



# NYELAND ACRES COMMUNITY TRANSPORTATION NEEDS ASSESSMENT FINAL REPORT



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- 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,

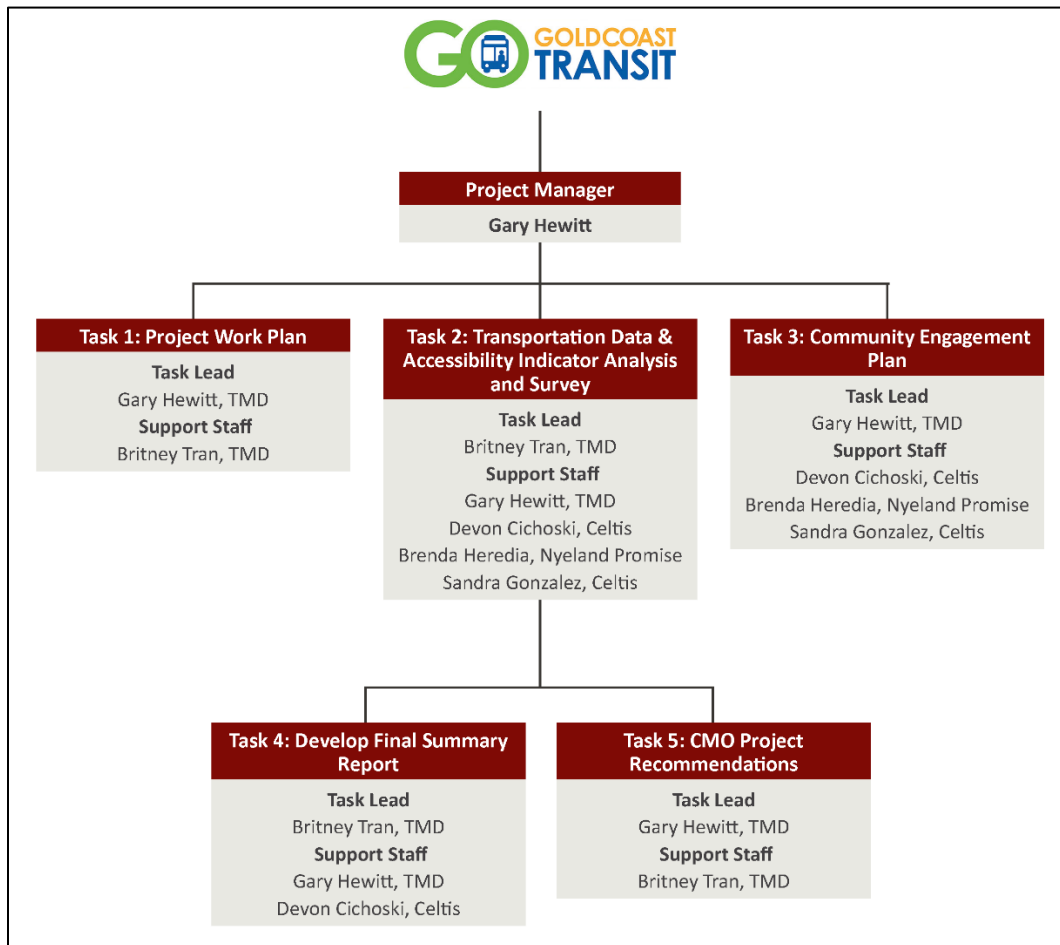
- Establish a foundation for potential funding applications, including the Clean Mobility Options Mobility Project Voucher.

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.

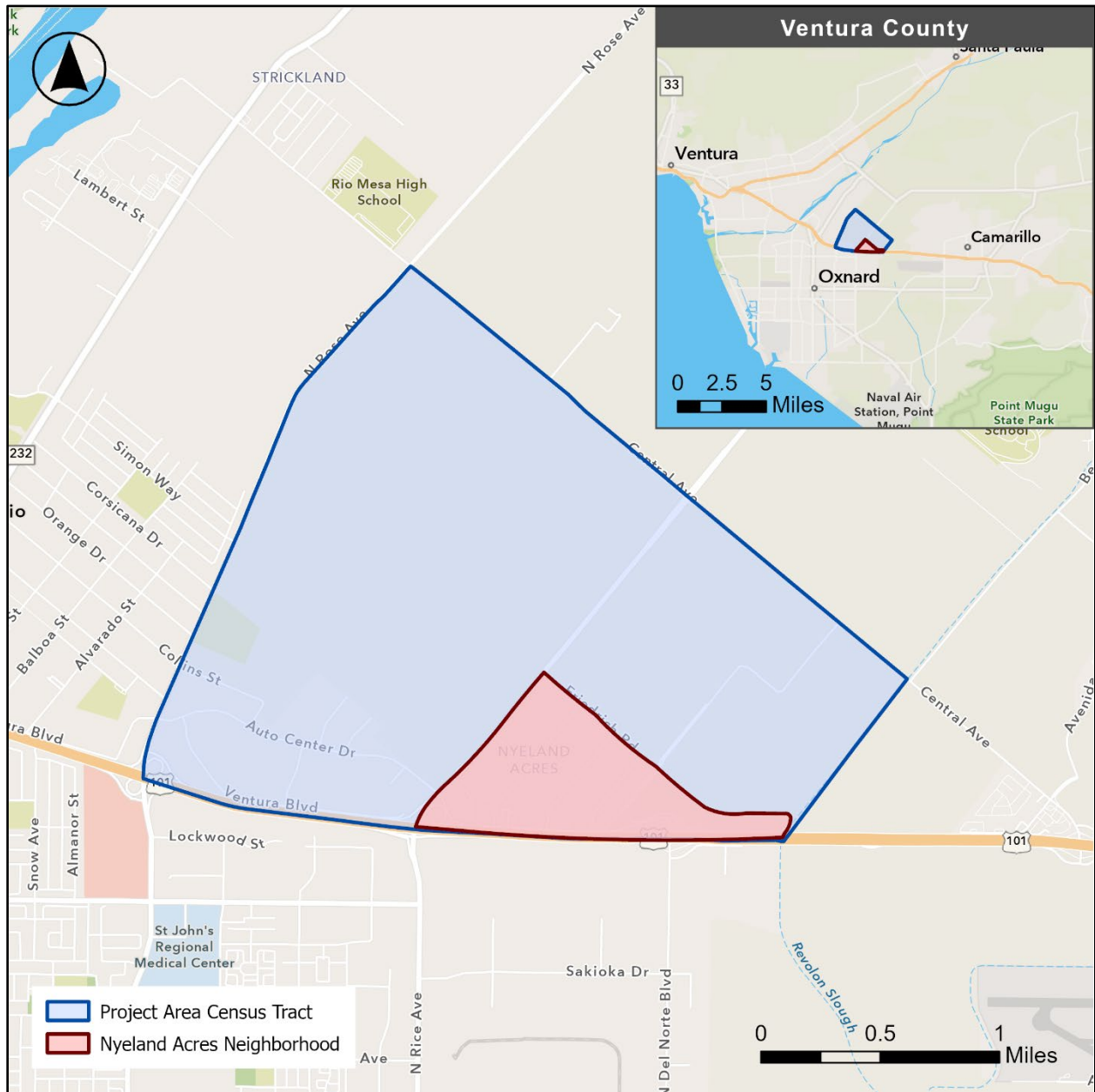
**What is the history of the area that has led to transportation inequities?**

