

# ITEM 8

# NYELAND ACRES TRANSPORTATION NEEDS ASESMENT

**A presentation to the GCTD Board of Directors  
Wednesday, December 4, 2024**



# PRESENTATION OVERVIEW

1. Clean Mobility Options
2. Background
3. Project Area & Purpose
4. Community Transportation Needs Assessment
5. Key Findings
6. Community Engagement
7. Mobility Options & Preferences
8. Mobility Project Recommendations
9. Next Steps



# CLEAN MOBILITY OPTIONS VOUCHER PROGRAM



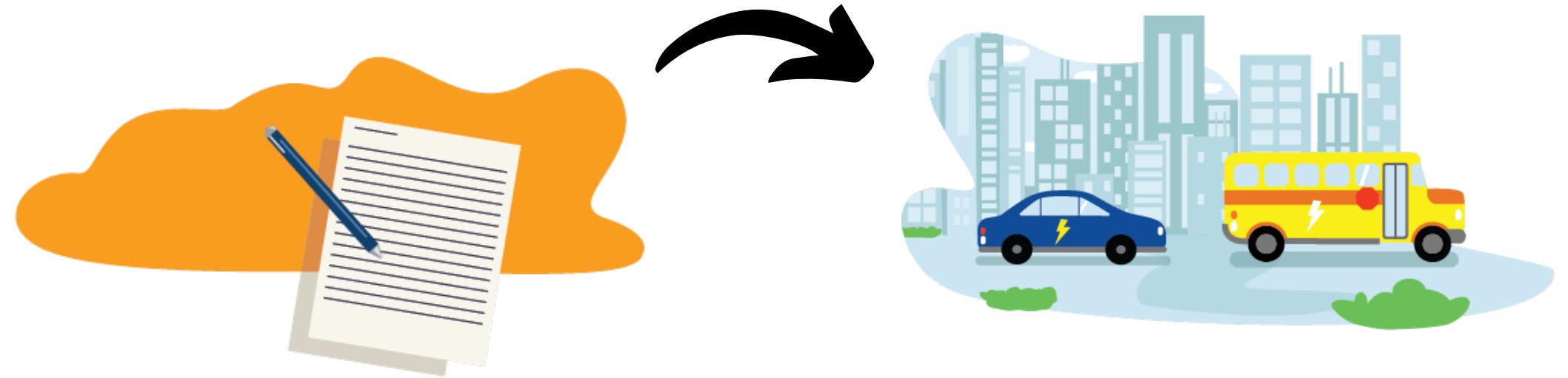
**Clean Mobility Options (CMO) Voucher Program is part of California Climate Investments program which is funded by the California Air Resources Board**

**Goal: to “empower 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.”**

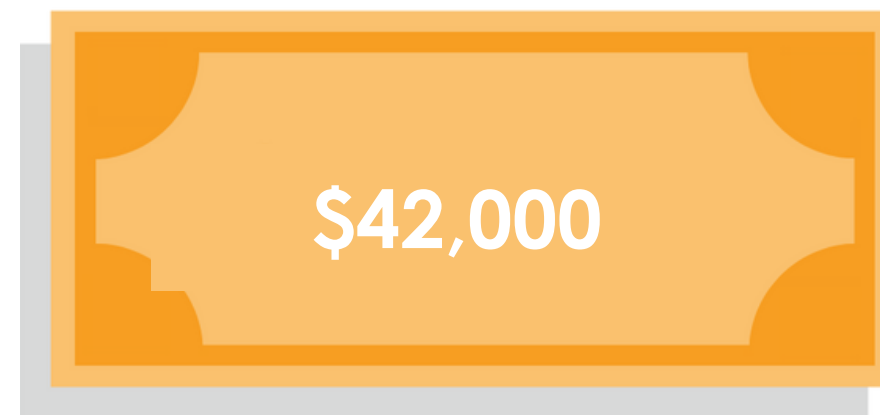


# BACKGROUND

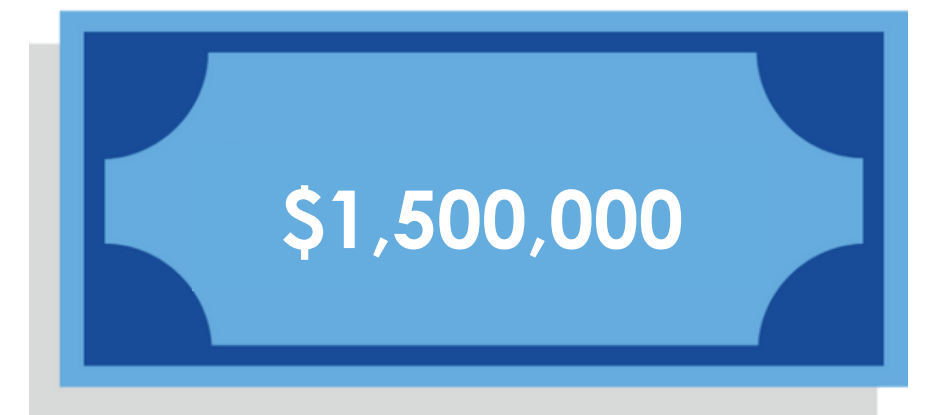
- Funding for two types of projects
- Partnered with Nyeland Promise
- Received a voucher for \$42,000 to conduct Needs Assessment
- Set-aside CMP funds for applicants previously awarded CTNA voucher



