

Your Vision, Our Mission



ITEM 11: DRAFT SRTP FINAL REPORT

Presenters:

Austin Novstrup, Planning Manager

Gary Hewitt, Project Manager TMD

November 6, 2024

What is the SRTP?



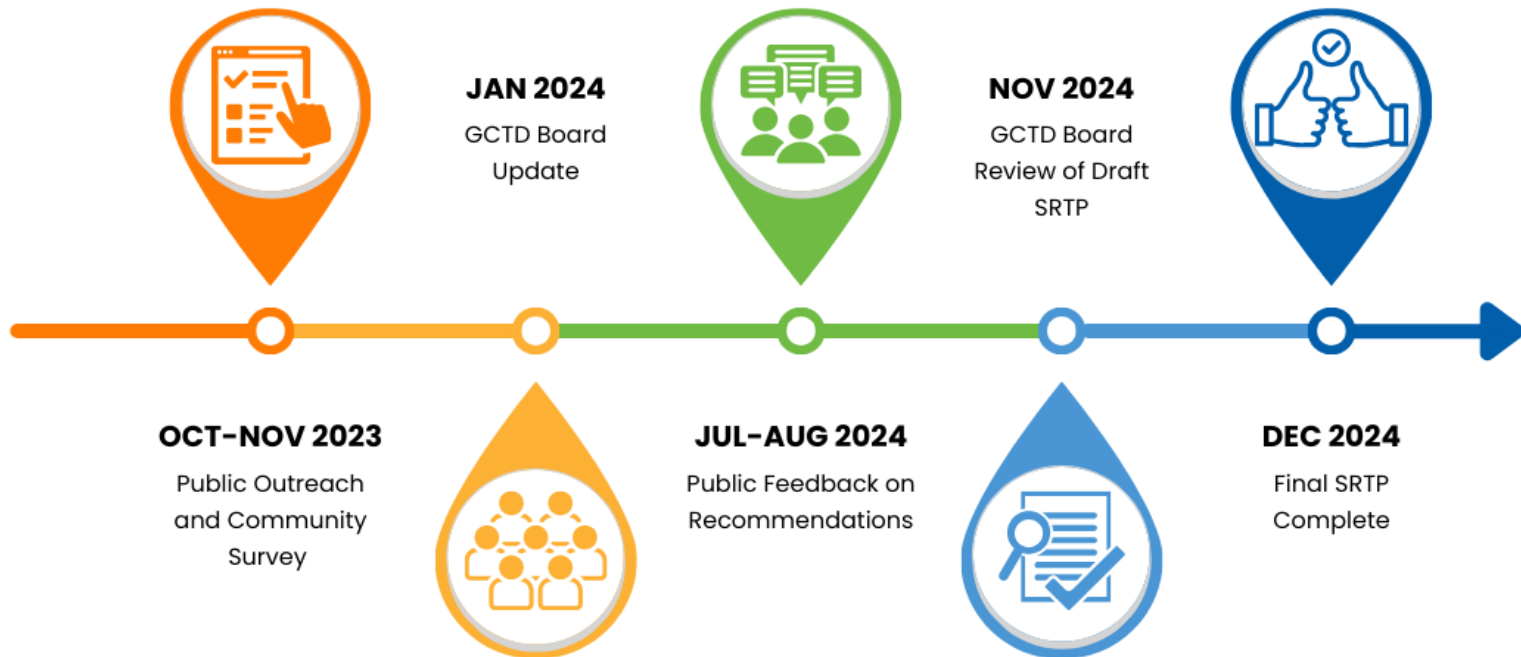
- Work Plan for Short and Long-Term Transit Improvements
- Informs Local & Regional Plans
- Supports applications for funding
- Last SRTP completed in 2015



Project Timeline



S RTP PROJECT *Timeline*



SRTP Goals



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

S RTP 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



Weekday Span and Frequency



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				
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	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	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		
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6 - Oxnard - Ventura		60	40	20	20	20	20	20	20	20	20	20	20	20	20	40	40	60	
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Weekend Span and Frequency



