyelandmovilidad

Sobre nosotros

El Proyecto de Movilidad Limpia de Nyeland Acres es parte del Programa Piloto de Vales de Opciones de Movilidad Limpia (CMO), una iniciativa estatal que proporciona fondos para opciones de movilidad compartida sin emisiones a comunidades de bajos recursos en California. CMO está disponible en todo California para comunidades y gobiernos tribales desfavorecidos y de bajos ingresos elegibles para aumentar el acceso a opciones de transporte seguras, confiables, convenientes y asequibles.

Clean Mobility Options está financiada por California Climate Investments, una iniciativa estatal que destina miles de millones de dólares de Cap-and-Trade a reducir las emisiones de gases de efecto invernadero, fortalecer la economía y mejorar la salud pública y el medio ambiente, particularmente en comunidades de bajos recursos. El Programa de Transporte Limpio de la Comisión de Energía de California, que está invirtiendo más de mil millones de dólares para acelerar el despliegue de infraestructura de transporte de cero emisiones y apoyar la fabricación y la capacitación y el desarrollo de la fuerza laboral en el estado.

¡Queremos escuchar de usted!

Estamos realizando una encuesta para saber más de la comunidad de Nyeland Acres sobre las necesidades de transporte actuales y futuras y cómo se podrían mejorar sus opciones de movilidad actuales.

Por favor pídale a alguien de su hogar que complete la encuesta en línea usando el enlace a continuación o escaneando el código QR.



Complete nuestra encuesta para tener la oportunidad de ganar una tarjeta de regalo Visa de \$50

gctd.org/nyelandmovilidad

¡Encuéntrenos en la Feria de Recursos de Nyeland Acres!

Visítenos para conocer más sobre el proyecto y sus beneficios para nuestra comunidad.

24 de marzo de 2024
Centro Comunitario Nyeland Acres
11 am - 3 pm



Attachment B: Community Survey


English-US TMD

Community Transportation Needs Assessment - Resident Survey

Gold Coast Transit District in partnership with Nyeland Promise, is conducting a transportation needs assessment survey to hear from Nyeland Acre residents on their current travel behavior and preferences for future transportation enhancements and projects. This survey is an effort to improve transportation options in your community.

Please answer the following questions about your personal and household transportation needs. This survey takes about 10 minutes to complete, and all personally-identifiable information will be confidential. You are free to skip questions you do not feel comfortable answering.

This survey is adapted from a template developed through the State of California's Clean Mobility Options Voucher Pilot Program (CMO) which provides funding for under-resourced communities in California to conduct community transportation needs assessments and implement zero-emission shared mobility projects to increase access to safe, reliable, convenient, and affordable transportation options. CMO is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment - particularly in disadvantaged communities.



The image displays five logos arranged in two rows. The top row includes: 1) Nyeland Promise, a circular logo with a heart shape and a map of the area; 2) Clean Mobility Options, featuring icons of a bicycle, a car, and a person; 3) Gold Coast Transit, with a large green 'GO' and a bus icon. The bottom row includes: 4) California Climate Investments, with a stylized green and blue wave and the text 'Cap and Trade Dollars at Work'; 5) State of California Energy Commission, featuring a bear and a sun.

English-US TMD

Survey Consent*

I understand the purpose of the survey and that all my information will be held confidential. I also understand I am free to stop at any time and skip any questions I am not comfortable answering. To request that your personal information be deleted, contact Gold Coast Transit District.

Yes

No

Getting Around ▼

It is generally easy for me to get to where I need to go

Strongly disagree Disagree Neutral Agree Strongly agree

Describe any transportation problems that your household is currently experiencing.

1000

Are there any specific locations that you or a member of your household have difficulty getting to?

Yes

No

English-US TMD

How many cars does your household (family members/roommates) have access to?

Do you own or lease a car?

Yes

No

How many functioning bicycles or scooters does your household have access to?

Do you or others in your household use a bicycle or scooter for some of your trips?

Yes

No

How safe do you and your household members feel walking, biking, and scooting to destinations outside Nyeland Acres?

Very Safe Somewhat Safe Neither Safe or Unsafe Somewhat Unsafe Very Unsafe No Opinion

English-US TMD

Do you use public transit (e.g., bus, train) regularly?

Yes

No

How familiar are you with each of the following transportation options?
For more information on these transportation options, [click here](#)

	Not at All	A Little Bit	Somewhat	Very
Electric cars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carshare (e.g. Zipcar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Transit (e.g. bus or train)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bikeshare (e.g. Lime / Jump)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-bikes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scootershare or E-scooters (e.g. Lime, Bird)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lyft/Uber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Instead of owning a car, do you think you or someone in your household could use one of the previous transportation options if these options were improved or became available to meet your daily needs?

Yes Probably Not sure Probably not No

English-US
TMD TMD

Please indicate how often you CURRENTLY use the following each month?

For more information on these transportation options, [click here](#)

	Almost Daily	2-4 time per week	1-4 times per month	I do not use
Drive alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive with others (e.g., co-workers, family, friends, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpool service (e.g. Waze, Scoop)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus or Train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk or Roll	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uber or Lyft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carshare (e.g. Zipcar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bikeshare (e.g. Lime, Jump)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scootershare (e.g., Lime, Bird)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shuttle/Microtransit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

English-US TMD

Have you or anyone in your family experienced any challenges using any of the mobility options listed in the table above?

Yes

No

On a scale from 1 to 5 (5 being very likely) how likely would anyone in your household use the following transportation options if they were readily available and affordable

For more information on these transportation options, [click here](#)

	1	2	3	4	5
Drive alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive with others (e.g., co-workers, family, friends, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpool service (e.g. Waze, Scoop)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus or Train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk/roll	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uber/Lyft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carshare (e.g. Zipcar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The screenshot shows a survey interface with a dark header bar. On the left, there is a globe icon and the text "English-US". On the right, there is a "TMD" label. Below the header, there is a table with three rows and five columns of radio buttons. The first row is labeled "Jump". The second row is labeled "Scootershare (e.g., Lime, Bird)". The third row is labeled "Shuttle/Microtransit". Below the table, there is a question: "Are there any other transportation options not listed in the previous question that you would like to see considered for residents in Nyeland Acres?". This is followed by a large text input field with a "1000" character limit indicator. Below that is another question: "What would you be willing to pay to rent a car for one hour to make a local trip?". This is followed by a text input field. Below that is a question: "If a free or low-cost shuttle or microtransit service was available to a common destination (such as a grocery store) on a regular basis (e.g., once a week), would you be interested?". This is followed by three radio button options: "Yes", "No", and "Not Sure".

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jump)					
Scootershare (e.g., Lime, Bird)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shuttle/Microtransit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are there any other transportation options not listed in the previous question that you would like to see considered for residents in Nyeland Acres?

1000

What would you be willing to pay to rent a car for one hour to make a local trip?

If a free or low-cost shuttle or microtransit service was available to a common destination (such as a grocery store) on a regular basis (e.g., once a week), would you be interested?

Yes

No

Not Sure

The image shows a survey interface with a dark header bar. On the left of the header is a globe icon and the text "English-US". On the right is "TMD".

Which of the following transportation discounts would you or others in your household be most interested in receiving?

- Free or discounted scootershare rides
- Free or discounted bikeshare rides
- Free or discounted public transit passes
- Free or discounted Lyft or Uber riders

About You ▼

What is your employment status?

- Employed full-time
- Employed part-time
- Not employed
- Retired
- Not able to work due to Disability
- Other

English-US TMD

Do you or someone in your household have a condition that makes it more difficult to do the following?

	Yes	No
Walk/roll	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>
Drive	<input type="radio"/>	<input type="radio"/>
Take public transit	<input type="radio"/>	<input type="radio"/>

How do you pay for public transit, rideshare and similar services?
Check all that apply

- Smartphone
- Cell phone (not a smartphone, e.g. flip phone)
- Phone data plan
- Credit card
- Debit card
- Bank account
- Prepaid cash cards

The image shows a screenshot of a web-based survey form. At the top, there is a dark grey header bar with a globe icon, the text "English-US Other", and "TMD" on the right. Below the header is a light grey form area. The first question is "Including yourself, how many people live in your household?" with a text input field containing the number "3". The second question is "Would you like to be entered into our drawing for a chance to win a \$50 Visa gift card?" with two radio button options: "Yes" and "No". The third question is "We will be having a meeting to discuss potential transportation improvements in a few months. Would you like to provide your contact information so you can be notified about the meeting?" with two radio button options: "Yes" and "No". At the bottom center of the form is a blue "Submit" button.

Attachment C: Mobility Options Flyer



Clean Mobility Options

Clean Mobility Options can fund these zero-emission shared mobility options. Which transportation options do you prefer?



MICROTRANSIT

Microtransit is an option where riders can book rides and travel in a service area or zone that is determined by customer demand. Using a smartphone app or by calling a phone number, passengers can request a ride for pick up and drop off anywhere in the microtransit service area.

CARSHARING



A service that allows you to rent a car by the minute or hour. Riders are charged by the time and/or distance. Car sharing provides most of the benefits of owning a car without many of the costs, like insurance, repairs, and gas.



BIKESHARING

Bikesharing is a service where bicycles are available to the community to rent by the minute or the hour at a very low cost. To ride, either check out the bike from a dock, or use your smartphone to locate and unlock the bikes wherever they're available.

SCOOTERSHARING



Electric scooters, or e-scooters, that are available to rent by the minute or hour. Scooters are parked around the community, usually on sidewalks. They can be located and unlocked using a smartphone.



CARPOOLING

An arrangement between people to make a regular journey in a one vehicle. This prevents the need for different people to drive to a location themselves and reduces costs of fuel or owning a vehicle. The costs of fuel are shared between the carpool members.

RIDES ON DEMAND



A service that matches a passenger with a driver through an smartphone application. The driver uses their own vehicle to transport the passenger to a destination for a small fee or for free. Lyft and Uber are examples of this service.



Opciones De Movilidad Limpia

El Programa de Opciones de Movilidad Limpia provee fondos para estas opciones. ¿Qué opciones de transporte prefieres?



MICROTRÁNSITO

Microtránsito es una opción donde pasajeros pueden reservar viajes y viajar en una zona de servicio. Utilizando una aplicación de teléfono inteligente o llamando a un número de teléfono, los pasajeros pueden solicitar un viaje para recogerlos y dejarlos en cualquier lugar del área de la zona de servicio.

AUTOMÓVILES COMPARTIDOS



Un servicio que te permite alquilar un auto por el minuto u por la hora. A los pasajeros se les cobra por tiempo y/o distancia. El uso compartido de automóviles brinda la mayoría de los beneficios de poseer un automóvil sin muchos de los costos, como seguros, reparaciones y gasolina.



BICICLETAS COMPARTIDAS

Un servicio donde la comunidad dispone de bicicletas para alquilar por el minuto o por la hora a un coste muy bajo. Para montar, revisa la bicicleta desde un muelle o usa tu teléfono inteligente para localizar y desbloquear las bicicletas donde quiera que estén disponibles.

'SCOOTERS' COMPARTIDOS



Scooters eléctricos, o e-scooters, que están disponibles para alquilar por el minuto o la hora. Los scooters compartidos están estacionados alrededor de la comunidad, generalmente en las banquetas. Se pueden localizar y desbloquear mediante un teléfono inteligente.



VIAJES COMPARTIDOS

Un acuerdo entre personas para realizar un viaje regular en un solo vehículo. Esto evita la necesidad de que diferentes personas conduzcan hasta un lugar y reduce los costos de gas o de propiedad de un vehículo. Los costos del gas se comparten entre los miembros del viaje compartido.

VIAJES A PEDIDO



Un servicio que conecta a un pasajero con un conductor a través de una aplicación para teléfonos inteligentes. El conductor utiliza su propio vehículo para transportar al pasajero a un destino por una pequeña tarifa o de forma gratuita. Lyft y Uber son ejemplos.

Attachment D: Recommendation Outreach Boards

About Us and How We Travel

KEY DEMOGRAPHICS

Demographic	Nyeland Acres	Ventura County
Total Population	3,081	852,605
Median Household Income	\$46,042	\$102,569
Hispanic or Latino Ethnicity	92.8%	43.3%
Limited English Proficiency	43.9%	15.0%

TRAVEL TIME FROM NYELAND ACRES TO KEY DESTINATIONS

- Walking options to the school site are more than 30 minutes, which may seem strenuous due to large neighborhood blocks
- Other key destinations have walking time greater than 30 minutes, except for Costco

Rio Lindo Elementary School			Rio Del Valle Junior High School		
Mode	Distance	Time	Mode	Distance	Time
Walking	2.5 mi	56 min	Walking	1.8 mi	39 min
Public Transit	2.5 mi	32 min	Public Transit	1.8 mi	24 min
Biking	2.5 mi	14 min	Biking	1.8 mi	10 min
Auto	2.5 mi	8 min	Auto	2.1 mi	7 min

Rio Mesa High School			St. John's Regional Medical Center		
Mode	Distance	Time	Mode	Distance	Time
Walking	2.7 mi	61 min	Walking	1.9 mi	43 min
Public Transit	2.7 mi	50 mi	Public Transit	2.3 mi	12 min
Biking	2.7 mi	14 min	Biking	1.9 mi	11 min
Auto	2.7 mi	6 min	Auto	2.3 mi	8 min

Walmart Supercenter			Costco		
Mode	Distance	Time	Mode	Distance	Time
Walking	2.0 mi	45 min	Walking	1.0 mi	23 min
Public Transit	2.0 mi	18 min	Public Transit	1.0 mi	7 min
Biking	2.0 mi	12 min	Biking	1.0 mi	6 min
Auto	2.0 mi	7 min	Auto	1.0 mi	5 min

The Nyeland Acres Clean Mobility Project is part of the Clean Mobility Opt one-Mile-Per-Block Program (CMO), a statewide initiative that provides funding for zero-emission shared mobility options in California. CMO is available throughout California to eligible disadvantaged and low-income communities and their governments to increase access to safe, reliable, convenient, and affordable transportation options.

Clean Mobility Opt one is funded by California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment – primarily by under-represented communities, and California Energy Commission's Clean Transportation Program, which is to invest more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.

WHERE NYELAND ACRES RESIDENTS WORK

- Most workers who live in Nyeland Acres are employed outside of the area
- 40% of workers commute more than 10 miles, 31% more than 25 miles, and 23% more than 50 miles

WHEN NYELAND ACRES TRAVELS

- Highest number of trips are taken during the weekday 7:00am and 3:00pm hours, most likely representing school and commute trips
- Strong trip activity during the midday and early evening hours on both weekdays and weekends

WHY NYELAND ACRES TRAVELS

- Most school trips are made on weekdays
- Even though work trips are lower on weekends, they only drop by 63% - meaning that 1/3 residents travel to work on weekends

72

What We Heard From You

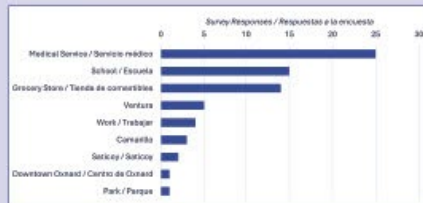


WHAT TRANSPORTATION ISSUES DO YOU HAVE?

Transportation Issue	Survey Percentage
None	19.3%
Lack of public transit/bus options	17.5%
Unable to drive	15.8%
Lack of access to a vehicle	10.5%
Safety concerns	8.8%
Punctuality/wait times	7.1%
Car issues	7.1%
Bus schedule difficulties	7.1%
Cost difficulties	3.5%
Other	3.5%

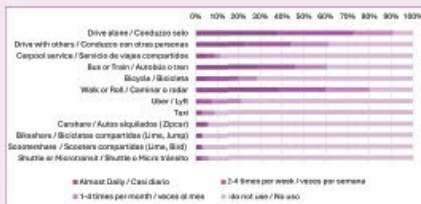
WHERE IS IT DIFFICULT TO ACCESS?

- Approximately 35.7% of participants identified that medical service locations, including doctor appointments, hospitals, and pharmacies, were difficult to access
- Schools and grocery stores were reportedly also difficult to access



HOW OFTEN DO YOU USE DIFFERENT TRANSPORTATION OPTIONS?

- Most respondents stated that driving alone, walking or rolling, and taking the bus or train were utilized most frequently monthly
- Approximately 64.4% of the participants indicated that they did not have any challenges using the listed options



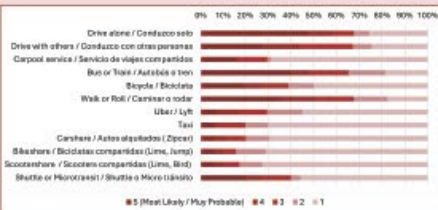
HOW MANY CARS DO YOU HAVE ACCESS TO?

- On average, participants have two cars per household
- A vast majority of households responded they only have limited access to cars:
 - » 48.1% having access to one car
 - » 8.9% being a zero-vehicle household



HOW LIKELY WOULD YOU USE TRANSPORTATION OPTIONS IF THEY WERE READILY AVAILABLE AND AFFORDABLE

- 32% of survey participants expressed interest (greater than 2) for a shuttle or microtransit option (other than driving, walking/rolling, taking the bus)
- 73.6% of respondents replied they would be interested in a free or low-cost shuttle or microtransit option to a common destination on a regular basis



WHY YOU DON'T OWN A CAR

- Over 60% stated that the cost to purchase a car/repair a car or car insurance prevented them from owning or leasing it

Why do you not own or lease a car?	Survey Percentage
Cannot afford to purchase/repair car	41.7%
Do not have a license	25.0%
Cannot afford gas or insurance	19.4%
Can access destination without car	5.6%
Other	8.9%

WHICH TRANSPORTATION DISCOUNTS WOULD YOU BE MOST INTERESTED IN RECEIVING?

Discount Type	Survey Percentage
Free or discounted public transit passes	52.9%
Free or discounted Lyft or Uber rides	31.0%
Free or discounted scootershare rides	4.6%
Free or discounted bikeshare rides	1.2%



Proposed Clean Mobility Options



Microtransit

This option includes on-demand services and flexible routes that are determined by customer demand. This is a shared-ride for trips between destinations in the zone below using zero-emission vehicles. The service would cost \$4 per ride and could be reserved through a phone app or by phone call. Hour of service would be 6:00am to 6:00pm on Weekdays and 7:00am to 6:00pm on Weekends.



How likely would you or someone in your household use this microtransit service?

Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely

Fixed-Route Bus Improvements

Improve bus service by combining sections of GCTD Routes 15 and 17 to provide more direct service for local residents to nearby destinations. Service hours would be expanded earlier to 6:00am in the morning and later to 6:00pm in the evening. Trip times from Nyeland Acres to key destinations would be: St John's 9 min, Costco 8 min, The Collection 17 min, and The Esplanade Shopping Center 23 min.



How likely would you or someone in your household use the improved GCTD Route 15?

Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely

Free Transit Pass Program

Free transit passes for Nyeland Acres residents for use on GCTD bus or microtransit services. Passes would be distributed through Nyeland Promise based on verification of residency. Program would last for three years.



How likely would you or someone in your household use the free transit pass program?

Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely

Carshare Program

Implement new zero-emission carshare program for Nyeland Acres. Cars would be available 24/7 on an hour or daily basis and can be reserved using an app or via a website. Vehicles would be parked at the Nyeland Acres Community Center. The cost of the service would be \$5-10 per hour, up to \$40-80 per day. The cost includes fuel, insurance, and maintenance.



How likely would you or someone in your household use this carshare program?

Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely



Sobre de nosotros y cómo viajamos

DATOS DEMOGRÁFICOS CLAVE

Demográfico	Nyeland Acres	Ventura County
Población total	3,081	832,605
Ingreso familiar medio	\$46,042	\$102,569
Origen étnico hispano o latino	92.8%	43.3%
Con limitaciones en el inglés	43.9%	15.0%

TIEMPO DE VIAJE DESDE NYELAND ACRES A DESTINOS CLAVE

- Las opciones para caminar hasta la escuela son más de 30 minutos, lo que puede parecer agotador debido a las grandes cuadras del vecindario
- Otros destinos clave tienen un tiempo para caminar que es más de 30 minutos, excepto Costco



Rio Linda Elementary School			Rio Del Valle Junior High School		
Modo	Distancia	Tiempo	Modo	Distancia	Tiempo
A pie	2.5 mi	56 min	A pie	1.8 mi	39 min
Transporte público	2.5 mi	32 min	Transporte público	1.8 mi	24 min
En bicicleta	2.5 mi	14 min	En bicicleta	1.8 mi	10 min
En auto	2.5 mi	8 min	En auto	2.1 mi	7 min

Rio Mesa High School			St. John's Regional Medical Center		
Modo	Distancia	Tiempo	Modo	Distancia	Tiempo
A pie	2.7 mi	80 min	A pie	1.9 mi	43 min
Transporte público	2.7 mi	59 min	Transporte público	2.3 mi	12 min
En bicicleta	2.7 mi	14 min	En bicicleta	1.9 mi	11 min
En auto	2.7 mi	6 min	En auto	2.3 mi	8 min

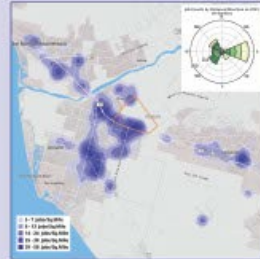
Walmart			Costco		
Modo	Distancia	Tiempo	Modo	Distancia	Tiempo
A pie	2.0 mi	45 min	A pie	1.0 mi	23 min
Transporte público	2.0 mi	18 min	Transporte público	1.0 mi	7 min
En bicicleta	2.0 mi	12 min	En bicicleta	1.0 mi	6 min
En auto	2.0 mi	7 min	En auto	1.0 mi	5 min

El Proyecto de Movilidad Ligero de Nyeland Acres es parte del Programa Roto de Velocidad de Opciones de Movilidad Ligero (CMO) aprobado por el estado que promueve los modos de transporte compartido, las bicicletas y los vehículos de bajo costo en California. CMO está disponible en todo California para comunidades y gobiernos locales, distritos y de bajo ingreso elegibles para mejorar el acceso a opciones de transporte segura, confiable, conveniente y asequible.

Desde Mobility Options está financiado por Caltrans y Clientes Involuntarios, una iniciativa estatal que invierte más de millones de dólares de Capital Verde para reducir las emisiones de gases de efecto invernadero, fortalecer la economía y mejorar la salud pública y el medio ambiente, particularmente en comunidades de bajos ingresos. El Programa de Transporte Ligero de la Comisión de Energía de California, que está basado en el modelo de tarifas para reducir el costo de la infraestructura de transporte de cero emisiones y apoyar la fabricación y el desarrollo de la fuerza laboral en el estado.

DONDE TRABAJAN LOS RESIDENTES DE NYELAND ACRES

- La mayoría de los trabajadores que viven en Nyeland Acres están empleados fuera del área
- El 40% de los trabajadores viajan más de 10 millas, el 31% más de 25 millas, y el 23% más de 50 millas



CUANDO NYELAND ACRES VIAJA

- La mayoría de los viajes se realizan entre semana de 7:00am a 3:00pm, lo que probablemente representa viajes escolares y viajes para el empleo
- Bastante actividad de viajes durante el mediodía y las primeras horas de la tarde tanto entre semana como los fines de semana.



¿POR QUÉ VIAJA NYELAND ACRES?

- La mayoría de los viajes escolares se realizan entre semana
- Aunque los viajes de trabajo son menos los fines de semana, solo disminuyen un 63%, lo que significa que 1/3 de los residentes viajan al trabajo los fines de semana.



Lo que escuchamos de usted

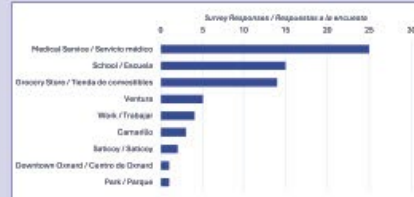


¿QUÉ PROBLEMAS DE TRANSPORTE TIENE?

Problema de transporte	Porcentaje de la encuesta
Ninguno	19.3%
Falta de opciones de transporte público/autobuses	17.5%
No puedo conducir	15.8%
Falta de acceso a un vehículo	10.5%
Preocupaciones de seguridad	8.8%
Puntualidad/tiempos de espera	7.1%
Problemas con el coche	7.1%
Dificultades con el horario del autobús	7.1%
Dificultades de costos	3.5%
Otro	3.5%

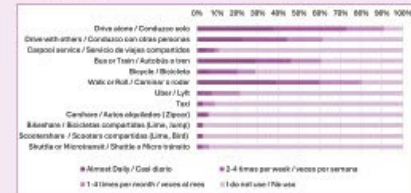
¿DÓNDE ES DE DIFÍCIL EL ACCESO?

- Aproximadamente el 35.7% de los participantes identificaron que los lugares de servicios médicos, incluidas las citas médicas, los hospitales y las farmacias, eran de difícil de acceder
- Según informes, también era difícil acceder a escuelas y supermercados



¿CON QUÉ FRECUENCIA UTILIZA DIFERENTES OPCIONES DE TRANSPORTE?

- La mayoría de los participantes afirmaron que conducir solo, caminar o rodar, y tomar el autobús o el tren eran los usos más frecuentes mensualmente
- Aproximadamente el 64.4% de los participantes indicaron que no tuvieron ningún desafío al utilizar las opciones enumeradas



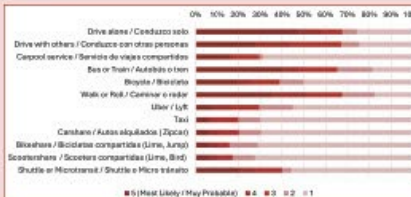
¿A CUÁNTOS COCHES TIENE ACCESO?

- En promedio, los participantes tienen dos vehículos por hogar
- Una gran mayoría de hogares respondió que sólo tienen acceso limitado a vehículos:
 - 48.1% tiene acceso a un vehículo
 - 8.9% es un hogar sin vehículos



¿QUÉ PROBABILIDADES HAY DE QUE UTILICE OPCIONES DE TRANSPORTE SI ESTUVIERAN DISPONIBLES Y FUERAN ECONÓMICAS?

- El 32% de participantes expresaron interés (más de 2) por una opción de transporte o microtransporte (que no sea conducir, caminar/rodar, tomar el autobús).
- El 73.6% de participantes respondieron que estarían interesados en una opción de microtransporte o transporte gratuito, o de bajo costo a un destino común de forma regular



POR QUÉ NO TIENE UN VEHÍCULO

- Más del 60% afirmó que el costo de comprar un vehículo, repararlo o el seguro del vehículo les impedía poseer o arrendar uno

¿Por qué no posee ni alquila un automóvil?	Porcentaje de la encuesta
No puedo afrontar el costo de comprar/reparar un vehículo	41.7%
No tengo licencia	25.0%
No puedo pagar gasolina o seguro	19.4%
Puedo acceder al destino sin vehículo	5.6%
Otro	8.3%

¿QUÉ DESCUENTOS EN TRANSPORTE LE INTERESARÍA RECIBIR MÁS?

Tipo de descuento	Porcentaje de la encuesta
Pases de transporte público gratuitos o con descuento	52.9%
Viajes Lyft o Uber gratuitos o con descuento	31.0%
Viajes en scooter compartido gratuitos o con descuento	4.6%
Viajes en bicicleta compartida gratuitos o con descuento	1.2%



Opciones propuestas de movilidad sostenible



Microtránsito

Esta opción incluye servicios a pedida y rutas flexibles que están determinadas por la demanda del pasajero. Se trata de un viaje compartido para viajes entre destinos dentro de la zona en el mapa a continuación utilizando vehículos de cero emisiones. El servicio costaría \$4 por viaje y podría reservarse a través de una aplicación de teléfono o una llamada telefónica. El horario de servicio sería de 6:00am a 6:00pm de lunes a viernes y de 7:00am a 6:00pm los fines de semana.



¿Qué tan probable es que usted o alguien en su hogar use este servicio de microtránsito?

Extremadamente improbable	Improbable	Neutral	Probable	Extremadamente probable
---------------------------	------------	---------	----------	-------------------------

Mejoras en los autobuses de ruta fija

Mejorar el servicio de autobús local combinando secciones de las rutas 15 y 17 de GCTD para brindar un servicio más directo a los residentes a destinos cercanos (ver mapa a continuación). El horario de servicio también se ampliaría a más temprano por la mañana 6:00am y más tarde por la noche 6:00pm. Los tiempos de viaje desde Nyeland Acres a destinos clave serían: St John's 9 min, Costco 8 min, la Collection 17 min y el Esplanade Shopping Center 23 min.



¿Qué tan probable es que usted o alguien en su hogar use la Ruta 15 mejorada de GCTD?

Extremadamente improbable	Improbable	Neutral	Probable	Extremadamente probable
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Programa de pases de transporte gratuitos

Pases de transporte gratuitos para los residentes de Nyeland Acres para su uso en los servicios de microtránsito o autobús de GCTD. Los pases se distribuirían a través de Nyeland Promise según la verificación de residencia. El programa tendría una duración de tres años.



¿Qué tan probable es que usted o alguien en su hogar use el programa de pases de tránsito con descuento?

Extremadamente improbable	Improbable	Neutral	Probable	Extremadamente probable
---------------------------	------------	---------	----------	-------------------------

Programa de vehículo compartido

Implementar un nuevo programa de vehículos compartidos de cero emisiones para Nyeland Acres. Los automóviles estarían disponibles las 24 horas del día, los 7 días de la semana, por horas o diariamente, y se pueden reservar mediante una aplicación o a través de un sitio web. Los vehículos estarían estacionados en el Centro Comunitario Nyeland Acres. El costo del servicio sería de \$5 a \$10 por hora, hasta \$40 a \$80 por día. El costo incluye combustible, seguro y mantenimiento.



¿Qué tan probable es que usted o alguien en su hogar use este programa de vehículos compartidos?

Extremadamente improbable	Improbable	Neutral	Probable	Extremadamente probable
---------------------------	------------	---------	----------	-------------------------



Attachment E: Recommendation Outreach Survey

English-US TMD

Nyeland Acres Clean Mobility Options Survey

Gold Coast Transit District in partnership with Nyeland Promise, is conducting a transportation needs assessment survey to hear from Nyeland Acre residents on their current travel behavior and preferences for future transportation enhancements and projects. This survey is an effort to improve transportation options in your community.

Earlier this year we conducted a survey of Nyeland Acres residents to determine your mobility needs. Based on this survey and a technical analysis, we have developed four clean mobility options for your consideration. Please complete this survey and let us know how likely you or someone in your household would use these mobility options. You can also provide input on how to improve the options or other let us know of other options we should consider.

This survey is adapted from a template developed through the State of California's Clean Mobility Options Voucher Pilot Program (CMO) which provides funding for under-resourced communities in California to conduct community transportation needs assessments and implement zero-emission shared mobility projects to increase access to safe, reliable, convenient, and affordable transportation options. CMO is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment - particularly in disadvantaged communities.



The image displays five logos arranged in two rows. The top row includes the Nyeland Promise logo (a circular emblem with a heart shape and the text 'Nyeland Promise'), the Clean Mobility Options logo (a blue circular emblem with icons of a bicycle, a car, and a person, with the text 'Clean Mobility Options'), and the Gold Coast Transit logo (a green 'GO' with a bus icon, and the text 'GOLD COAST TRANSIT'). The bottom row includes the California Climate Investments logo (a green and blue emblem with the text 'CALIFORNIA CLIMATE INVESTMENTS' and 'Cap and Trade Dollars at Work') and the State of California Energy Commission logo (a blue circular emblem with a bear and the text 'STATE OF CALIFORNIA ENERGY COMMISSION').

English-US TMD

Survey Consent*

I understand the purpose of the survey and that all my information will be held confidential. I also understand I am free to stop at any time and skip any questions I am not comfortable answering. To request that your personal information be deleted, contact Gold Coast Transit District.

Yes No

Microtransit ▼

This option includes on-demand services and flexible routes that are determined by customer demand. This is a shared-ride for trips between destinations in the zone below using zero-emission vehicles. The service would cost \$4 per ride and could be reserved through a phone app or by phone call. Hour of service would be 6:00am - 6:00pm on Weekdays and 7:00am to 6:00pm on Weekends.

English-US TMD

Microtransit Zone / Zona de Microtransito
Project Area / Área del proyecto
Key Destinations / Destinos Clave

How likely would you or someone in your household use this microtransit service?

Extremely Unlikely Unlikely Neutral Likely Extremely Likely

Provide any comments you have about this option?



English-US TMD

How likely would you or someone in your household use the improved GCTD Route 15?

Extremely Unlikely Unlikely Neutral Likely Extremely Likely

Provide any comments you have about this option?

1000

Free Transit Pass Program ▼

Free transit passes for Nyeland Acres residents for use on GCTD bus or microtransit services. Passes would be distributed through Nyeland Promise based on verification of residency. Program would last for three years.



How likely would you or someone in your household use the free transit pass program?




Provide any comments you have about this option?

English-US TMD

1000

Carshare Program ▼

Implement new zero-emission car share program for Nyeland Acres. Cars would be available 24/7 on an hour or daily basis and can be reserved using an app or via a website. Vehicles would be parked at the Nyeland Acres Community Center. The cost of the service would \$5-10 per hour, up to \$40-80 per day. The cost includes fuel, insurance, and maintenance.



How likely would you or someone in your household use the careshare program?

○ ——— ○ ——— ○ ——— ○ ——— ○

Extremely Unlikely Unlikely Neutral Likely Extremely Likely

The image shows a screenshot of a survey form. At the top left, there is a globe icon and the text "English-US". At the top right, there is a small icon and the text "TMD". The main heading of the form is "Provide any comments you have about this option?". Below this heading is a large text input field with a "1000" character count indicator in the bottom right corner. Below the first input field is the question "Are there other clean mobility programs or projects you are interested in besides the four in this survey?". Below this question is a second text input field, also with a "1000" character count indicator. Below the second input field is the text "Please write your name and phone number if you would like to be entered for a chance to win a \$50.00 VISA gift card." Below this text is a third text input field. At the bottom center of the form is a blue "Submit" button.

Attachment F: Mobility Preferences Promo Graphic

NYELAND ACRES CLEAN MOBILITY OPTIONS



WHICH DO YOU PREFER?

BUS IMPROVEMENTS



MICROTRANSIT



CARSHARING



FREE BUS PASSES



Take the survey for a chance to win a \$50 VISA gift card!

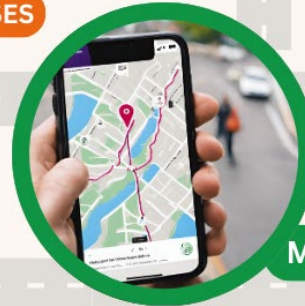


NYELAND ACRES OPCIONES DE MOVILIDAD



¿CUAL PREFIERES?

CAMBIOS EN LAS RUTAS DE AUTOBUSES



MICROTRÁNSITO



PASES DE TRANSPORTE GRATUITOS



VEHÍCULOS COMPARTIDOS



¡Tome la encuesta para tener la oportunidad de ganar una tarjeta de regalo VISA de \$50!

Attachment G: Project Informational Poster




NYELAND ACRES MOBILITY PROJECT

PROYECTO DE MOVILIDAD DE NYELAND ACRES



HOW CAN TRANSPORTATION BE IMPROVED IN NYELAND ACRES?
¿CÓMO SE PUEDE MEJORAR EL TRANSPORTE EN NYELAND ACRES?



Nyeland Promise & Gold Coast Transit would like to know more about how you travel in and around Nyeland Acres. Let us know what your transportation challenges are and how clean transportation options can help!

Nyeland Promise y Gold Coast Transit quieren saber más sobre cómo viaja en Nyeland Acres y su alrededor. Queremos conocer sus desafíos de transporte y cómo las opciones de transporte limpio podrían ayudar.



**WHAT ARE YOUR
TRANSPORTATION NEEDS?**

**¿CUÁLES SON SUS NECESIDADES
DE TRANSPORTE?**

We Want To Hear From You!
¡Queremos Escuchar De Usted!

Scan the QR to take the online community survey and enter for a chance to WIN a \$50 Visa Gift Card!



Escanee el QR para realizar una encuesta de la comunidad y participar para tener la oportunidad de GANAR una tarjeta de regalo Visa de \$50.