**Community Transportation  
Needs Assessment (CTNA)  
Voucher**

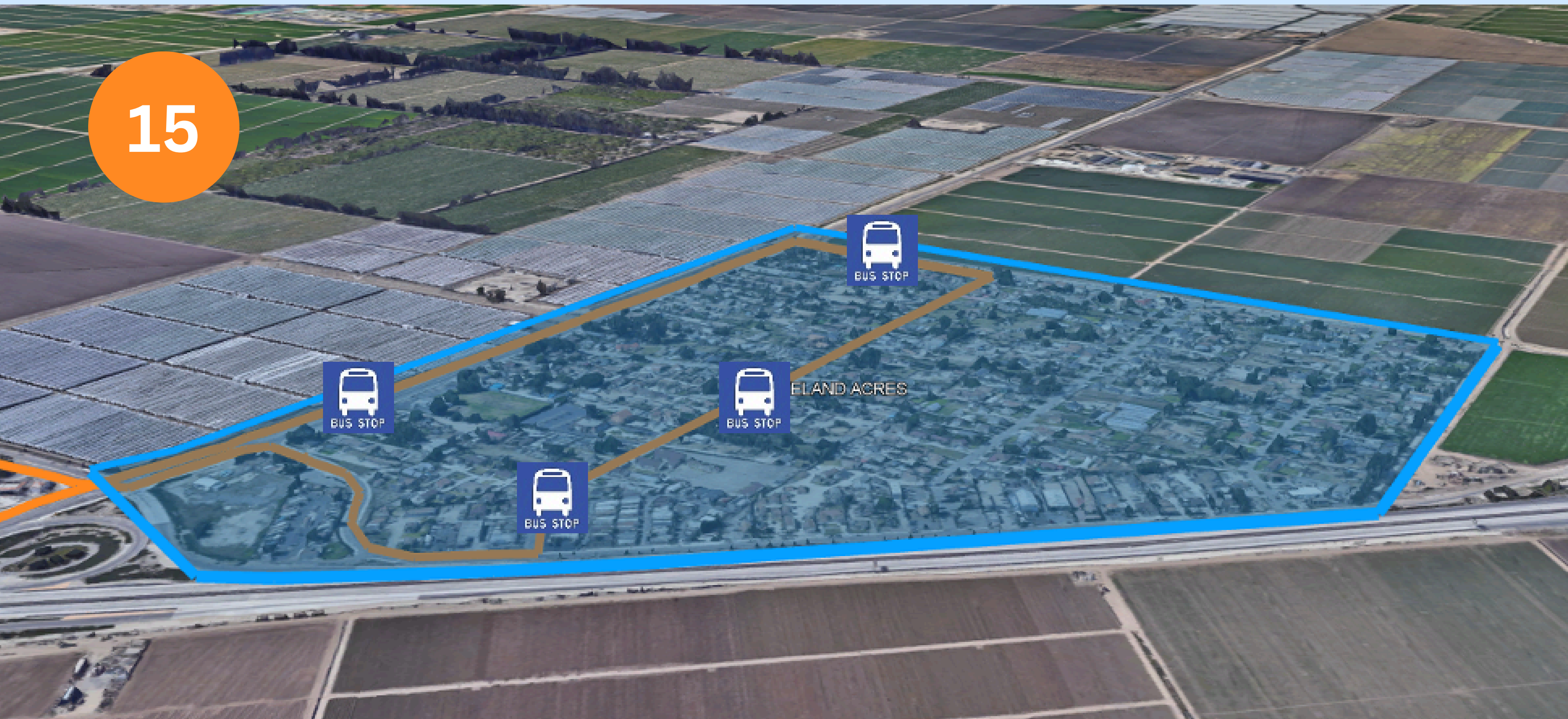


**Clean Mobility  
Project (CMP)  
Voucher**



# PROJECT AREA - NYELAND ACRES

15



BUS STOP

BUS STOP

BUS STOP

BUS STOP

NYELAND ACRES

# PROJECT AREA - NYELAND ACRES

- Route 15 - consistently in the bottom Quartile
  - 10 passengers per revenue hour
  - \$13.00 subsidy per passenger