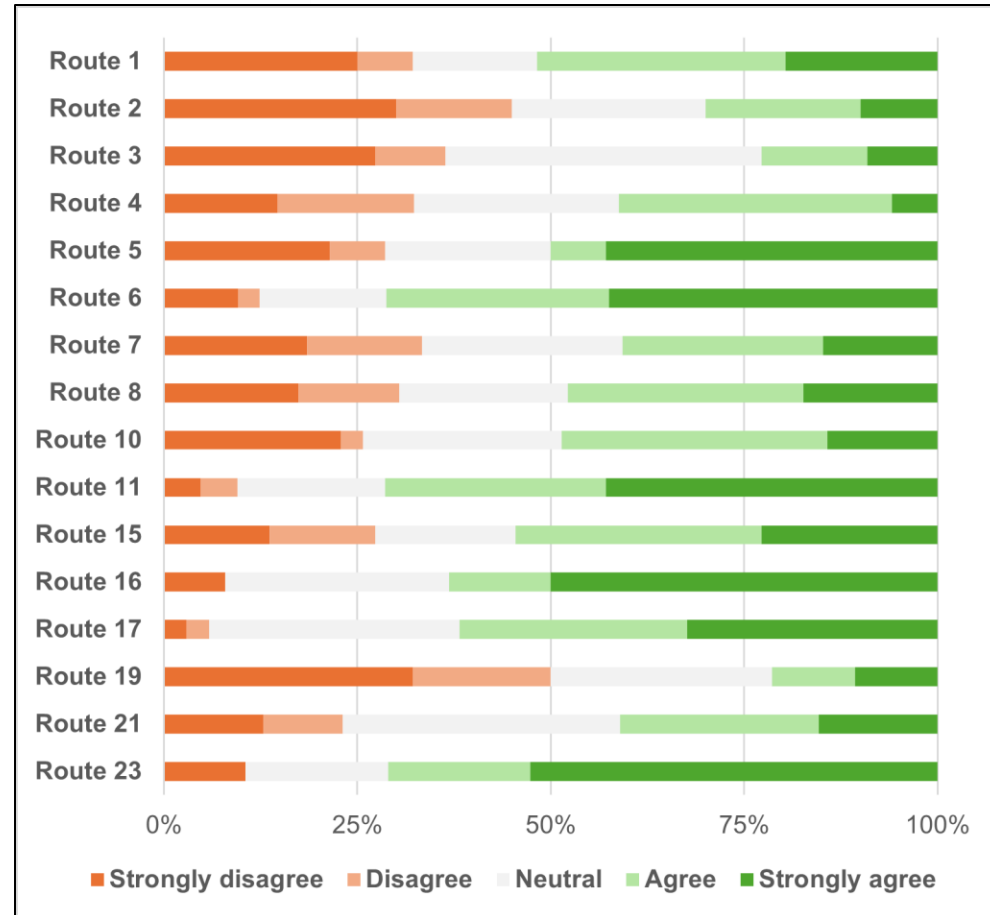
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Recommendation Feedback