The Nyeland Acres Clean Mobility Project is part of the Clean Mobility Options Voucher Pilot Program (CMO), a statewide initiative that provides funding for zero-emission shared mobility options to under-resourced communities in California. CMO is available throughout California to eligible disadvantaged and low-income communities and tribal governments to increase access to safe, reliable, convenient, and affordable transportation options.

Clean Mobility Options is funded by California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment – particularly in under-resourced communities, and California Energy Commission’s Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.



El Proyecto de Movilidad Limpia de Nyeland Acres es parte del Programa Piloto de Vales de Opciones de Movilidad Limpia (CMO), una iniciativa estatal que proporciona fondos para opciones de movilidad compartida sin emisiones a comunidades de bajos recursos en California. CMO está disponible en todo California para comunidades y gobiernos tribales desfavorecidos y de bajos ingresos elegibles para aumentar el acceso a opciones de transporte seguras, confiables, convenientes y asequibles.

Clean Mobility Options está financiada por California Climate Investments, una iniciativa estatal que destina miles de millones de dólares de Cap-and-Trade a reducir las emisiones de gases de efecto invernadero, fortalecer la economía y mejorar la salud pública y el medio ambiente, particularmente en comunidades de bajos recursos. El Programa de Transporte Limpio de la Comisión de Energía de California, que está invirtiendo más de mil millones de dólares para acelerar el despliegue de infraestructura de transporte de cero emisiones y apoyar la fabricación y la capacitación y el desarrollo de la fuerza laboral en el estado.

Attachment H: Mobility Options Posters



MICROTRANSIT MICROTRÁNSITO



Microtransit is an option where riders can book rides and travel in a service area or zone that is determined by customer demand. Using a smartphone app or by calling a phone number, passengers can request a ride for pick up and drop off anywhere in the microtransit service area.

Microtránsito es una opción donde pasajeros pueden reservar viajes y viajar en una zona de servicio. Utilizando una aplicación de teléfono inteligente o llamando a un número de teléfono, los pasajeros pueden solicitar un viaje para recogerlos y dejarlos en cualquier lugar del área de la zona de servicio.



CARSHARING AUTOMÓVILES COMPARTIDOS

A service that allows you to rent a car by the minute or hour. Riders are charged by the time and/or distance. Car sharing provides most of the benefits of owning a car without many of the costs, like insurance, repairs, and gas.

Un servicio que te permite alquilar un auto por el minuto u por la hora. A los pasajeros se les cobra por tiempo y/o distancia. El uso compartido de automóviles brinda la mayoría de los beneficios de poseer un automóvil sin muchos de los costos, como seguros, reparaciones y gasolina.



BIKESHARING *BICICLETAS COMPARTIDAS*



Bikesharing is a service where bicycles are available to the community to rent by the minute or the hour at a very low cost. To ride, either check out the bike from a dock, or use your smartphone to locate and unlock the bikes wherever they're available.

Un servicio donde la comunidad dispone de bicicletas para alquilar por el minuto o por la hora a un coste muy bajo. Para montar, revisa la bicicleta desde un muelle o usa tu teléfono inteligente para localizar y desbloquear las bicicletas donde quiera que estén disponibles.



SCOOTERSHARING *'SCOOTERS' COMPARTIDOS*

Electric scooters, or e-scooters, that are available to rent by the minute or hour. Scooters are parked around the community, usually on sidewalks. They can be located and unlocked using a smartphone.

Scooters eléctricos, o e-scooters, que están disponibles para alquilar por el minuto u la hora. Las scooters compartidas están estacionados alrededor de la comunidad, generalmente en las banquetas. Se pueden localizar y desbloquear mediante un teléfono inteligente.



CARPOOLING VIAJES COMPARTIDOS



An arrangement between people to make a regular journey in a one vehicle. This prevents the need for different people to drive to a location themselves and reduces costs of fuel or owning a vehicle. The costs of fuel are shared between the carpool members.

Un acuerdo entre personas para realizar un viaje regular en un solo vehículo. Esto evita la necesidad de que diferentes personas conduzcan hasta un lugar y reduce los costos de gas o de propiedad de un vehículo. Los costos del gas se comparten entre los miembros del viaje compartido.



RIDES ON DEMAND VIAJES A PEDIDO

A service that matches a passenger with a driver through an smartphone application. The driver uses their own vehicle to transport the passenger to a destination for a small fee or for free. Lyft and Uber are examples of this service.

Un servicio que conecta a un pasajero con un conductor a través de una aplicación para teléfonos inteligentes. El conductor utiliza su propio vehículo para transportar al pasajero a un destino por una pequeña tarifa o de forma gratuita. Lyft y Uber son ejemplos de este servicio.



Attachment E: Nyeland Promise Noticias Newsletter

[View this email in your browser](#)



[Spanish Translation](#)

A graphic for the Nyeland Acres Mobility Project. It features a yellow background with a city skyline silhouette. In the foreground, there are icons for a person walking, a blue car, a bicycle, a blue van, a yellow bus, and a red trolley. The Nyeland Promise logo is in the top left corner. Below the icons, the text "NYELAND ACRES MOBILITY PROJECT" is written in large, bold, blue letters. Underneath this, a paragraph of text reads: "Nyeland Promise and Gold Coast Transit District are working together to understand transportation needs in Nyeland Acres. Based on our data analysis and community survey results, we have identified four top mobility options for the area. We invite you to take a survey to share your feedback on these options. By participating, you'll also have a chance to win a \$50 VISA gift card!"

NYELAND ACRES MOBILITY PROJECT

Nyeland Promise and Gold Coast Transit District are working together to understand transportation needs in Nyeland Acres. Based on our data analysis and community survey results, we have identified four top mobility options for the area. We invite you to take a survey to share your feedback on these options. By participating, you'll also have a chance to win a \$50 VISA gift card!

[Fill Out the Survey](#)





Item #9

DATE December 4, 2024
TO GCTD Board of Directors
FROM Austin Novstrup, Planning Manager
SUBJECT **Consider Approval of Short Range Transit Plan Final Report**

SUMMARY

Over the past year, GCTD has been working with transportation consulting firm Transportation Management & Design (TM&D) to develop a Short Range Transit Plan (SRTP). Once approved, the SRTP will serve as a 5-to-10-year work plan to improve transit service quality and effectiveness throughout the district.

The recommendations of the SRTP Final report include phased improvements to GCTD's fixed route system, implementation of a Transit Opportunity Corridor, and improvements to GCTD's marketing and outreach programs. Implementation of these recommendations will result in higher frequency, more direct, and convenient transit services. These recommendations are based on a comprehensive analysis of GCTD's existing services and service area, industry benchmarking through a peer agency review, customer experience review and community surveys. As the SRTP has progressed through its development the community and community stakeholders were presented with the draft recommendations and were invited to provide feedback that has been incorporated into the recommendations in the draft final report.

Since the Draft Final Report was presented to the board in November no changes to the Plan recommendations have been made. However, additional information on the Transit Opportunity Corridor and financial plan information for years 5-10 has been added to the report.

For this item, Planning Manager Austin Novstrup will give a presentation outlining the SRTP Final report and its key recommendations.

RECOMMENDATION

It is recommended that the Board of Directors approve the SRTP Final Report.

Attachment 1: Short Range Transit Plan Final Report

General Manager's Concurrence

GOLD COAST TRANSIT DISTRICT

Your Vision, Our Mission



GOLD COAST TRANSIT DISTRICT SHORT RANGE TRANSIT PLAN

FY26-30 Final Report



Celtis

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INTRODUCTION

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

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

✓ Existing Conditions

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

✓ Community Outreach

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

✓ Recommendations

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

✓ Implementation Plan

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

Figure 1: SRTP Timeline



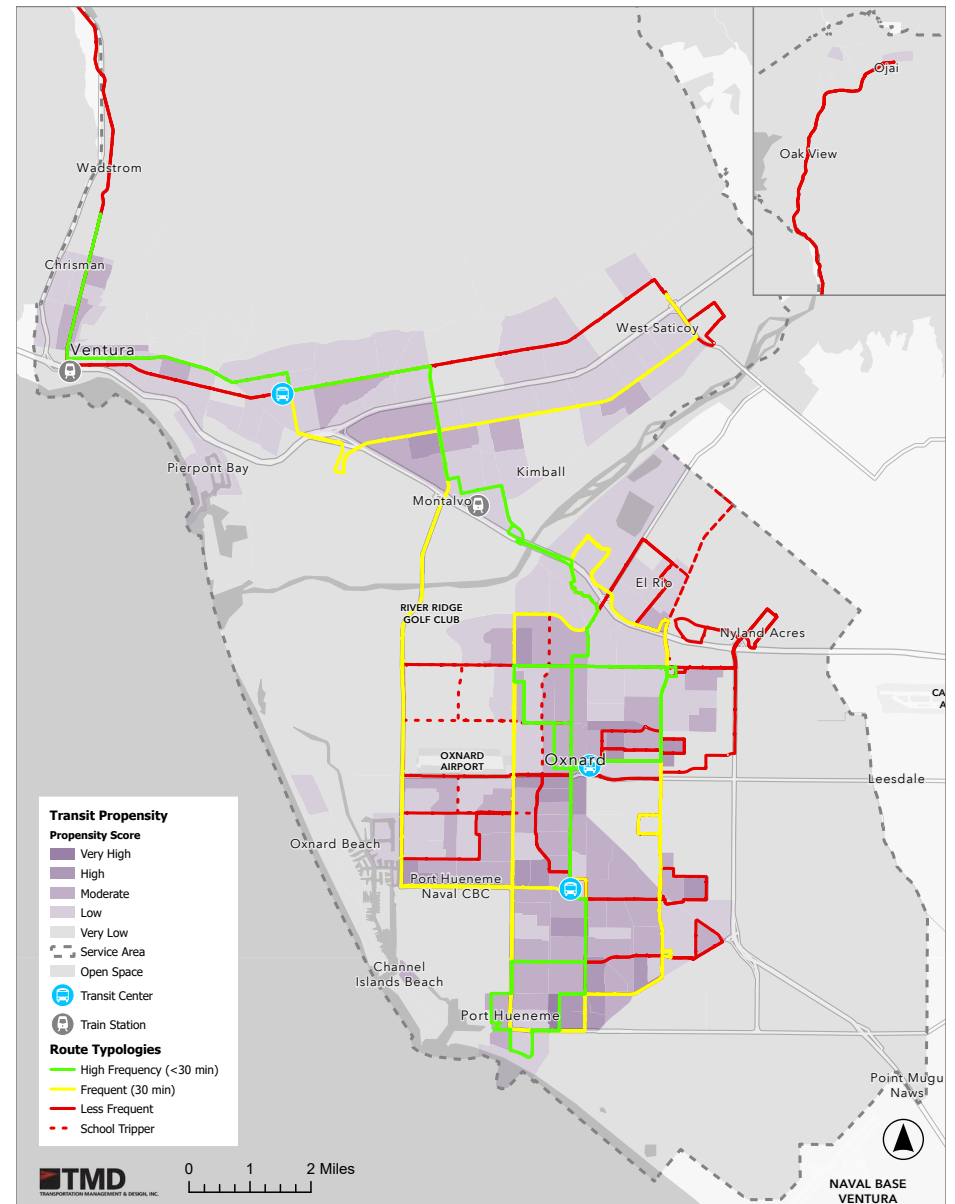
MARKET ASSESSMENT

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

KEY FINDINGS

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

Figure 2: Transit Propensity



EXISTING SERVICE EVALUATION

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

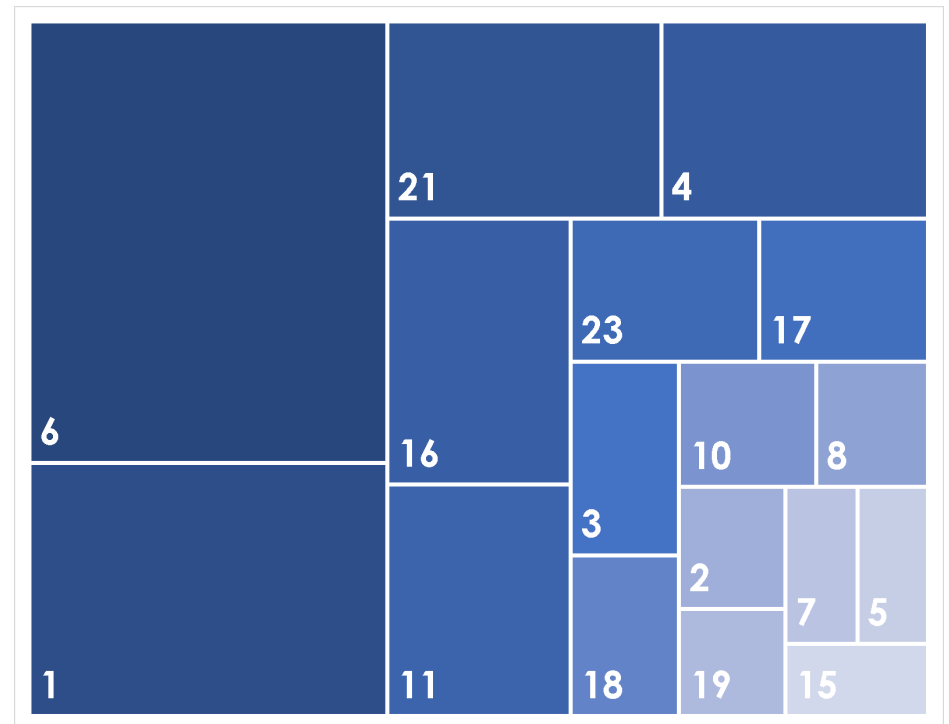
The analysis relied on ridership, fare revenue, and system performance information provided by GCTD to complete this task. Data was analyzed from both January - April 2019 and January - April 2023 to identify any changes in usage or travel patterns since the COVID-19 pandemic. Route by route statistics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

KEY FINDINGS

- GCTD ridership has almost returned to pre-pandemic levels, though still below the highest ridership year in 2015.
- GCTD only made moderate reductions to bus service during the height of the pandemic. The more modest reductions in service levels were likely a contributing factor to ridership returning to pre-pandemic levels faster than other agencies. Another contributing factor is that GCTD operates predominantly local bus service and does not have routes specific to commuters who may be continuing to work from home.
- There are increased boardings in the 7am and 3pm hours during weekday in 2023 compared to 2019. This may be because of higher school or work trips. During the weekday midday period, trips are down the most post-pandemic. Morning trips are down on both weekend days.
- **Route 6 accounts for 25% of all GCTD bus ridership and is the highest ridership route in Ventura County. Routes 6, 1, and 21 account for 49% of GCTD ridership** (Figure 3). This means that making improvements to these three routes impacts one of every two customers.
- Route 8 has seen decreases in ridership, productivity, and speed across all days between 2019 and 2023.
- **The average unlinked trip length decreased from 4.7 miles in 2019 to 3.5 miles in 2023.** This decrease means that although ridership is only 12% less than 2019 levels, total passenger miles traveled across the system are still down 34%.

- In 2023 GCTD had an 84.6% on-time performance rate which is very good compared with their regional peers.
- **Based on observations of the built environment, traffic, and passenger loads, the 11 mile per hour average speed seems low, which was also validated by the peer review.** The high on-time performance standard of 90% and number of turns on each route may be the reason for the low overall speed.
- Much of the service area is served along arterials spaced on a mile grid. However, **there are many routes in Oxnard which operate service on streets between the mile grid which are very close to each other.** As part of developing the SRTP recommendations, these routes were examined to determine if it made sense to move the resources from these routes to the major arterials to improve frequency.

Figure 3: Proportional Weekday Ridership by Route





PEER REVIEW

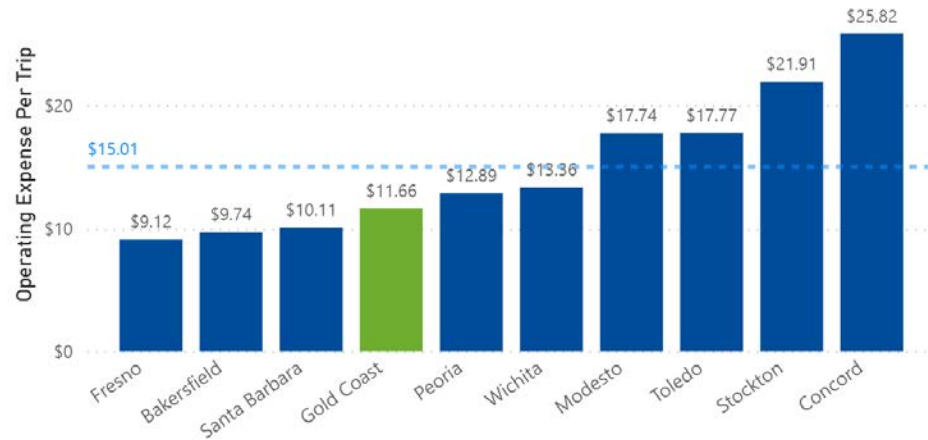
A National Transit Database peer review was conducted of nine transit systems to determine how GCTD was performing across several performance metrics. The peer review helps the agency determine where they may be performing better, worse, or the same to agencies of similar size and operating profile.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

KEY FINDINGS

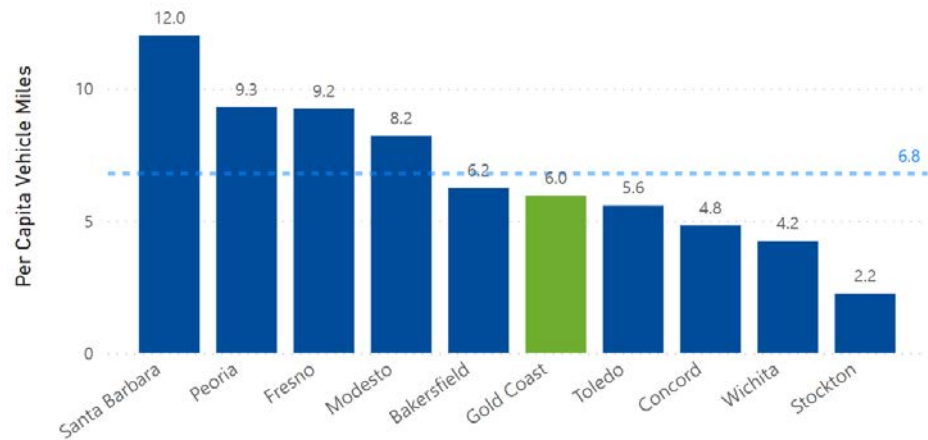
- **The supply of bus service is comparable to peer agencies.** The coverage is slightly better with the headways being higher. GCTD has a slightly shorter maximum span of service than their peers.
- GCTD has shorter trip distances and lower average operating speed than their peers.
- **GCTD's operating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

Figure 4: Peer Comparison

Operating Expense Per Passenger Trip



Vehicle Miles Per Service Area Capita



COMMUNITY OUTREACH

PUBLIC OUTREACH GOALS

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

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

OUTREACH SCHEDULE

The project was structured with two distinct outreach phases.

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

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

PUBLIC OUTREACH TACTICS AND ACTIVITIES

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

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



COMMUNITY SURVEY SUMMARY

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

Key Findings

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

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

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

Key: Most Important Least Important

SRTP GOALS

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

IMPROVE MOBILITY



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

ENHANCE CUSTOMER EXPERIENCE



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

ENVIRONMENTAL STEWARDSHIP



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

FINANCIAL SUSTAINABILITY



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

FOCUS ON EQUITY



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



FIXED-ROUTE RECOMMENDATIONS

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

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

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

Figure 6: Improvement Strategies by Route

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

FREQUENCY AND SPAN IMPROVEMENTS

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

SUMMARY OF PUBLIC FEEDBACK

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

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

Figure 7: Route Recommendation Sentiment by Route

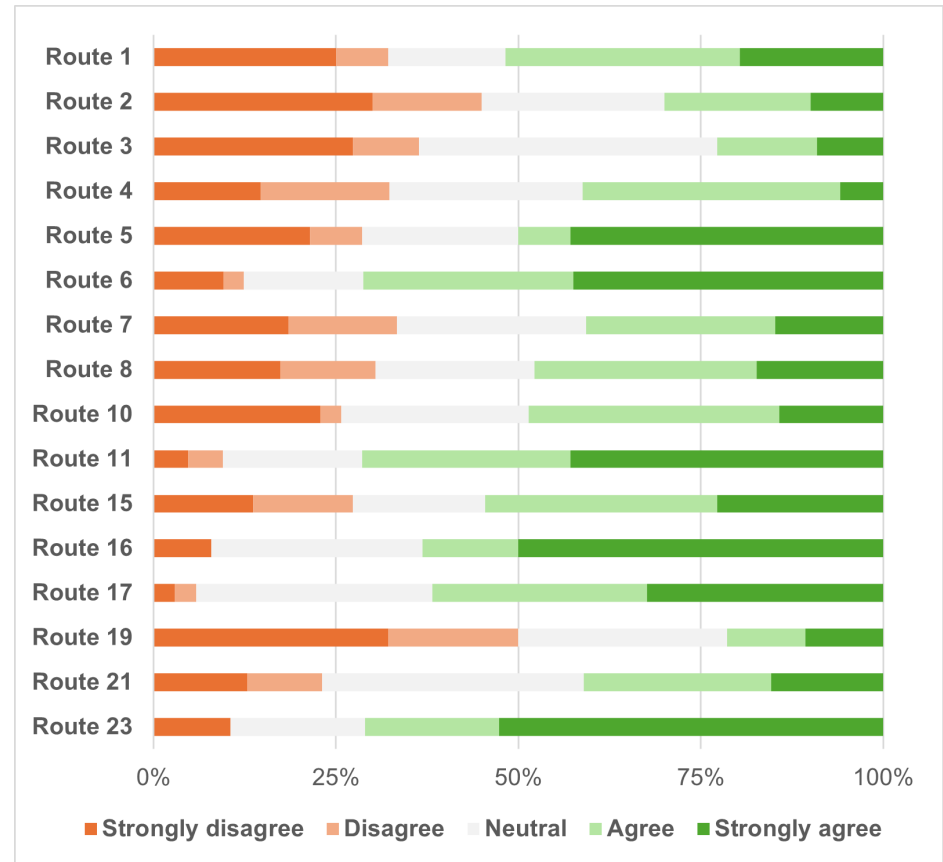


Figure 8: Weekday Frequency Current versus Proposed

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

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

Figure 9: Weekend Frequency Current versus Proposed

Weekend Current Service	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
1A / 1B- Port Hueneme - Oxnard Transit Center		60	60	40	40	40	40	40	40	40	40	40	40	40	40	60			
2 - Colonia - Downtown Oxnard		45	45	45	45	45	45	45	45	45	45	45	45	45	45	45			
3 - J Street - Centerpoint Mall - Lemonwood	60	60	40	60	40	40	60	40	40	60	40	60	40	60	40				
4A - North Oxnard		30	30	60	60	30	60	60	30	60	60	30	60	60	30				
4B - North Oxnard		60	30	60	30	30	30	30	30	30	30	30	30	20	30	60			
5 - Hemlock - Seabridge - Wooley		60	40	60	40	40	60	40	40	60	60	60	40	40	60	60			
6 - Oxnard - Ventura	60	40	60	40	40	40	30	30	30	24	30	24	40	60	40	60			
7 - Oxnard College - Centerpoint Mall		60	40	60	40	40	60	40	60	40	60	60	40	40	60				
8 - OTC- Oxnard College - Centerpoint Mall		120	40	40	60	60	40	40	60	40	60	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				

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



ON-DEMAND SERVICE RECOMMENDATIONS

Microtransit

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

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

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

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

Late-Night Safe Rides

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

TRANSIT OPPORTUNITY CORRIDORS RECOMMENDATIONS

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

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

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

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

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



RECOMMENDED CORRIDORS

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

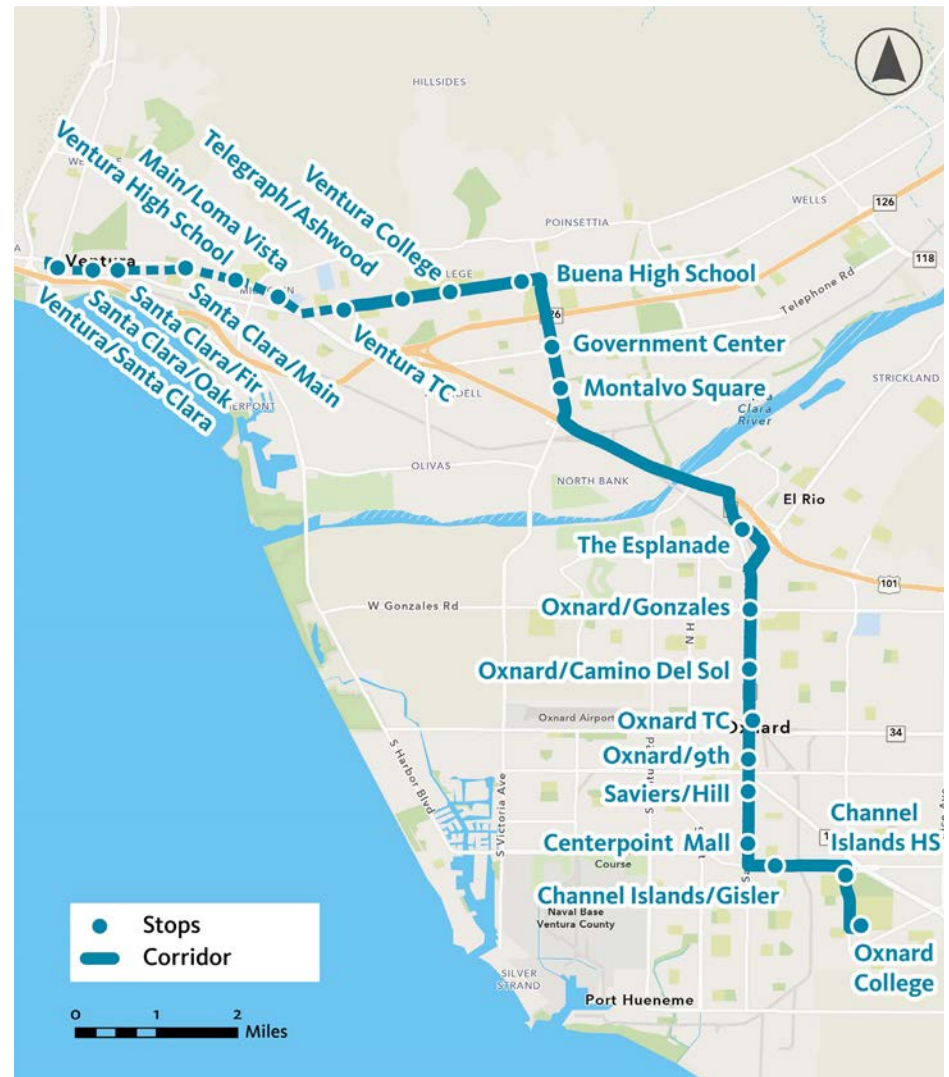
Based on the feedback, it is recommended that GCTD focus on an alignment between Ventura Transit Center and Oxnard College via Oxnard Blvd as shown in Figure 11. The alignment may be extended to Downtown Ventura if a suitable terminus can be found.

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

TOC NEXT STEPS

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

Figure 11: Recommended Transit Opportunity Corridor Alignment and Stops



MARKETING AND OUTREACH RECOMMENDATIONS

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

KEY FINDINGS

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

IMPLEMENTATION PLAN

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

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

YEAR 1 (FY25-26)

Service Changes

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

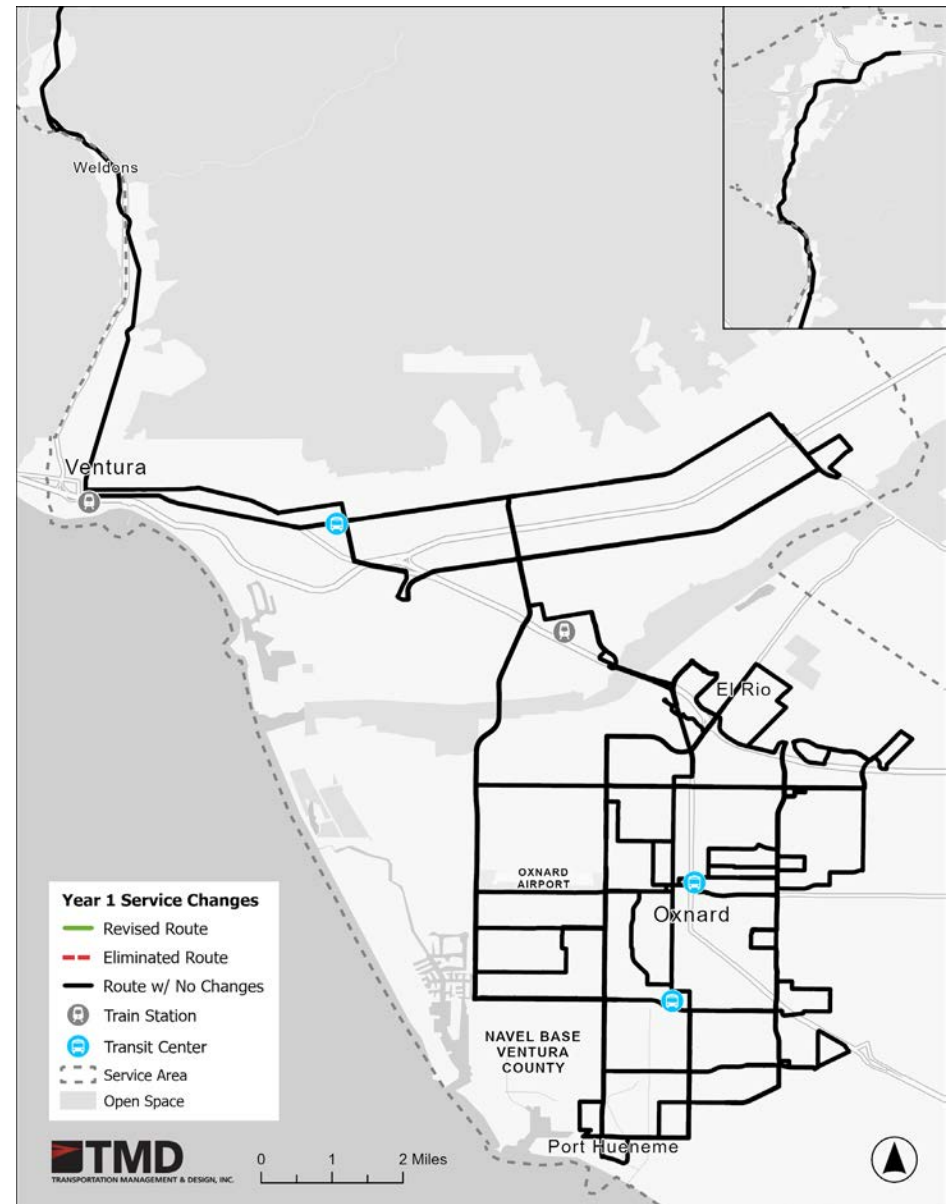
Marketing and Outreach

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

Capital and Technology

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

Figure 12: Year 1 Service Changes



YEAR 2 (FY26-27)

Service Changes

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

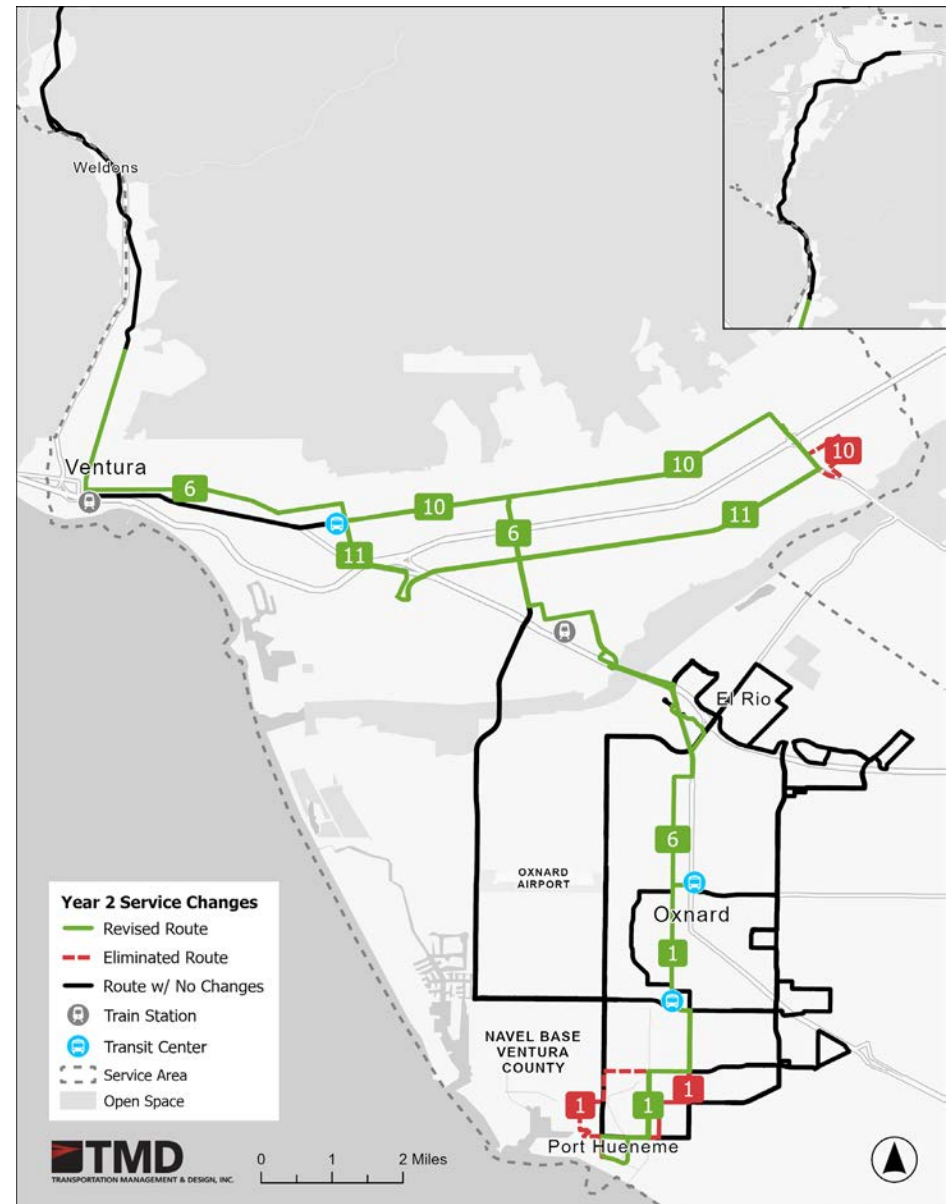
Marketing and Outreach

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

Capital and Technology

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

Figure 13: Year 2 Service Changes



YEAR 3 (FY27-28)