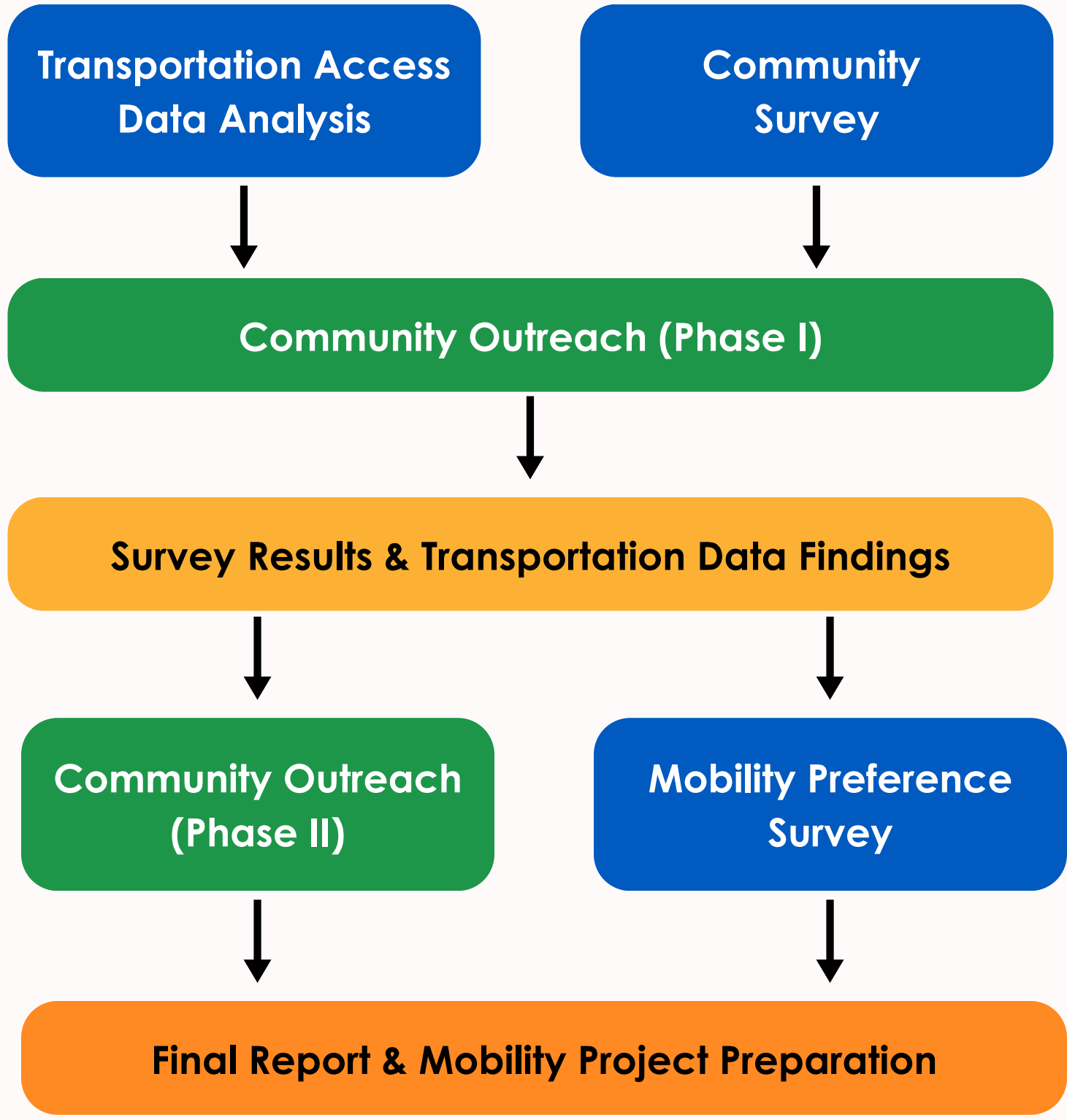
## Ridership Measure: Passengers Per Revenue Hour Quarter 1 FY 24 - 25

| Route | Route Name                                | Total Revenue Hours | Total Passengers | Passengers per Revenue Hour | Quartile |
|-------|---|---------------------|------------------|-----------------------------|----------|
| 1     | Port Hueneme - Oxnard Transit Center      | 4,697               | 125,142          | 27                          | 4        |
| 6     | Oxnard - Ventura - Main St                | 9,537               | 220,765          | 23                          | 4        |
| 16    | Downtown Ojai - Pacific View Mall         | 3,164               | 65,761           | 21                          | 4        |
| 21    | Port Hueneme - Ventura - Victoria Ave     | 4,066               | 81,575           | 20                          | 4        |
| 11    | Pacific View Mall - Telephone - Wells     | 3,279               | 65,737           | 20                          | 3        |
| 3     | J St - Centerpoint Mall - Lemonwood       | 1,663               | 33,226           | 20                          | 3        |
| 19    | OTC- 5th St - Airport - Gonzales Rd       | 896                 | 17,318           | 19                          | 3        |
| 4     | North Oxnard - Ventura Rd - St. John's    | 4,092               | 77,168           | 19                          | 3        |
| 23    | Oxnard College - Naval Base - Esplanade   | 2,813               | 49,835           | 18                          | 2        |
| 2     | Colonia - Downtown Oxnard                 | 1,081               | 18,694           | 17                          | 2        |
| 17    | Esplanade - Oxnard College                | 2,644               | 45,294           | 17                          | 2        |
| 5     | Hemlock - Seabridge - Wooley              | 1,169               | 18,578           | 16                          | 2        |
| 7     | Oxnard College - Centerpoint Mall         | 969                 | 14,608           | 15                          | 1        |
| 8     | OTC- Oxnard College - Centerpoint Mall    | 1,638               | 22,194           | 14                          | 1        |
| 10    | Pacific View Mall - Telegraph - Saticoy   | 1,990               | 24,231           | 12                          | 1        |
| 15    | Esplanade - El Rio - St. John's - Nyeland | 1,464               | 14,359           | 10                          | 1        |