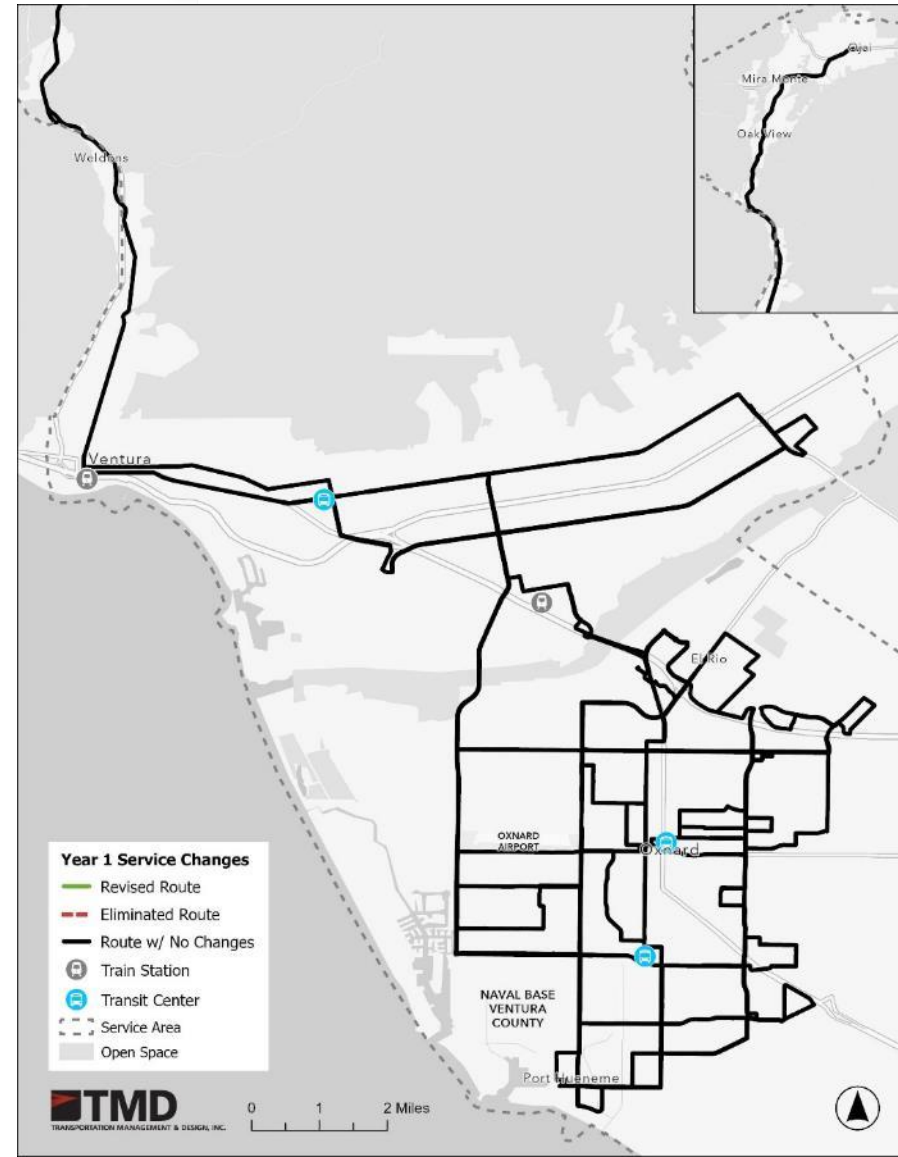


- Changes to routes 2 and 19 had the lowest overall sentiment in the survey.
- The recommendation for Route 19 was modified to address comments while Route 2 recommendations were not changed.
- Almost all routes received a majority of “Agree” and “Strongly Agree” responses with Routes 6, 11 and 17 receiving the highest approval.



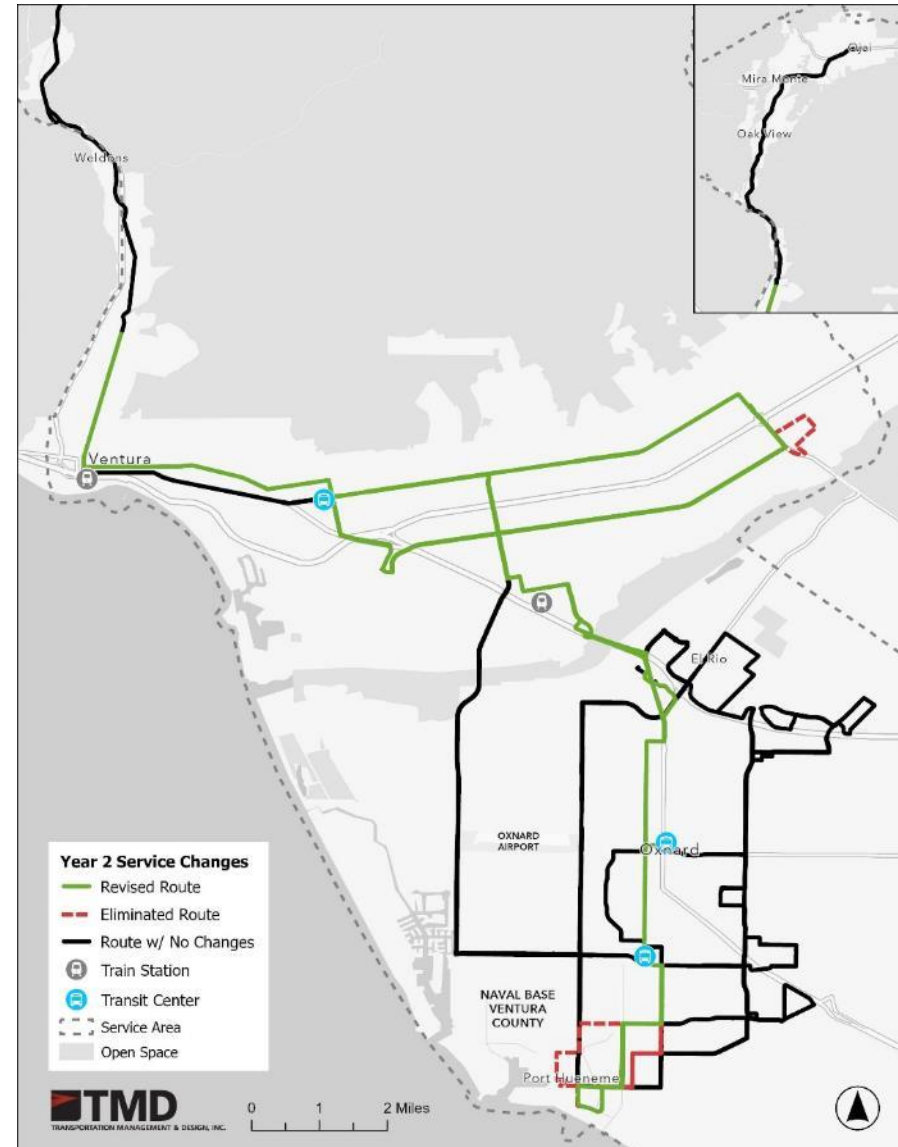
Year 1 (FY25-26)

- Continue grant-funded services
- Planning scheduling for Year 2 service changes
- Improve Year 2 bus stops
- Vehicle replacements