Service Changes

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

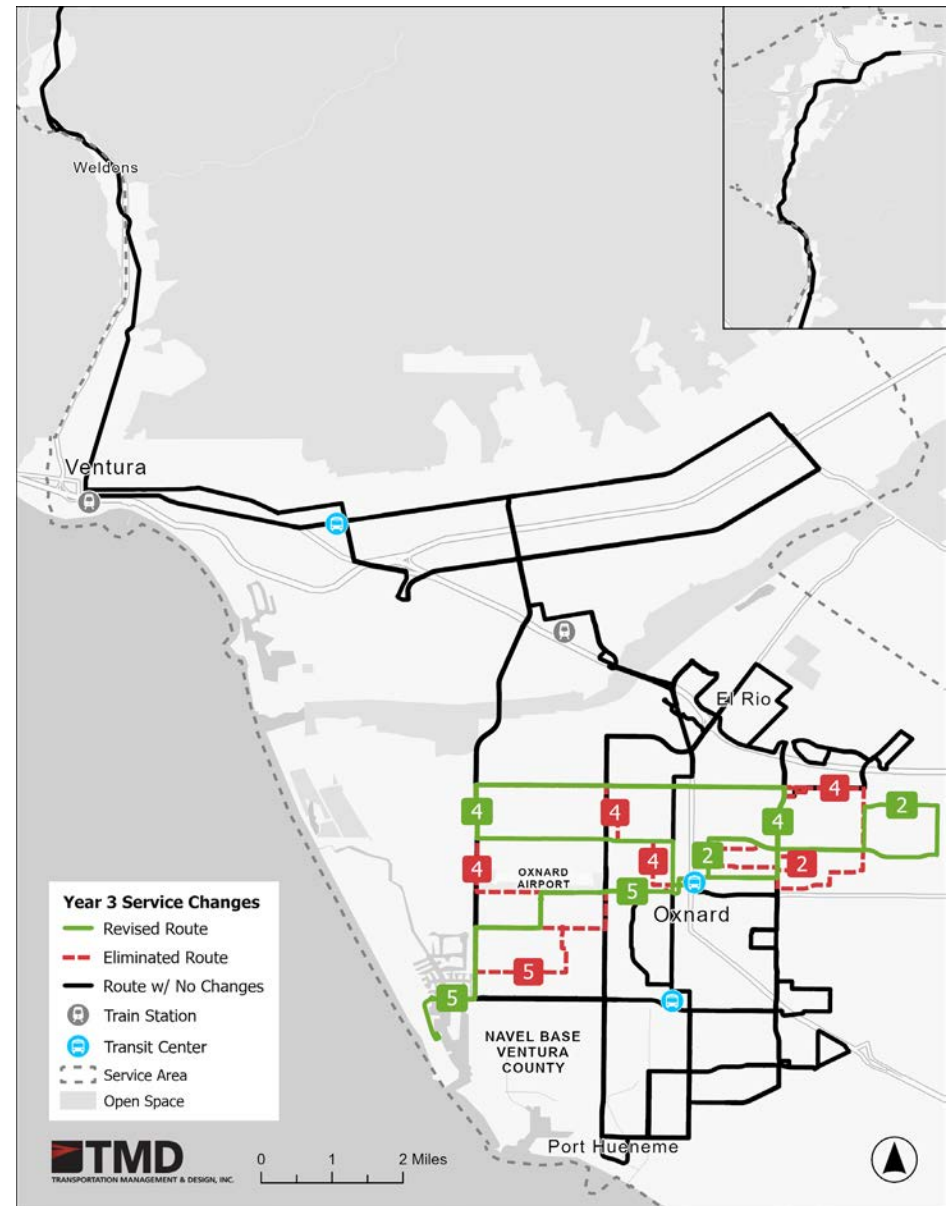
Marketing and Outreach

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

Capital and Technology

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

Figure 14: Year 3 Service Changes



YEAR 4 (FY28-29)

Service Changes

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

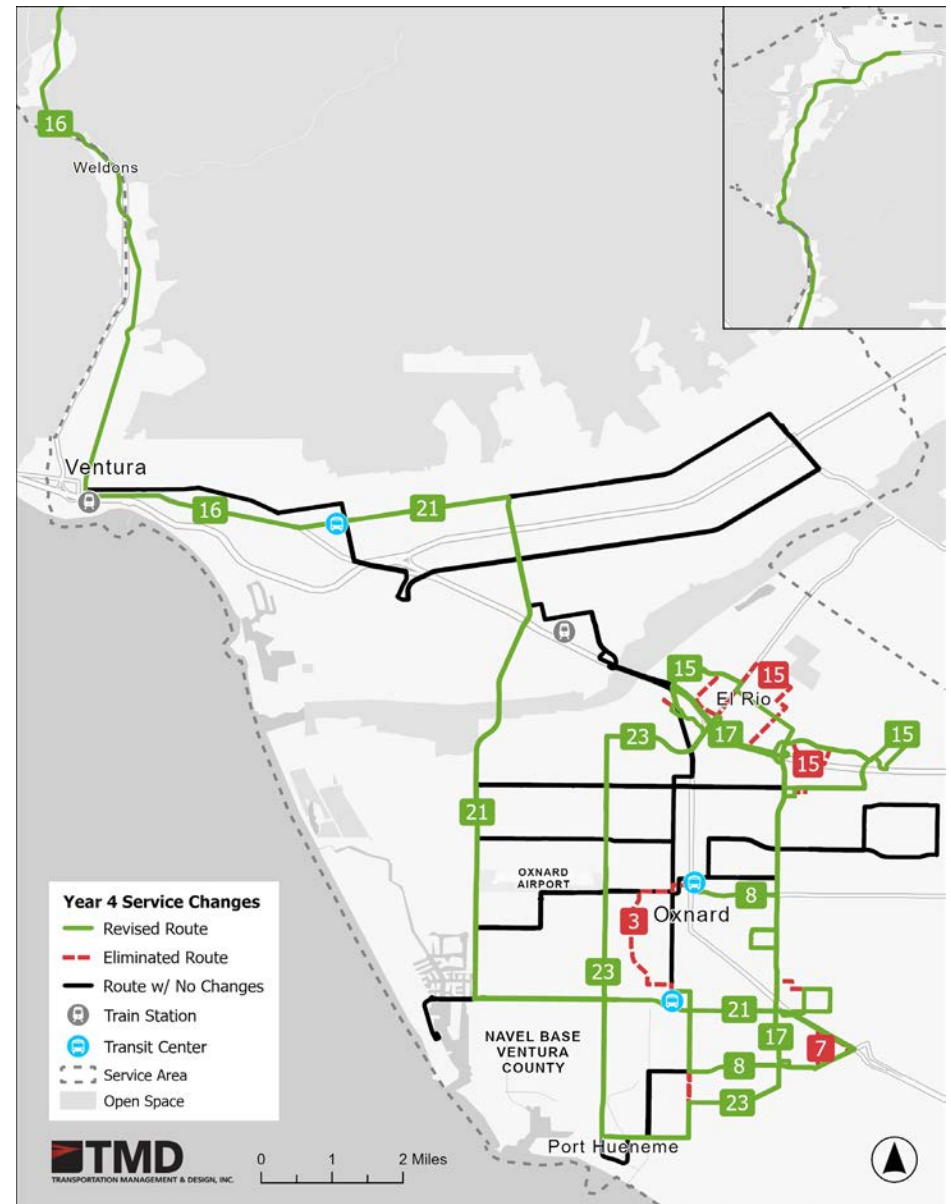
Marketing and Outreach

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

Capital and Other

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

Figure 15: Year 4 Service Changes



YEAR 5 (FY29-30)

Service Changes

- Review performance of route changes and make adjustments as needed

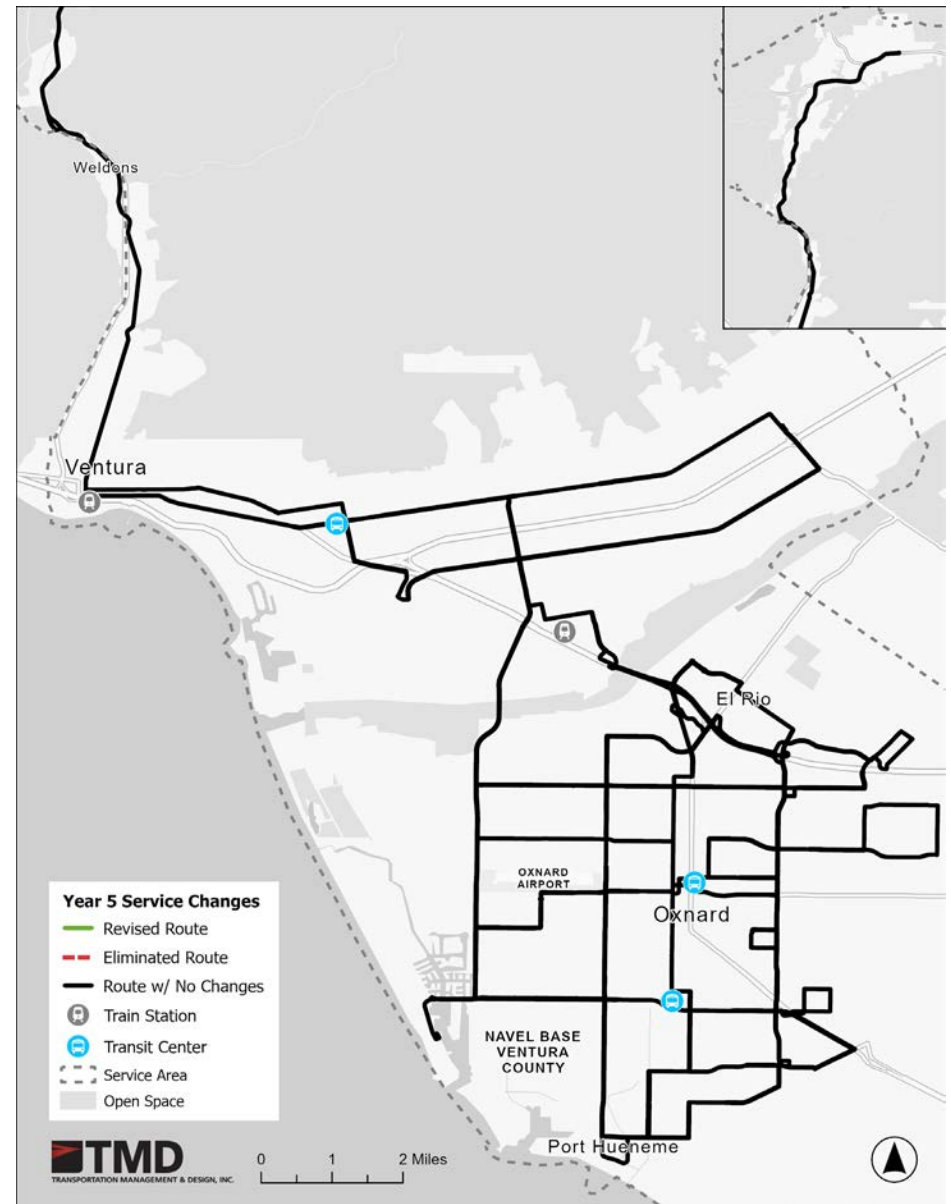
Marketing and Outreach

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

Capital and Other

- Purchase fixed-route CNG replacement buses

Figure 16: Year 5 Service Changes



FINANCIAL PLAN

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

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

Figure 17: SRTP Five-Year Financial Plan

Operations Summary	FY2025 Baseline	Year 1 FY2026	Year 2 FY2027	Year 3 FY2028	Year 4 FY2029	Year 5 FY2030	5-Year Total
Fixed-Route and Flex Service Statistics							
Revenue Hours	201,912	201,912	202,839	203,662	204,388	204,388	1,017,189
Revenue Miles	2,360,957	2,360,957	2,325,766	2,330,608	2,292,202	2,292,202	11,601,736
Passengers	3,518,886	3,672,750	3,842,760	3,988,880	4,041,340	4,219,570	19,765,300
System Productivity	17.4	18.2	18.9	19.6	19.8	20.6	19.4
ADA Service Statistics							
Total Hours	67,000	67,670	68,347	69,030	69,720	70,418	345,185
Total Miles	1,050,000	1,060,500	1,071,105	1,081,816	1,092,634	1,103,561	5,409,616
Passengers	134,000	135,340	136,693	138,060	139,441	140,835	690,370
Operating Expenses							
Fixed-Route and Flex Operating Cost	\$ 26,755,717	\$ 27,825,946	\$ 29,075,300	\$ 30,072,300	\$ 31,087,700	\$ 32,020,300	\$ 150,081,546
ADA Operating Cost	\$ 5,946,250	\$ 6,245,941	\$ 6,560,700	\$ 6,825,100	\$ 7,100,200	\$ 7,386,300	\$ 34,118,241
Administrative and Other Cost	\$ 4,241,772	\$ 4,627,497	\$ 4,780,794	\$ 4,931,740	\$ 5,015,414	\$ 5,041,898	\$ 24,397,342
Total Operating Expenses	\$ 36,943,739	\$ 38,699,384	\$ 40,416,794	\$ 41,829,140	\$ 43,203,314	\$ 44,448,498	\$ 208,597,129
Capital Summary							
Capital Expenses							
Bus Stop Amenities	\$ 500,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Facility/Infrastructure	\$ 4,111,000	\$ 9,792,000	\$ 1,200,000	\$ -	\$ -	\$ -	\$ 10,992,000
Technology and Equipment	\$ 194,000	\$ 136,000	\$ 361,000	\$ 434,000	\$ 27,000	\$ 84,000	\$ 1,042,000
Vehicles	\$ 7,470,000	\$ 10,166,400	\$ 4,243,300	\$ 3,278,300	\$ 5,065,200	\$ 8,115,500	\$ 30,868,700
Total Capital Expenses	\$ 12,275,000	\$ 20,094,400	\$ 5,804,300	\$ 3,712,300	\$ 5,092,200	\$ 8,199,500	\$ 42,902,700

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

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

Figure 18: SRTP Long-Range Financial Plan

Operations Summary	Year 6 FY2031	Year 7 FY2032	Year 8 FY2033	Year 9 FY2034	Year 10 FY2035	10-Year Total
Fixed-Route and Flex Service Statistics						
Revenue Hours	204,388	220,694	220,694	220,694	220,694	2,104,354
Revenue Miles	2,292,202	2,491,688	2,491,688	2,491,688	2,491,688	23,860,689
Passengers	4,400,350	4,639,458	4,841,210	5,055,660	5,281,350	43,983,328
System Productivity	21.5	21.0	21.9	22.9	23.9	20.9
ADA Service Statistics						
Total Hours	71,122	71,833	72,551	73,277	74,010	707,978
Total Miles	1,114,596	1,125,742	1,137,000	1,148,370	1,159,853	11,095,176
Passengers	142,244	143,666	145,103	146,554	148,019	1,415,956
Operating Expenses						
Fixed-Route and Flex Operating Cost	\$ 32,980,982	\$ 36,751,100	\$ 37,853,600	\$ 38,989,200	\$ 40,158,900	\$ 336,815,328
ADA Operating Cost	\$ 7,683,993	\$ 7,993,700	\$ 8,315,800	\$ 8,650,900	\$ 8,999,600	\$ 75,762,234
Administrative and Other Cost	\$ 4,796,277	\$ 4,898,637	\$ 5,004,068	\$ 5,112,662	\$ 5,224,514	\$ 49,433,500
Total Operating Expenses	\$ 45,461,252	\$ 49,643,437	\$ 51,173,468	\$ 52,752,762	\$ 54,383,014	\$ 462,011,062
Capital Summary						
Capital Expenses						
Bus Stop Amenities	\$ 4,109,627	\$ -	\$ -	\$ -	\$ -	\$ 4,109,627
Facility/Infrastructure	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,992,000
Technology and Equipment	\$ 29,000	\$ 159,000	\$ 31,000	\$ 32,000	\$ -	\$ 1,293,000
Vehicles	\$ 143,400	\$ 16,383,800	\$ 2,216,800	\$ 9,134,500	\$ 11,290,200	\$ 70,037,400
Total Capital Expenses	\$ 4,282,027	\$ 16,542,800	\$ 2,247,800	\$ 9,166,500	\$ 11,290,200	\$ 86,432,027