## Economic Measure: Subsidy Per Passenger Quarter 1 FY 24- 25

| Route | Total Cost   | Cost Per Passenger | Subsidy Per Passenger | Quartile |
|-------|--------------|--------------------|-----------------------|----------|
| 1     | \$ 630,783   | \$ 5               | \$ 4                  | 4        |
| 6     | \$ 1,280,733 | \$ 6               | \$ 5                  | 4        |
| 16    | \$ 424,876   | \$ 6               | \$ 5                  | 4        |
| 21    | \$ 546,023   | \$ 7               | \$ 6                  | 4        |
| 3     | \$ 223,347   | \$ 7               | \$ 6                  | 3        |
| 11    | \$ 440,332   | \$ 7               | \$ 6                  | 3        |
| 19    | \$ 120,324   | \$ 7               | \$ 6                  | 3        |
| 4     | \$ 549,537   | \$ 7               | \$ 6                  | 3        |
| 23    | \$ 377,731   | \$ 8               | \$ 7                  | 2        |
| 17    | \$ 355,099   | \$ 8               | \$ 7                  | 2        |
| 2     | \$ 145,100   | \$ 8               | \$ 7                  | 2        |
| 5     | \$ 156,918   | \$ 8               | \$ 8                  | 2        |
| 7     | \$ 130,071   | \$ 9               | \$ 8                  | 1        |
| 8     | \$ 219,956   | \$ 10              | \$ 9                  | 1        |
| 10    | \$ 267,197   | \$ 11              | \$ 10                 | 1        |
| 15    | \$ 196,612   | \$ 14              | \$ 13                 | 1        |

# COMMUNITY TRANSPORTATION NEEDS ASSESSMENT



**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.

# KEY FINDINGS - TRANSPORTATION ACCESS DATA

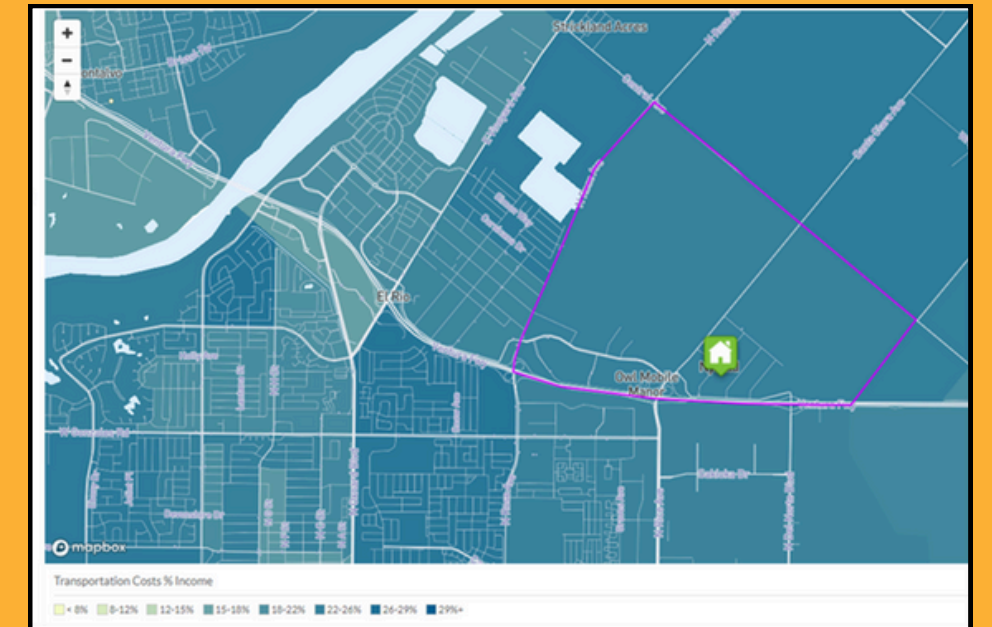
## Key Demographics

| Demographic                  | Nyeland Acres | Ventura County |
|------------------------------|---------------|----------------|
| Total Population             | 3,081         | 832,605        |
| Median Household Income      | \$46,042      | \$102,569      |
| Hispanic or Latino Ethnicity | 92.8%         | 43.3%          |
| Limited English Proficiency  | 43.9%         | 15.0%          |

US Census Bureau, American Community Survey

## Affordability

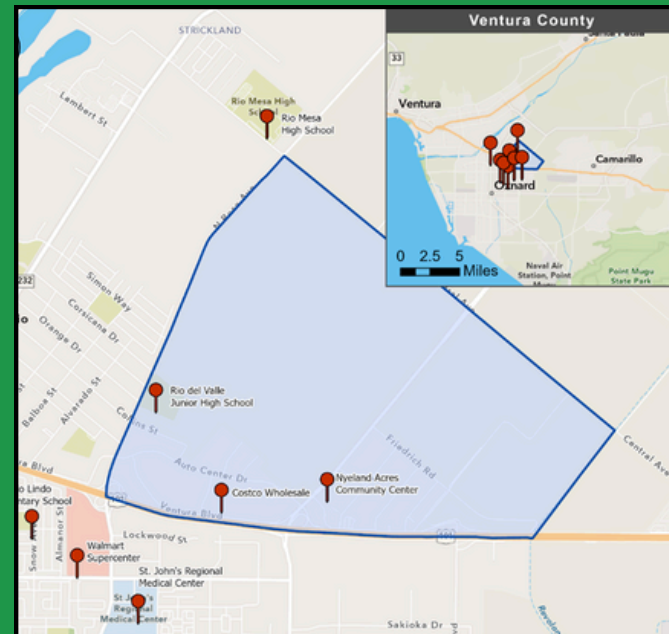
- ~92% have access to at least one vehicle (2.24 autos per household)
- Average cost of burden for transportation higher than County
- H + T Costs % Income = 44%