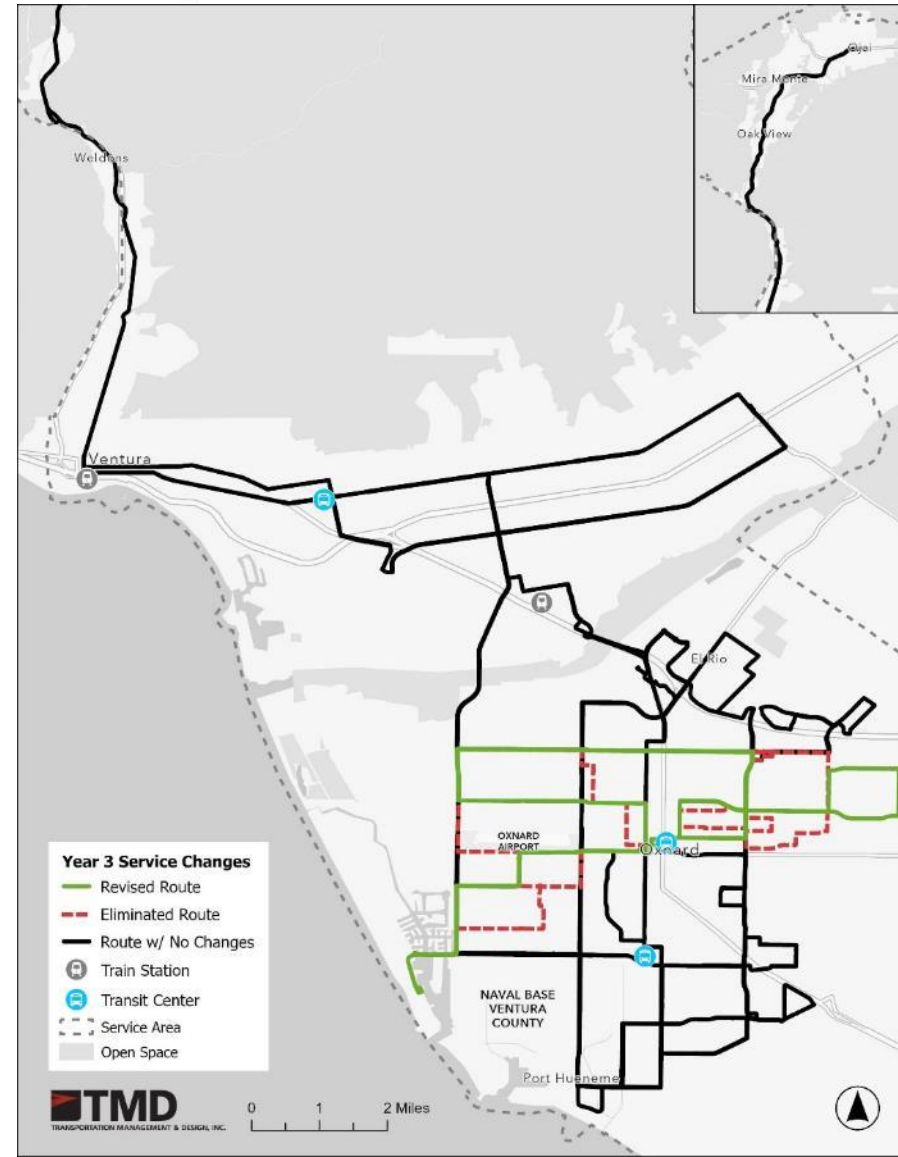
Year 2 (FY26-27)

- **Route 1:** Alignment/schedule
- **Route 6:** Schedule
- **Route 10:** Alignment/schedule
- **Route 11:** Schedule
- Website upgrades
- Promote service changes
- Enhance digital marketing
- Improve Year 3 bus stops
- Vehicle replacements



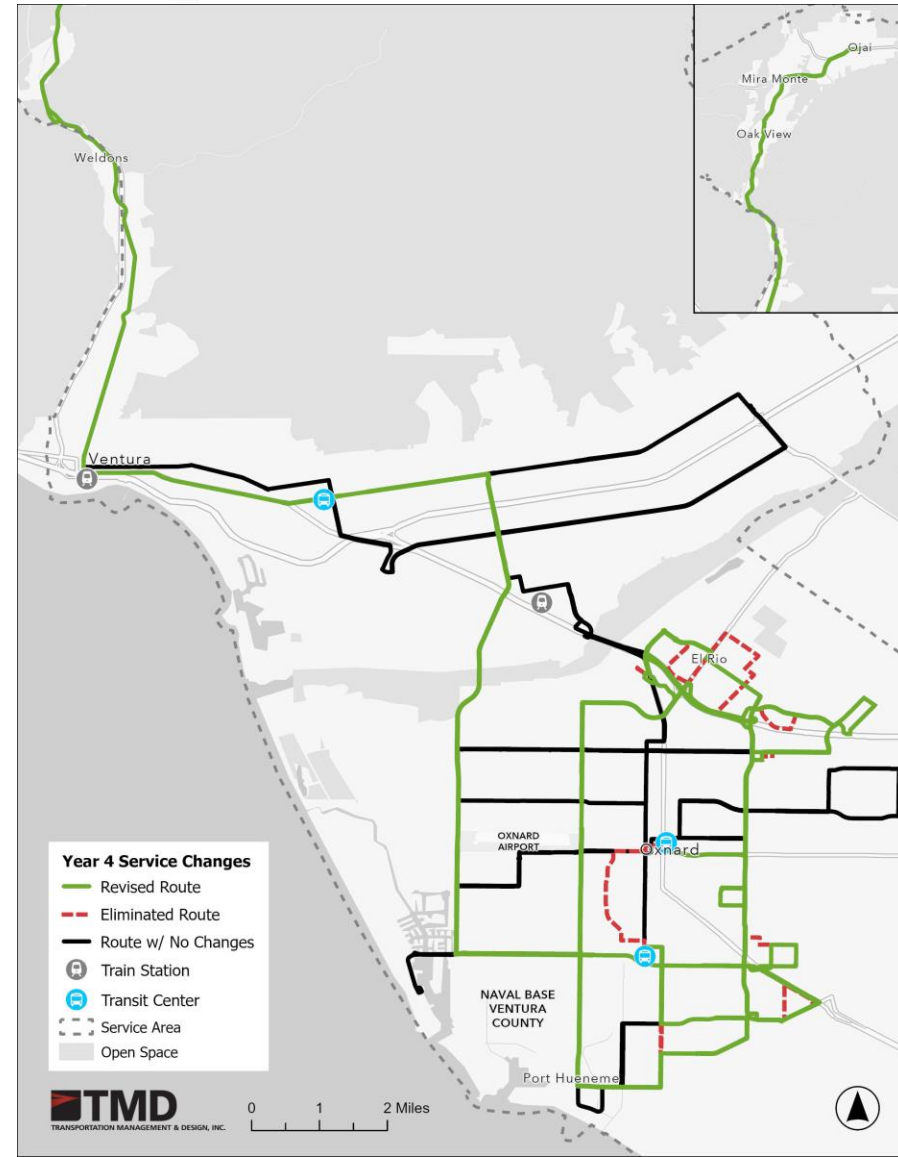
Year 3 (FY27-28)