ATTACHMENT A

Route Profiles

Route 1

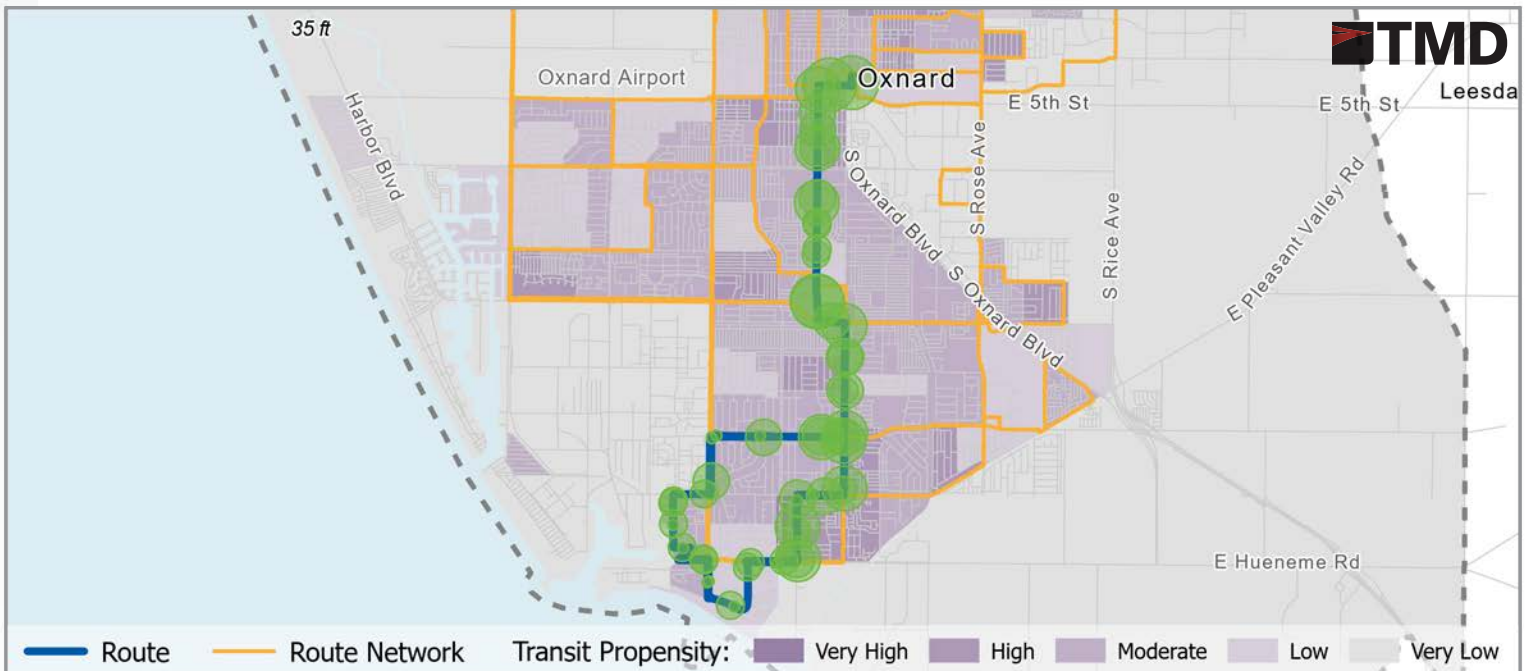
Port Hueneme - Oxnard Transit Center



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

Weekday Passenger Boardings

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



Route 2

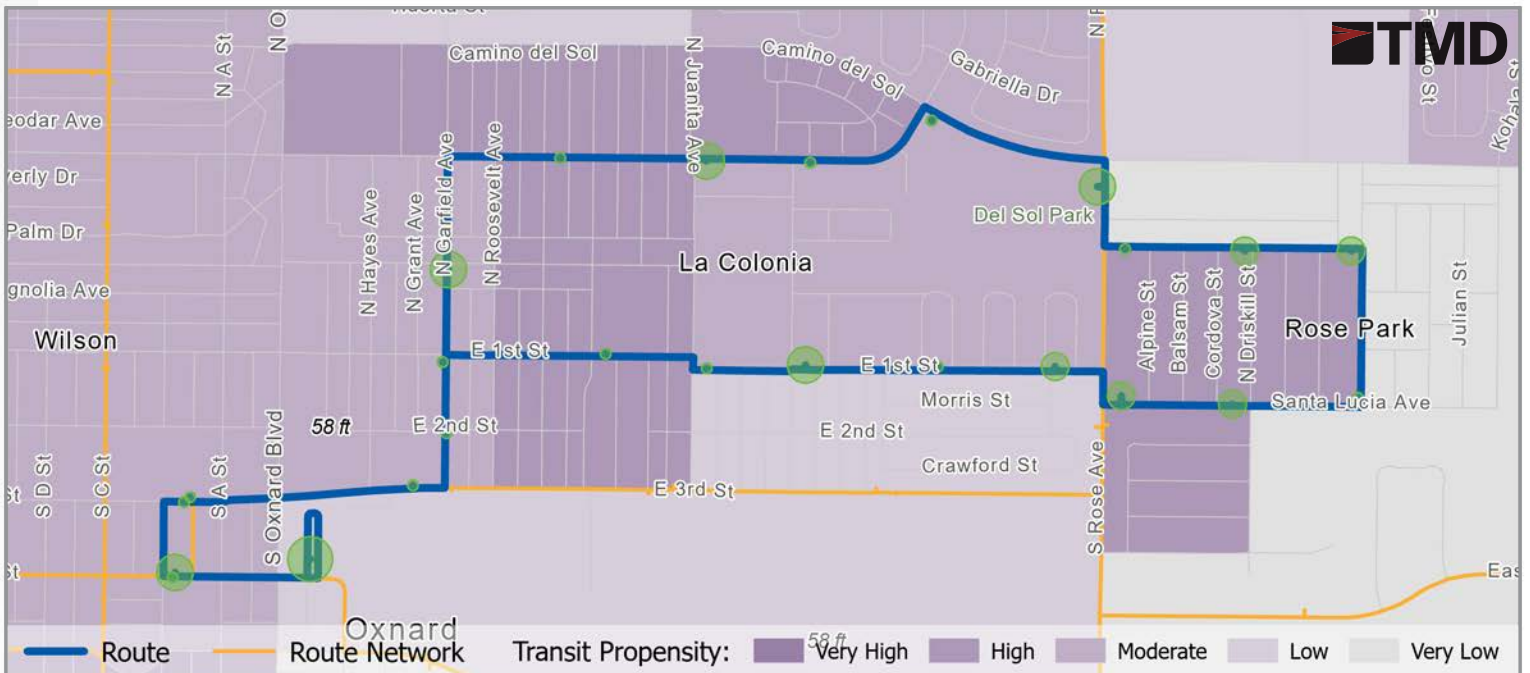
Colonia - Downtown Oxnard



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

Weekday Passenger Boardings

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



Route 3

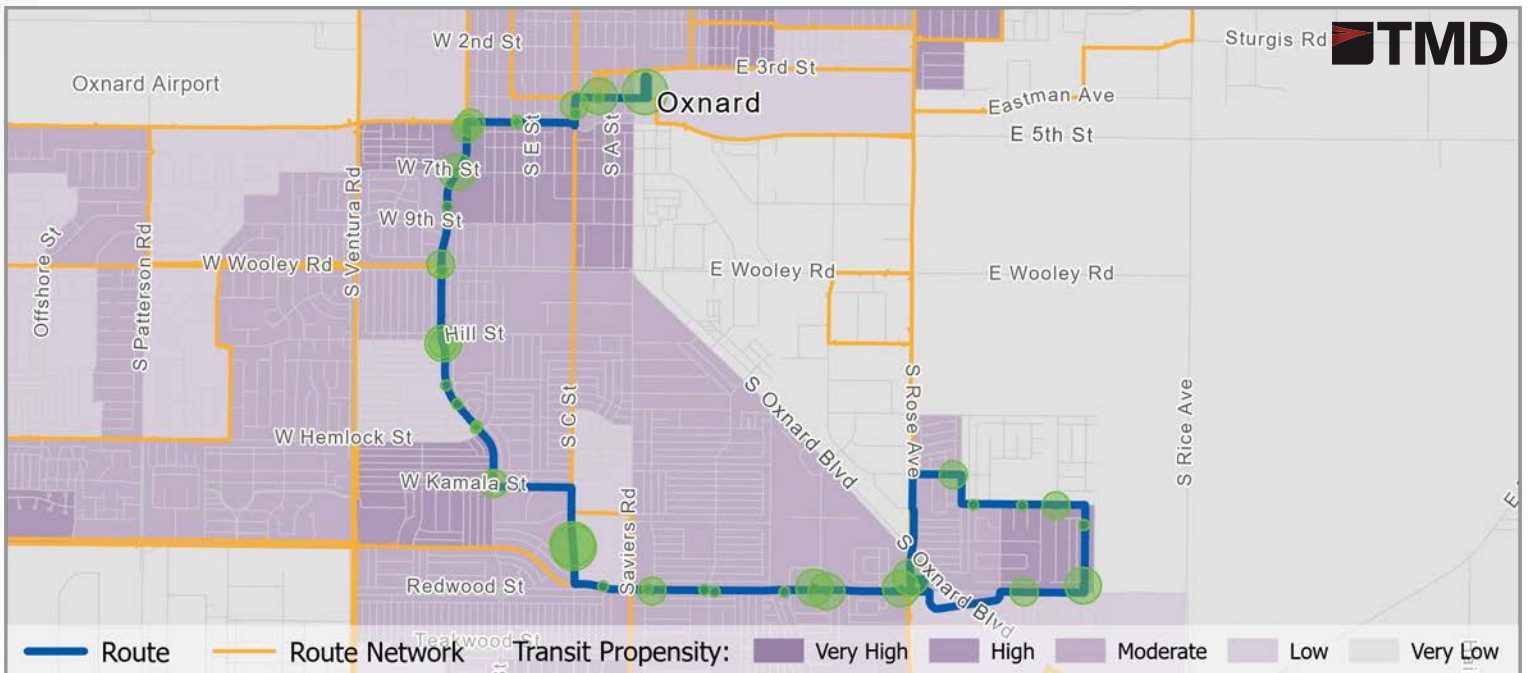
J St - Centerpoint Mall - Lemonwood



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

Weekday Passenger Boardings

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



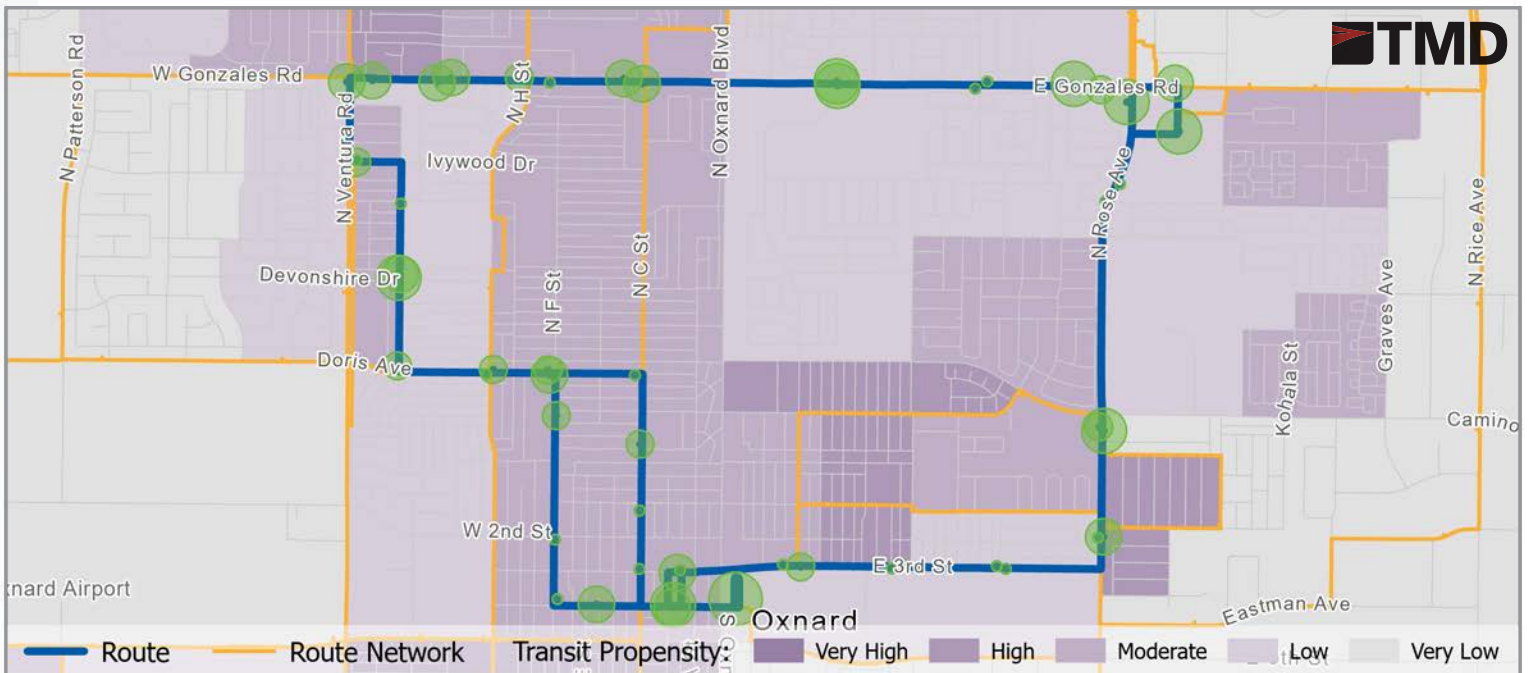
Route 4

North Oxnard - Ventura Rd - St. John's



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

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



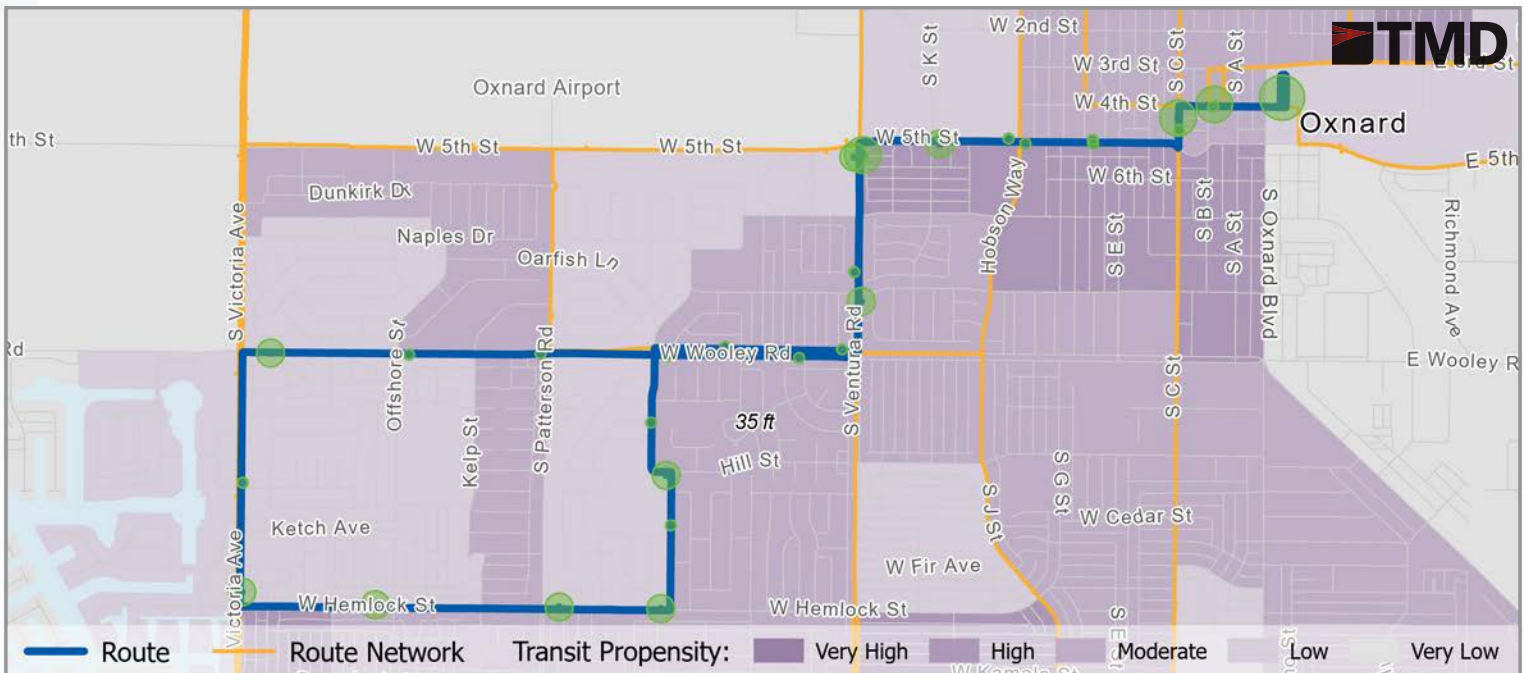
Route 5

Hemlock - Seabridge - Wooley



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

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



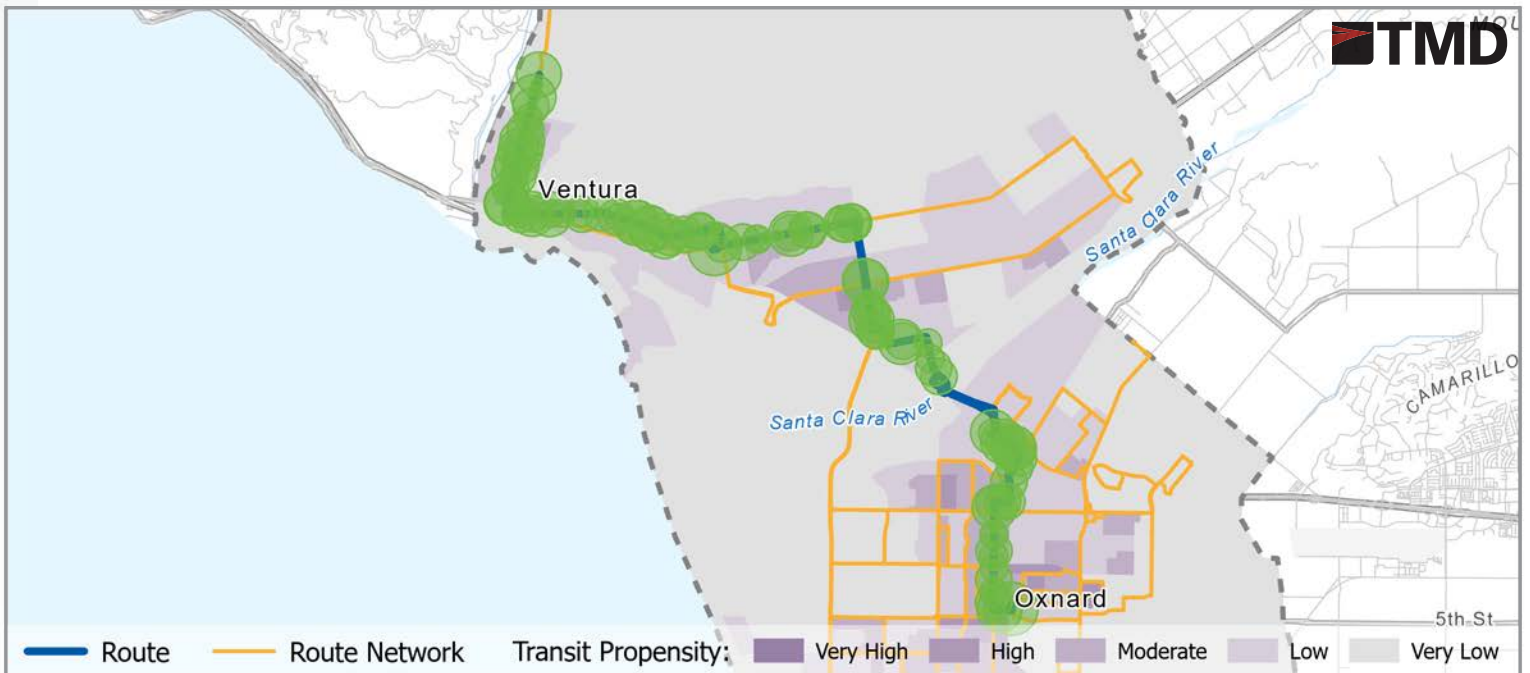
Route 6

Oxnard - Ventura - Main St



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

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



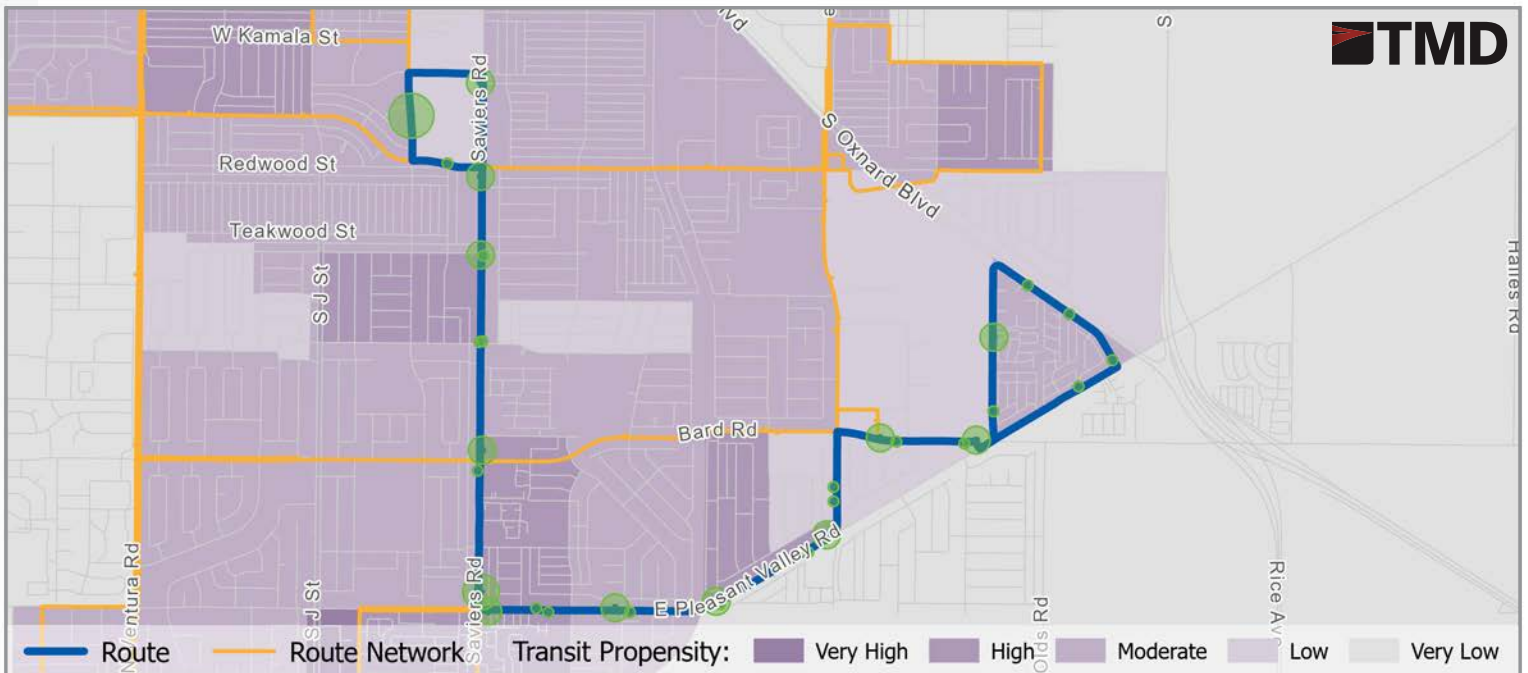
Route 7

Oxnard College - Centerpoint Mall



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

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



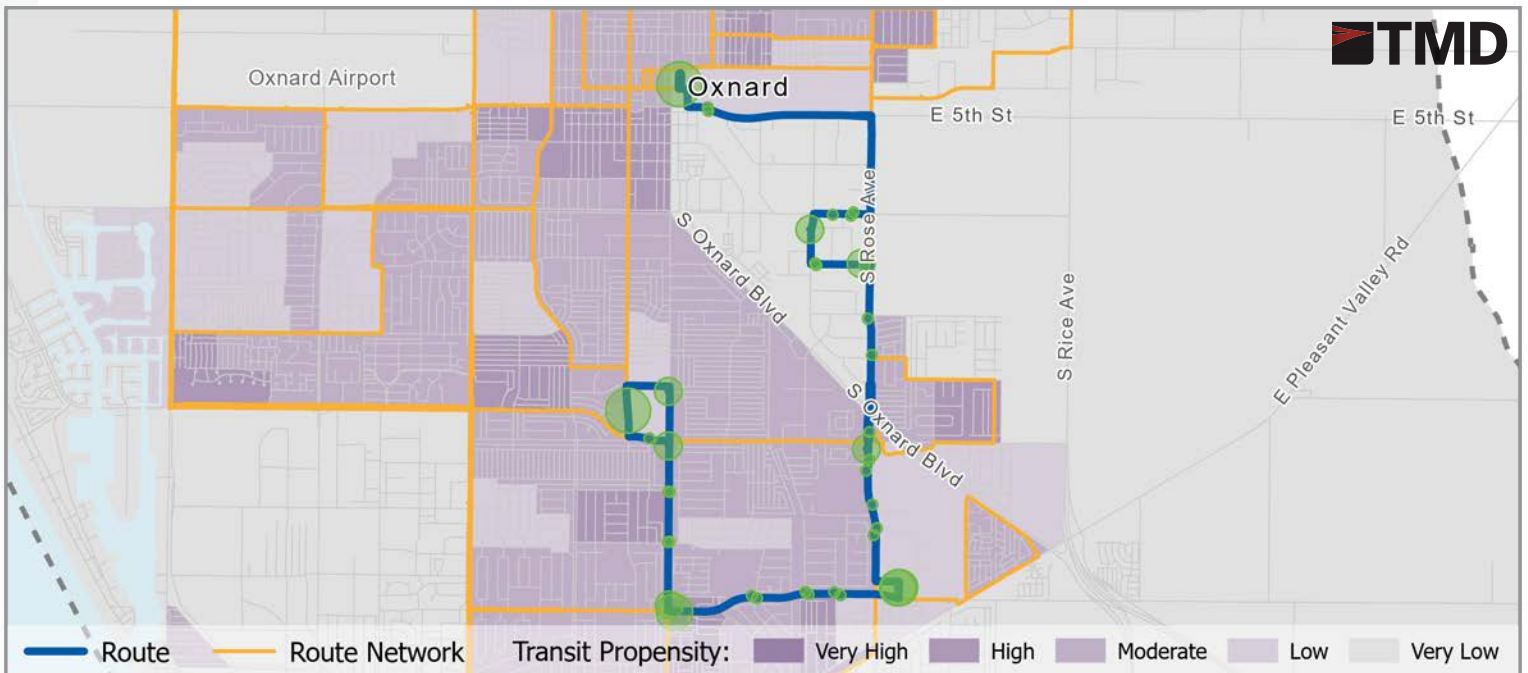
Route 8

OTC - Oxnard College - Centerpoint Mall



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

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

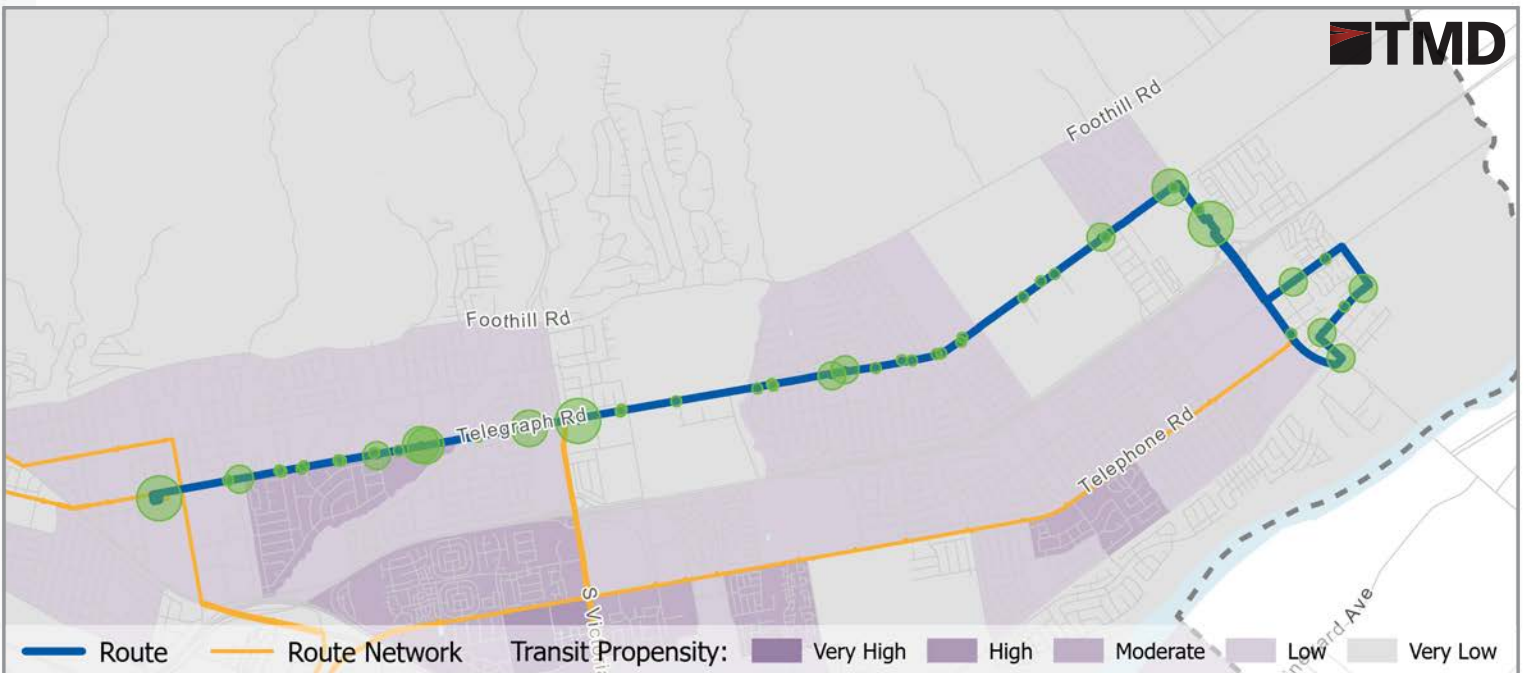


Route 10

Pacific View Mall - Telegraph - Saticoy



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



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report Item 8: Attachment 1

Route 11

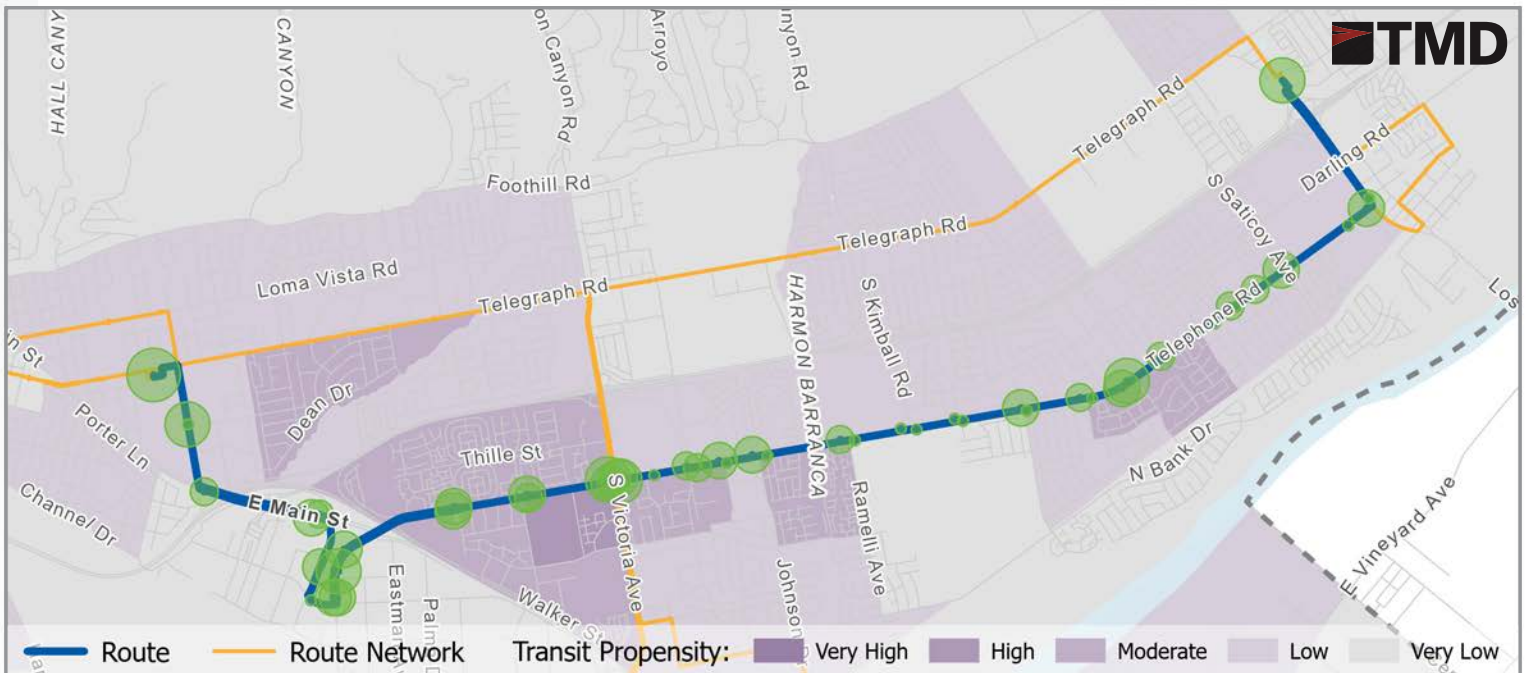
Pacific View Mall - Telephone - Wells



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

Weekday Passenger Boardings

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



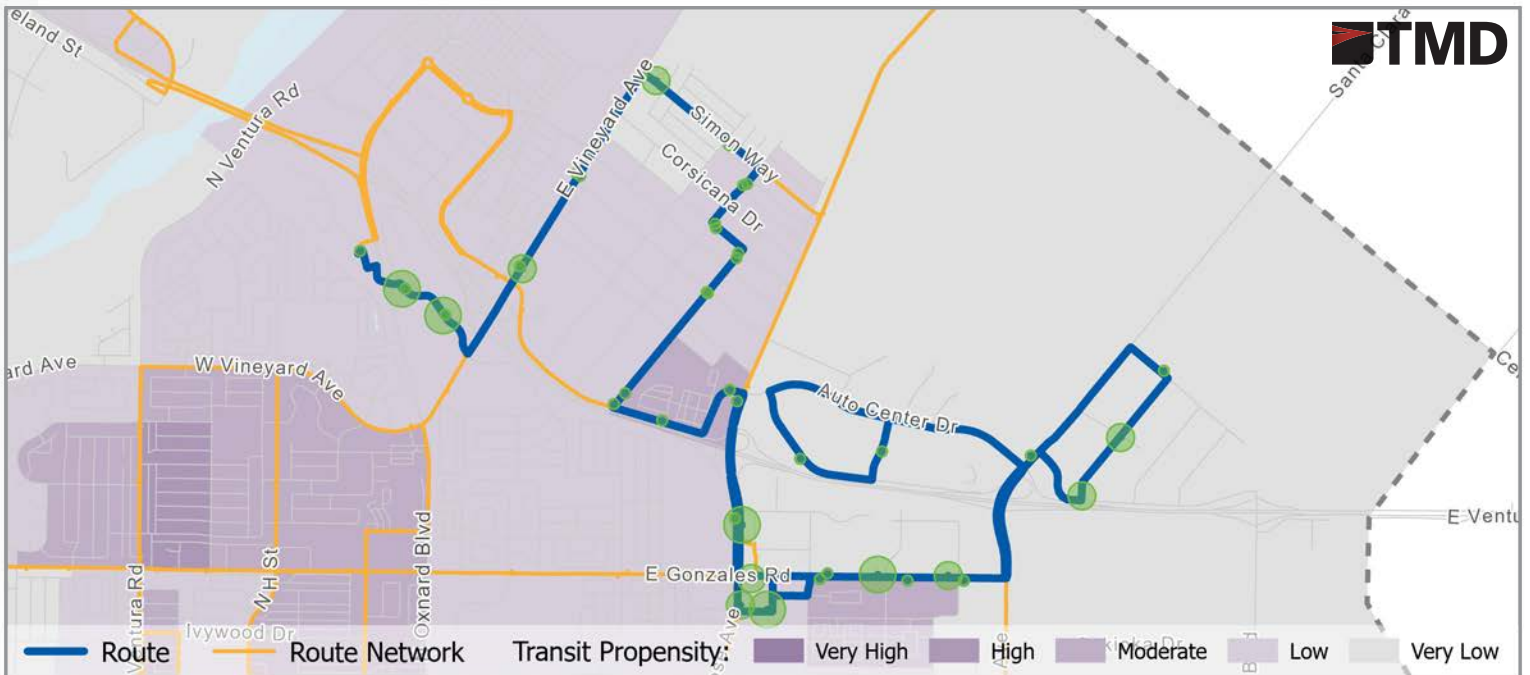
Route 15

Esplanade - El Rio - St. John's



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

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



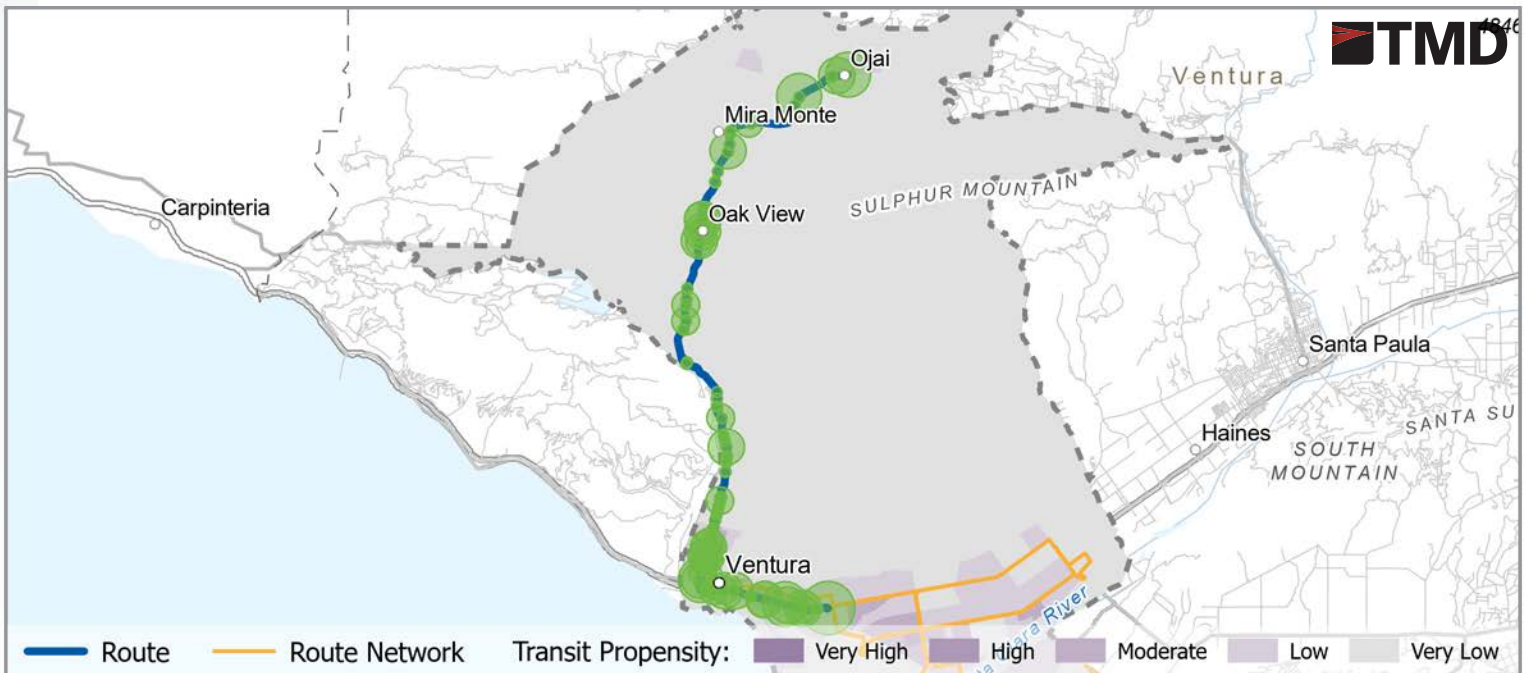
Route 16

Downtown Ojai - Pacific View Mall



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

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

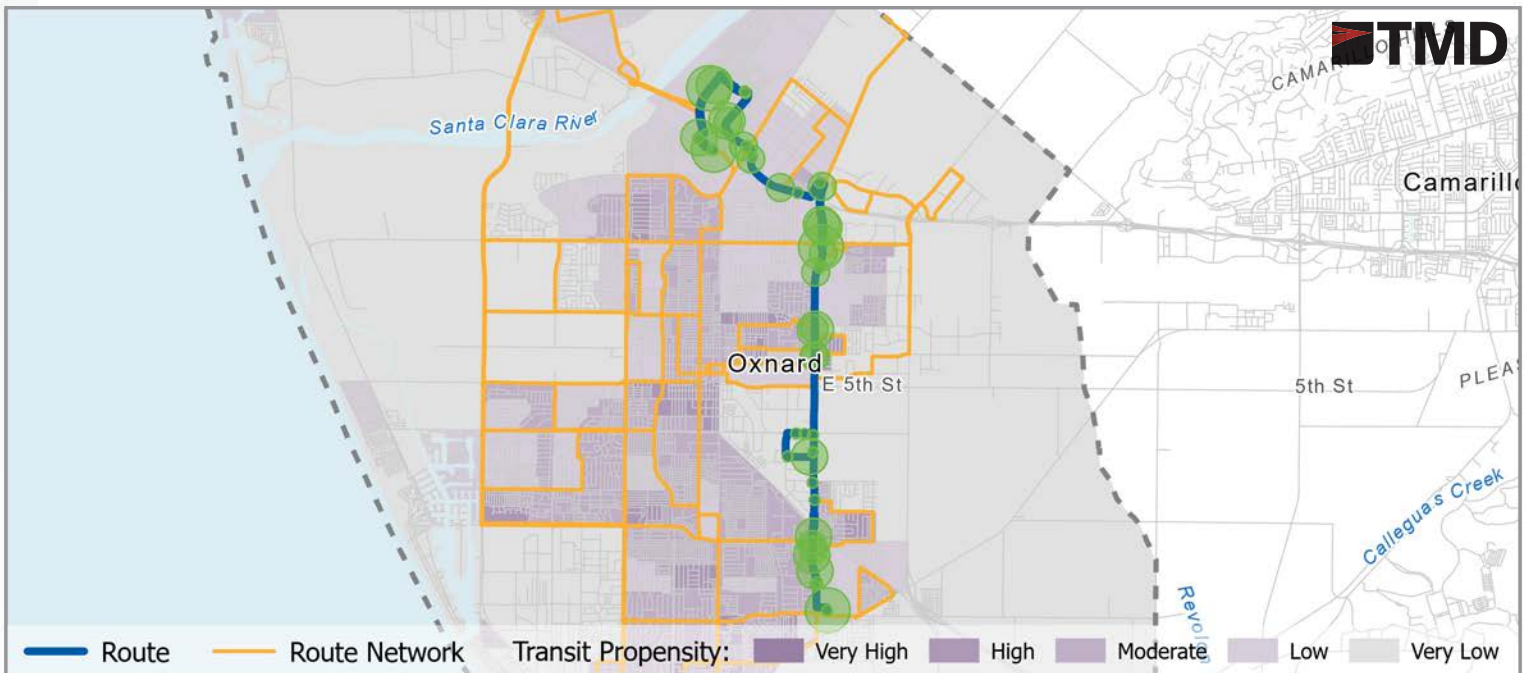


Route 17

Esplanade - Oxnard College



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

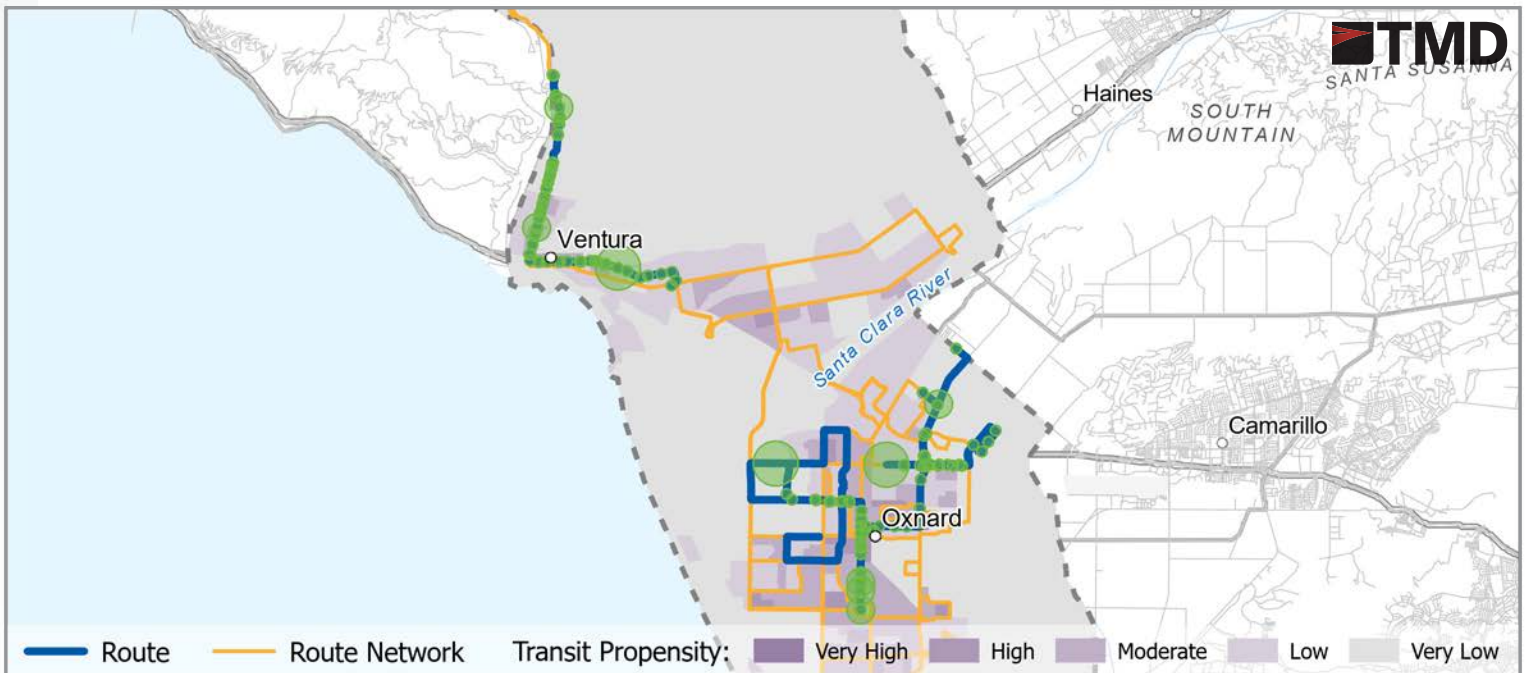
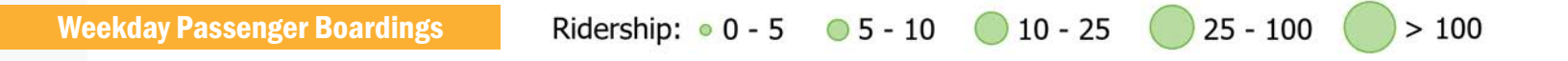


Route 18

Trippers



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



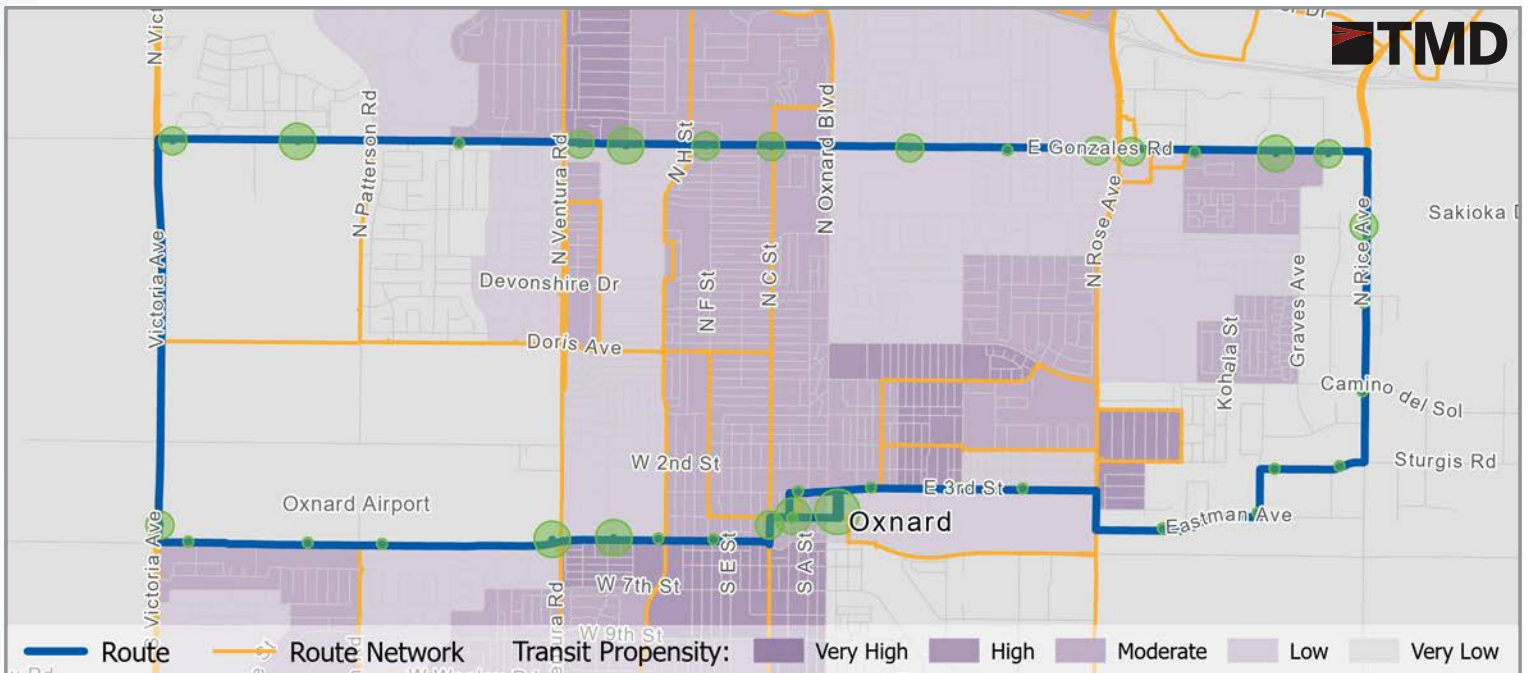
Route 19

OTC - 5th St - Airport - Gonzales Rd



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

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



Route 21

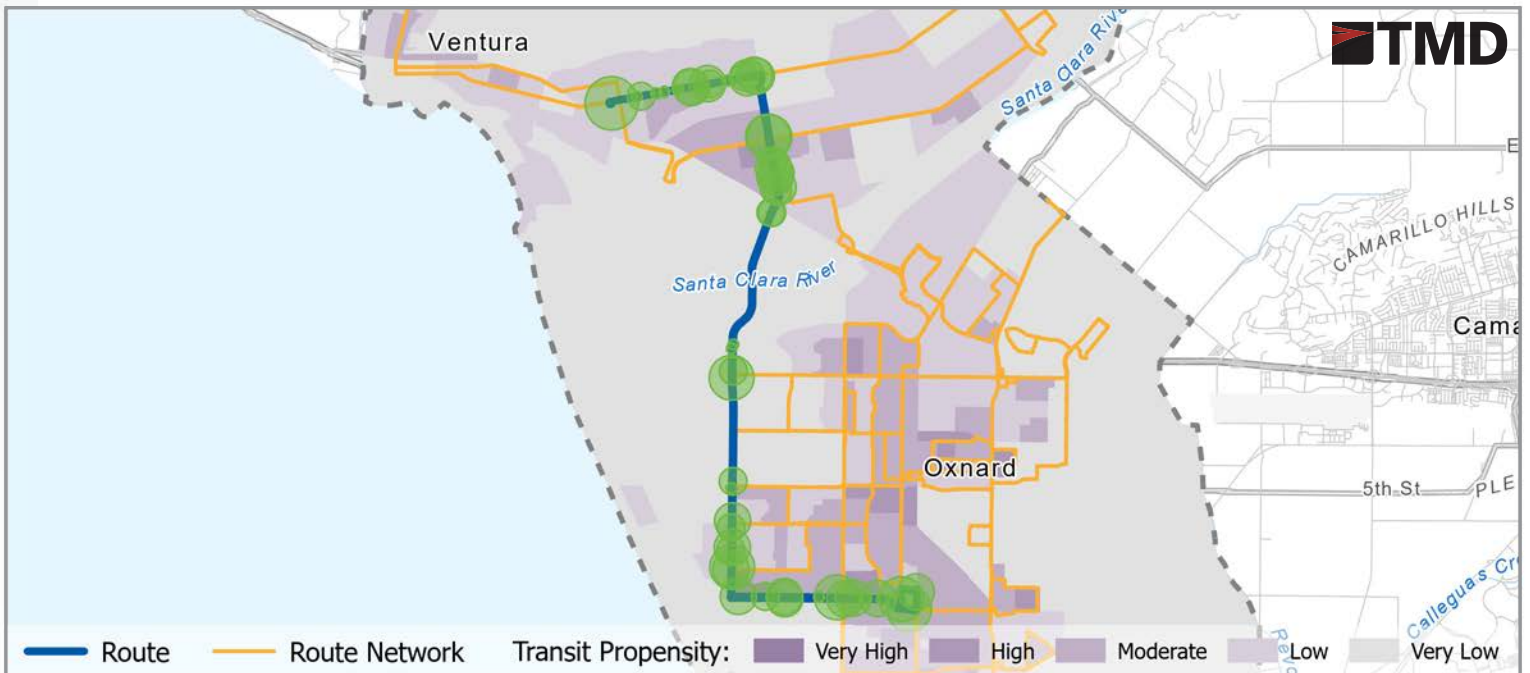
Port Hueneme - Ventura - Victoria Ave



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

Weekday Passenger Boardings

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



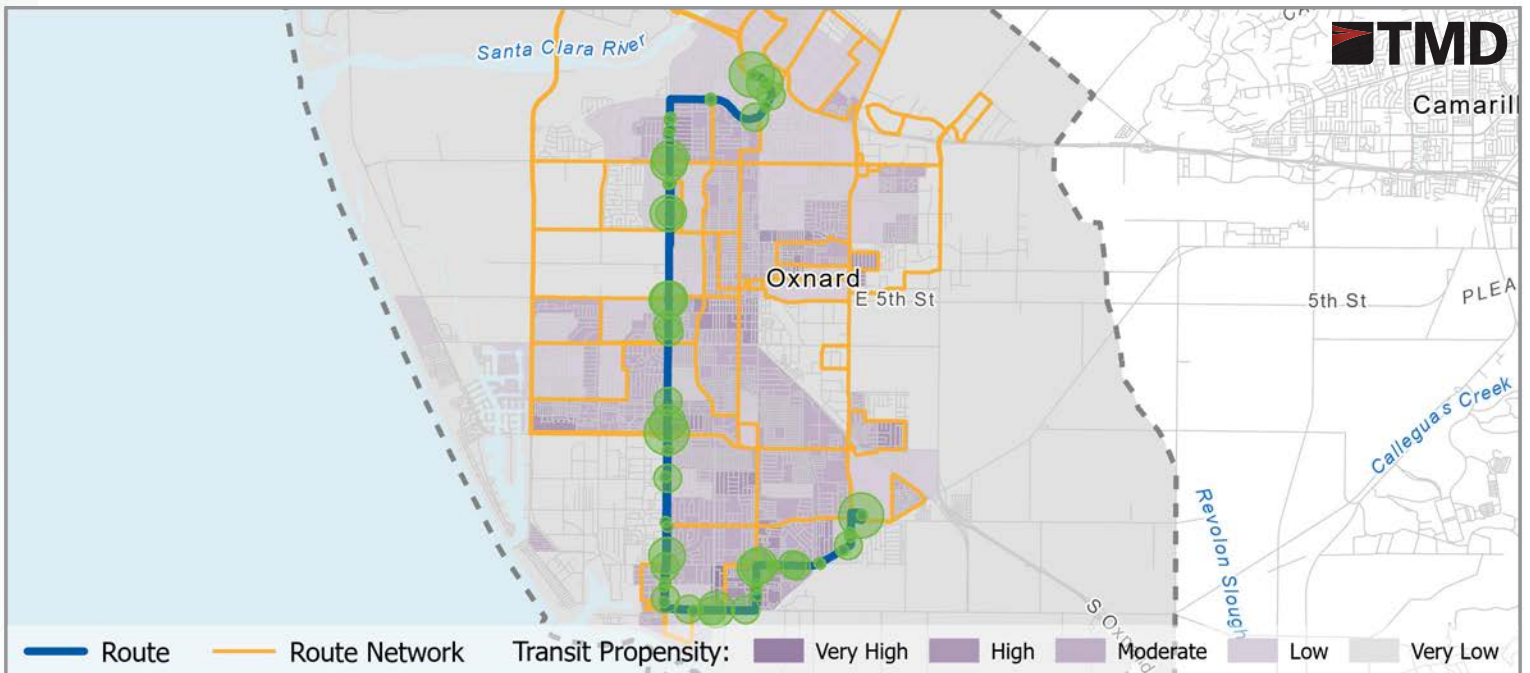
Route 23

Oxnard College - Naval Base - Esplanade



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

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





ATTACHMENT B
SRTP Outreach Summary



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

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PUBLIC OUTREACH GOALS

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

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

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

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

PROACTIVELY ENGAGE NEW RIDERS, ESPECIALLY YOUTH AND COLLEGE STUDENTS

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

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

SEEK FEEDBACK FROM A CROSS SECTION OF THE COMMUNITY

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

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

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

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

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

DEVELOP RIDER PROFILES

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

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

PUBLIC OUTREACH SCHEDULE

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

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

PUBLIC OUTREACH TACTICS AND ACTIVITIES

BILINGUAL PROJECT PAGE ON GCTD WEBSITE ([GCTD.ORG/SRTP24](https://gctd.org/srtp24))

- **Phase 1:** The SRTP project page went live in October 2023 and remained in place throughout the project. The page serves as a library of all project materials and contains links to community surveys.
- **Phase 2:** GCTD updated the project page with new information in June 2024, including draft route recommendations and draft Transit Opportunity Corridor alternatives.