Housing & Transportation (H + T) Affordability Index

## Accessibility

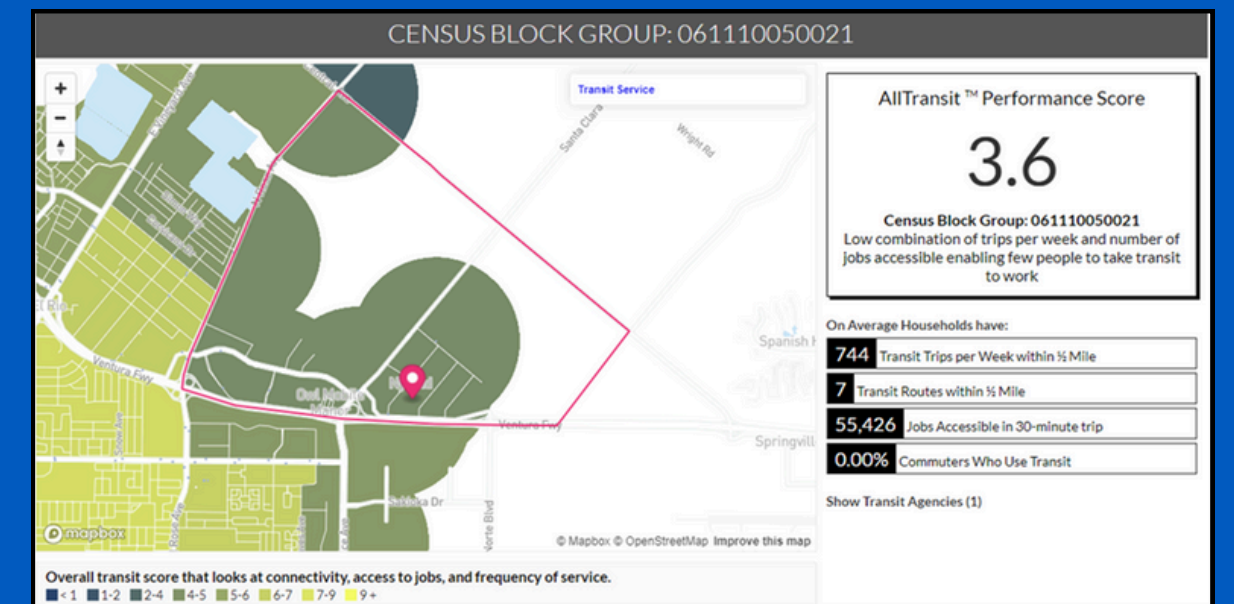
- Access to key destinations (schools, medical, supermarkets) is over 2 miles and over 30 minutes
- Poor existing pedestrian and bicycle infrastructure
- Weekday trips primarily south of 101 freeway, Riverpark and Downtown Oxnard
- Work trips drop by only 63% on the Weekends



Bicycle Network Analysis, Transportation Injury Mapping, OnTheMap, Replica

## Reliability

- Census Block containing Nyeland Acres has 3.6 out of 10 transit performance score
- Transit connectivity score of 2 out of 100



All Transit



# KEY FINDINGS - COMMUNITY SURVEY

## What transportation issues do you have?

- ~33% of residents disagreed with statement: "It is generally easy for me to get to where I need to go."
- Over 25% do not have access to or cannot operate a vehicle
- About one third of transportation issues relate to public transit

| Transportation Issue               | %   |
|------------------------------------|-----|
| None                               | 19% |
| Lack of public transit/bus options | 18% |
| Unable to drive                    | 16% |
| Lack of access to a vehicle        | 11% |
| Safety concerns                    | 9%  |
| Punctuality/wait times             | 7%  |
| Car issues                         | 7%  |
| Bus schedule difficulties          | 7%  |
| Cost difficulties                  | 4%  |
| Other                              | 4%  |