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
<u>Race</u>		
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%
<u>Age</u>		
Age Under 18	21.6%	36.3%
Age 18 - 64	60.9%	54.8%
Age 65 and older	17.5%	9.0%
<u>Educational Attainment (25 years and older)</u>		
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
<b>October 2023</b>	Project Initiation
<b>November 2023</b>	Finalize Work Plan, Outreach Strategy, and Schedule
<b>January 2023</b>	Develop Draft Community Survey
<b>February 2024</b>	Begin Transportation Access Data Analysis
<b>March 2024</b>	Community Outreach Event
<b>March – April 2024</b>	Community Survey
<b>April 2024</b>	Engagement at various Community Workshops (art classes, music classes, English-learning classes)
<b>May 2024</b>	Finalize Transportation Access Data Analysis
<b>June 2024</b>	Analyze Community Survey Results
<b>June 2024</b>	Develop Clean Mobility Project Options
<b>July 2024</b>	Draft Mobility Preferences Resident Survey
<b>July – September 2024</b>	Mobility Preferences Resident Survey
<b>July 2024:</b>	Community Outreach Event
<b>September - October 2024</b>	Develop Draft Final Report
<b>November 2024:</b>	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
<b>Demographics</b>			
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
<b>Accessibility</b>			
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
<b>Reliability</b>			
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
<b>Affordability</b>			
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 12<sup>th</sup>, 2024 and April 27<sup>th</sup>, 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

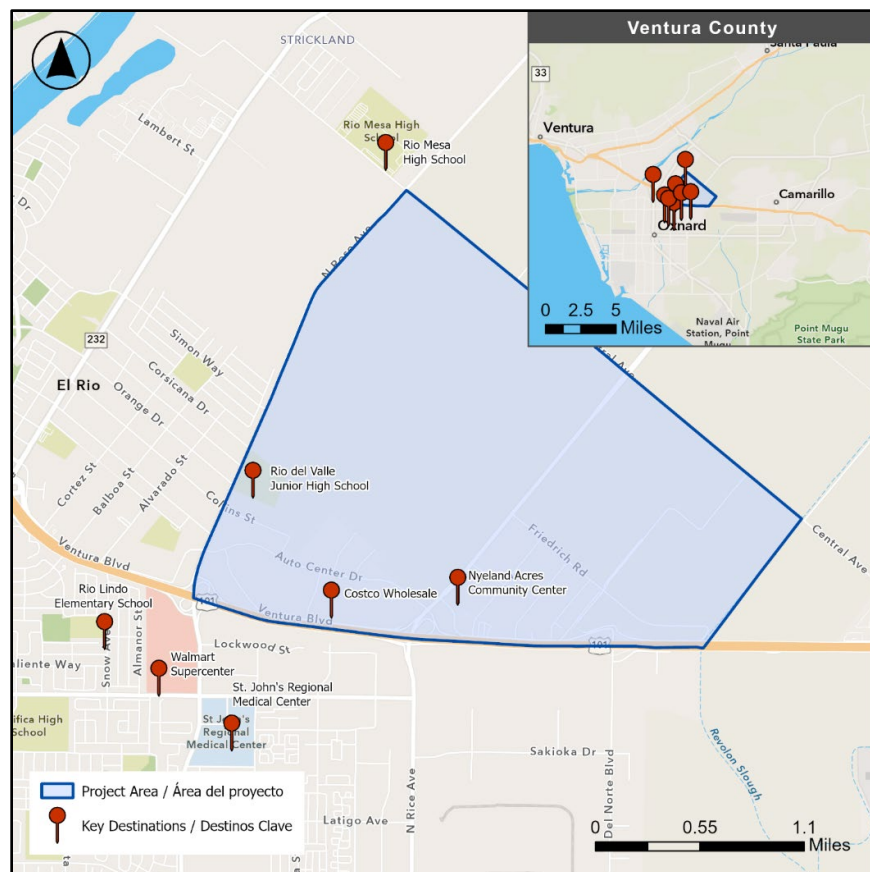
## Accessibility

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		
Mode	Distance	Time
Walking	2.5 miles	56 minutes
Public Transit	2.5 miles	32 minutes
Biking	2.5 miles	14 minutes
Car	2.5 miles	8 minutes

Rio Del Valle Junior High School		
Mode	Distance	Time
Walking	1.8 miles	39 minutes
Public Transit	1.8 miles	24 minutes
Biking	1.8 miles	10 minutes
Car	2.1 miles	7 minutes

Rio Mesa High School		
Mode	Distance	Time
Walking	2.7 miles	60 minutes
Public Transit	2.7 miles	59 minutes
Biking	2.7 miles	14 minutes
Car	2.7 miles	6 minutes

St. John’s Regional Medical Center		
Mode	Distance	Time
Walking	1.9 miles	43 minutes
Public Transit	2.3 miles	12 minutes
Biking	1.9 miles	11 minutes
Car	2.3 miles	8 minutes

Walmart Supercenter		
Mode	Distance	Time
Walking	2.0 miles	45 minutes
Public Transit	2.0 miles	18 minutes
Biking	2.0 miles	12 minutes
Car	2.0 miles	7 minutes

Costco		
Mode	Distance	Time
Walking	1.0 miles	23 minutes
Public Transit	-	-
Biking	1.0 miles	6 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