- **Route 2:** Alignment/Schedule
- **Route 4:** Alignment/Schedule
- **Route 5:** Alignment/Schedule
- **Route 19:** Discontinue
- Promote service changes
- Upgrade bus stop signage
- Improve Year 4 bus stops
- Vehicle replacements



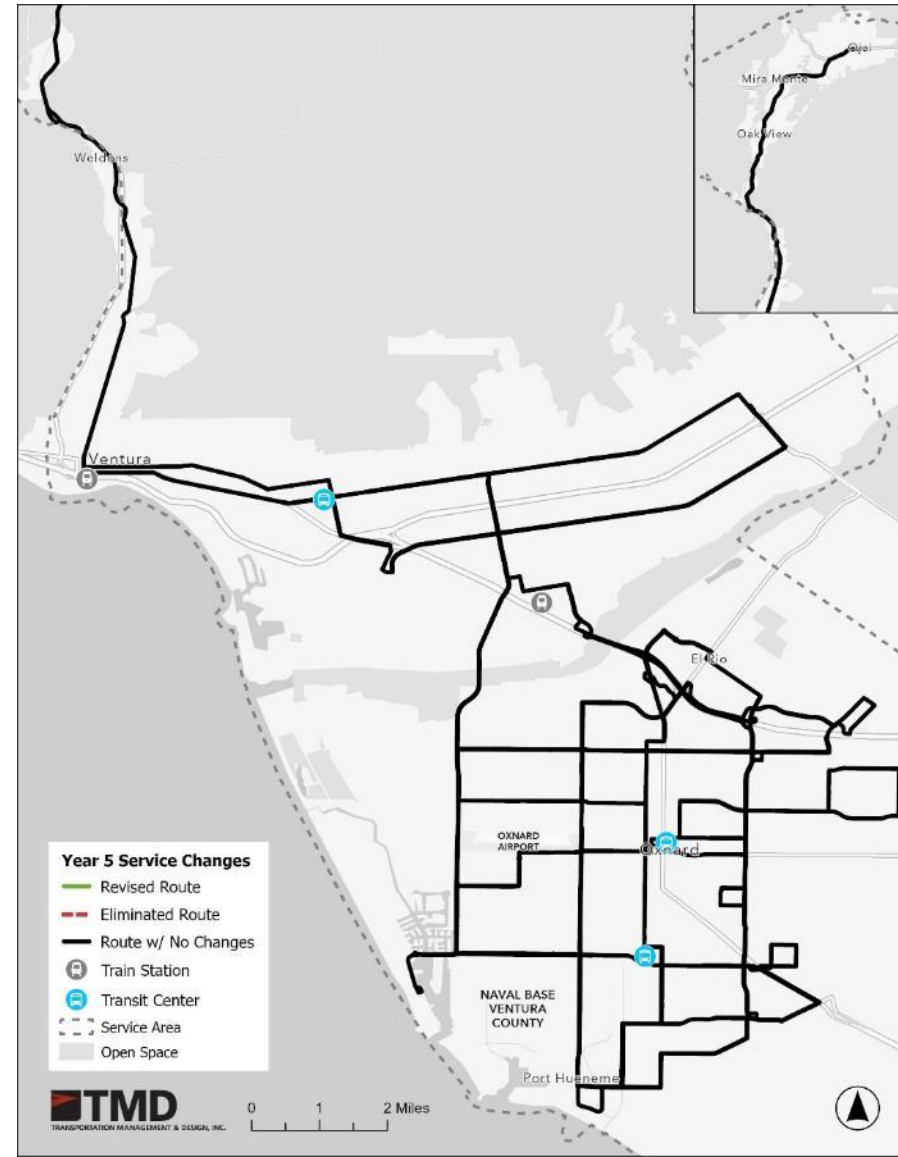
Year 4 (FY28-29)