BILINGUAL SRTP FACT SHEET

- **Phase 1:** A fact sheet, available online and in printed form, was used for public outreach presentations starting in October 2023. The Phase 1 fact sheets are included as Attachment A.
- **Phase 2:** The fact sheet was updated in June 2024. The Phase 2 fact sheets are included as Attachment B.

BILINGUAL BUS RIDER OUTREACH MATERIALS

- **Phase 1:** Car cards, sandwich board posters, and rider alerts in English and Spanish were posted throughout the system, alerting riders to the SRTP project and inviting them to give their feedback via an online survey. The Phase 1 Rider Alert is included as Attachment C.
- **Phase 2:** Updated rider materials were posted throughout the system in July 2024. These materials encouraged riders to give their feedback on draft route recommendations and Transit Opportunity Corridor alternatives. The Phase 2 car cards is included as Attachment D.

BILINGUAL ONLINE SURVEYS

- **Phase 1:** An online survey was live and available to the public from October 12 through December 17, 2023. It was the primary means of gathering feedback from riders and non-riders on the existing transit system. (GCTD also made printed copies of the survey available as needed.) As an incentive, people who completed the survey were offered a chance to win a \$50 VISA gift card and a 31-day bus pass. GCTD collected 724 survey responses. The English Phase 1 survey is included as Attachment E.
- **Phase 2:** A second online survey ran from July to September 2024. This survey asked for specific feedback on GCTD's draft route recommendations and Transit Opportunity Corridor alternatives. As with Phase 1, GCTD made printed copies of the survey available as needed and offered survey respondents a chance to win a \$50 VISA gift card and a 31-day bus pass as an incentive for participation. GCTD collected 333 survey responses. The English Phase 1 survey is included as Attachment F.

BILINGUAL SOCIAL MEDIA

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

- **Phase 1:** Paid social ads in English and Spanish targeted three different demographics: riders, college students, and the community at large (including non-riders) with tailored images and messaging. The social ads reached 101,711 people, garnered 371,372 impressions, and drove 3,956 people to the survey page. An example Phase 1 social media post is included as Attachment G.
- **Phase 2:** Paid social media ads in English and Spanish targeted the community at large in Phase 2, encouraging people to give feedback on GCTD's draft route recommendations and Transit Opportunity Corridor alternatives. The social ads reached 57,224 people, garnered 169,463 impressions, and drove 1,906 people to the survey page. An example Phase 2 social media post is included as Attachment H.

STAKEHOLDER DATABASE AND OUTREACH

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

EMAIL BLASTS

- **Phase 1:** GCTD used email blasts to notify riders and key stakeholders about the SRTP process and encourage public engagement. Eblasts went to GCTD's existing rider database as well as to the stakeholder database created for the SRTP project. The stakeholder email contained a toolkit for agencies and organizations to use to engage their constituencies in the project. Emails were sent on 10/26/23. The Phase 1 email blast is included as Attachment I.
- **Phase 2:** As in Phase 1, eblasts were sent on 07/26/24. The Phase 2 email blast is included as Attachment J.

APP MESSAGING

- **Phase 1:** GCTD used the direct messaging features in two popular transit apps, GOVCBus and the Transit App, to notify riders about the SRTP process and encourage participation. App messages were sent on 10/30/23.
- **Phase 2:** As in Phase 1, app messages were sent to riders notifying them about the draft recommendations. App messages were sent on 07/24/24.

PRESS RELEASE

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

STAKEHOLDER PRESENTATIONS (IN-PERSON AND VIRTUAL)

- **Phase 1:** GCTD staff made presentations to community organizations, agency staff, and other key stakeholders between October and December 2023 notifying them about the project and how they could participate.
- **Phase 2:** GCTD staff made presentations to community organizations, agency staff, and other key stakeholders between June and August 2024 to inform them that the draft recommendations were available for review. In addition, virtual presentations and office hours were offered to key stakeholders on Aug. 14, 2024, from 1-3 p.m. and 5-7 p.m. GCTD also offered a pre-recorded PowerPoint presentation that could be accessed online anytime.

ATTACHMENT A: PHASE 1 FACT SHEETS



GO GOLD COAST TRANSIT

S RTP Factsheet

OVERVIEW

The last few years have brought significant change to West Ventura County, impacting every aspect of life – including public transportation. To better serve our community, Gold Coast Transit District (GCTD) needs a public transportation network that better reflects the new ways we live, work, and play.

The Short-Range Transit Plan (SRTP) is the tool to get us where we need to go. The SRTP will look at all facets of GCTD transit service and recommend how to improve them in the near and long term.



PURPOSE

The purpose of the SRTP is to improve mobility and quality of life in our region by:

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



YOUR VOICE MATTERS!



About SRTP

What Goes into the SRTP

Existing Conditions Analysis

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

System Improvement Recommendations

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

High-Quality Transit Corridor Analysis

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

Implementation and Financial Plan

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

Community Engagement

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



Enter to Win!

**\$50 VISA GIFT CARD
& 31-DAY BUS PASS**

Take the Survey!



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

SRTP PROJECT Timeline



- OCT-NOV 2023**
Public Outreach and Community Survey
- JAN 2023**
GCTD Board Update
- FEB-MAR 2024**
Public Feedback on Recommendations
- APR 2024**
GCTD Board Review of Draft SRTP
- JUN 2024**
Final SRTP Complete

October-November 2023

Please participate in our first community survey. We'd like to know:

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

February-March 2024

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

Survey available:
Now to December 1, 2023



STAY CONNECTED:

805-487-4222
 gctd.org/SRTP24

Follow Us



GO GOLD COAST TRANSIT
Plan de Transporte (SRTP)

Información

RESUMEN

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

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



PROPÓSITO

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

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



¡SU VOZ IMPORTA!



Acercando el SRTP

Qué está incluido en el SRTP

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

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

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

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

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



¡Participa para ganar!

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

¡Haga la encuesta!



ESCANEE EL CÓDIGO

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

SRTP cronograma del proyecto



- OCT-NOV 2023**: Alcance público y encuesta comunitaria
- ENERO 2023**: Actualización a la junta directiva de GCTD
- FEB-MAR 2024**: Comentarios públicos sobre recomendaciones
- ABRIL 2024**: Revisión del SRTP de la Junta Directiva de GCTD
- JUN 2024**: Final SRTP completa

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

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

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

Encuesta disponible:
 Ahora hasta el 1 de diciembre de 2023



Para más información:

📞 805-487-4222

🌐 gctd.org/SRTP24

📱 [Facebook](#) [Instagram](#) [TikTok](#) [Twitter](#) [YouTube](#)


Síguenos en redes sociales

ATTACHMENT B: PHASE 2 FACT SHEET

Your Vision, Our Mission

HELP SHAPE
THE FUTURE
OF **GO** GOLD COAST
TRANSIT

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



Recommended Bus Service Changes

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

Transit Opportunity Corridor

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

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

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

Su visión es nuestra misión

AYUDE A DAR
FORMA AL FUTURO
DE **GO TRANSIT**

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



Cambios recomendados en el servicio de autobuses

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

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

Corredor de oportunidad de tránsito

GCTD también está analizando la posibilidad de establecer un Corredor de oportunidad de tránsito (TOC por sus siglas en inglés) en el oeste del Condado de Ventura. Este corredor facilitaría un servicio de autobús rápido cada 15-20 minutos durante el día entre los principales destinos. Las paradas tendrían

mejoras para hacer más cómoda y segura la espera del autobús. También podrían incluir mejoras peatonales en lugares con mal acceso.

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

ATTACHMENT C: PHASE 1 RIDER ALERT

RIDER ALERT

Help Shape the Future of Gold Coast Transit

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

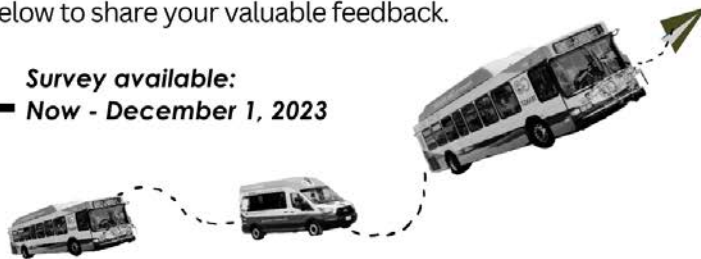
We're committed to improving your local transit experience, and your input is essential. Your thoughts, ideas, and opinions are invaluable to us, which is why we invite you to participate in our community survey. Survey respondents who provide their contact information will be entered for a chance to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

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

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



Survey available:
Now - December 1, 2023



Follow Us!



Stay connected:



805-487-4222



gctd.org/srtp24

AVISO AL PASAJERO

Ayude a moldear el futuro de Gold Coast Transit

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

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

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

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



Encuesta disponible:
Ahora - 1 de diciembre de 2023



Manténgase
Conectado:



805-487-4222



gctd.org/srtp24

¡Síguenos!



ATTACHMENT D: PHASE 2 CAR CARD



Your Vision, Our Mission

Help Shape the Future of GCTD

GCTD is developing a Short-Range Transit Plan to improve bus service over the next five years. We want your transit experience to be faster, more frequent, and more available when you need it. To do this, we're considering various improvements, including changes to 13 routes and future transit opportunity corridors.

WE WANT TO HEAR FROM YOU!

Please take the survey to view and comment on our draft plan. We're planning for GCTD's future, and we need your input!

The survey is open through **Aug. 11, 2024.**



Participate in our community survey for a chance to win a \$50 gift card and 31-day bus pass!

Su visión es nuestra misión

Ayude a dar forma al futuro de GCTD

GCTD está desarrollando un Plan de Tránsito de Corto Plazo (SRTP por sus siglas en inglés) para mejorar el servicio de autobús en los próximos cinco años. Queremos que su experiencia en el transporte público sea más rápido, más frecuente y más disponible cuando lo necesite. Para hacerlo, estamos considerando varias mejoras, incluyendo cambios en 13 rutas y futuros corredores de oportunidades de tránsito.

¡QUEREMOS ESCUCHAR DE USTED!

Por favor, participe en la encuesta para ver y comentar sobre nuestro plan preliminar. ¡Estamos planificando para el futuro de GCTD, y necesitamos su opinión!

La encuesta estará abierta hasta el **11 de agosto de 2024.**



¡Participe en nuestra encuesta comunitaria ahora y tenga la oportunidad de ganar una tarjeta de regalo Visa de \$50 y un pase de autobús de 31 días!



805-487-4222

gctd.org/srtp24



ATTACHMENT E: COMMUNITY SURVEY

English-US
TMD

GCTD Community Survey

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

About Your Transit Usage ▼


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

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

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

	Almost Daily	2-4 time per week	1-4 times per month	I did not use
GCTD Bus*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

English-US		TMD			
ACCESS (Dial-a-Ride)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VCTC (Formerly VISTA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ojai Trolley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camarillo Area Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Metrolink (Rail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amtrak (Rail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uber / Lyft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is Important to You? 

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

1 = Not Important, and 5 = Very Important

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

English-US
TMD

Safety onboard bus					
Safety at bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness inside the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat availability on the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Arrival Time Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Potential Riders ▼

Besides the availability of a car, what is the primary reasons you do not ride GCTD?

- Riding the bus takes too long
- Too many transfers
- Buses do not operate frequently enough
- Buses do not operate at the time I need them
- There are no bus stops near my destination
- Safety and security
- Routes and schedules are too confusing
- I don't know how to use public transportation
- Other

How familiar are you with the following GCTD services?

English-US	Very	Somewhat	Not at all	TMD
GCTD Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
GO Access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
GO Now (Microtransit)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Late Night Safe Rides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
GO Health Zones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

About You ▼

Gender

Male

Female

Non-binary

Prefer to self-describe

Age

Under 18

19 to 29

30 to 39

40 to 49

50 to 59

English-US 60 to 64 TMD

65 or older

What is your race/ethnicity?

American Indian or Alaska Native

Asian

Black or African American

Hispanic or Latino

Native Hawaiian or Other Pacific Islander

White / Caucasian

Multiple Ethnicity / Other

Are you currently enrolled as a student in any educational institution?

Not currently a student

Elementary School

Middle School/Junior High

High School

Vocational/Trade School

Community College

University/College

English-US TMD

What is your employment status?

Employed full-time

Employed part-time

Not employed

Retired

Not able to work due to Disability

Other

What is your annual household income?

Less than \$23,999

\$24,000 to \$44,999

\$45,000 to \$62,999

\$63,000 to \$72,999

\$73,000 to \$87,999

\$88,000 to \$99,999

\$100,000 or more

Including yourself, how many people live in your household?

English-US TMD

Do you have a mobile phone?

Yes, Android

Yes, iPhone

Yes, non-smartphone

No

What is your home zip code?

Please provide any additional comments on how GCTD service can be improved to meet your needs.

Provide your email address if you would like to be entered for a chance to win a \$50 Visa Gift Card and a 31-Day Bus Pass.

Would you like to subscribe to our email newsletter to receive updates on GCTD transit services?

This is not required to be eligible for the opportunity drawing

Yes No

English-US		TMD				
Safety onboard bus						
Safety at bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Cleanliness inside the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Seat availability on the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Customer Service Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Bus Arrival Time Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<p>Please indicate your level of satisfaction for the following areas of using GCTD Bus service</p> <p>1 = Not Satisfied, and 5 = Very Satisfied</p>						
	1	2	3	4	5	
Frequency of buses (how often it runs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Ease of transfers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Buses being on time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
When service is available (hours of operation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Distance to the bus stop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Overall trip time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Cost of riding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Ease of paying fare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Safety onboard bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Safety at bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Cleanliness inside the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

English-US Availability on		TMD				
the bus						
Customer Service Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Arrival Time Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall satisfaction with GCTD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Early morning (4:00-7:00 am)

AM rush hour (7:00-9:00 am)

Midday (9:00 am to 1:00 pm)

PM rush hour (1:00-5:00 pm)

Early evening (5:00-8:00 pm)

Later evening (After 8:00pm)

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

Earlier on weekday mornings

Later on weekday evenings

Earlier on Saturday mornings

Later on Saturday evenings

Earlier on Sunday mornings

English-US		TMD			
Safety onboard bus					
Safety at bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness inside the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat availability on the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Arrival Time Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Former Rider ▼

How are you currently making the trip(s) you used to make by GCTD bus?

Select all the apply

Walk

Bike

Drive alone

Carpool

Uber/Lyft/Taxi etc.

Other transit service

I no longer make that trip

Other

Why did you stop using GCTD bus service

Select all that apply

English-US Riding the bus takes too long TMD

On time performance was too poor

Too many transfers, or transferring takes too long

Buses do not operate frequently enough

Buses do not operate at the time I need them

There are no bus stops near my destination

I no longer felt safe or secure on the bus

I no longer make that trip

Other

About You ▾

Gender

Male

Female

Non-binary

Prefer to self-describe

Age

Under 18

English-US Later on Sunday evenings TMD

New Riders

Which reason below best describes your main reasons for starting to use Gold Coast Transit?

- I do not have access to car
- I do not have a driver's license
- It is an affordable way to travel
- To help environment
- It is a healthier option
- I don't want to drive
- Youth Ride Free Program
- College Ride Program
- Other

About You

Gender

- Male
- Female
- Non-binary

ATTACHMENT F: DRAFT RECOMMENDATIONS SURVEY

English-US TMD

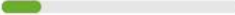
GCTD Draft Recommendations Survey

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

WE WANT TO HEAR FROM YOU!

Take our survey and tell us which recommendations you support or how we can improve them. The recommendations will be refined based on your feedback and final recommendations will be presented to the GCTD Board later this summer.

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

Next  Page 1 of 6

English-US TMD

GCTD Draft Recommendations Survey

Route Recommendation Feedback

Individual route recommendations have been developed for the GCTD bus system based on a review of the existing services, travel market, and customer survey conducted last fall. This information was summarized into an Existing Conditions report which was presented to the GCTD Board of Directors in March 2024.

We are now looking for your feedback on the draft service change recommendations. These recommendations were developed to meet the goals of this SRTP which are:

- Improving Mobility
- Enhancing Customer Experience
- Focusing on Equity
- Financial Sustainability
- Environmental Stewardship

The draft plan has the following systemwide benefits:

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

[\[ROUTE RECOMMENDATIONS PDF\]](#)
[\[DRAFT RECOMMENDATIONS VIDEO\]](#)

Would you like to provide feedback on the Draft Route Recommendations

Yes No

Select which route recommendations you would like provide feedback on.

Route 1: Port Hueneme - Oxnard Transit Center

Route 2: Colonia - Downtown Oxnard

Route 3: J St - Centerpoint Mall - Lemonwood

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

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

The screenshot displays a web application interface for reviewing transit routes. At the top, there is a header bar with a globe icon, the text "English-US", and "TMD" on the right. Below the header is a list of 12 transit routes, each presented in a light green box with a white checkmark in a small square on the left. The routes listed are:

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

At the bottom of the list, there are two buttons: "Back" and "Next". To the right of these buttons is a progress bar consisting of a green segment followed by a grey segment, and the text "Page 2 of 6".

The screenshot displays a web interface for a survey titled "GCTD Draft Recommendations Survey". The interface has a green header with "English-US" on the left and "TMD" on the right. Below the header, the main content area is titled "Route Feedback". Underneath, a specific route is selected: "Route 1: Port Hueneme - Oxnard Transit Center". Below the route name, there is a section for "Alignment and Schedule" with a dropdown arrow. The main content is divided into two sections: "Proposed Changes" and "Benefits".

GCTD Draft Recommendations Survey

Route Feedback

Route 1: Port Hueneme - Oxnard Transit Center

Alignment and Schedule

Proposed Changes

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

Benefits

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

English-US
TMD

Legend:

- Proposed Route/Ruta Propuesta
- - - Eliminated Route Segment/
Segmento de Ruta Eliminado
- Proposed Network/Red de Rutas Propuesta

Do you agree with the proposed changes to Route 1?

○
Strongly
disagree

○
Disagree

○
Neutral

○
Agree

○
Strongly agree

Provide any specific feedback on this recommendation

1000

Route 2: Colonia - Downtown Oxnard ▼

Alignment and Schedule

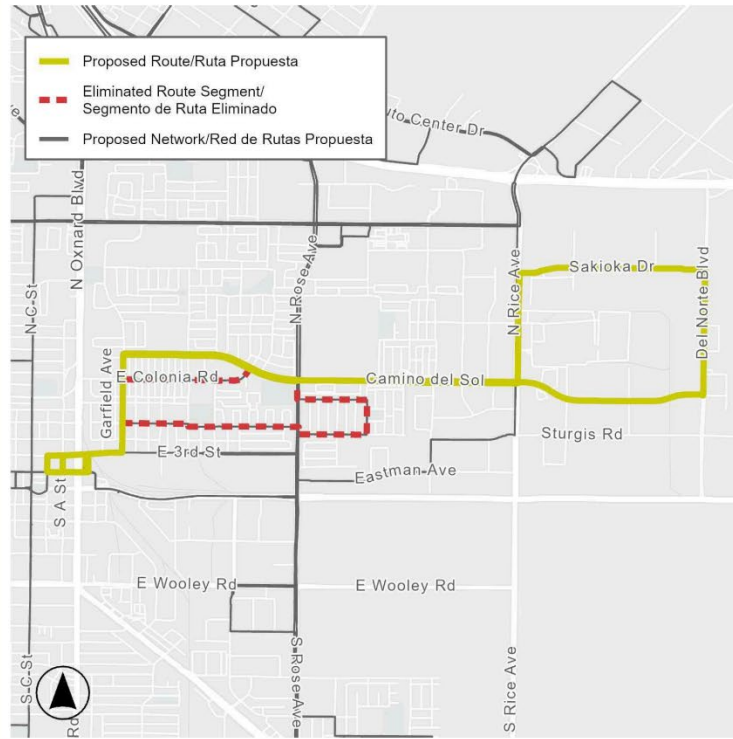
Proposed Changes

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

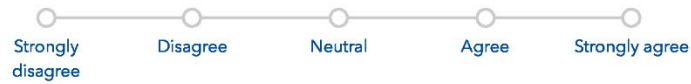
English-US Impacted Colonia riders have short walk to Camino Del Sol on 3rd St
 Shift service span to 6:00am - 8:00pm on weekdays and 6:00am to 7:00pm on weekends

Benefits

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



Do you agree with the proposed changes to Route 2?



Provide any specific feedback on this recommendation.

1000

1000

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

Consolidation and Schedule

Proposed Changes

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

Benefits

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



English-US TMD

Do you agree with the proposed changes to Route 4?

Strongly disagree Disagree Neutral Agree Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 5: Hemlock - Seabridge - Wooley ▼

Alignment ▲ ▼

Proposed Changes

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

Benefits

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

English-US
TMD

Proposed Route/Ruta Propuesta (Blue line)

Eliminated Route Segment/ Segmento de Ruta Eliminado (Red dashed line)

Proposed Network/Red de Rutas Propuesta (Grey line)

Do you agree with the proposed changes to Route 5?

Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 6: Oxnard - Ventura - Main St ▼

Schedule

Proposed Changes

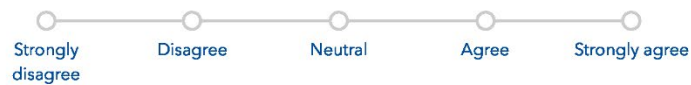
- Provide 20-minute all day service on entire route with 40-minute service before 7:00am and after 7:00pm on all days
- No routing changes
- Extend service to 10:00pm on all days

Benefits

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



Do you agree with the proposed changes to Route 6?



Provide any specific feedback on this recommendation.

1000

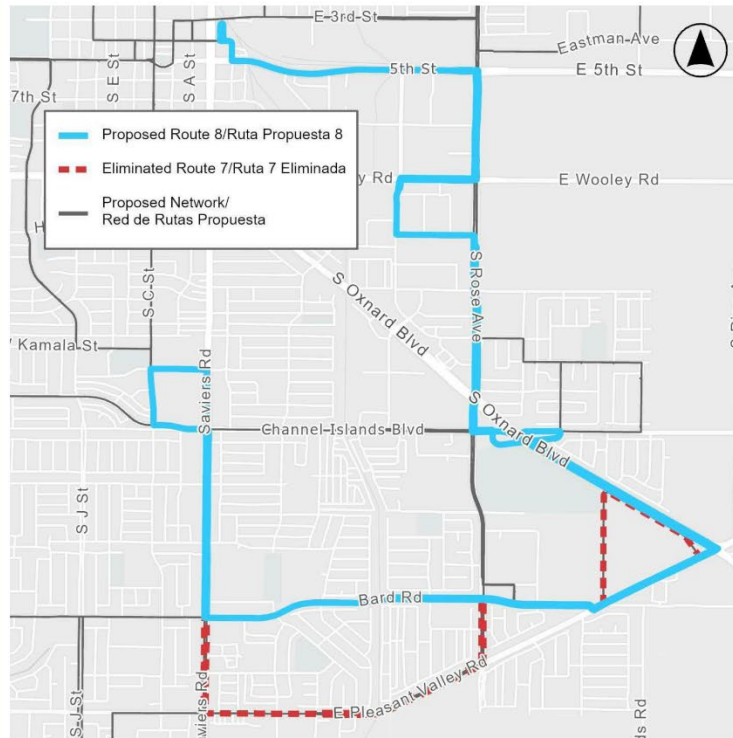
Route 7: Oxnard College - Centerpoint Mall ▼

Proposed Changes

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

Benefits

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



Do you agree with the proposed changes to Route 7?



Provide any specific feedback on this recommendation.

English-US
TMD

1000

Route 8: OTC - Oxnard College - Centerpoint Mall ▼

Alignment and Schedule ⌵

Proposed Changes

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

Benefits

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

English-US TMD

Do you agree with the proposed changes to Route 8?

Strongly disagree Disagree Neutral Agree Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 10: Pacific View Mall - Telegraph - Saticoy ▼

Alignment ▲ ▼

Proposed Changes

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

Benefits

- More efficient scheduling
- Time transfers with Route 11

English-US
TMD

— Proposed Route/Ruta Propuesta

- - - Eliminated Route Segment/
Segmento de Ruta Eliminado

— Proposed Network/Red de Rutas Propuesta

Do you agree with the proposed changes to Route 10?

○
Strongly
disagree

○
Disagree

○
Neutral

○
Agree

○
Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 11: Pacific View Mall - Telephone - Wells ▼

Schedule ▲

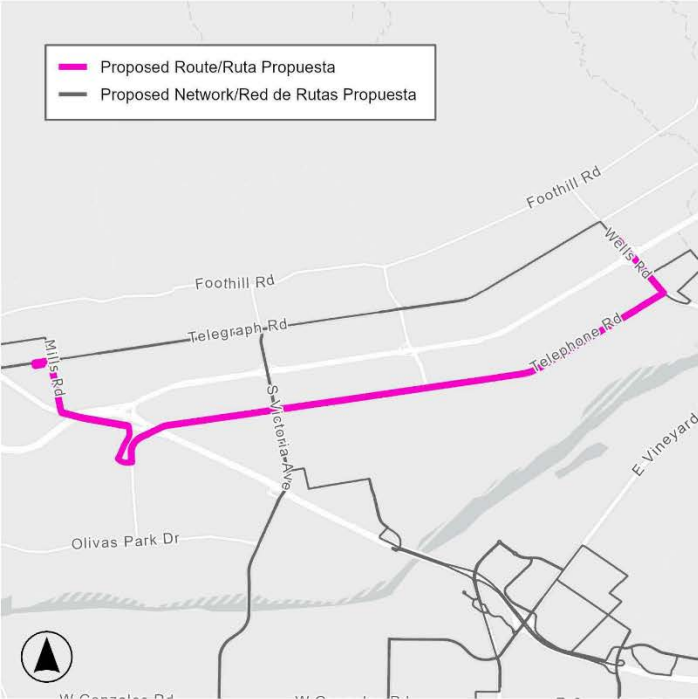
Proposed Changes

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

English-US TMD

Benefits

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



Do you agree with the proposed changes to Route 11?

Strongly disagree Disagree Neutral Agree Strongly agree

Provide any specific feedback on this recommendation.

1000

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

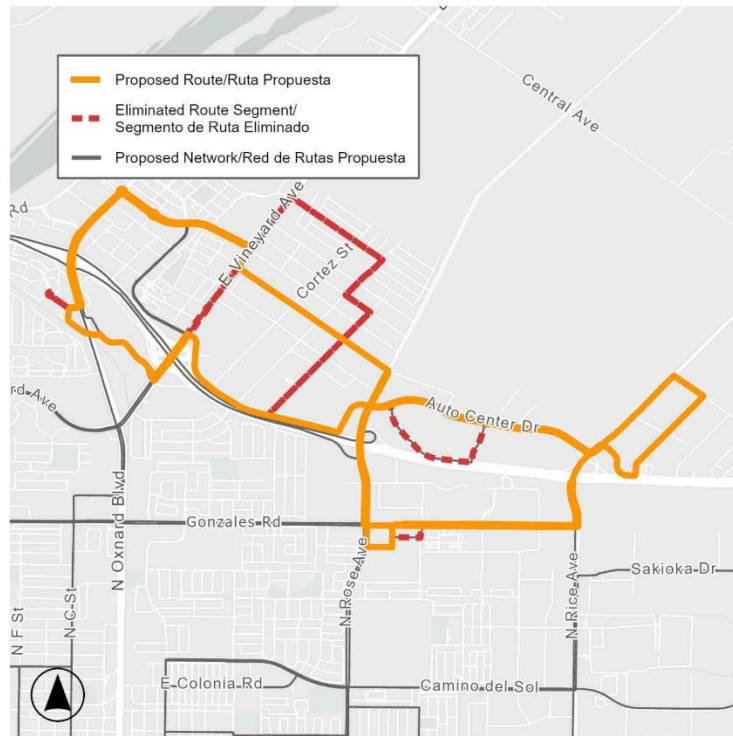
Alignment and Schedule

Proposed Changes

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

Benefits

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



Do you agree with the proposed changes to Route 15?



Provide any specific feedback on this recommendation.

English-US TMD

1000

Route 16: Downtown Ojai - Pacific View Mall

Schedule

Proposed Changes

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

Benefits

- Extend weekday evening service

The map displays the proposed route for Route 16, highlighted in blue. The route starts in Ventura, travels north along Ventura Ave, then turns east through Oak View and Mira Monte Ojai Ave, ending at Meiners Oaks Ojai. Key geographical features shown include Lake Casitas, Red Mountain, and Sulphur Mountain. A legend in the bottom right corner identifies the blue line as the 'Proposed Route/Ruta Propuesta' and the grey lines as the 'Proposed Network/Red de Rutas Propuesta'. A north arrow is located in the top left corner of the map area.

English-US TMD

Do you agree with the proposed changes to Route 16?

Strongly disagree Disagree Neutral Agree Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 17: Esplanade - Oxnard College ▼

Alignment and Schedule ▲ ▼

Proposed Changes

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

Benefits

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

English-US
TMD

Do you agree with the proposed changes to Route 17?

○
Strongly
disagree

○
Disagree

○
Neutral

○
Agree

○
Strongly agree

Provide any specific feedback on this recommendation.

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

Discontinuation

Proposed Changes

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

English-US TMD

Benefits

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

125 ft

W Gonzales Rd E Gonzales Rd

Doris Ave

Oxnard Airport

Oxnard

S Rose Ave

S Rice Ave

E Placer

Do you agree with the proposed changes to Route 19?

Strongly disagree Disagree Neutral Agree Strongly agree

Provide any specific feedback on this recommendation.

1000

Route 21: Port Hueneme - Ventura - Victoria Ave ▼

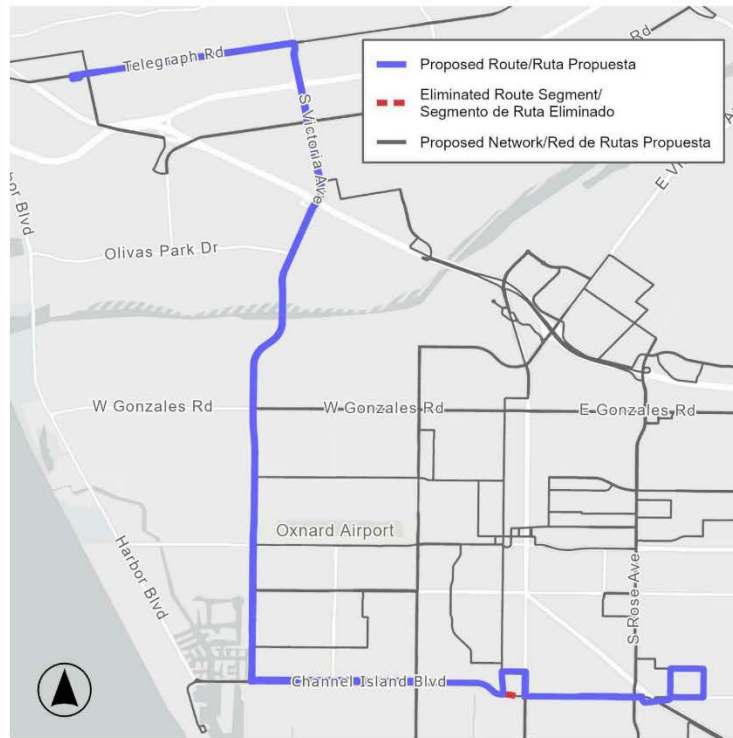
Alignment and Schedule

Proposed Changes

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

Benefits

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



Do you agree with the proposed changes to Route 21?



Provide any specific feedback on this recommendation.

English-US TMD

1000

Route 23: Oxnard College - Naval Base - Esplanade

Alignment and Schedule

Proposed Changes

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

Benefits

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

Wineyard Ave
W-Gonzales Rd
E-Gonzales Rd
Oxnard Airport
Oxnard
S-Oxnard Blvd
S-Rice Ave
S-Rose Ave
Saviers Rd
Bard Rd
Port Hueneme
Hueneme Rd

Proposed Route/Ruta Propuesta
Proposed Network/
Red de Rutas Propuesta

English-US TMD

Do you agree with the proposed changes to Route 23?

Strongly disagree Disagree Neutral Agree Strongly agree

Provide any specific feedback on this recommendation.

1000

Please provide feedback on other routes or additional services you would like GCTD to consider as part of the SRTP.

1000

[Back](#) [Next](#) Page 3 of 6

The screenshot shows a survey interface with a green header bar containing 'English-US' and 'TMD'. The main content area has a white background with a green border. The title is 'GCTD Draft Recommendations Survey'. Below it is a section titled 'Transit Opportunity Corridor Feedback'. The text describes the study of a Transit Opportunity Corridor (TOC) in western Ventura County, highlighting fast, high-frequency bus service and enhanced amenities. It also mentions that feedback on seven alignment alternatives will be used to filter down to top options. There are two links: '[TRANSIT OPPORTUNITY CORRIDOR PDF]' and '[TRANSIT OPPORTUNITY CORRIDOR VIDEO]'. A question asks 'Would you like to provide feedback on the Transit Opportunity Corridors?' with radio buttons for 'Yes' (selected) and 'No'. At the bottom, there are 'Back' and 'Next' buttons, a progress bar, and the text 'Page 4 of 6'.

English-US TMD

GCTD Draft Recommendations Survey

Transit Opportunity Corridor Feedback

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

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

[\[TRANSIT OPPORTUNITY CORRIDOR PDF\]](#)
[\[TRANSIT OPPORTUNITY CORRIDOR VIDEO\]](#)

Would you like to provide feedback on the Transit Opportunity Corridors?