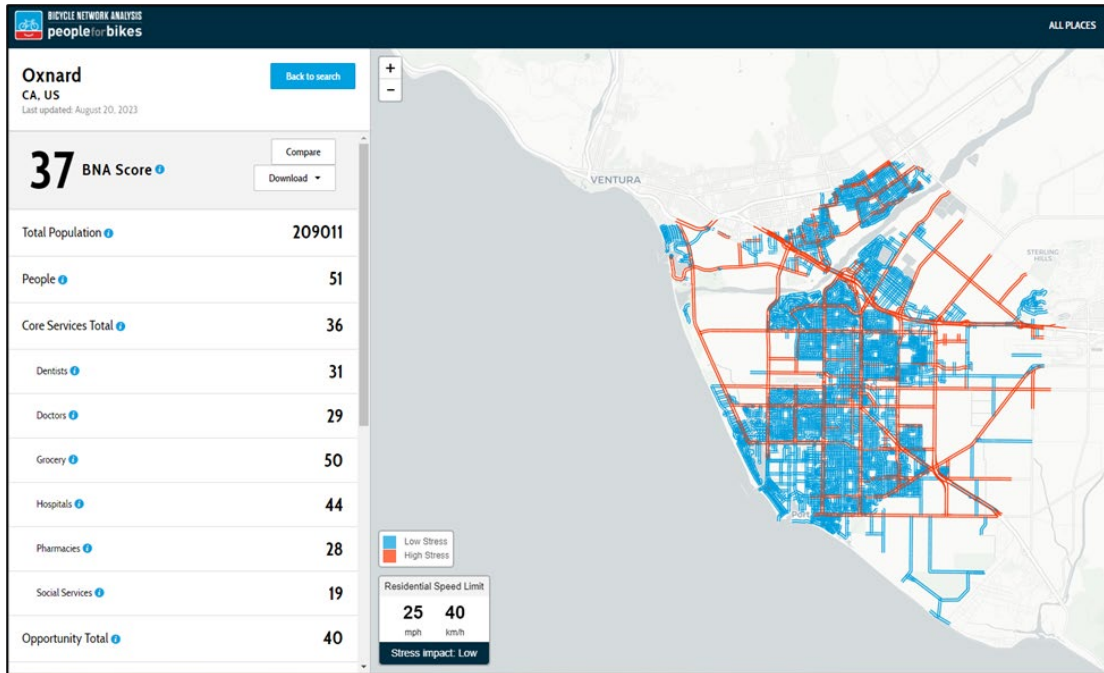
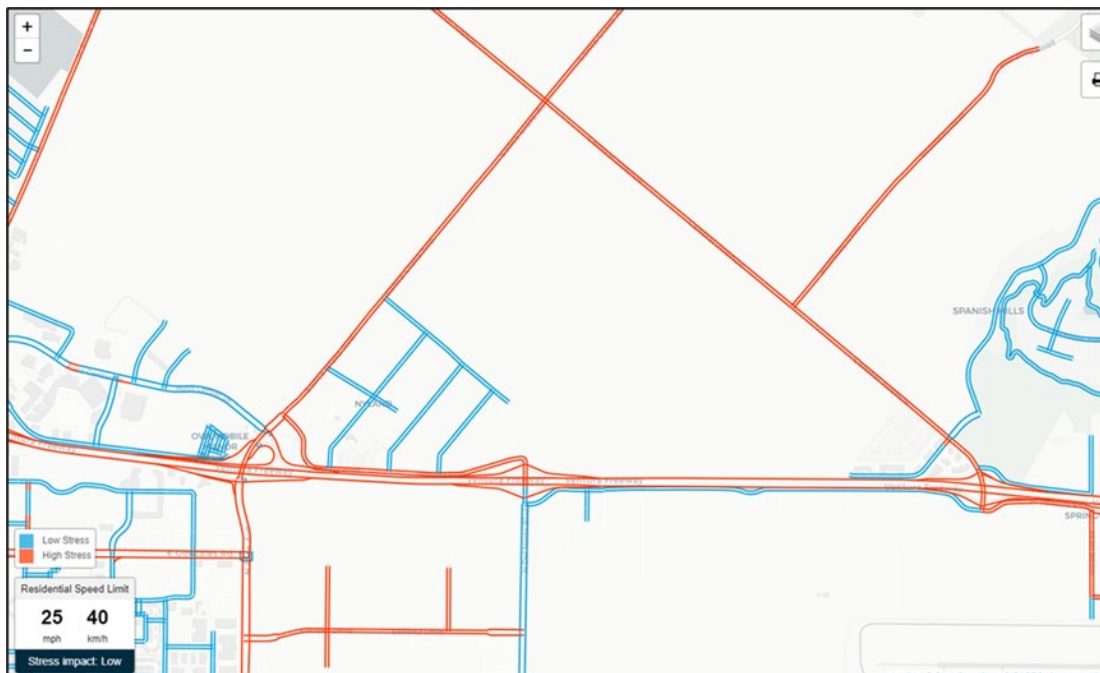


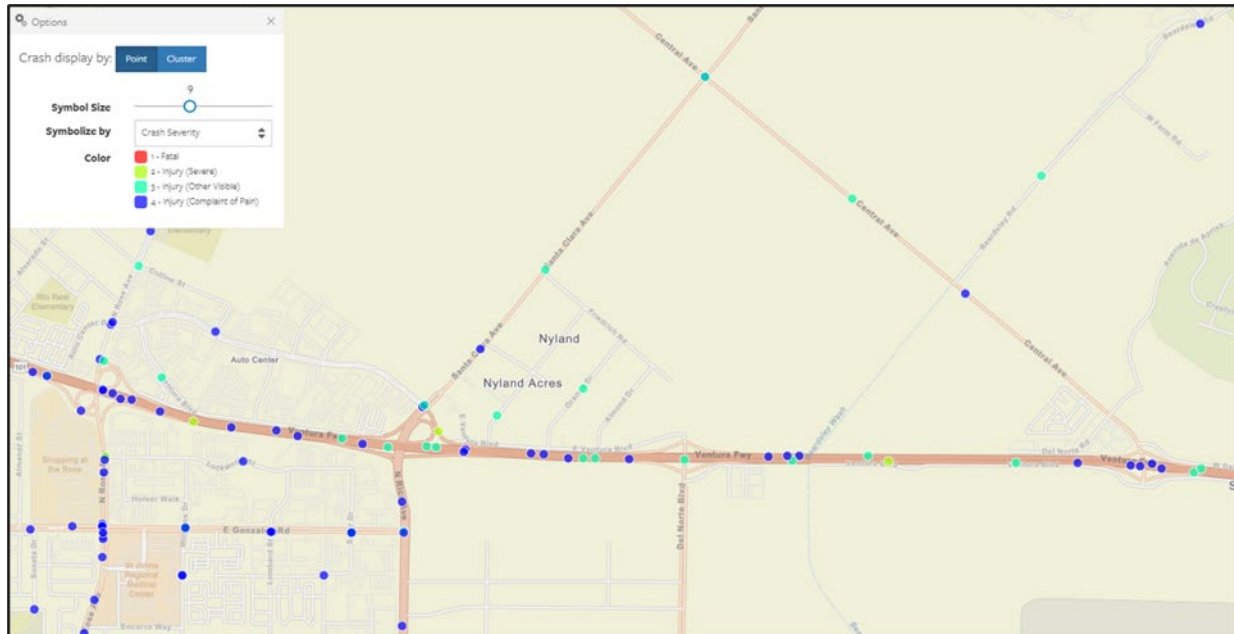
Figure 10: Bicycle Network Analysis Map for Nyeland Acres



**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 Nyeland 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 Nyeland 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 Nyeland Acres employed outside the project area with distant commutes.