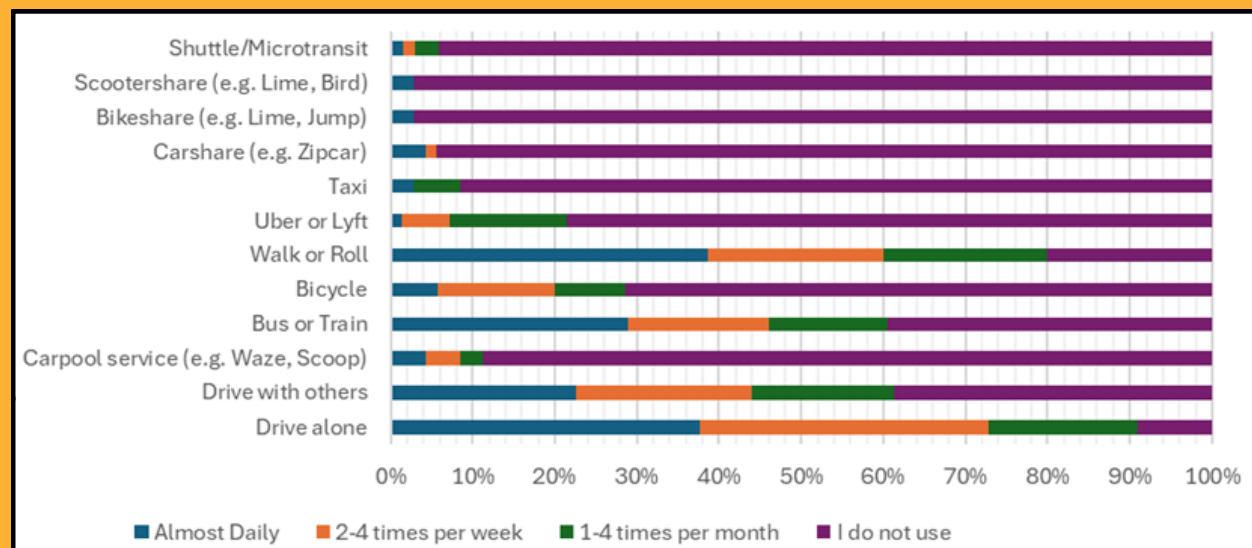
## What is the primary reason you do not use public transit?

- Over 50% of respondents use public transit regularly
- Most used routes:
  - 15 (48%)
  - 17 (14%)
  - 6 (12%)

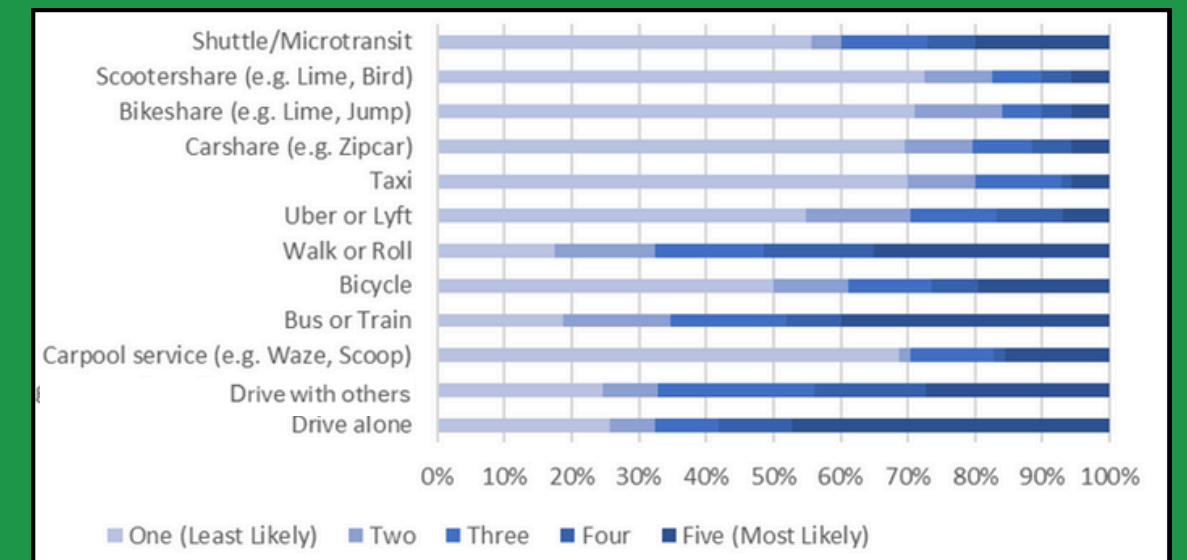
| Reason   | %   |
|--|-----|
| Riding the bus takes too long                  | 24% |
| I do not know how to use public transportation | 21% |
| Buses do not operate at the time I need them   | 14% |
| Routes and schedules are too confusing         | 10% |
| Too many transfers                             | 3%  |
| Other  | 28% |

## How often do you use these transportation options?

- Majority of respondents drive alone or with others at least 2-4 times per week
- Almost 25% of respondents who use bus, use it daily



## How likely would you use these transportation options if they were available and affordable?



# COMMUNITY ENGAGEMENT & OUTREACH



## COMMUNITY FAIRS

Nyeland Acres Spring Resource Fair (March 2024)



Staff sharing mobility options flyers to Nyeland Acres residents during the Nyeland Acres Spring Resource Fair.

Nyeland Acres Bike Rodeo (July 2024)



Nyeland Acres residents preparing for the Bike Rodeo during the Nyeland Acres Bike Rodeo.

# COMMUNITY ENGAGEMENT & OUTREACH



## MOBILITY PREFERENCES

Proposed 4 different mobility options to Nyeland Acres residents

1. Fixed-Route Bus Improvements
2. Microtransit Service
3. Free Transit Pass Program
4. Carshare Program

Residents were asked how likely they would use each service



Infographic used for social media and robotexting to promote Mobility Preferences Survey.