Yes No

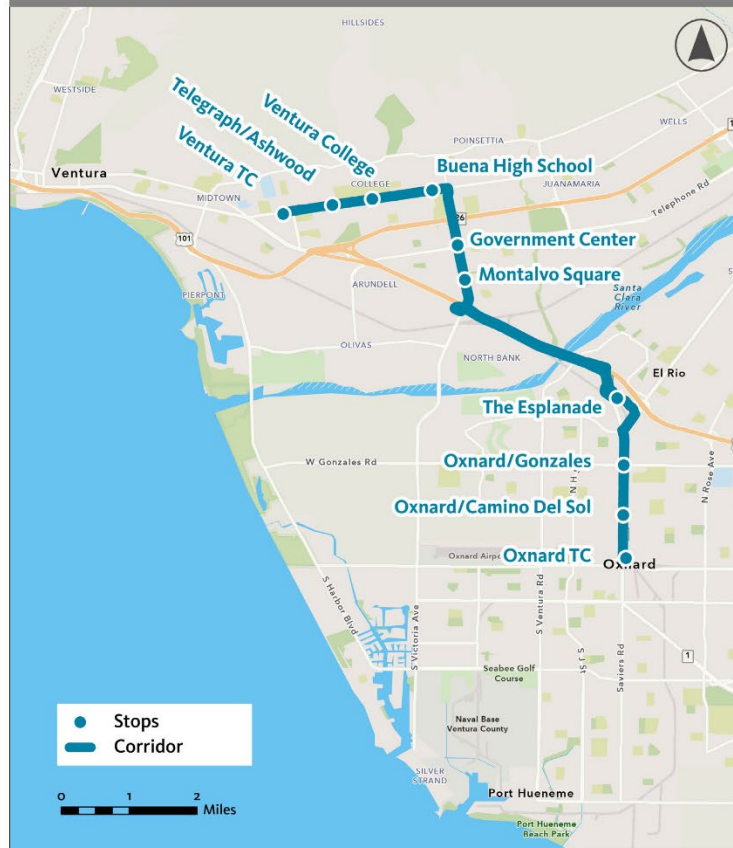
Back Next Page 4 of 6

GCTD Draft Recommendations Survey

Opportunity Corridor Feedback

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

Corridor A: VTC to OTC via Oxnard-Saviers

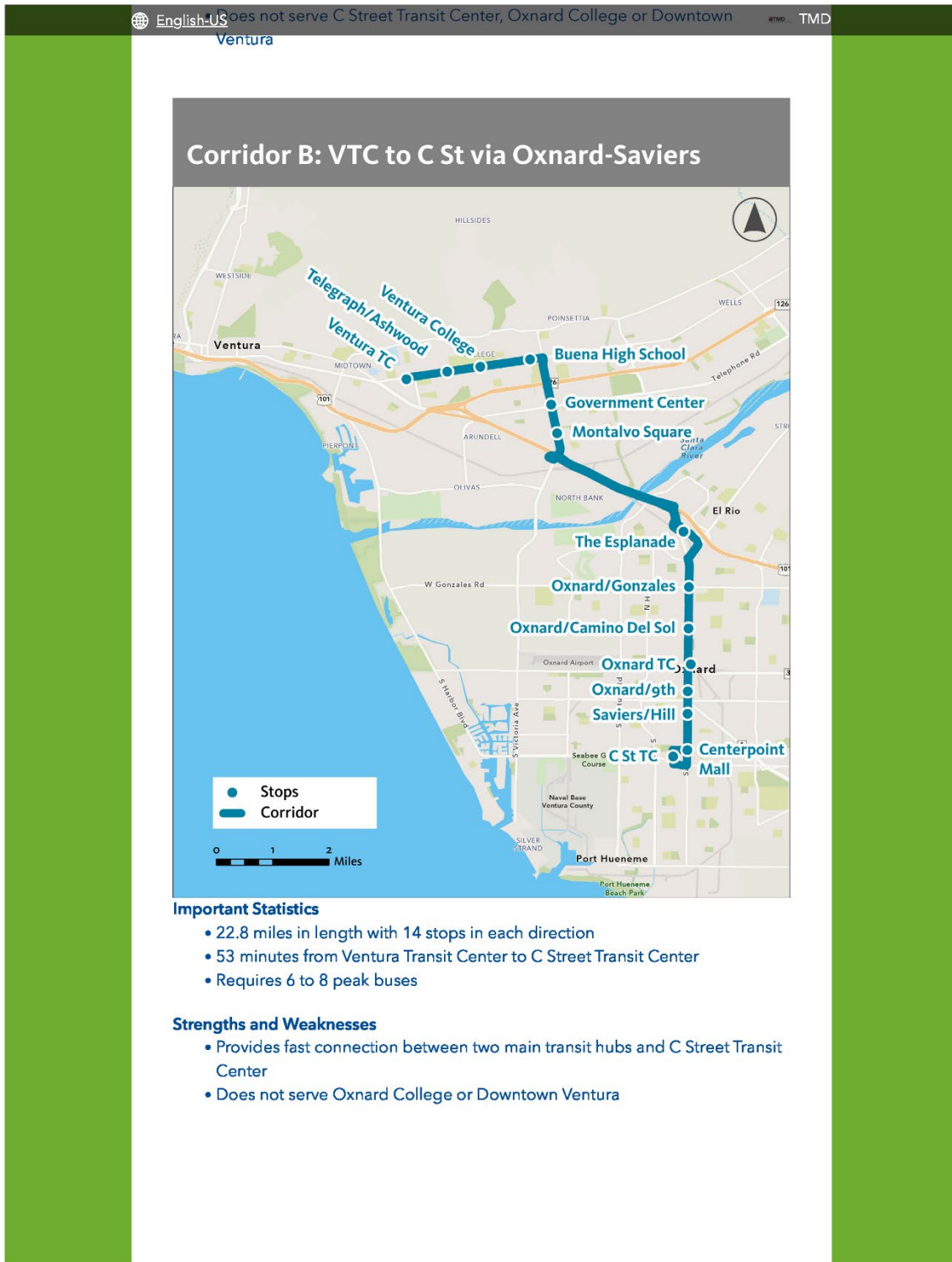


Important Statistics

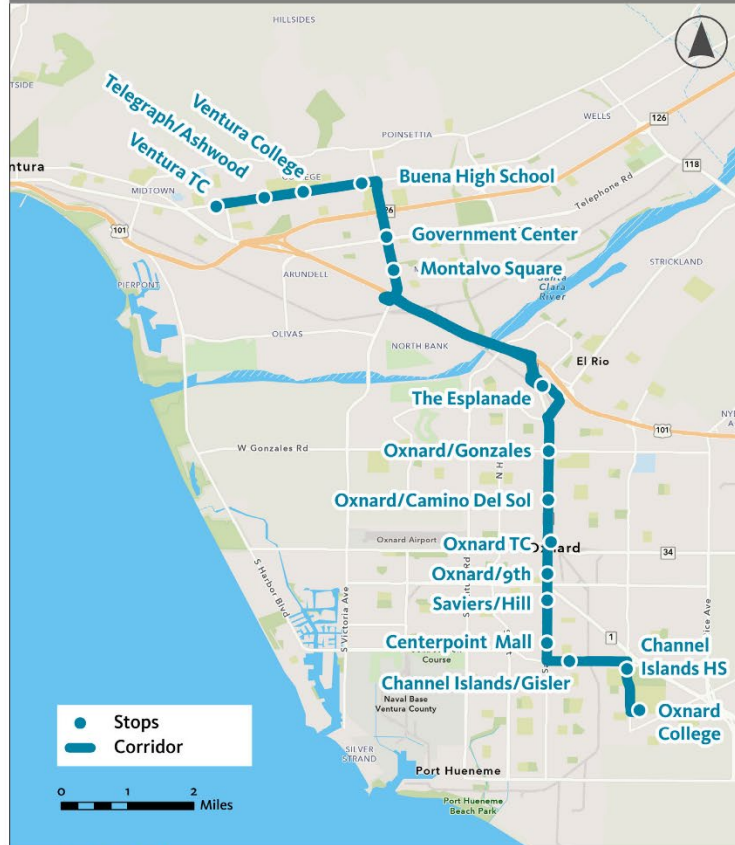
- 18.6 miles in length with 10 stops in each direction
- 43 minutes from Ventura Transit Center to Oxnard Transit Center
- Requires 5 to 7 peak buses

Strengths and Weaknesses

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



Corridor C: VTC to College via Oxnard-Saviers

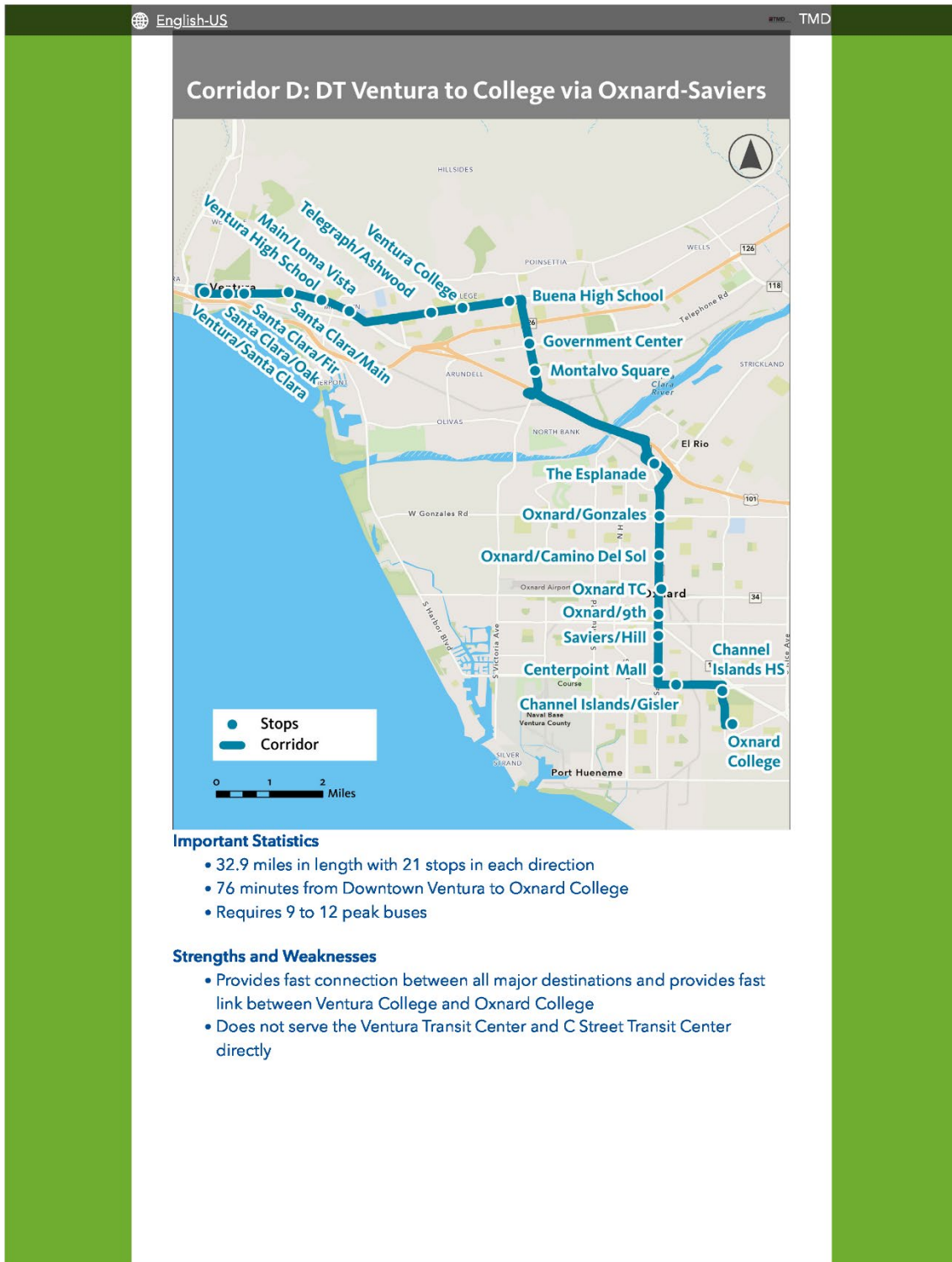


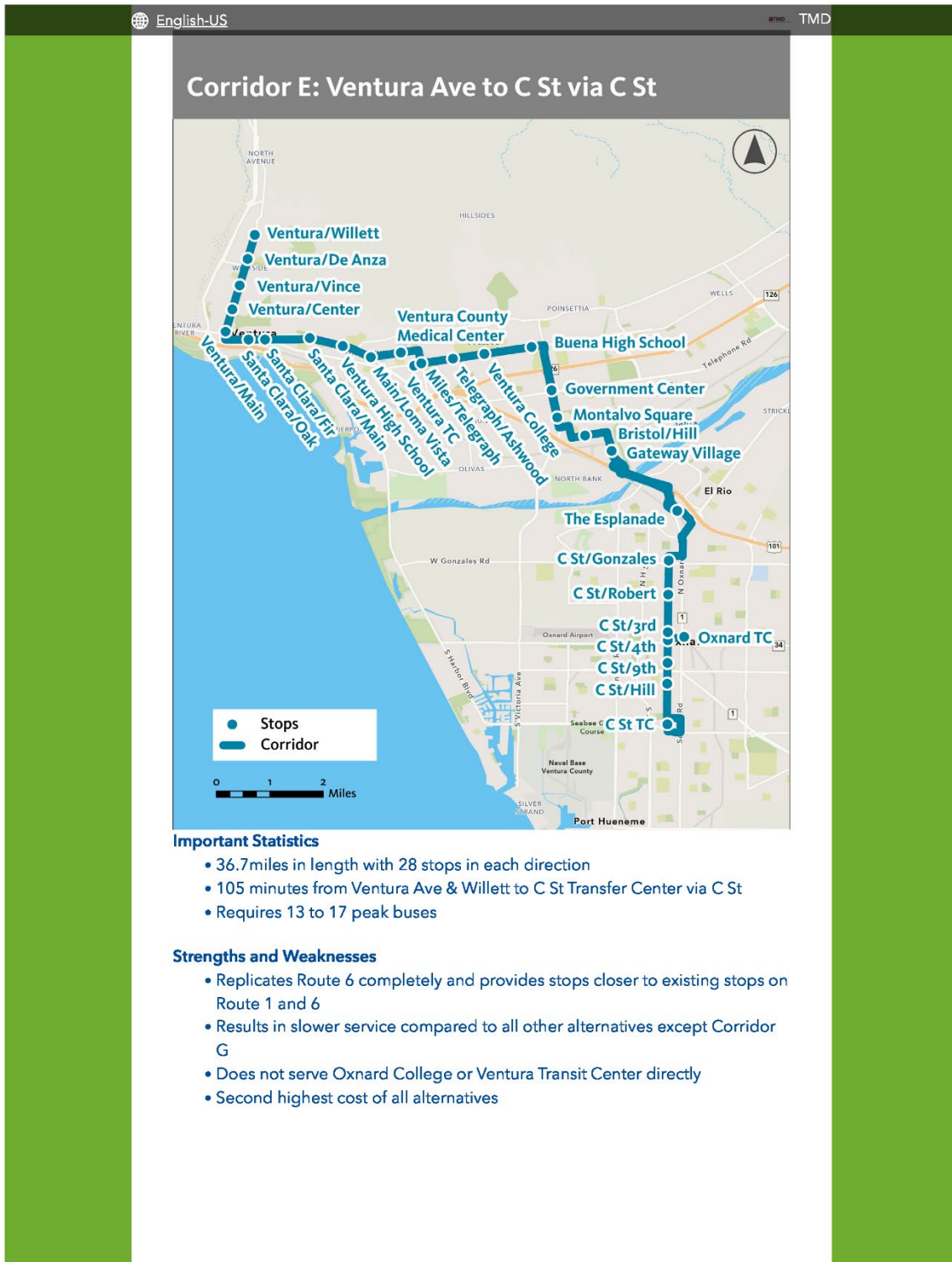
Important Statistics

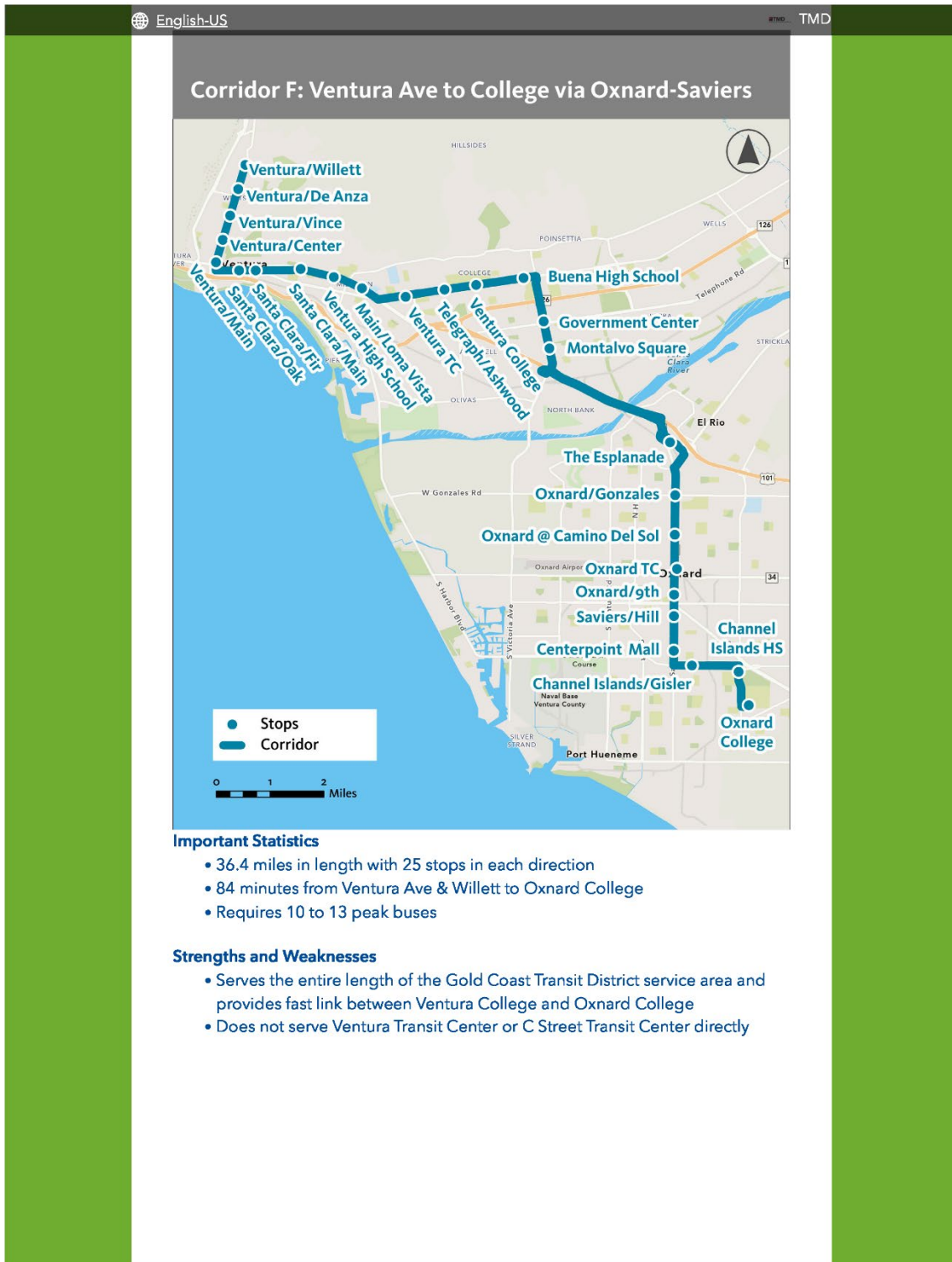
- 28.2 miles in length with 16 stops in each direction
- 61 minutes from Ventura Transit Center to Oxnard College
- Requires 7 to 10 peak buses

Strengths and Weaknesses

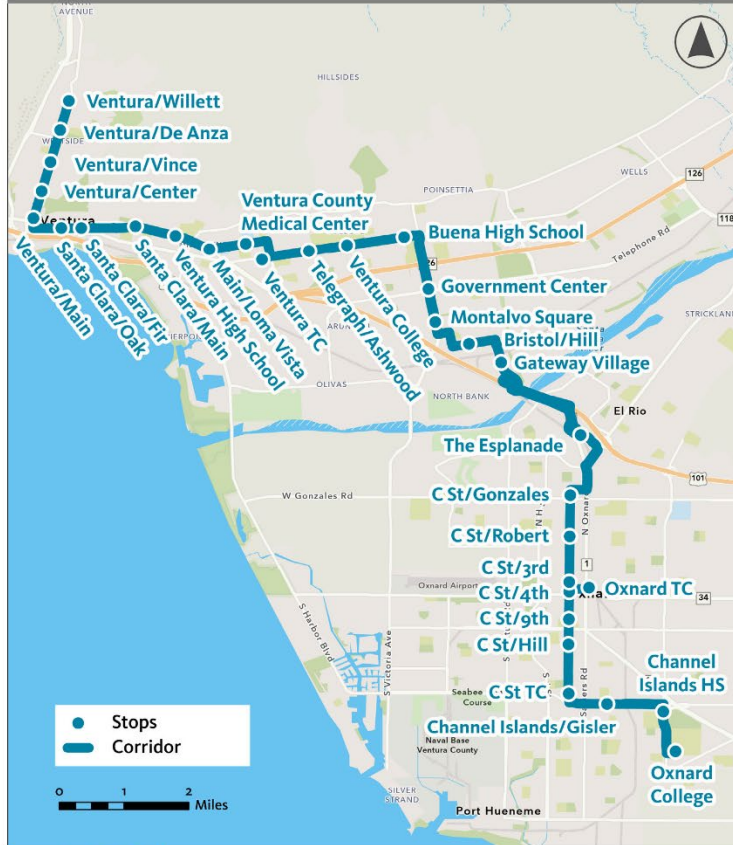
- Provides fast connection between two main transit hubs, and Oxnard College
- Provides fast link between Ventura College and Oxnard College
- Does not serve C Street Transit Center directly or Downtown Ventura







Corridor G: Ventura Ave to College via C St



Important Statistics

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

Strengths and Weaknesses

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

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

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

English-US TMD

Corridor B: VTC to C St via Oxnard Blvd -Saviers Rd

Corridor C: VTC to Oxnard College via Oxnard Blvd -Saviers Rd

Corridor D: Downtown Ventura to Oxnard College via Oxnard Blvd -Saviers Rd

Corridor E: Ventura Ave to CTC via C St

Corridor F: Ventura Ave to College via Oxnard Blvd -Saviers Rd

Corridor G: Ventura Ave to Oxnard College via C St

None

Why is this type of service appealing to you?

Faster

More Direct

Stops where I need to go

I would not use this service

Other

Please provide any specific feedback you have on the Transit Opportunity Corridors or propose a new corridor.

1000

English-US TMD

GCTD Draft Recommendations Survey

About You

In the last month, how often have used GCTD bus service?

Almost Daily

2-4 times per week

1-4 times per month

I do not use

What is your race/ethnicity?

American Indian or Alaska Native

Asian

Black or African American

Hispanic or Latino

Native Hawaiian or Other Pacific Islander

White / Caucasian

Multiple Ethnicity / Other

What is your annual household income?

Less than \$23,999

English-US TMD

\$24,000 to \$44,999

\$45,000 to \$62,999

\$63,000 to \$72,999

\$73,000 to \$87,999

\$88,000 to \$99,999

\$100,000 or more

Including yourself, how many people live in your household?

What is your home zip code?

Provide your email address if you would like to be entered for a chance to win a \$50 Visa Gift Card and a 31-Day Bus Pass.


Would you like to subscribe to our email newsletter to receive updates on GCTD transit services?

This is not required to be eligible for the opportunity drawing

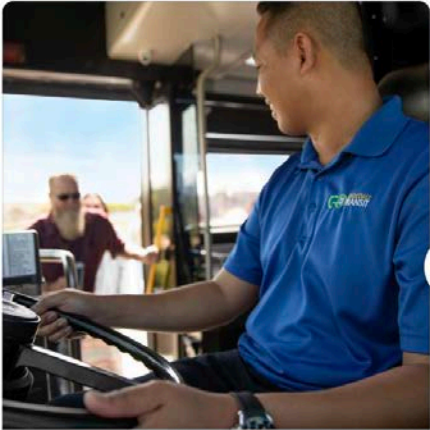

Yes No

Page 6 of 6


ATTACHMENT G: PHASE 1 SOCIAL MEDIA POST

 **Gold Coast Transit District**
Published by Sandra Gonzalez
November 16, 2023 · 🌐

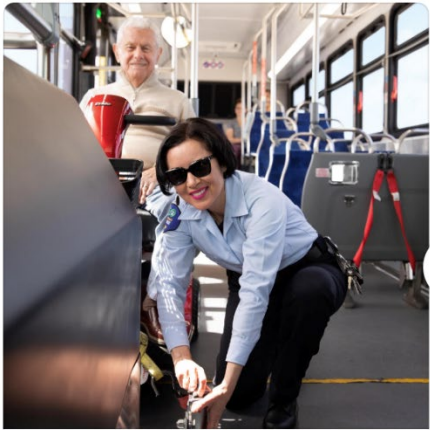

Take GCTD's survey to enhance transportation in West Ventura County! Share your thoughts, even if you don't ride the bus, and you could win a \$50 Visa gift card and a free bus pass. Your opinion is valuable!



[Complete our survey](#) [Learn more](#) [Share your thoughts](#) [Learn more](#) [Feed](#)

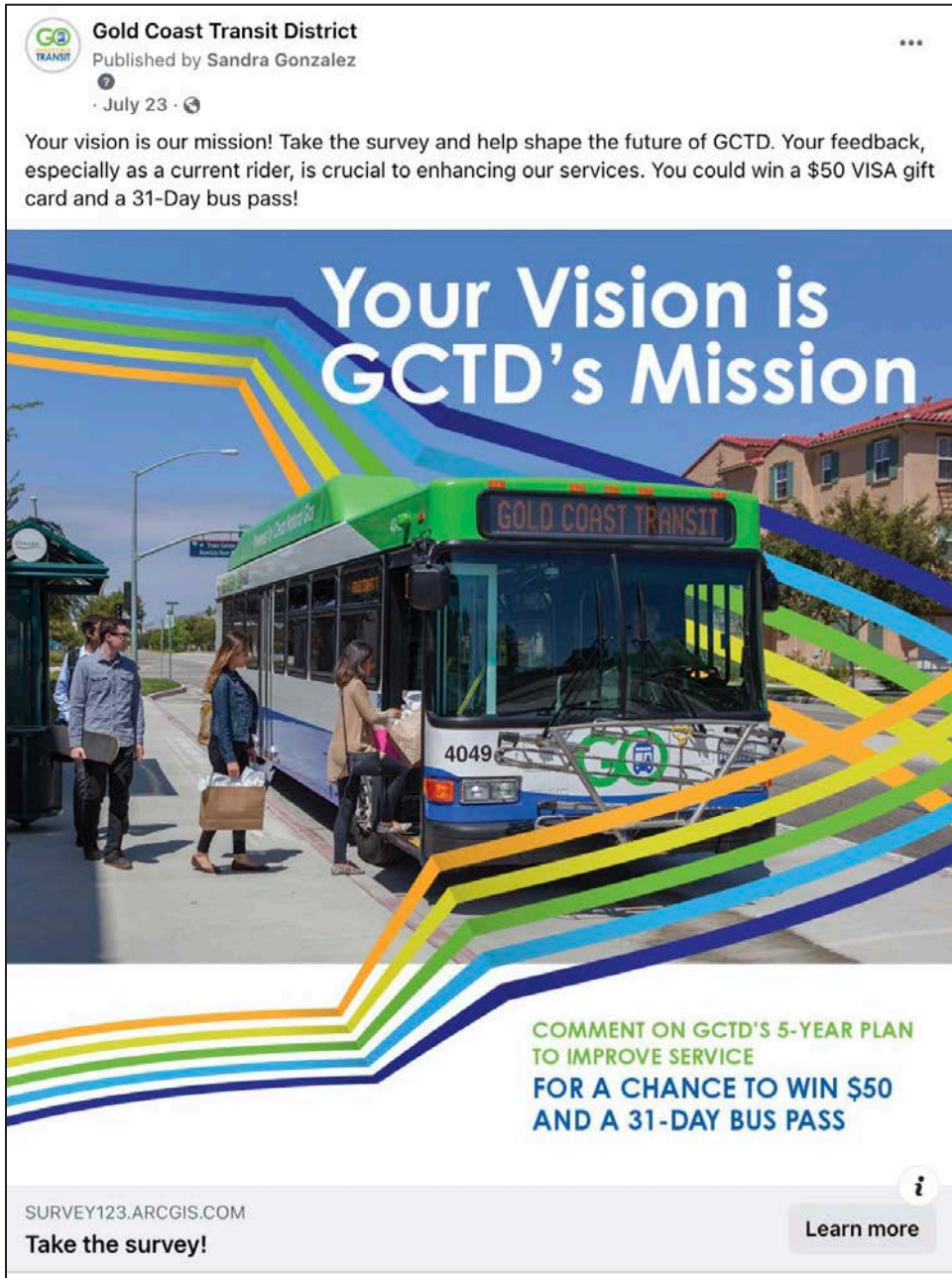
 **Gold Coast Transit District**
Published by Sandra Gonzalez
November 6, 2023 · 🌐

¡Responda a la encuesta de GCTD para mejorar el transporte en el oeste del condado de Ventura! Comparta sus ideas y podrá ganar una tarjeta de regalo Visa de \$50 y un pase de autobús gratis. ¡Su opinión es valiosa!



[Tome nuestra encuesta](#) [Learn more](#) [Ayude su comunidad](#) [Learn more](#) [Se b com](#)

ATTACHMENT H: PHASE 2 SOCIAL MEDIA POST



Gold Coast Transit District
Published by Sandra Gonzalez
July 23

Your vision is our mission! Take the survey and help shape the future of GCTD. Your feedback, especially as a current rider, is crucial to enhancing our services. You could win a \$50 VISA gift card and a 31-Day bus pass!

Your Vision is GCTD's Mission

COMMENT ON GCTD'S 5-YEAR PLAN TO IMPROVE SERVICE FOR A CHANCE TO WIN \$50 AND A 31-DAY BUS PASS

[SURVEY123.ARCGIS.COM](https://survey123.arcgis.com)
Take the survey!

[Learn more](#)

The image shows a social media post from the Gold Coast Transit District. At the top, the district's logo and name are displayed, along with the publisher's name, Sandra Gonzalez, and the date, July 23. The main text of the post encourages users to take a survey to help shape the future of GCTD, highlighting that feedback from current riders is crucial and that participants could win a \$50 VISA gift card and a 31-day bus pass. The central part of the post features a photograph of a blue and green Gold Coast Transit bus (number 4049) at a stop with passengers. Overlaid on this image are several thick, colorful lines in shades of blue, green, yellow, and orange that flow across the scene. Below the photograph, the text 'Your Vision is GCTD's Mission' is written in a large, white, sans-serif font. At the bottom of the post, there is a call to action: 'COMMENT ON GCTD'S 5-YEAR PLAN TO IMPROVE SERVICE FOR A CHANCE TO WIN \$50 AND A 31-DAY BUS PASS'. In the bottom left corner, the URL 'SURVEY123.ARCGIS.COM' is provided, followed by the text 'Take the survey!'. In the bottom right corner, there is a 'Learn more' button with an information icon.

Gold Coast Transit District
Published by Sandra Gonzalez
July 23

¡Su visión es nuestra misión! Participe en la encuesta y ayude a dar forma al futuro de GCTD. Sus comentarios, especialmente como pasajero actual, son cruciales para mejorar nuestros servicios. ¡Podría ganar una tarjeta de regalo VISA de \$50 y un pase de autobús de 31 días!

Su visión es la misión de GCTD

¡COMENTE SOBRE EL PLAN DE 5 AÑOS DE GCTD PARA MEJORAR EL SERVICIO!
TENDRÁ LA OPORTUNIDAD DE GANAR \$50 Y UN PASE DE AUTOBÚS DE 31 DÍAS


SURVEY123.ARCGIS.COM
¡Tome la encuesta!

[Learn more](#)

ATTACHMENT I: PHASE 1 EMAIL BLAST

Subscribe	Past Issues	Translate ▼	RSS 📡
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[View this email in your browser](#)



Dear Stakeholder,

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

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

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

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

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

[GCTD SRTP Toolkit](#)

Thank you for your support!

[Take our survey now!](#)

ATTACHMENT J: PHASE 2 EMAIL BLAST

Subscribe	Past Issues	Translate ▼	RSS 📡
---------------------------	-----------------------------	-----------------------------	-----------------------

[View this email in your browser](#)



[Help Shape the Future of GCTD](#)

Dear Stakeholder,

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

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

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

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

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

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

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

[GCTD SRTP Toolkit](#)

Thank you for your support!