Figure 12: Inflow and Outflow of Workers in Nyeland Acres

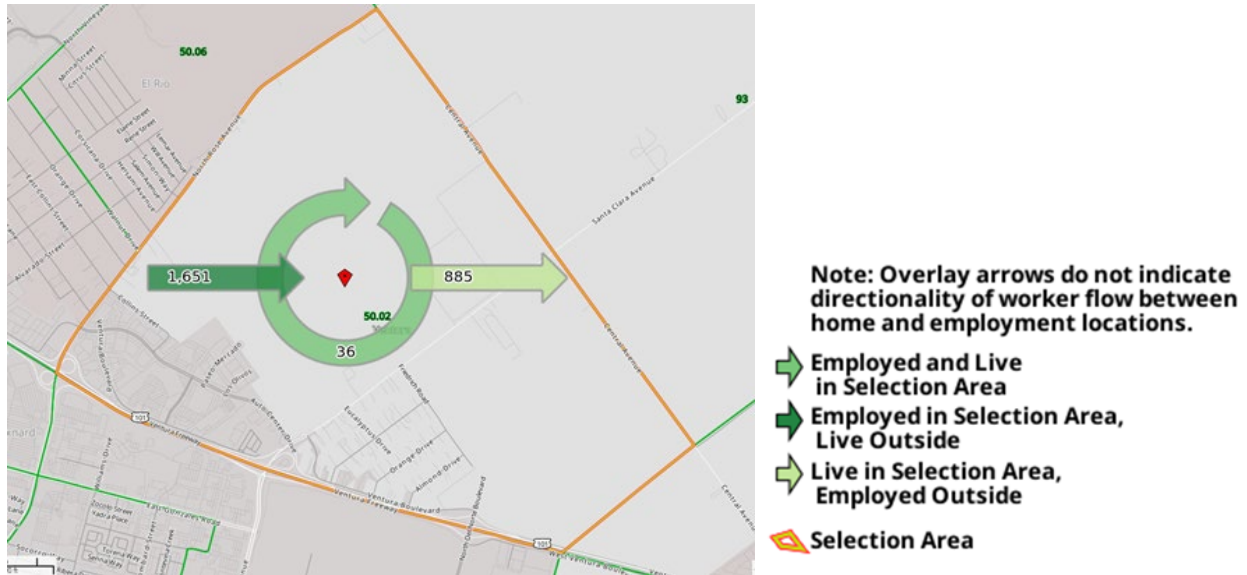
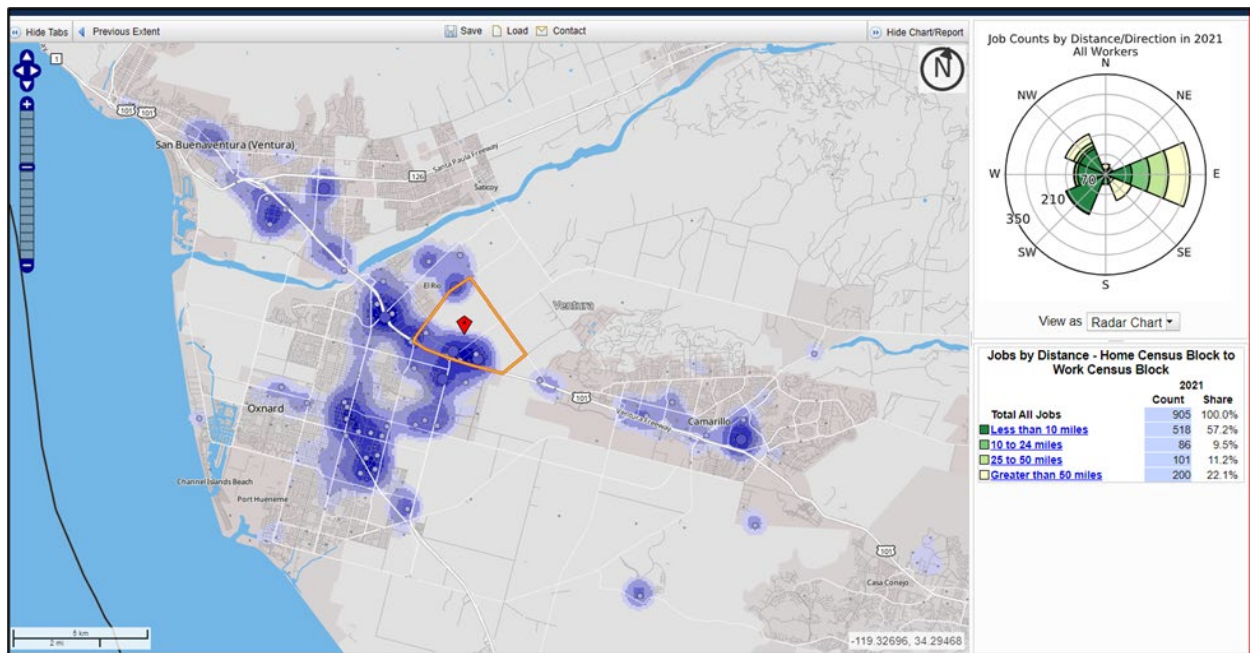


Figure 13: Job Counts by Distance/Direction (All Workers)



### 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

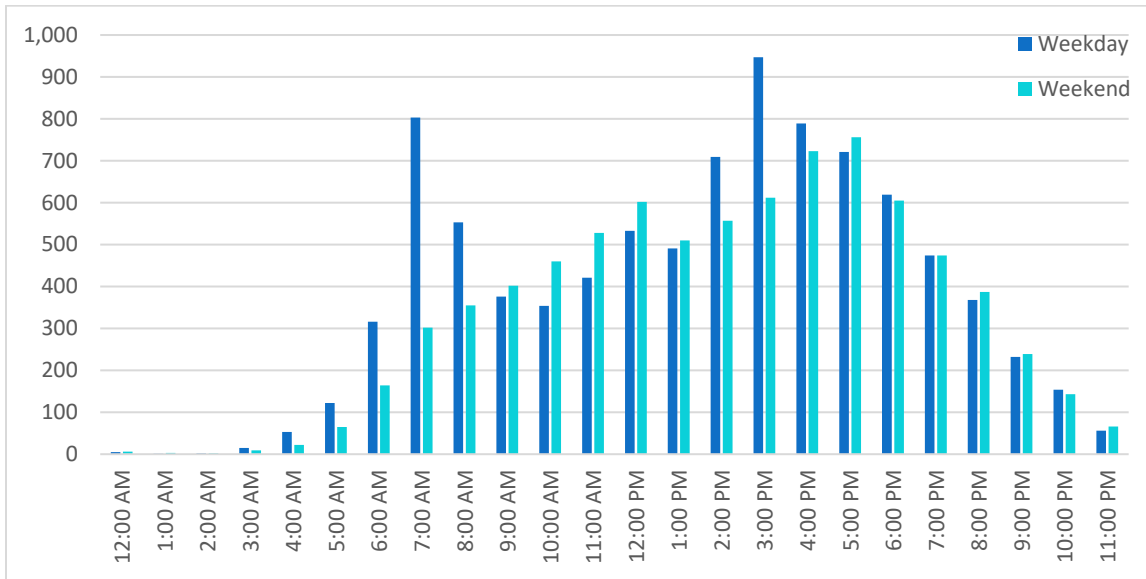


Figure 15 shows the distance of trips taken by Nyeland Acres residents originating from their census block group. Over 50% of weekday trips are between two and eight miles in length. There are slightly more weekend trips which are either very short or very long. This study’s projects should focus on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