- **Route 3:** Discontinue
- **Route 7:** Discontinue
- **Route 8:** Alignment/Schedule
- **Route 15:** Alignment/Schedule
- **Route 16:** Schedule
- **Route 17:** Alignment/Schedule
- **Route 21:** Alignment/Schedule
- **Route 23:** Alignment/Schedule
- Promote service changes
- Install new electronic signage
- Vehicle replacements



Year 5 (FY29-30)

- Review route performance and adjust as needed
- Review website and marketing strategies
- Vehicle replacements



Transit Opportunity Corridor Background



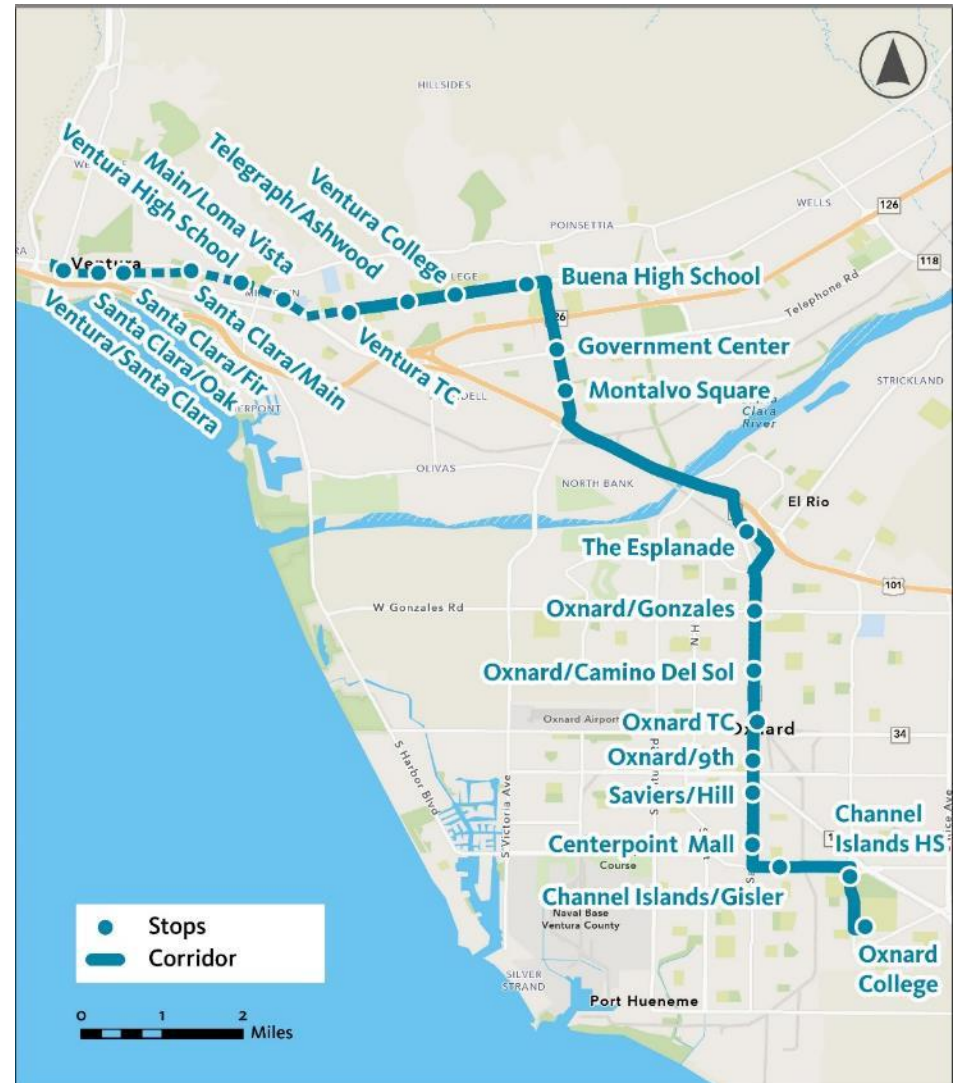
- Primary corridor between Ventura & Oxnard
- Service every 15 minutes - 20 minutes
- Potential strategies for faster service
 - Spacing stops an average of .5 miles apart,
 - Pre-paid fare collection and all door boarding
 - Traffic signal preemption
 - Queue jumps
 - Dedicated bus lanes
 - Use of faster roadways
 - Priority Bus stop design
- Unique branding
- Local bus still provides lower frequency service



Similar to San Bernardino's sbX service GCTD's service could be branded as GO Express