# MOBILITY OPTIONS & PREFERENCES

## MICROTRANSIT

- Determined by location based services and customer demand
- Service to Nyeland Acres, North Oxnard, El Rio, Riverpark
- Hours of service
  - 6:00am - 6:00pm (Weekdays)
  - 7:00am - 6:00pm (Weekends)



## BUS IMPROVEMENTS

- More direct service for Nyeland Acres residents
- Hours of service expanded
  - 6:00am - 6:00pm
- Faster travel times to Esplanade and no transfers needed to travel to the Collection



## FREE TRANSIT PASSES

- For Nyeland Acres residents to use on GCTD buses or microtransit services
- Partnership with Nyeland Promise to distribute passes



## CARSHARE PROGRAM

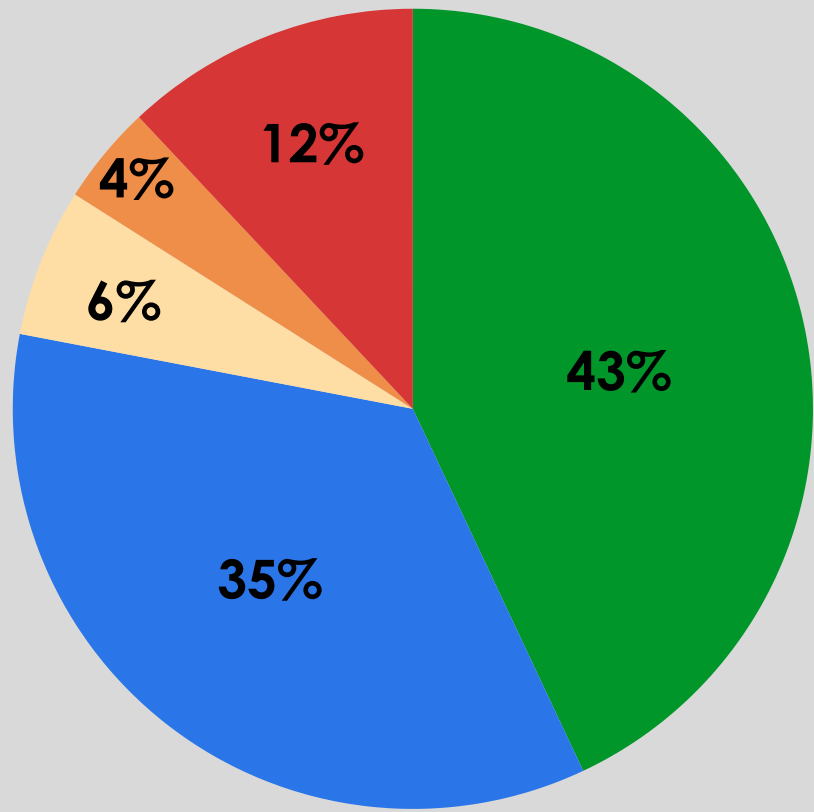
- Carshare program available 24/7 on hourly or daily basis
- Nyeland Acres Community Center could service as hub of operations



# MOBILITY PROJECT RECOMENDATIONS

## MICROTRANSIT

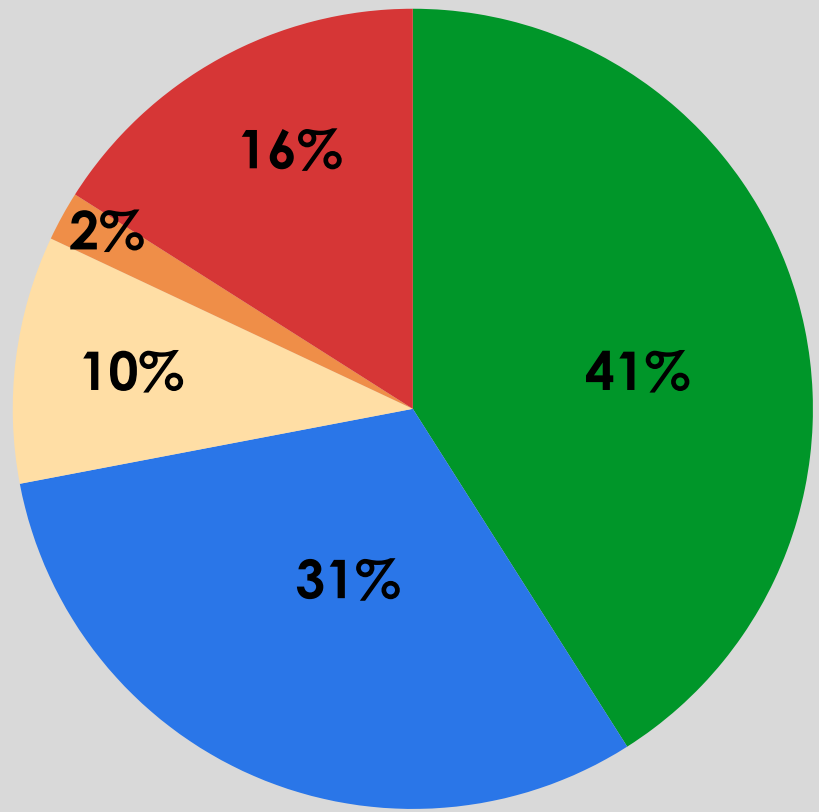
Extremely Likely Likely Neutral  
Unlikely Extremely Unlikely