Figure 15: Trip Length by Day Type

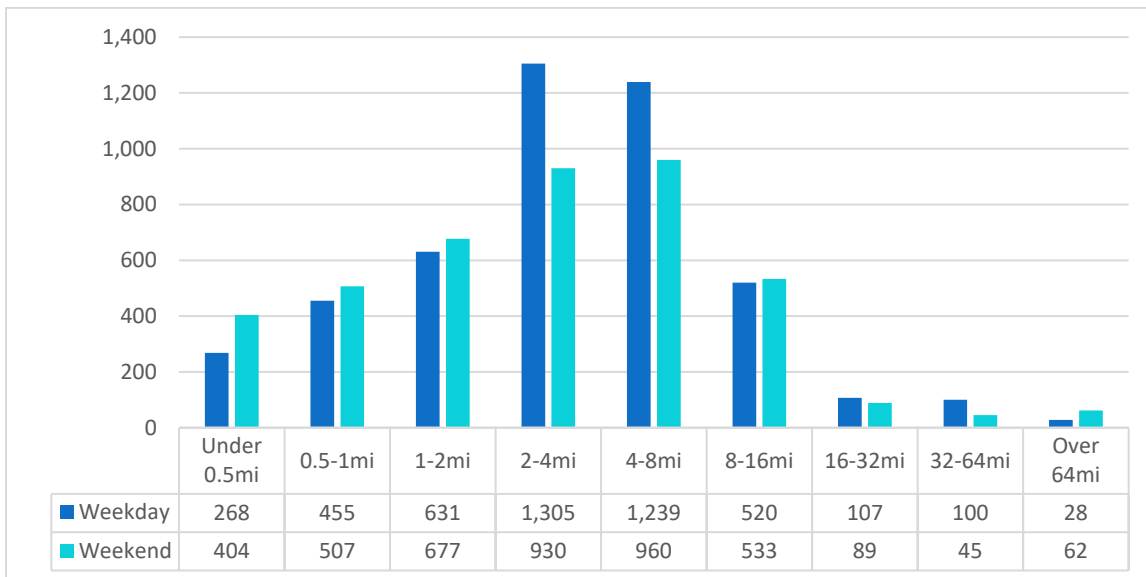
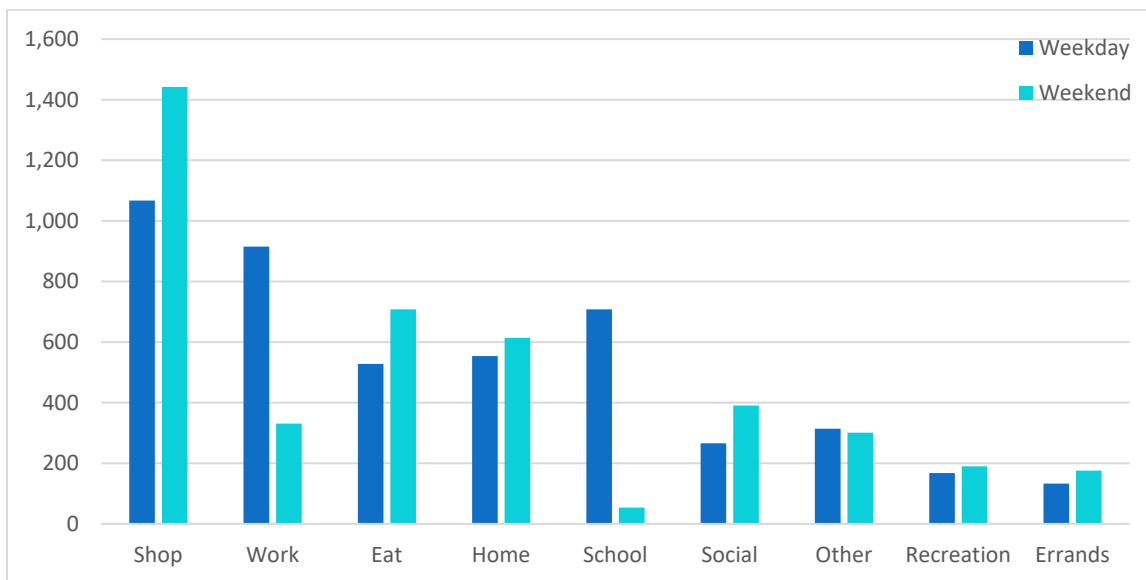


Figure 16 shows the purpose of trips made by Nyeland Acres residents which originate from their census block group. As would be expected, school trips are predominantly made on weekdays. Though work trips are lower on weekends, they only drop by 63% which means that one of every three residents travels 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 @ 5<sup>th</sup> 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 @ 5<sup>th</sup> St decrease which may indicate that the weekday trips are for commuting.