[Take the survey!](#)

ATTACHMENT K: PHASE 1 PRESS RELEASE



FOR IMMEDIATE RELEASE October 12, 2023

Contact: Andrea Meza, Communications and Marketing Manager
805-483-3959 x103 | ameza@gctd.org

GOLD COAST TRANSIT DISTRICT SEEKS COMMUNITY INPUT ON TRANSIT IMPROVEMENT PLAN

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

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

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

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

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

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

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

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

GOLD COAST TRANSIT DISTRICT

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



ATTACHMENT C

Route-by-Route Recommendations

Route 1

Port Hueneme - Oxnard Transit Center

Alignment and Schedule



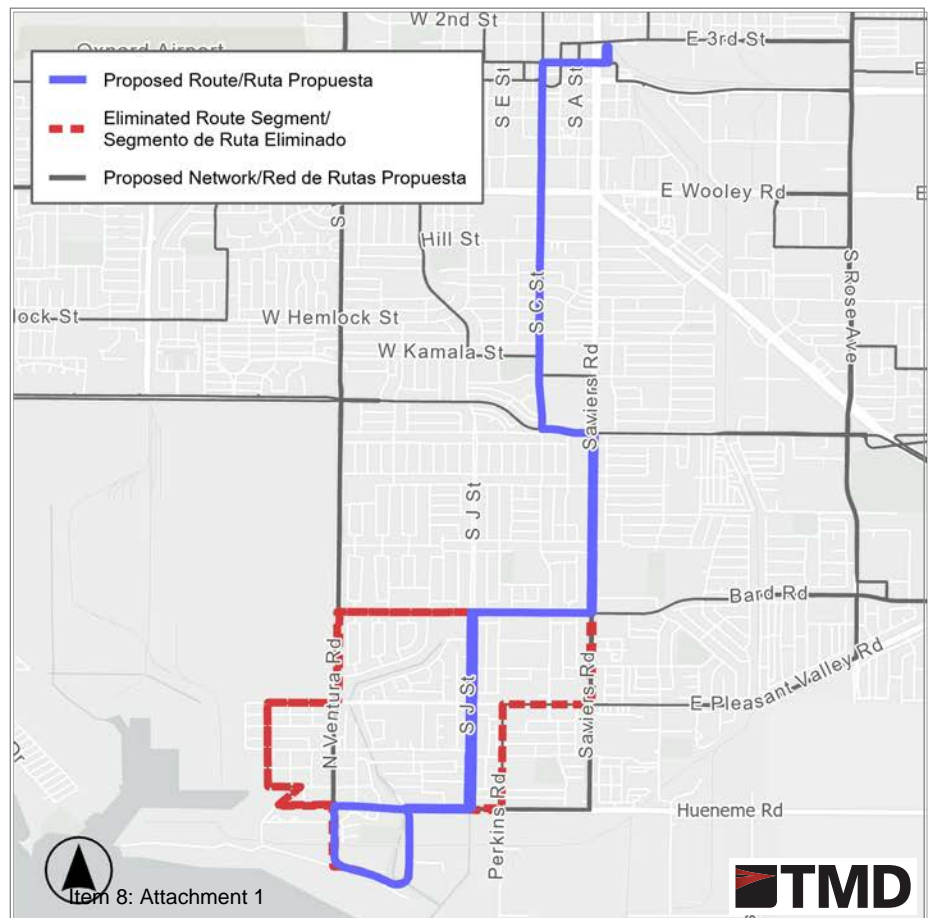
Proposed changes

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

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

Benefits

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



Route 2

Colonia - Downtown Oxnard

Alignment and Schedule



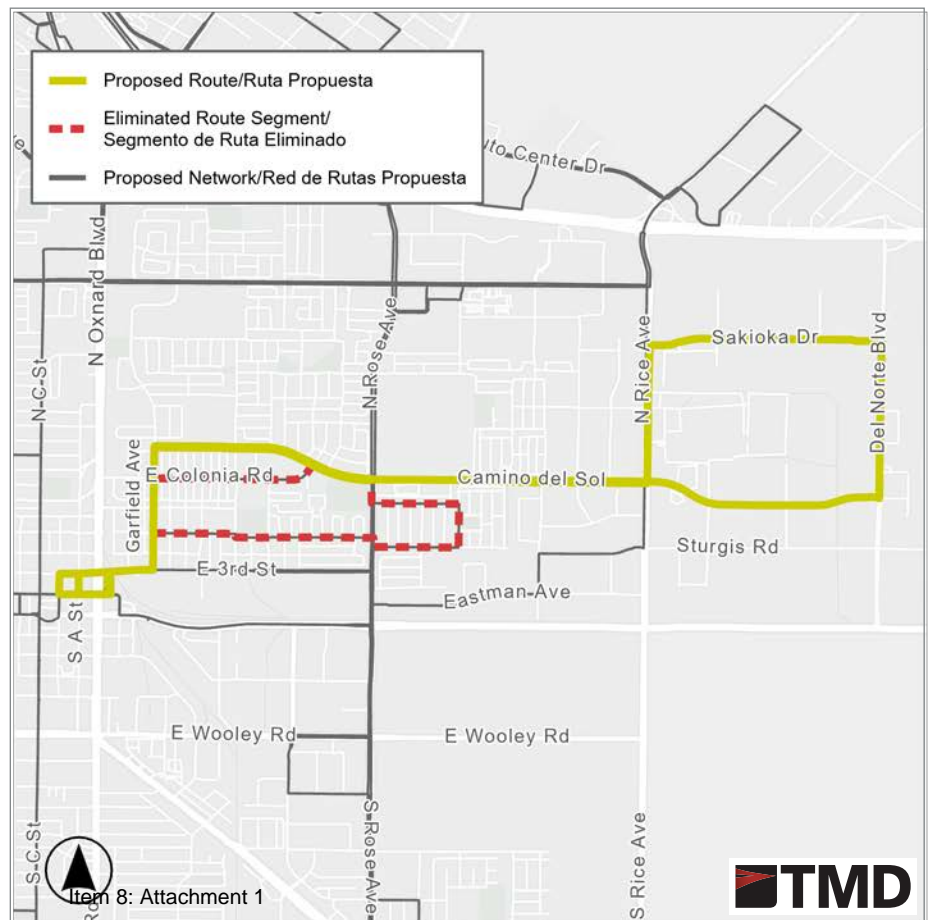
Proposed changes

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

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

Benefits

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



Route 3

J St - Centerpoint Mall - Lemonwood

Discontinuation



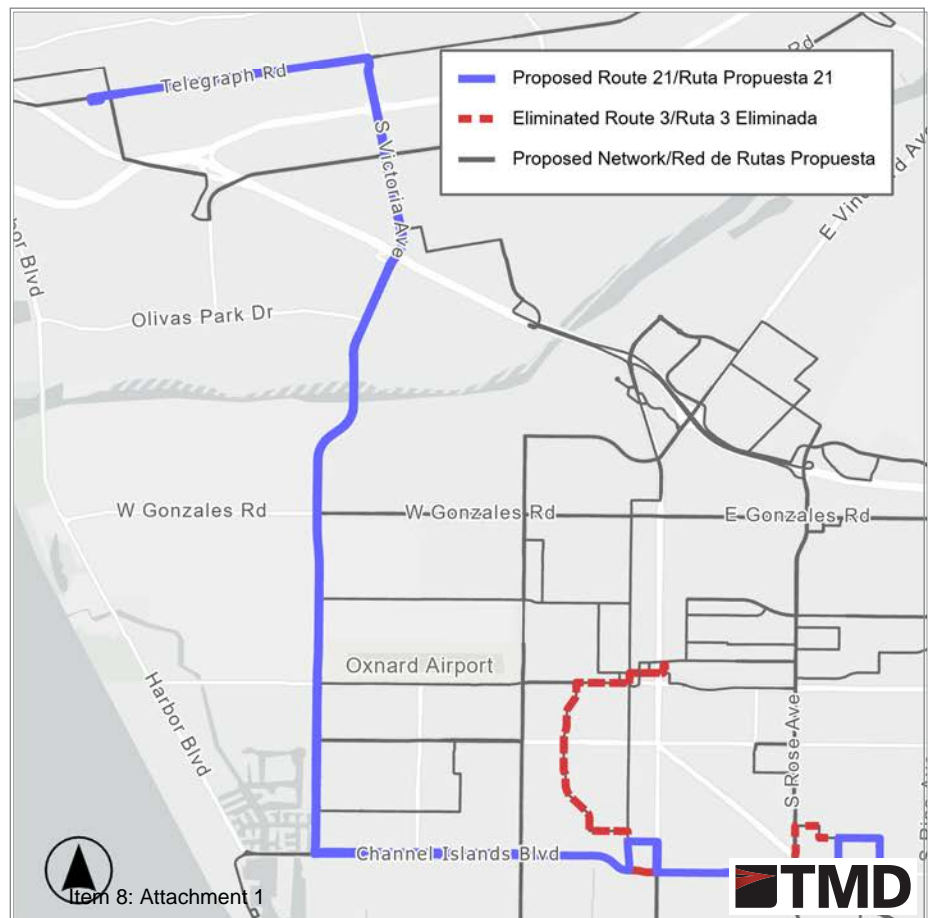
Proposed changes

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

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

Benefits

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



Route 4A/B

North Oxnard - Ventura Rd - St. John's

Consolidation and Schedule



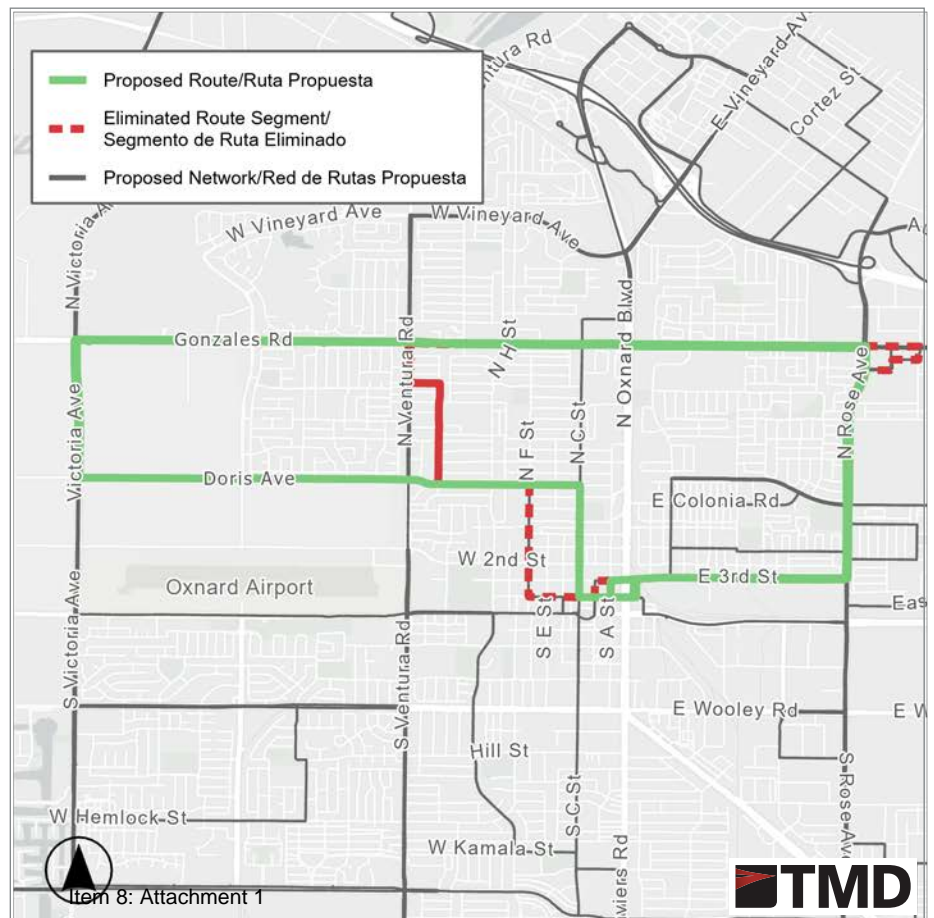
Proposed changes

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

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

Benefits

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



Route 5

Hemlock - Seabridge - Wooley

Alignment



Proposed changes

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

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

Benefits

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



Route 6

Oxnard - Ventura - Main St

Schedule



Proposed changes

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

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

Benefits

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



Route 7

Oxnard College - Centerpoint Mall

Discontinuation



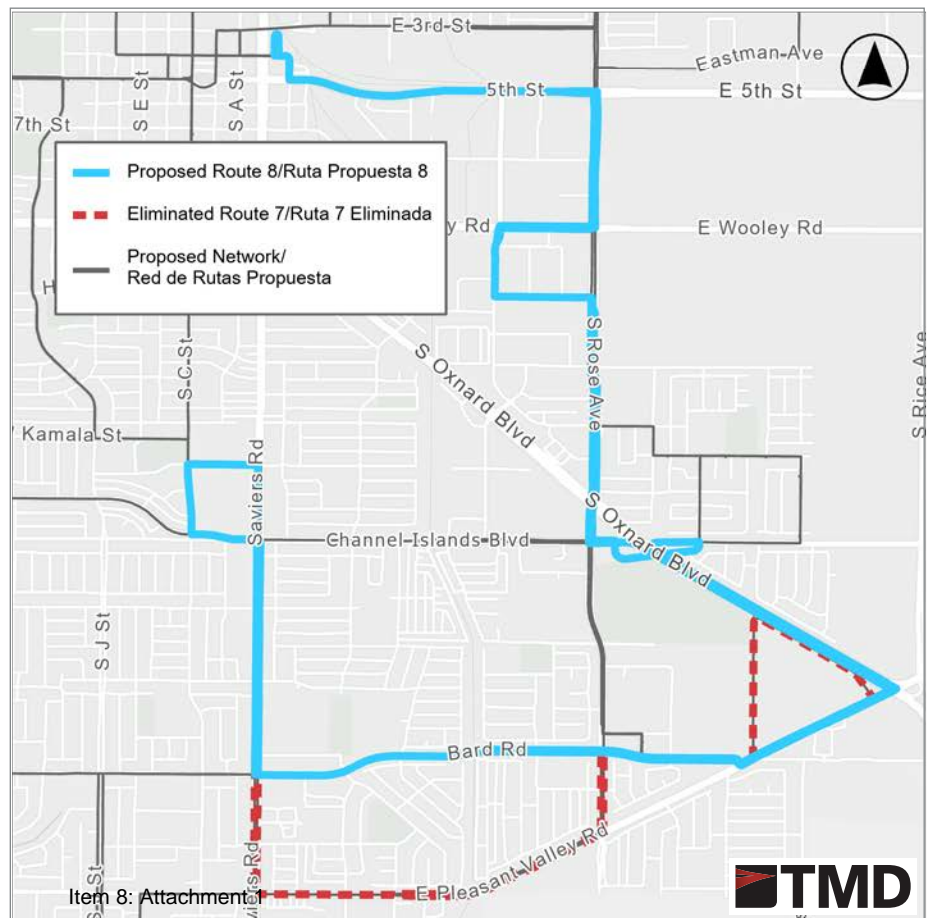
Proposed changes

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

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

Benefits

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



Route 8

OTC - Oxnard College - Centerpoint Mall

Alignment and Schedule



Proposed changes

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

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

Benefits

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



Route 10

Pacific View Mall - Telegraph - Saticoy

Alignment



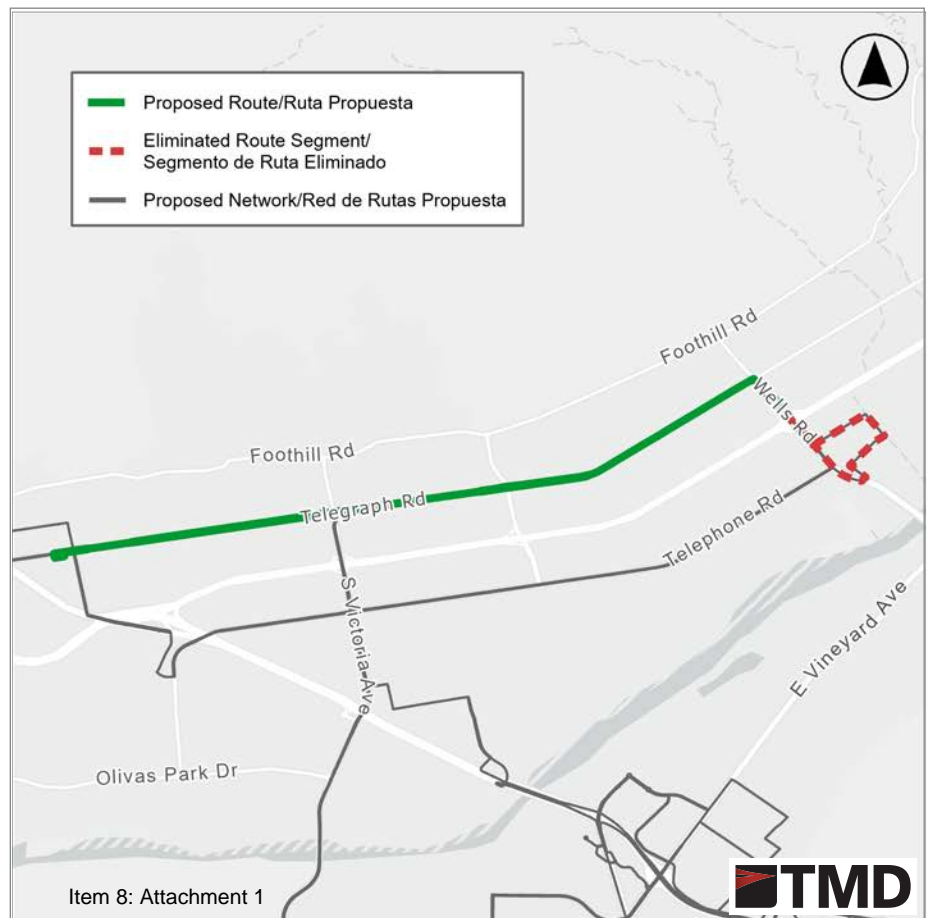
Proposed changes

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

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

Benefits

- More efficient scheduling
- Time transfers with Route 11



Route 11

Pacific View Mall - Telephone - Wells

Schedule



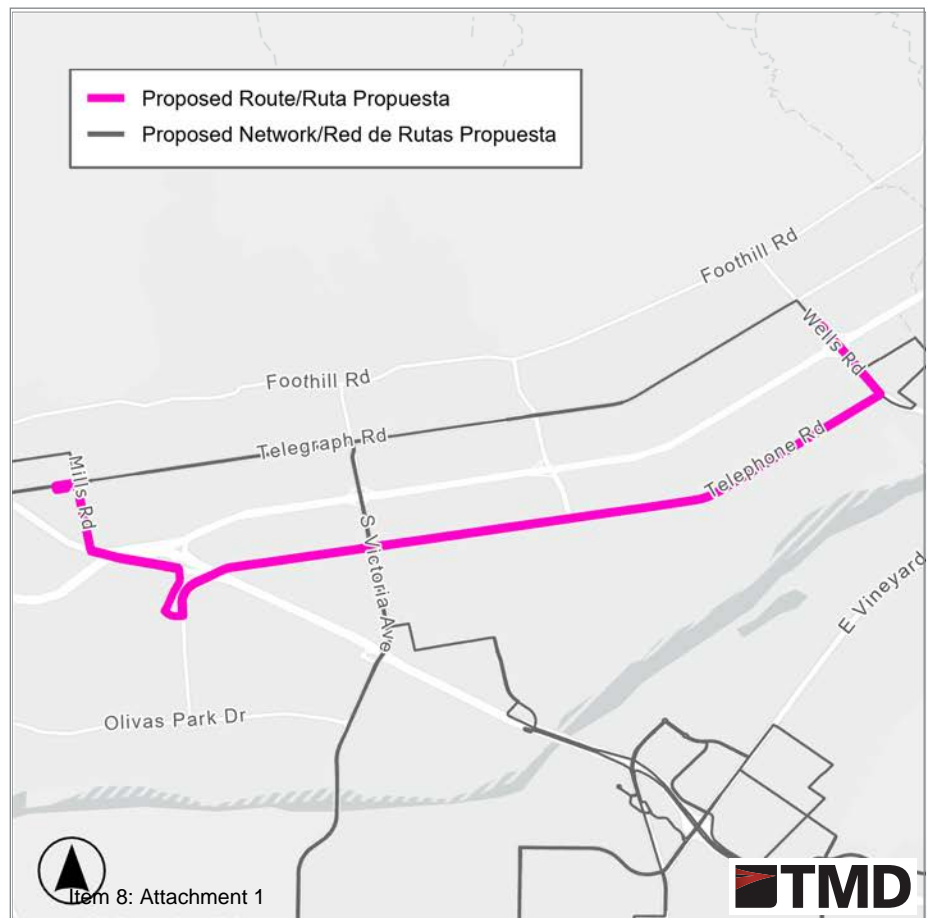
Proposed changes

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

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

Benefits

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



Route 15

Esplanade - El Rio - St. John's

Alignment and Schedule



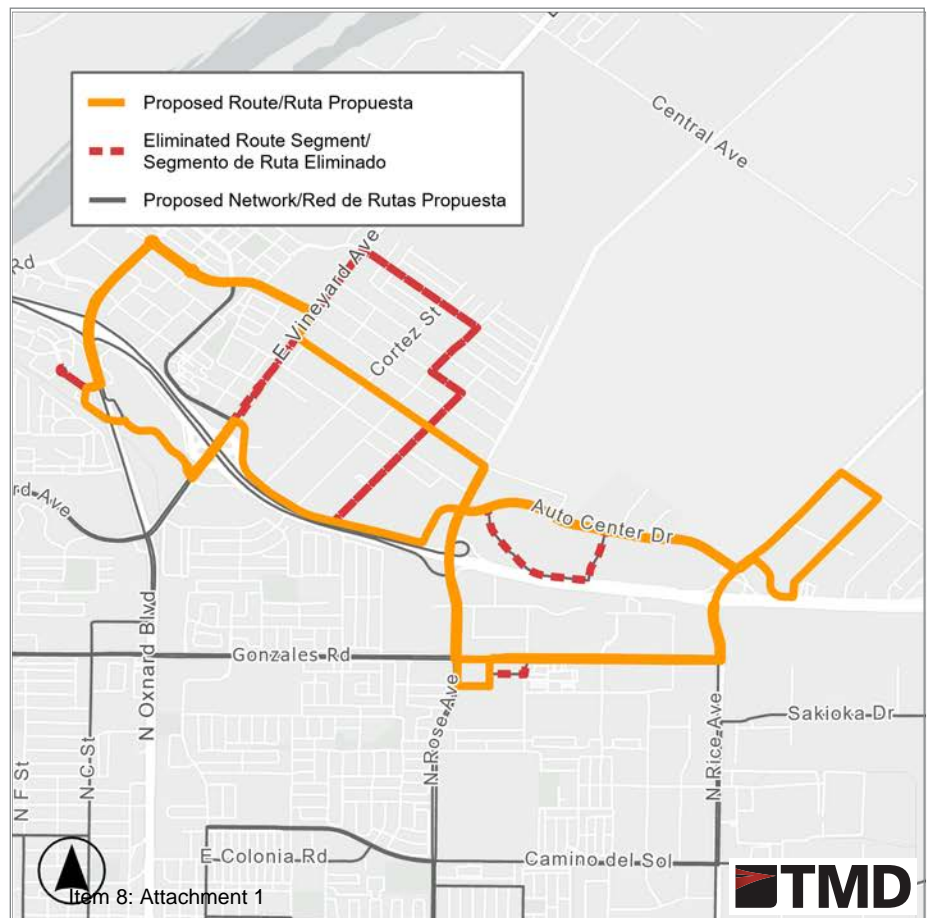
Proposed changes

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

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

Benefits

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



Route 16

Downtown Ojai - Pacific View Mall

Schedule



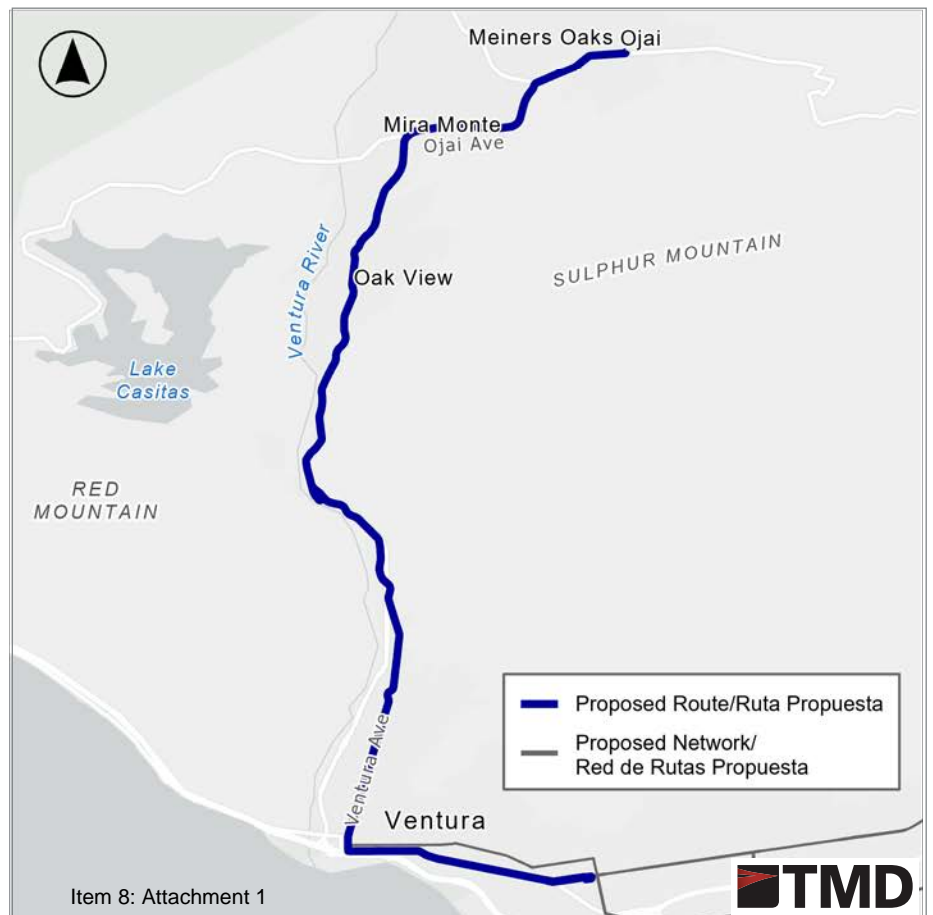
Proposed changes

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

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

Benefits

- Extend weekday evening service



Route 17

Esplanade - Oxnard College



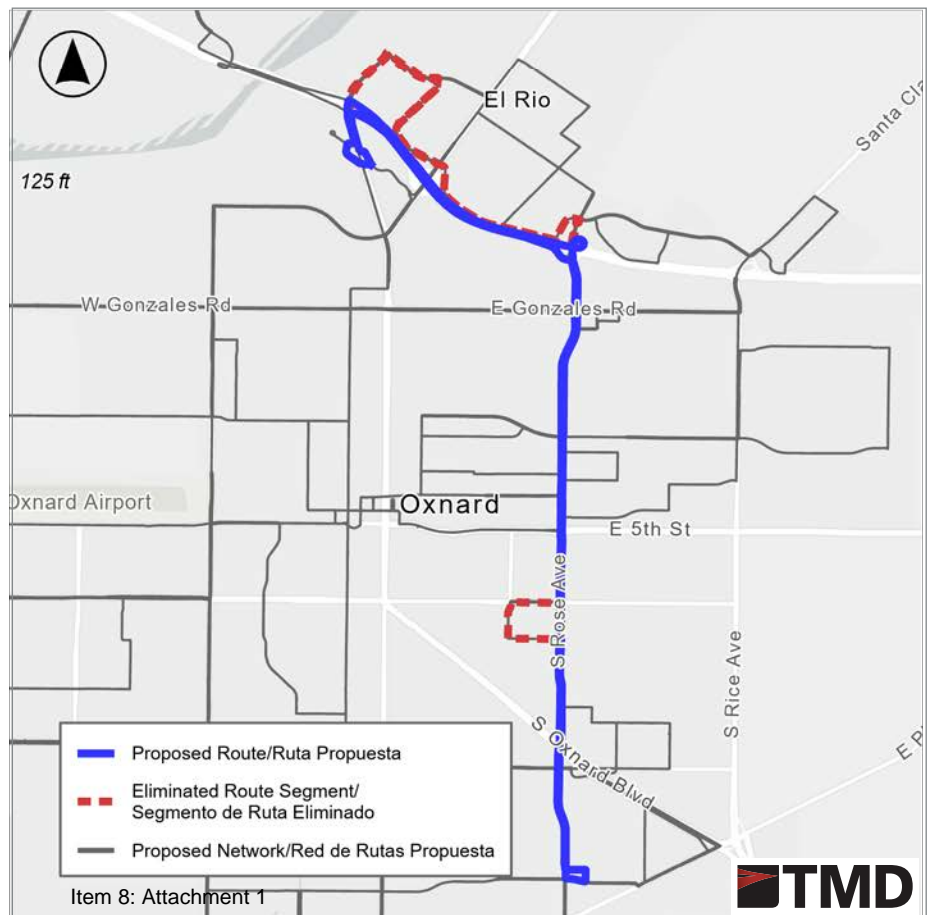
Proposed changes

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

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

Benefits

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



Route 19

OTC - 5th St - Airport - Gonzales Rd

Discontinuation



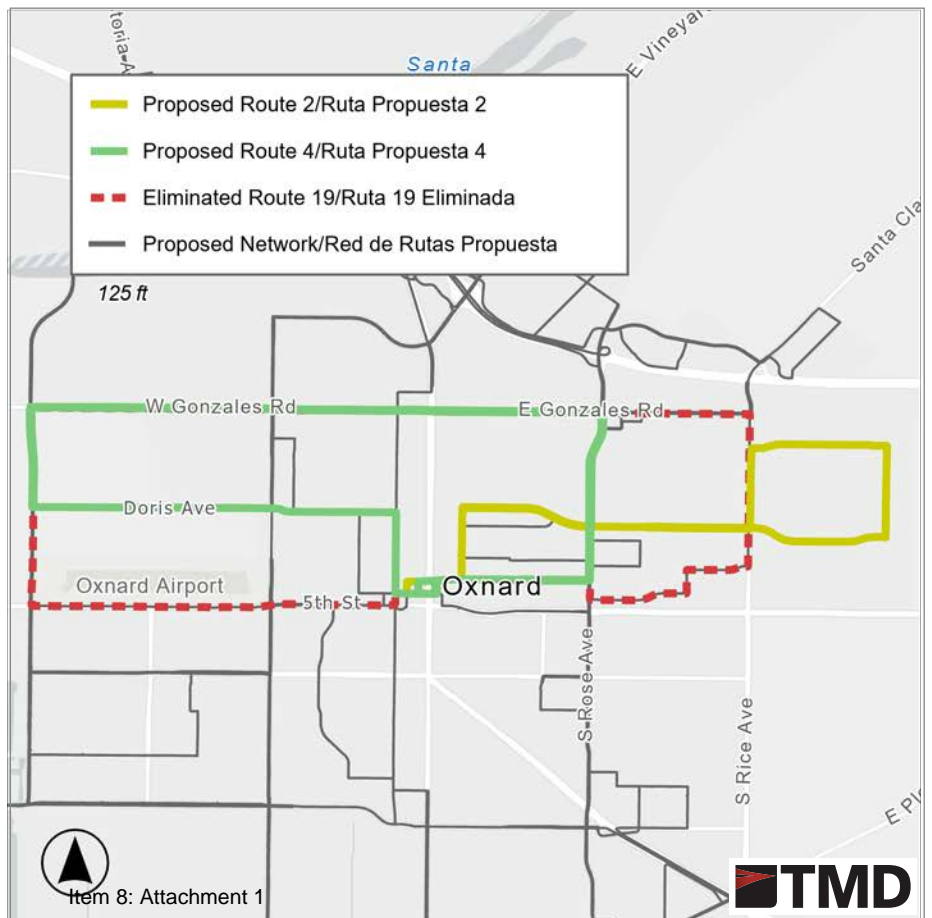
Proposed changes

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

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

Benefits

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



Route 21

Port Hueneme - Ventura - Victoria Ave

Alignment and Schedule



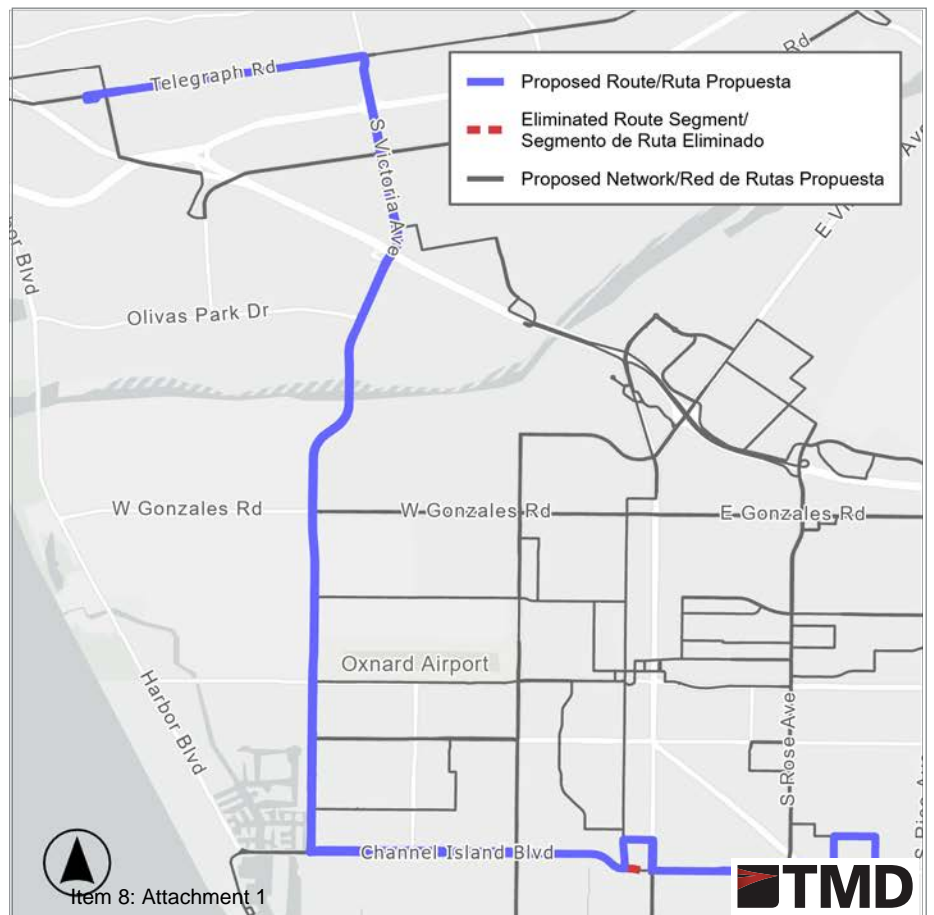
Proposed changes

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

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

Benefits

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



Route 23

Oxnard College - Naval Base - Esplanade

Alignment & Schedule



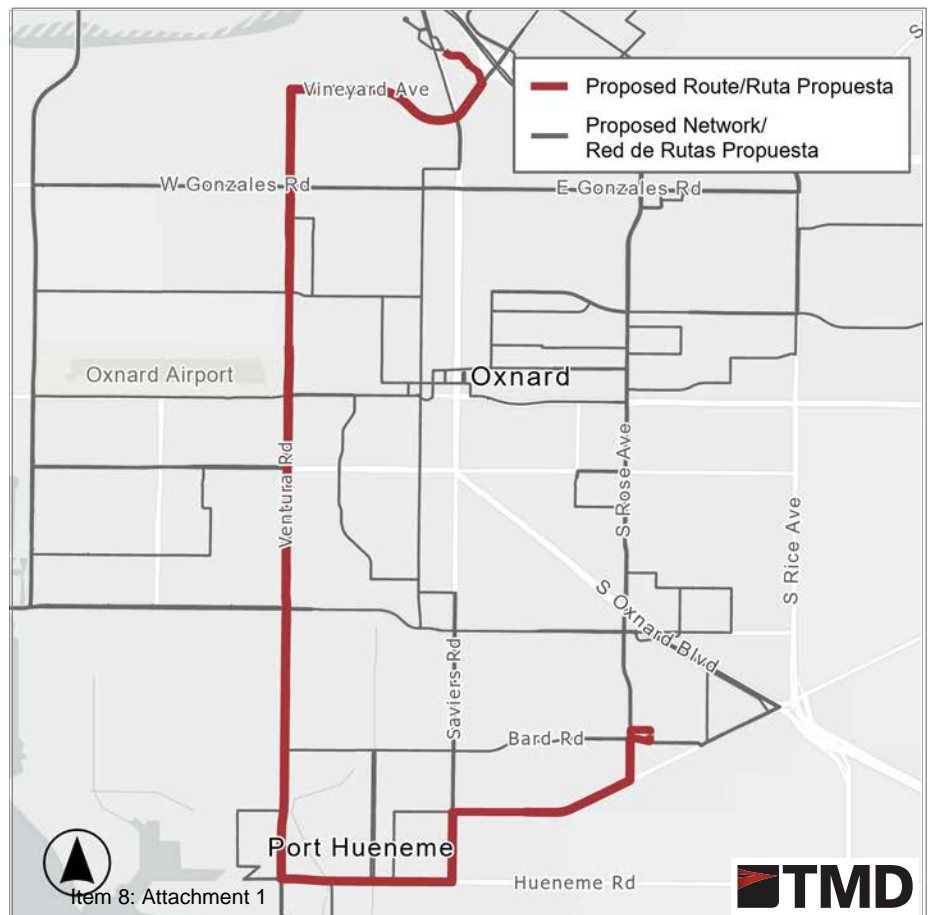
Proposed changes

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

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

Benefits

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





ATTACHMENT D
Transit Opportunity Corridors



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

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INTRODUCTION

BACKGROUND

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

Figure 1: Existing GCTD System Map



SERVICE CONCEPT

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

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

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

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

CORRIDOR IDENTIFICATION

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

- A. VTC to OTC via Telegraph Road, S. Victoria Avenue, US 101 and Oxnard Boulevard.
- B. VTC to OTC to C Street Transit Center via the same alignment as Corridor A, continuing to C Street Transit Center via S. Oxnard Boulevard and Saviers Road.
- C. VTC to OTC to Oxnard College via the same alignment as Corridor B extending to Oxnard College via E. Channel Islands Boulevard and S. Rose Avenue.
- D. Downtown Ventura to OTC to Oxnard College starting at a northern terminal in Downtown Ventura in the vicinity of Main Street and Ventura Avenue via Santa Clara Street, E. Main Street, Loma Vista Road, N. Mills Road, Telegraph Road, S. Victoria Avenue, US 101, Oxnard Boulevard, Saviers Road, E. Channel Islands Boulevard and S. Rose Avenue.

- E. North Ventura to OTC to C Street Transit Center starting at the existing Route 6 terminal in North Ventura via N. Ventura Avenue, Santa Clara Street, E. Main Street, Loma Vista Road, N. Mills Road, Telegraph Road, S. Victoria Avenue, Moon Drive, Grand Avenue, Johnson Drive, US 101 and C Street (instead of Oxnard Boulevard and Saviers Road).
- F. North Ventura to OTC to Oxnard College starting at the existing Route 6 terminal in North Ventura via N. Ventura Avenue, Santa Clara Street, E. Main Street, Loma Vista Road, N. Mills Road, Telegraph Road, S. Victoria Avenue, US 101, Oxnard Boulevard, Saviers Road, E. Channel Islands Boulevard and S. Rose Avenue.
- G. North Ventura to OTC to Oxnard College via the same alignment as Alternative E extending from C Street Transit Center via E. Channel Islands Boulevard and S. Rose Avenue.