- 78% are likely to use microtransit

## BUS IMPROVEMENTS

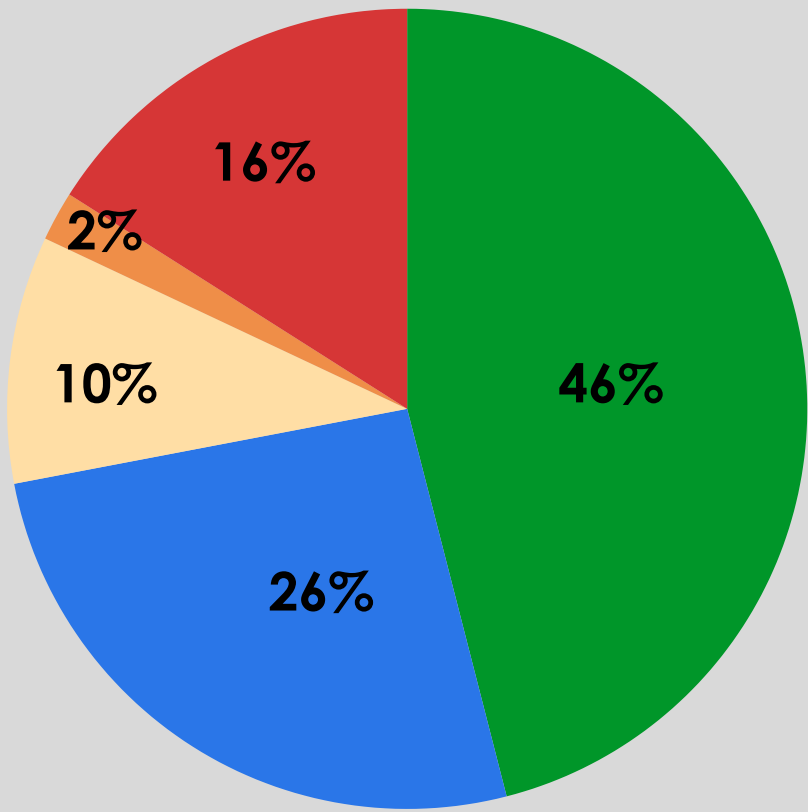
Extremely Likely Likely Neutral  
Unlikely Extremely Unlikely



- 72% are likely to use fixed-route bus service

## FREE TRANSIT PASSES

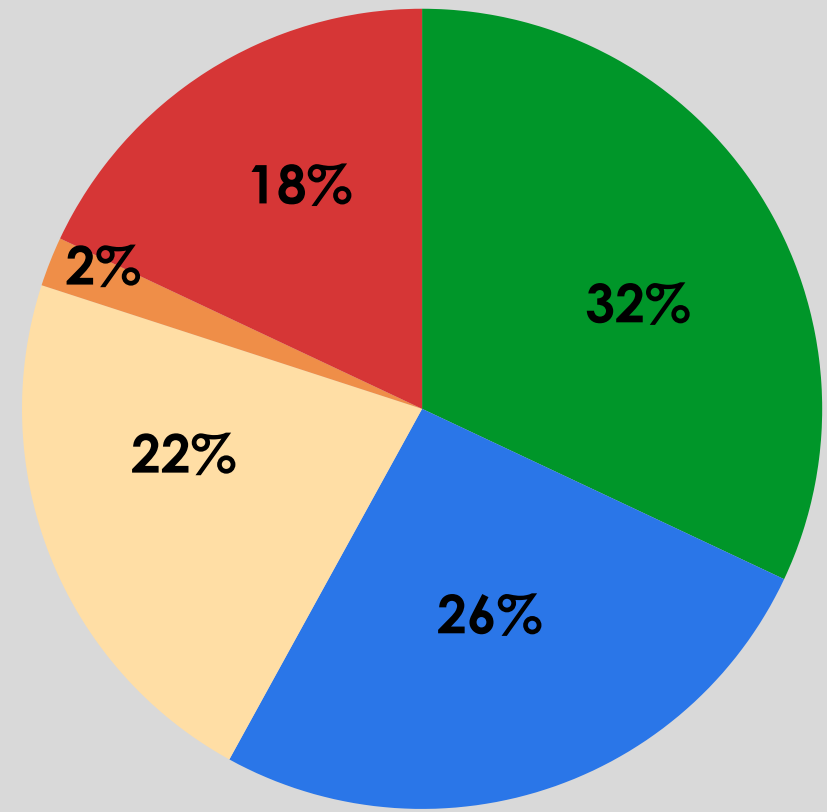
Extremely Likely Likely Neutral  
Unlikely Extremely Unlikely



- 72% are likely to participate in a free transit pass program

## CAR SHARE

Extremely Likely Likely Neutral  
Unlikely Extremely Unlikely



- 58% are likely to use a car sharing service

# NEXT STEPS

## Pursuit of CMO Mobility Project Voucher

- Microtransit project is the most aligned in terms of project readiness, funding eligibility and community support



## Adopt Route 15 restructure and recommendation from Short Range Transit Plan and secure funding or reallocate resources



## Leverage findings for other funding sources

- CARB Sustainable transportation Equity Project
- Federal Transit Administration (Competitive) Grants



## Information sharing and alignment with existing planning efforts

- Other needs identified:
  - Bike Training & Safety Programs
  - Bike and Pedestrian Infrastructure Improvements



# QUESTIONS?

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**Transit Planner**

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