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

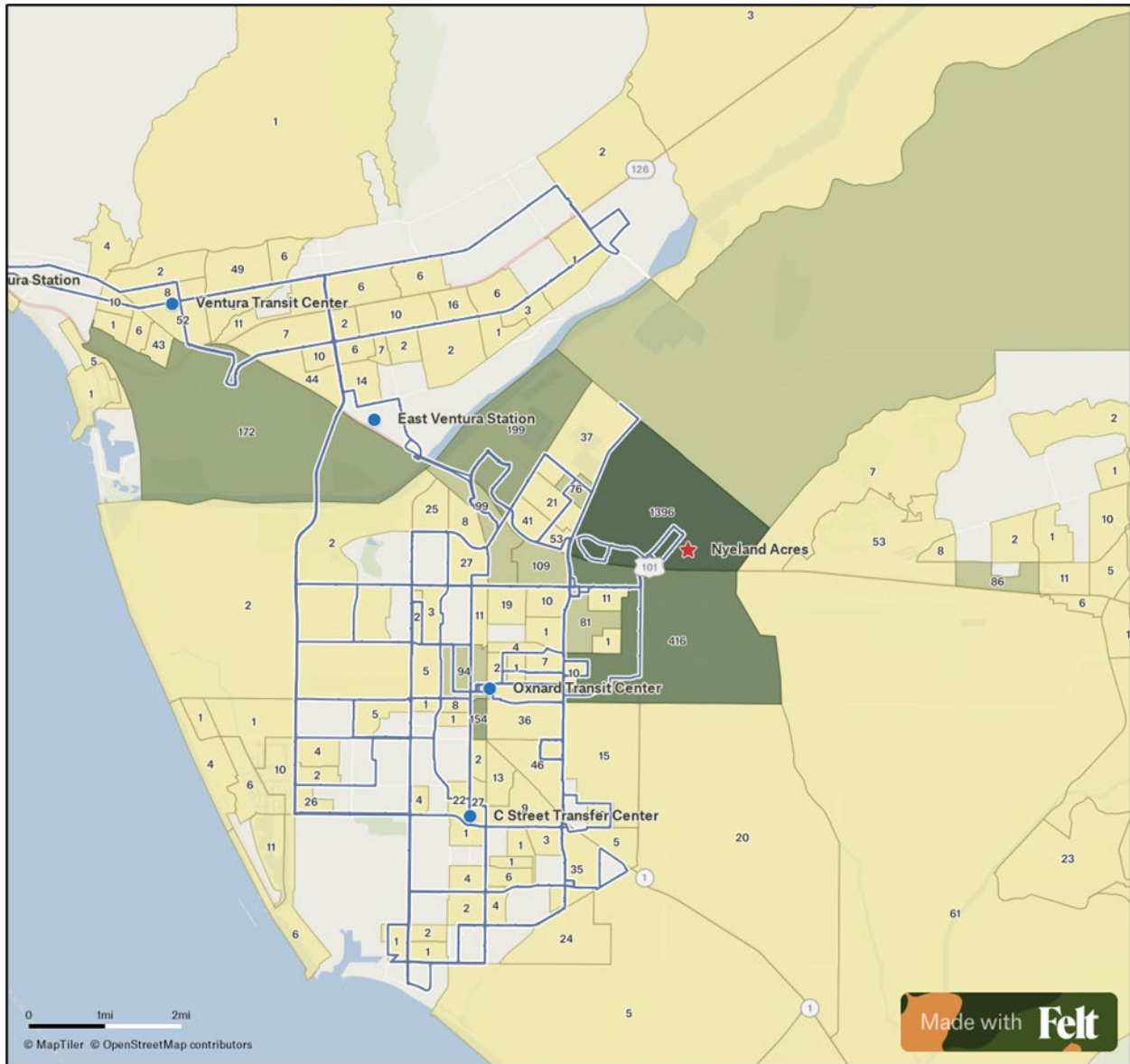
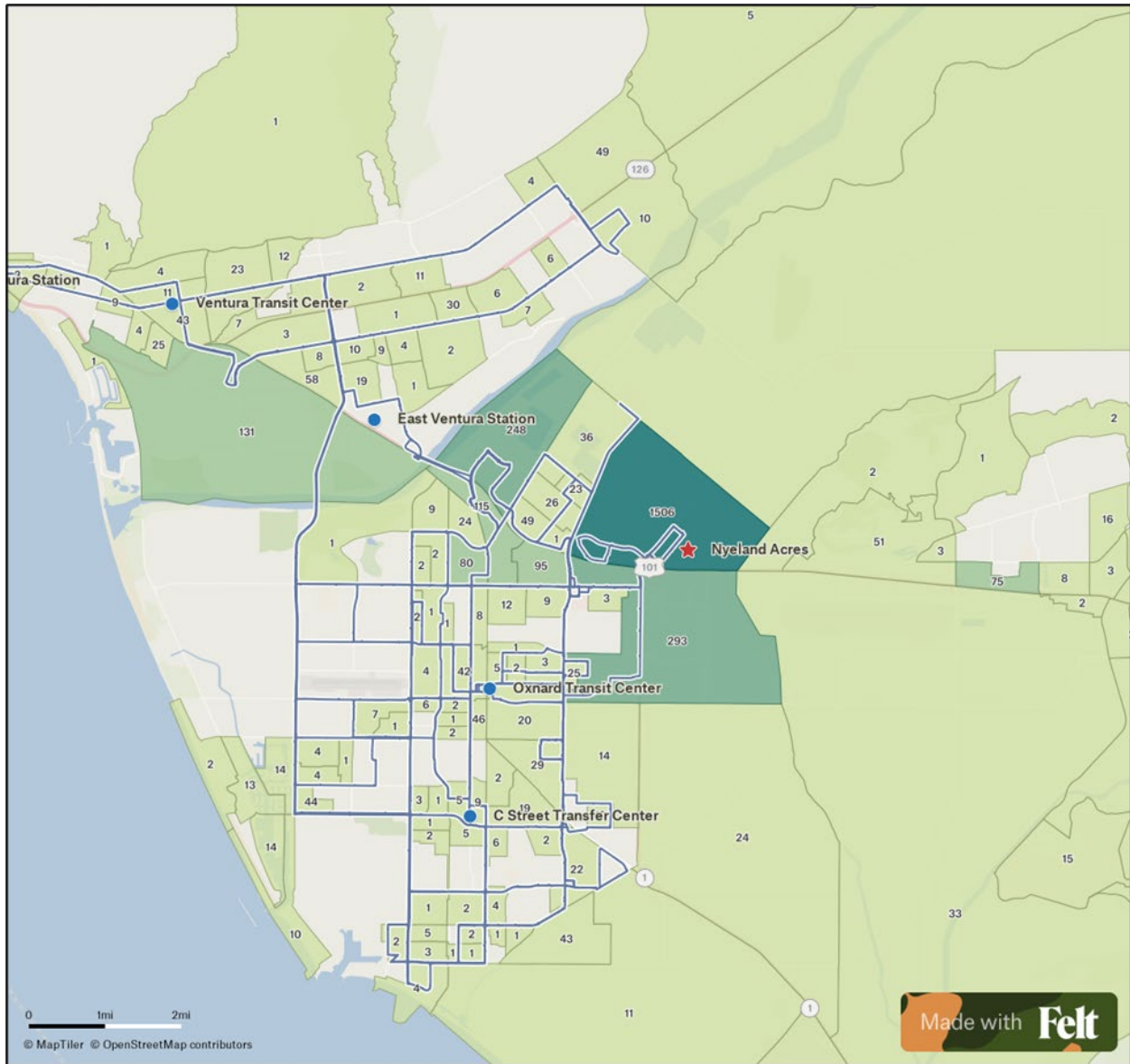