CORRIDOR CHARACTERISTICS

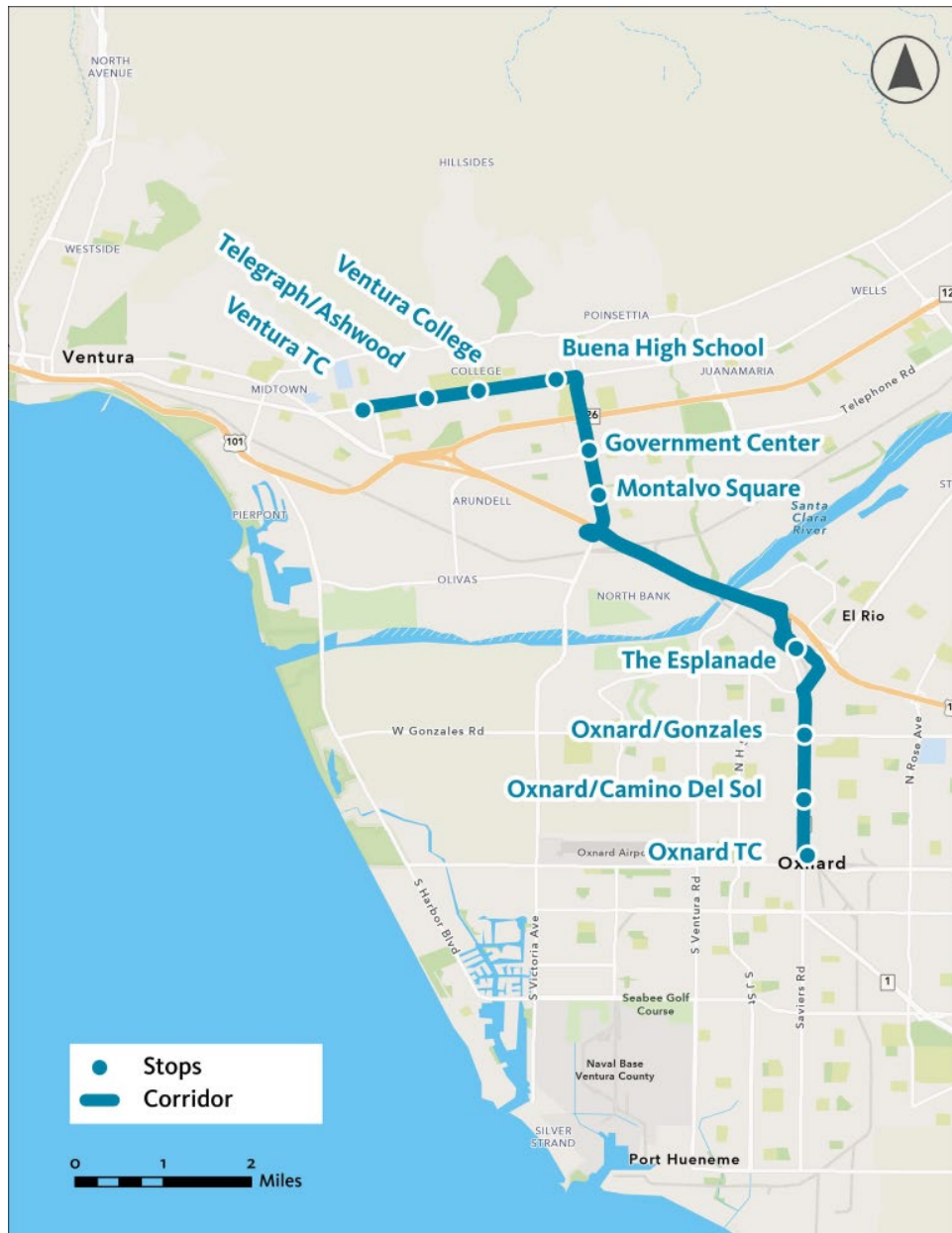
Figure 2 below summarizes the route length, proposed stops, travel time, and number of buses required for a 20-minute peak headway. The number of buses was calculated based on round trip travel time at an average end to end speed of 13 mph for all alternatives except E and G which were calculated at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

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

Figure 2: Key Corridor Characteristics

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

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



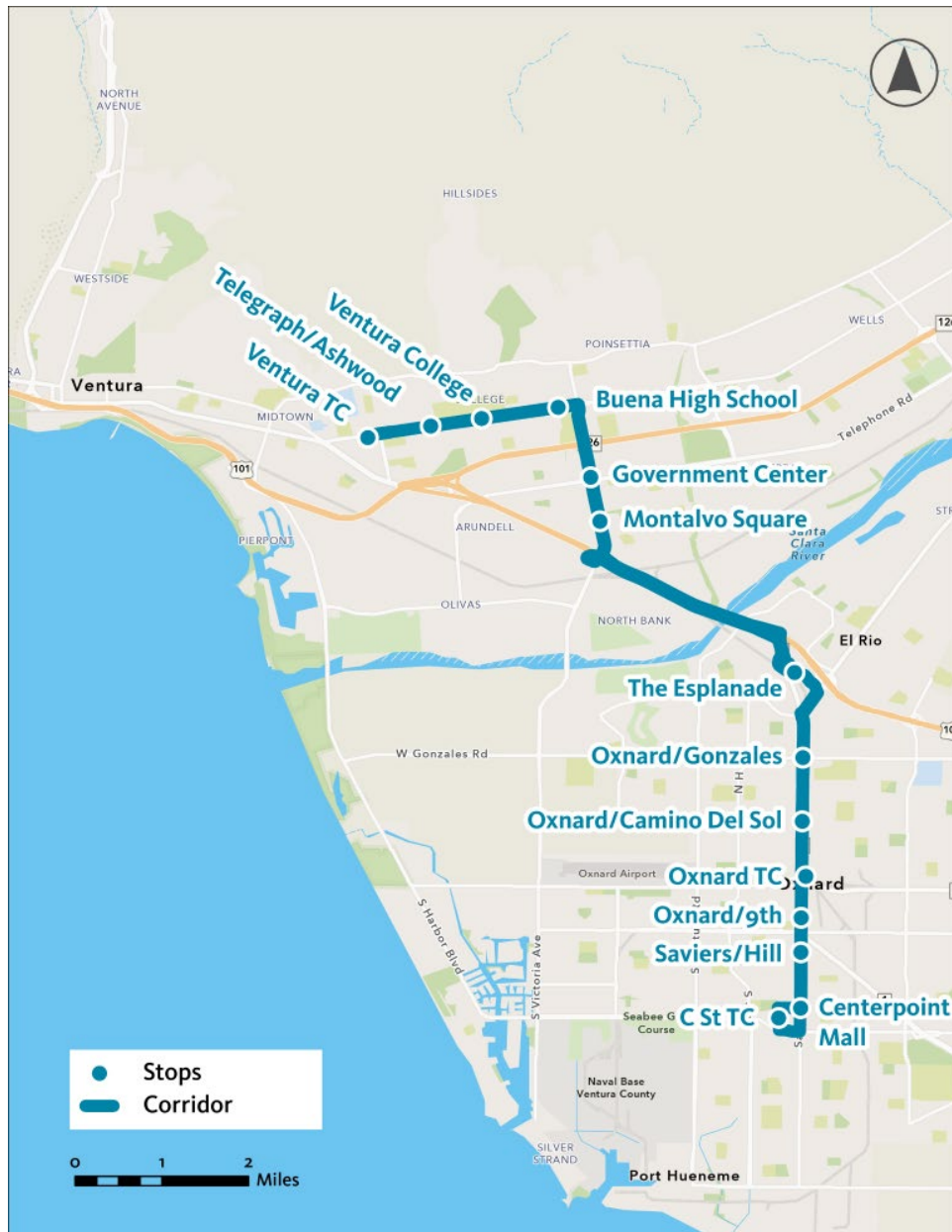
Important Statistics

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

Strengths and Weaknesses

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

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



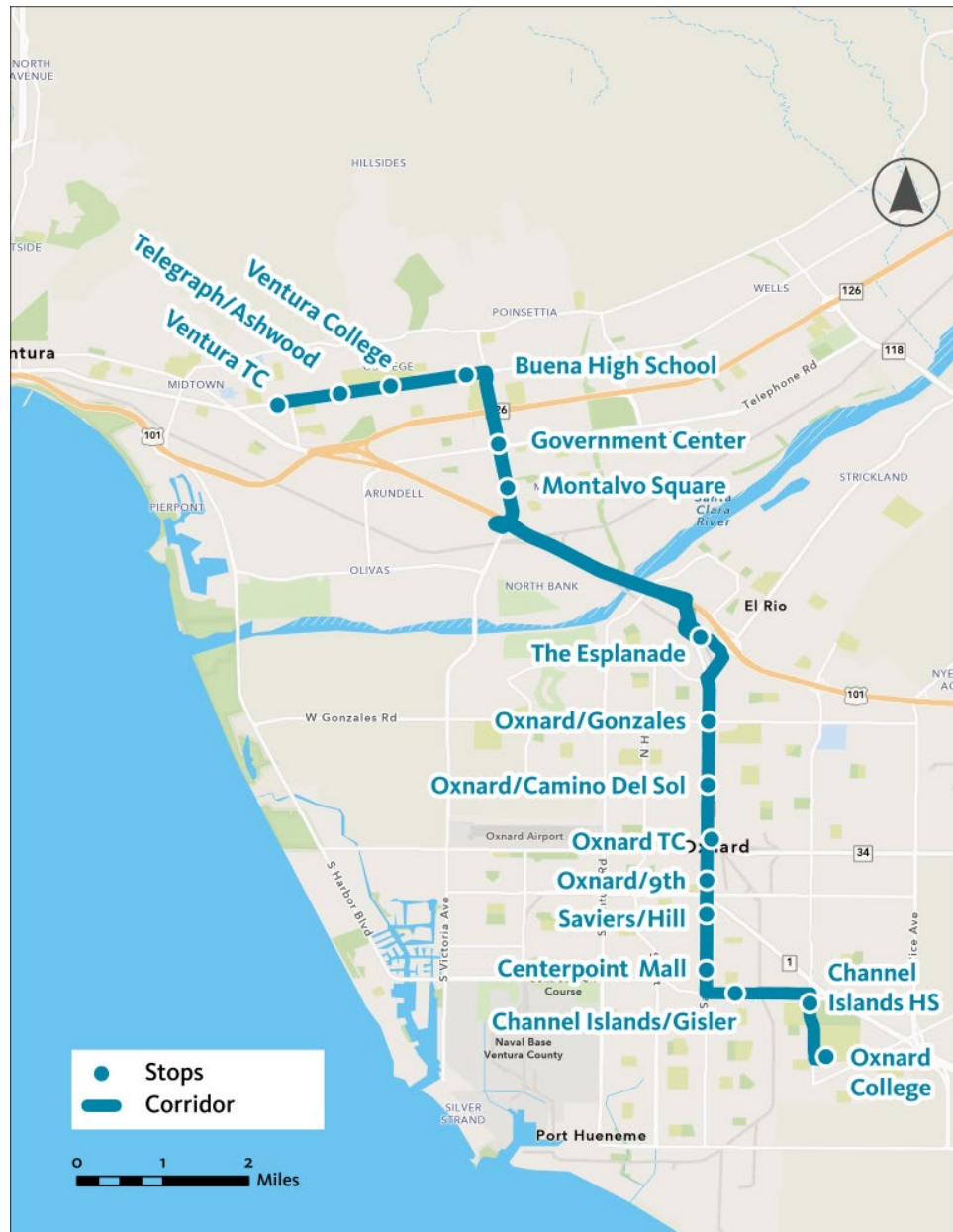
Important Statistics

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

Strengths and Weaknesses

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

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



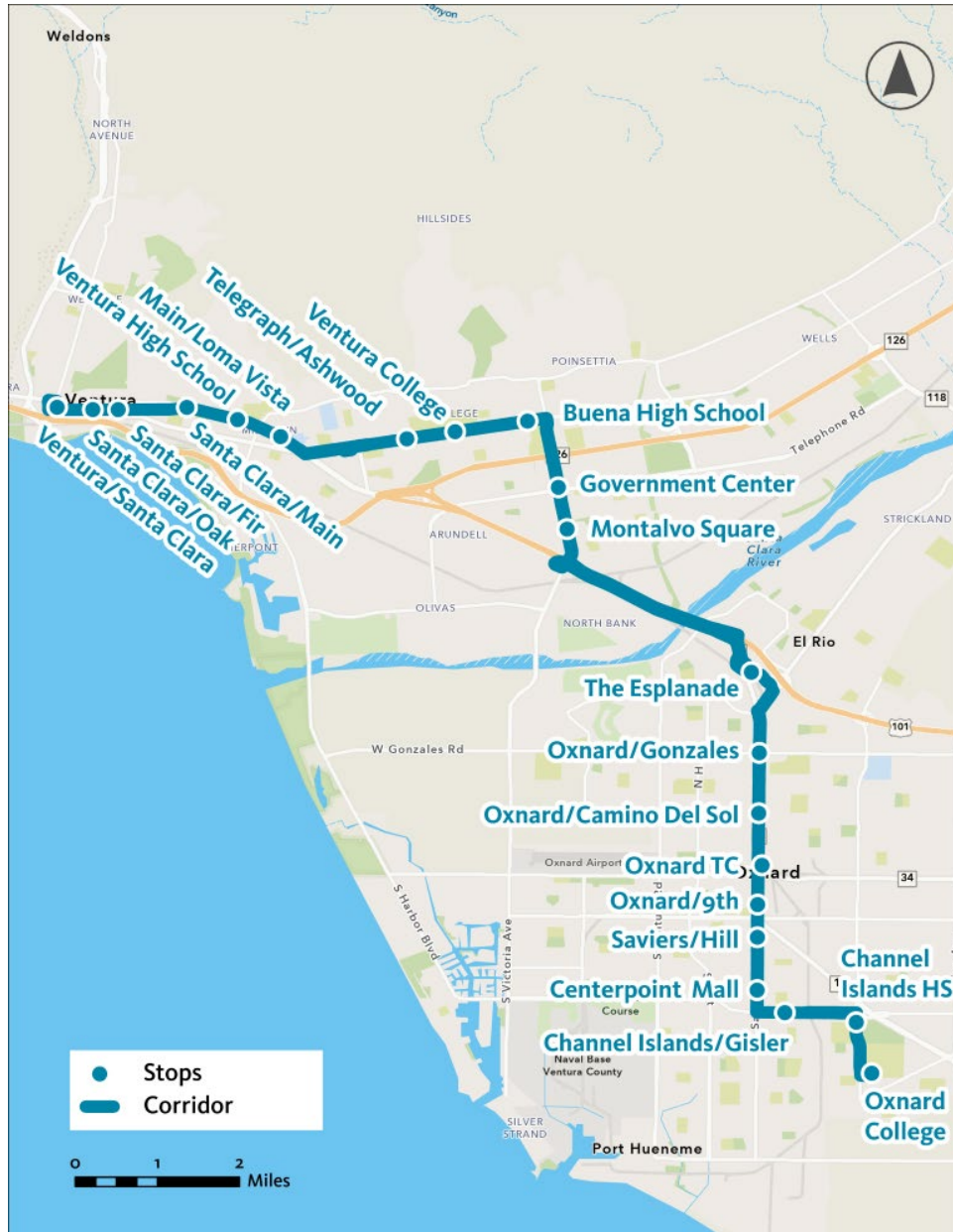
Important Statistics

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

Strengths and Weaknesses

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

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



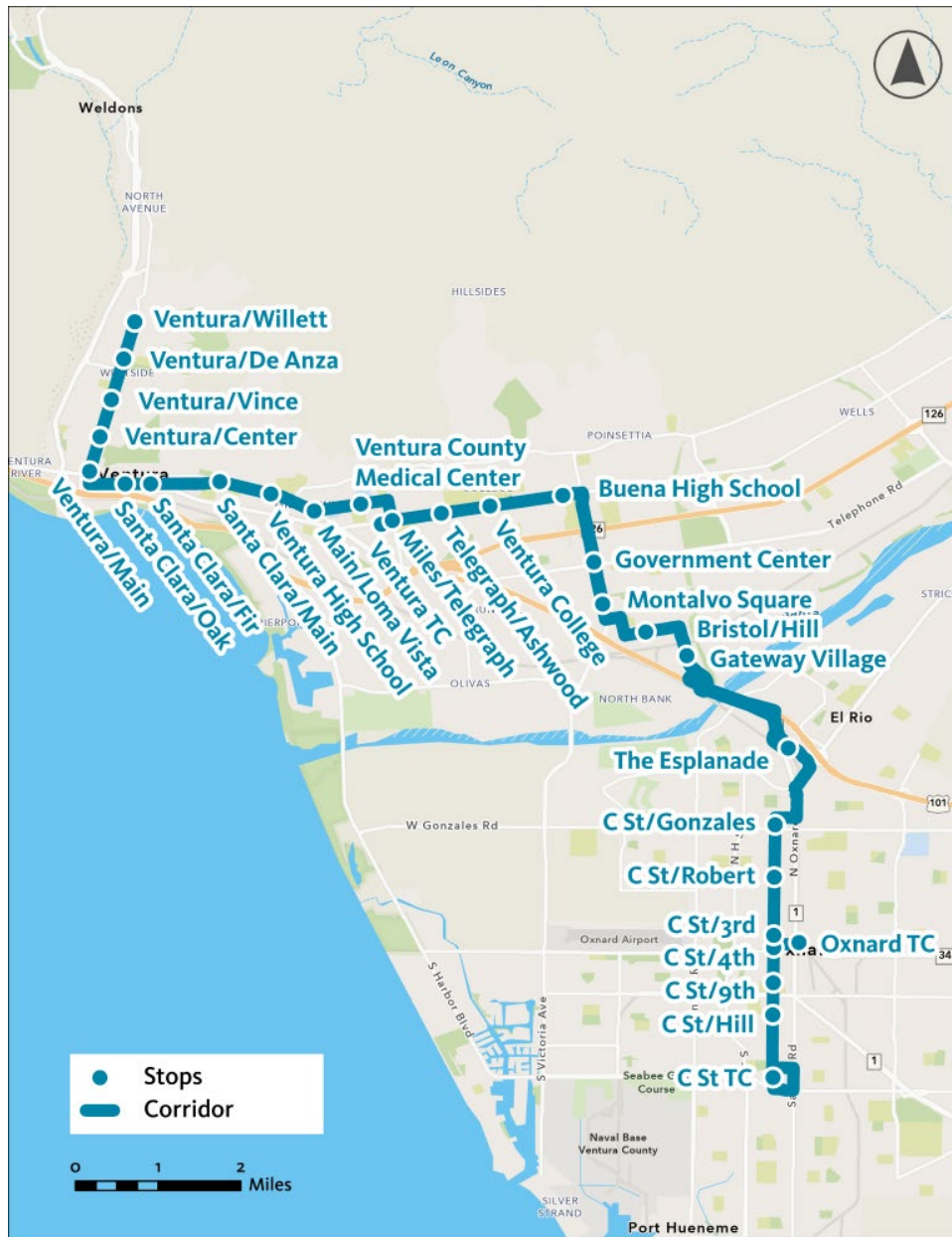
Important Statistics

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

Strengths and Weaknesses

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

CORRIDOR E: VENTURA AVE TO CTC VIA C ST



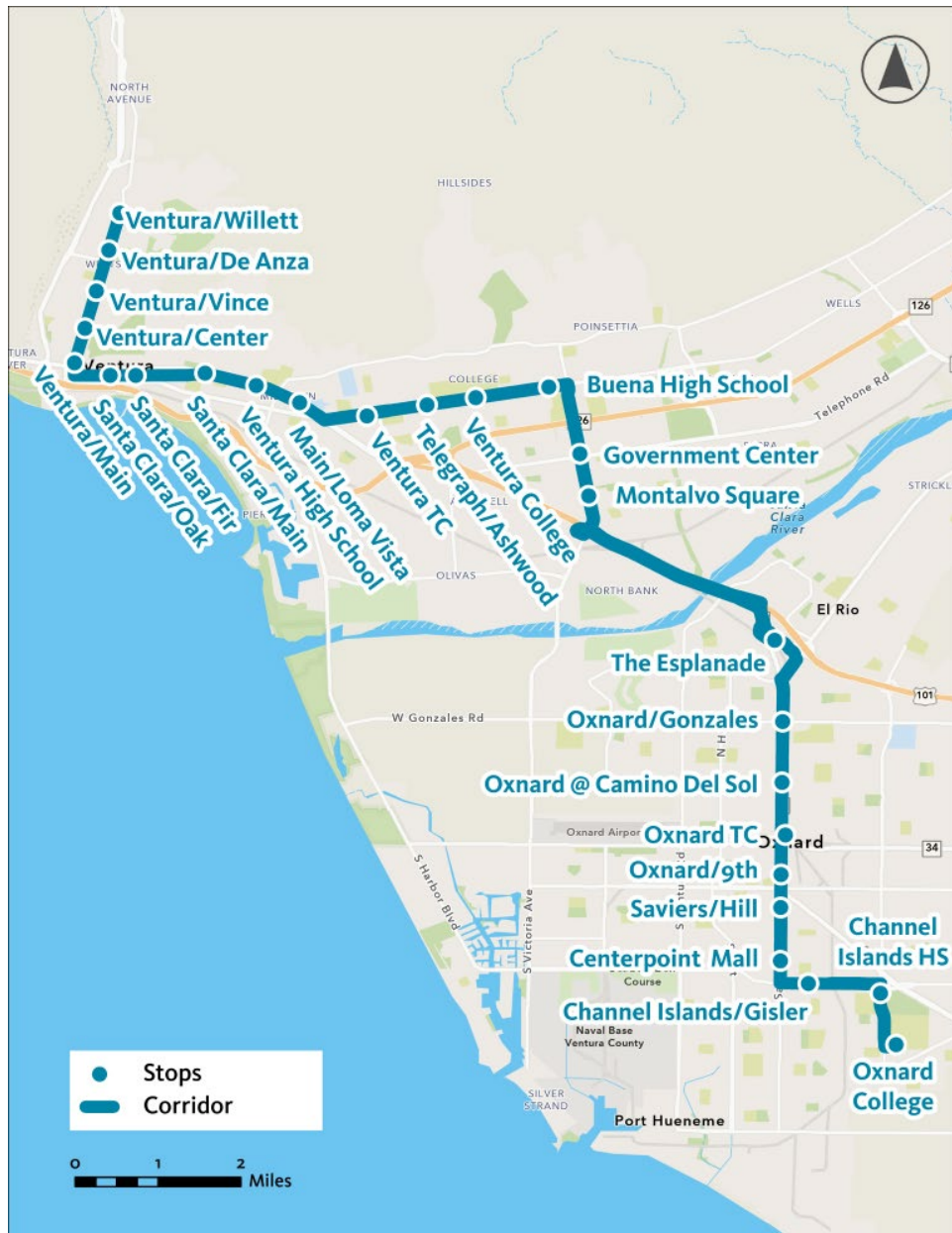
Important Statistics

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

Strengths and Weaknesses

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

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



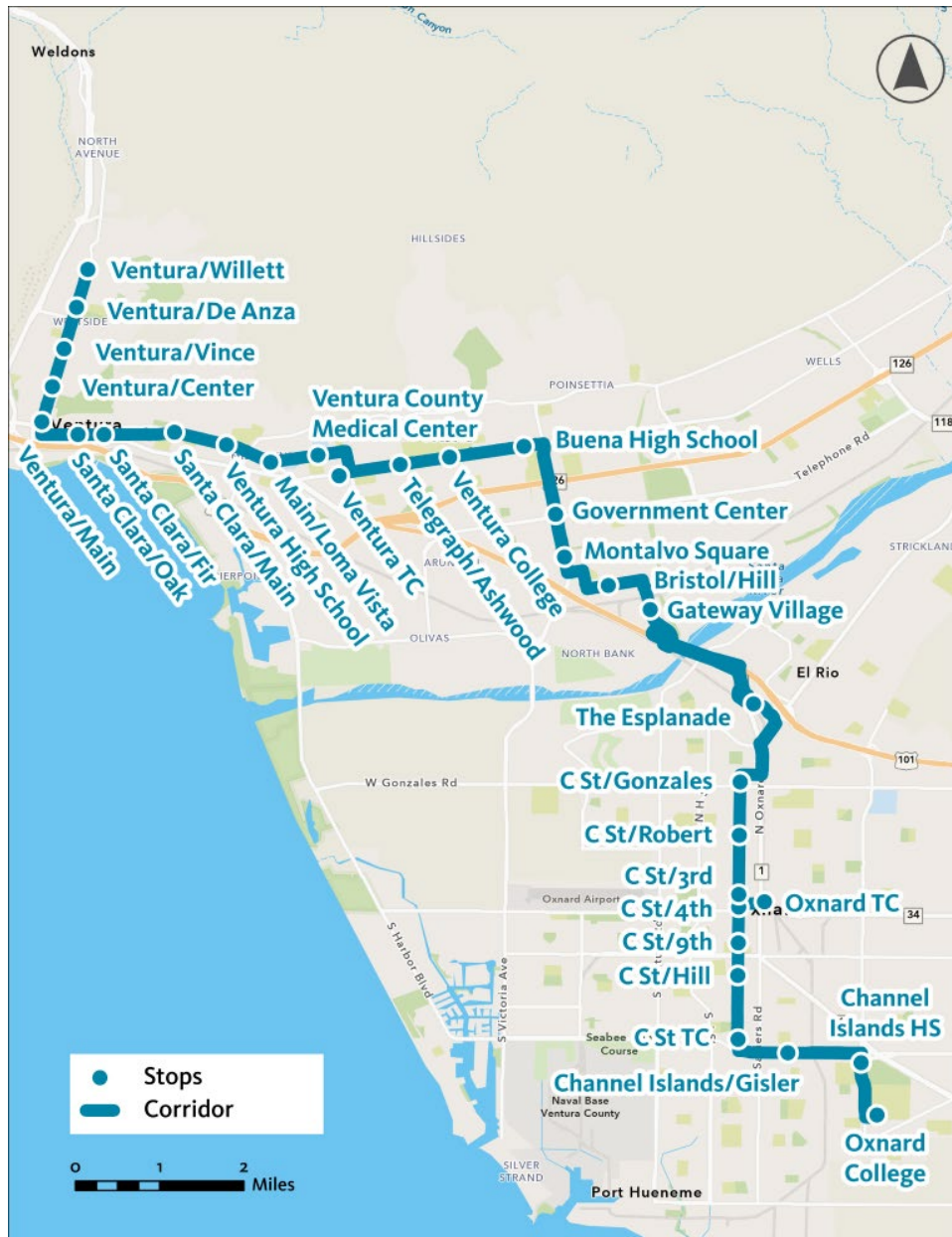
Important Statistics

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

Strengths and Weaknesses

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

CORRIDOR G: VENTURA AVE TO OXNARD COLLEGE VIA C ST



Important Statistics

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

Strengths and Weaknesses

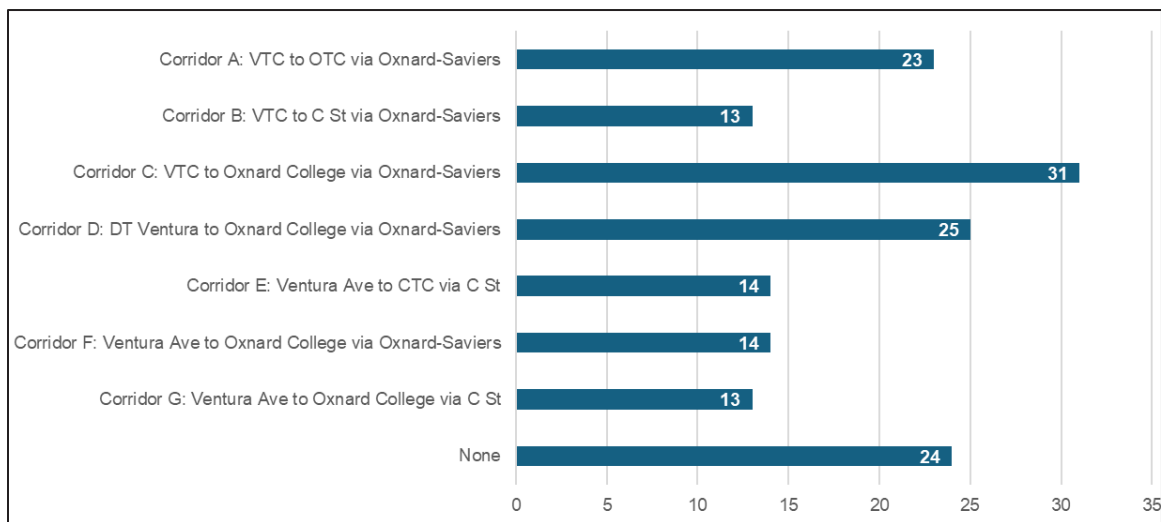
- Serves the entire length of the Gold Coast Transit service area and replicates Route 6 completely
- Provides stops closer to existing stops on Route 1 and 6
- Results in slower service compared to all other alternatives except Corridor E
- Does not serve the Ventura Transit Center directly
- Highest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

OUTREACH SUMMARY

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

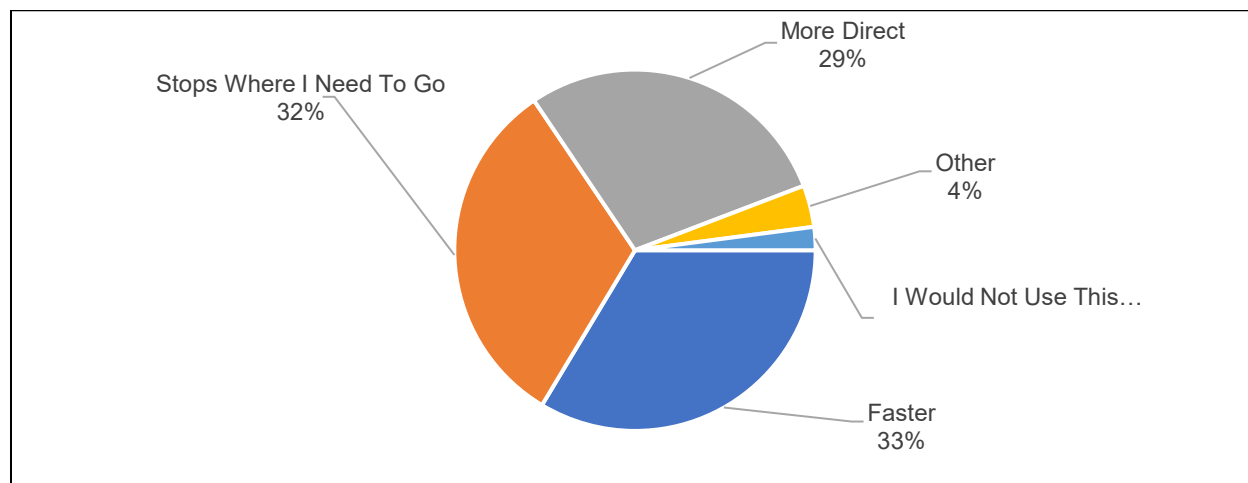
When asked which corridors respondents would be likely to use, the highest responses were Corridor C and Corridor D. Both corridors connect Ventura Transit Center to Oxnard College and use Oxnard-Saviers. Corridor D extends Corridor C route further west to Downtown Ventura. The corridors on C St generally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

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



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

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



OPEN RESPONSE SUMMARY

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

Speed and Efficiency

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

Coverage and Stops

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

Safety and Comfort

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

New Route Suggestions

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

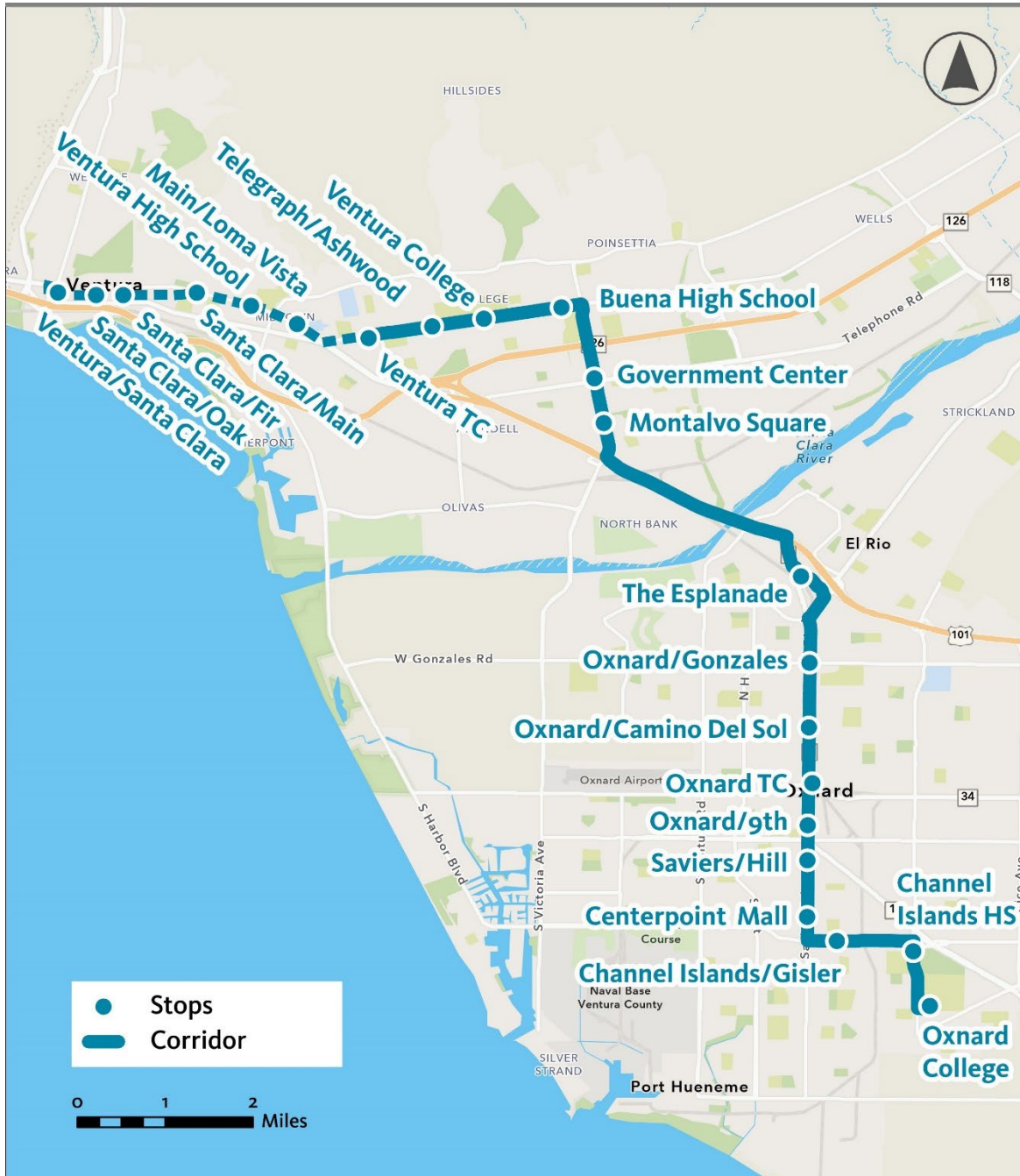
Schedule and Frequency

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

RECOMMENDED CORRIDOR

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

Figure 5: Recommended Transit Opportunity Corridor Alignment and Stops



OPERATING PLAN

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

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

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

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

Figure 6: Current Service Resources

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

Figure 7: Proposed Service Resources

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

VEHICLE REQUIREMENTS

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

BUS STOP IMPROVEMENTS

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

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

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

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

Figure 8: Recommended Bus Stop Improvements and Cost Estimates

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

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

NEXT STEPS

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

- **Identify Additional Speed and Reliability Strategies:** GCTD should work with local and regional partners to identify any additional speed and reliability strategies to support the TOC service including queue jumps, stop relocations, and transit signal priority. Those deemed feasible can be added to project capital cost and the operating plan can be adjusted to reduce vehicle and operating resource requirements if possible.
- **Funding Strategy Development:** GCTD needs to identify and pursue State transit grant opportunities while exploring local funding matches and partnerships. A detailed financial plan covering both capital and operating costs should be created, potentially including phasing options based on funding availability. This work is critical for ensuring the project's financial feasibility.
- **Refine Project Benefits:** An initial ridership estimate was developed for this project based on assuming a portion of existing Route 1 and 6 passengers would use the new service. A more refined estimate should be developed using the regional travel demand model as part of the next Regional Transportation Plan update. GCTD can provide the TOC route alignment, stops, and frequencies to develop a better understanding ridership impacts and VMT reduction of the proposed project.
- **Project Branding and Promotion:** As GCTD identifies potential funding sources, the agency should consider branding the service both for the pursuit of grant opportunities as well as developing local interest in the service.
- **Community Engagement:** As the service get closer to implementation, another robust public outreach strategy will be crucial for successful implementation. This includes developing educational materials, hosting community meetings, and creating marketing materials. Establishing clear feedback channels will help ensure the service meets community needs and expectations.



DATE December 4, 2024

Item #10

TO GCTD Board of Directors

FROM Vanessa Rauschenberger, General Manager^{VR}

SUBJECT **Discuss Future Agenda Items**

SUMMARY

It is recommended that the Board of Directors provide input to staff on future agenda items that they would like staff to review and/or report on in a future meeting.

FUTURE AGENDA ITEMS

Below are some of the future agenda items planned. To help staff prioritize timing of reports, staff seeks input on these items or other items that the Board is interested in discussing.

Future Agenda Items

- Draft Budget
- Strategic Plan Update Review
- Redevelopment of 301 Property
- *Other Items?*

Future Routine Items

- Monthly Financial Statements & Procurement Reports
- Monthly Operations & Maintenance Update
- Quarterly Fixed-Route & Paratransit Performance Reports
- Bi-Annual Service Plan & Outreach Updates

CONCLUSION

It is recommended that the Board of Directors provide input to staff on future agenda items that they would like staff to review and/or report on in a future meeting.

GOLD COAST TRANSIT DISTRICT