TOC Recommendation

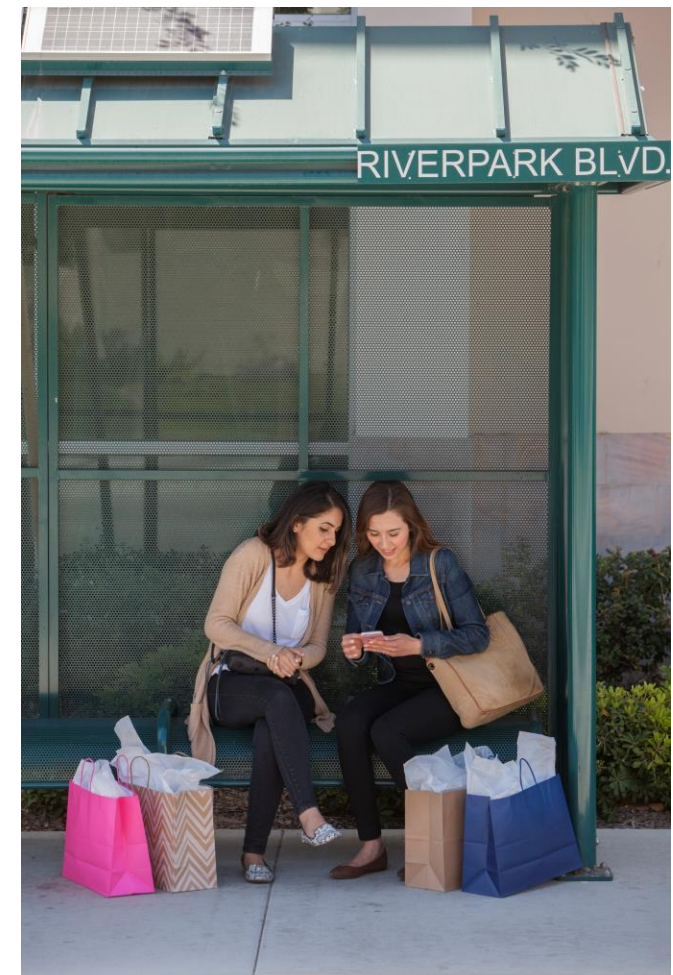
- Feedback focused on alignment between Ventura Transit Center and Oxnard College via Oxnard Blvd, which may be extended to Downtown Ventura
- Corridor could be added for a modest increase in service hours and vehicles if Route 1 and 6 frequencies were reduced to every 30 minutes during peak times.
- Recommend seeking funding for capital and operating cost for new service