Figure 18: Nyeland Acres Weekend Trip Destinations by Census Block Group



## 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

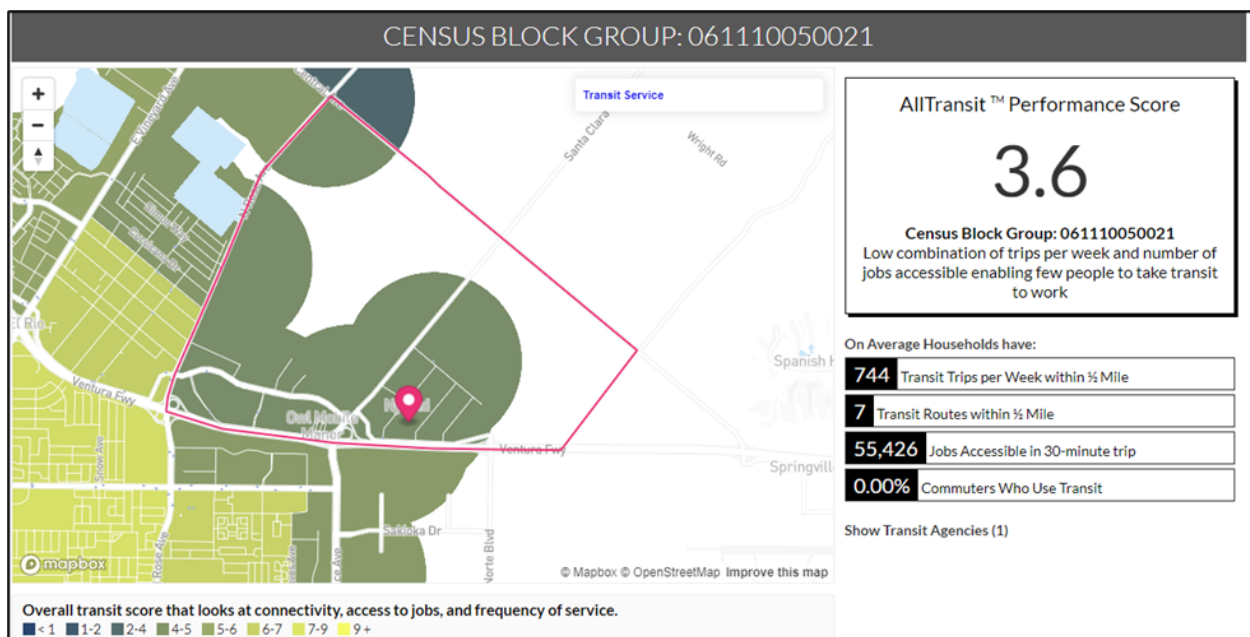
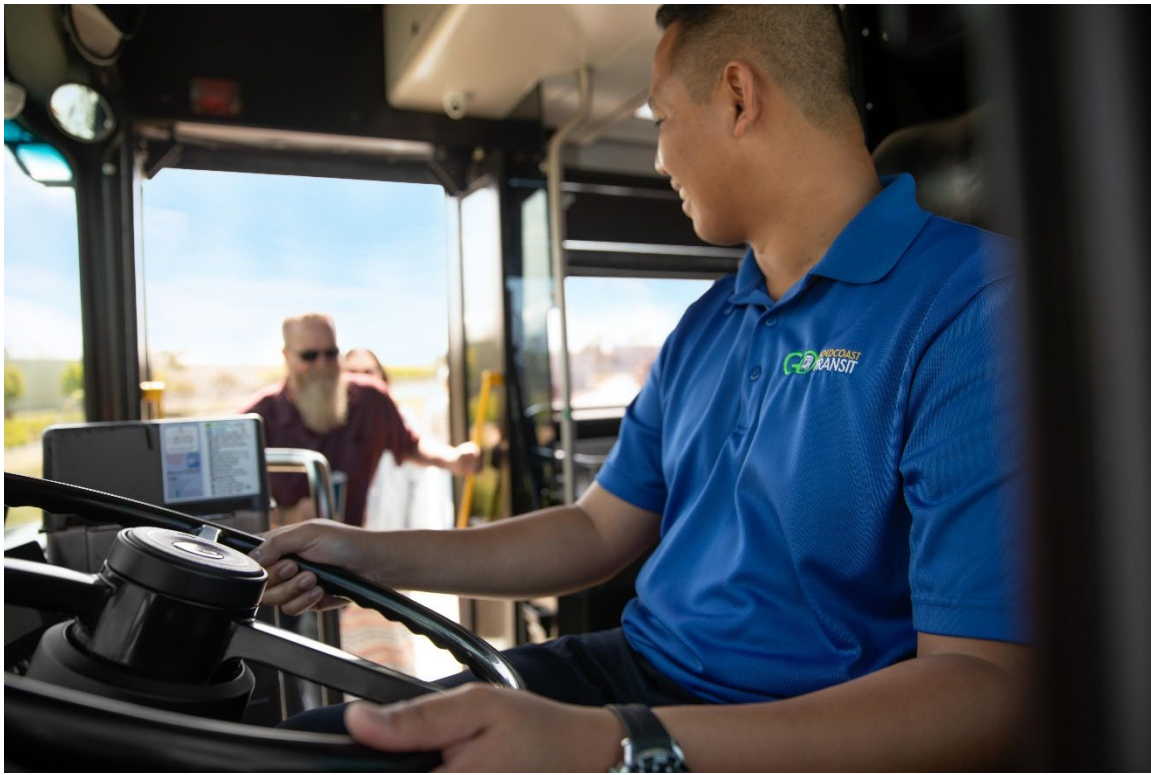
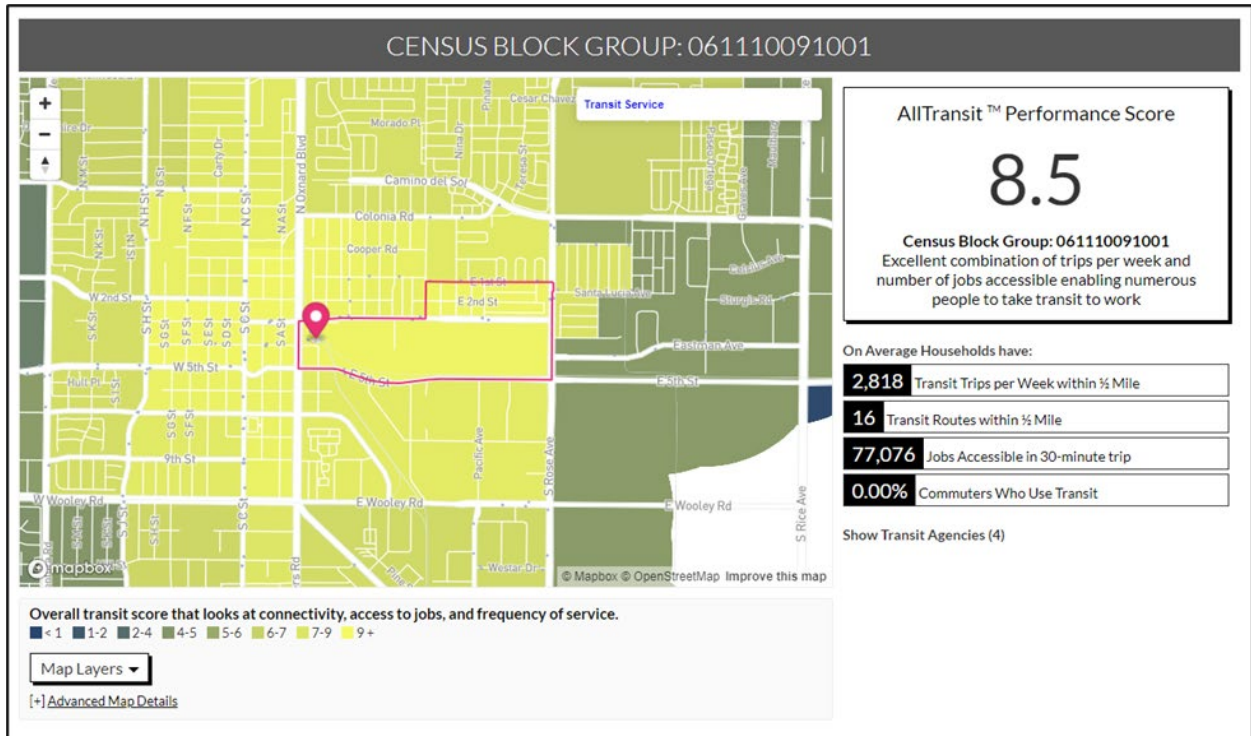