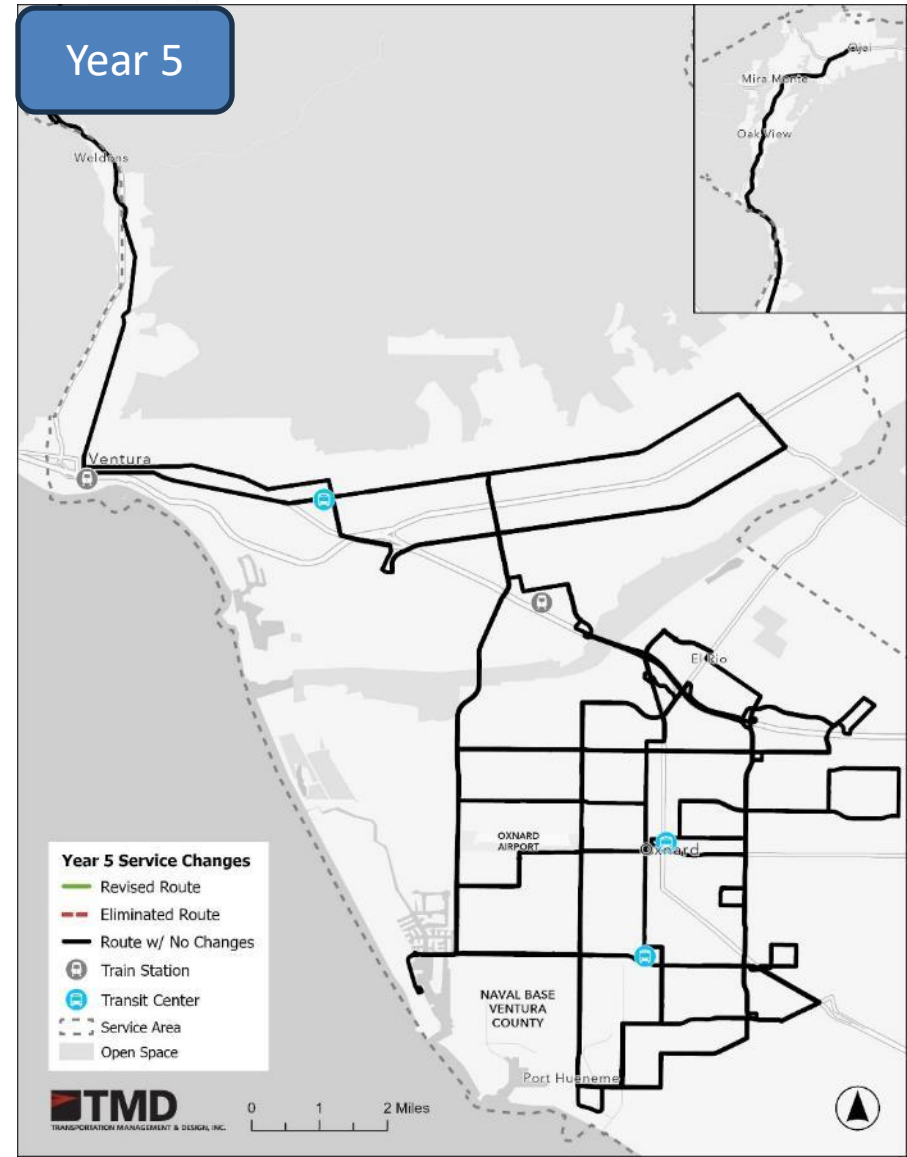
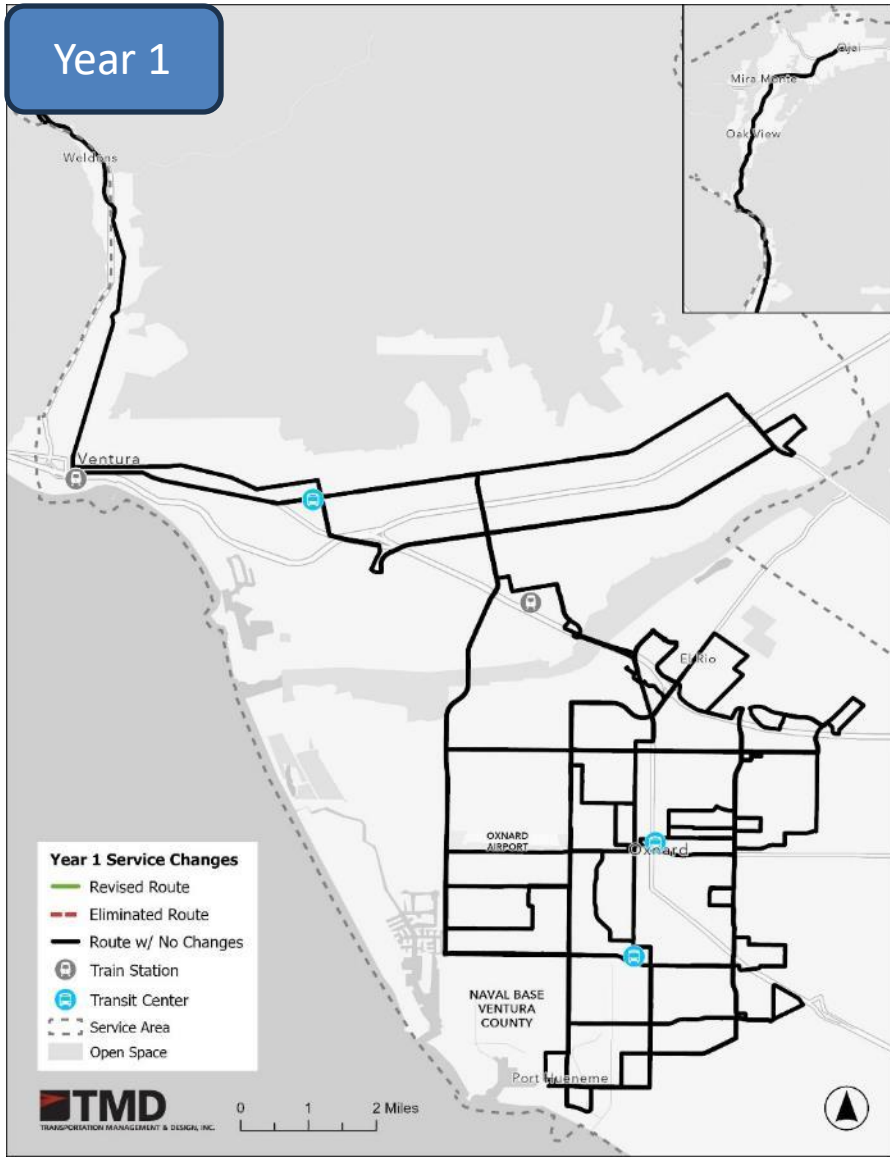
Financial Plan



- Fixed-Route and Flex Service revenue hours will increase by 1.3% over the five-year plan
- ADA paratransit hours are projected to increase 5%
- Fixed-Route buses required may be reduced by five buses over the plan because of more efficient use of weekday peak buses.
- Fixed-Route and Flex ridership to increase by 20% throughout the plan based on the proposed changes, marketing strategies, and post-pandemic ridership trends.
- Operating and capital unit costs will increase between 3-4% annually
- The Financial Plan is a projection and the actual costs and revenues are subject to the annual budget process.



Improved System



Questions?