Figure 20: AllTransit Performance Score for Oxnard Transit Center



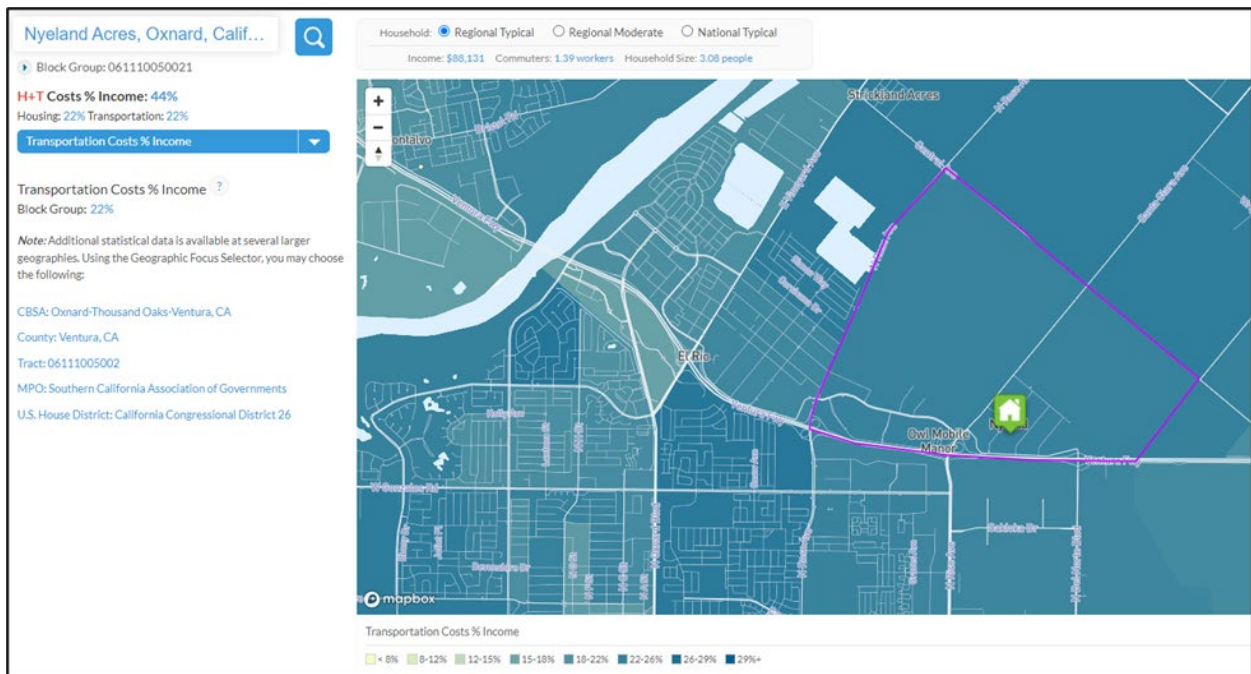
Customer boarding GCTD fixed-route bus

## 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%

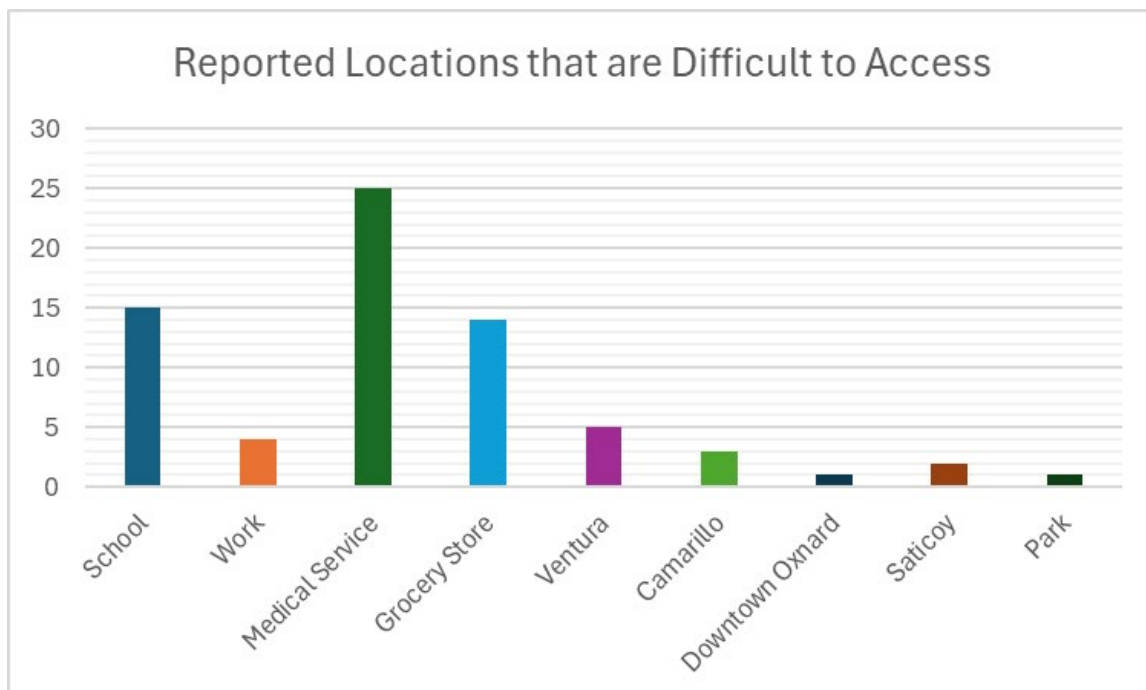


Figure 24: Transportation Issues

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



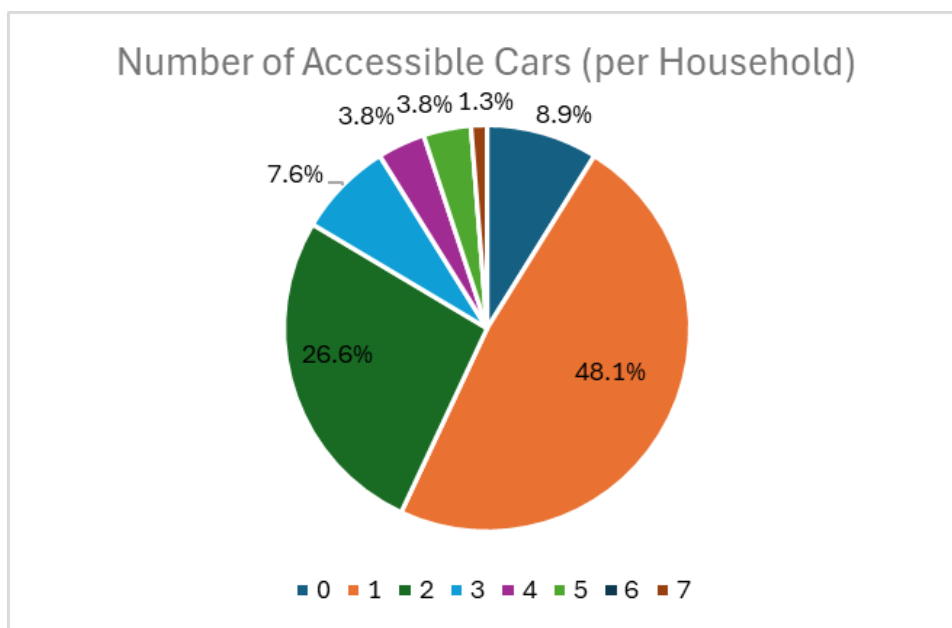
Regarding participants' mode of transportation, approximately 63.2% of participants reported they own or leased a car. For participants that do not own or lease a car, they were asked to indicate as to why they do not own or lease. An overwhelming majority stated that the cost to purchase a

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

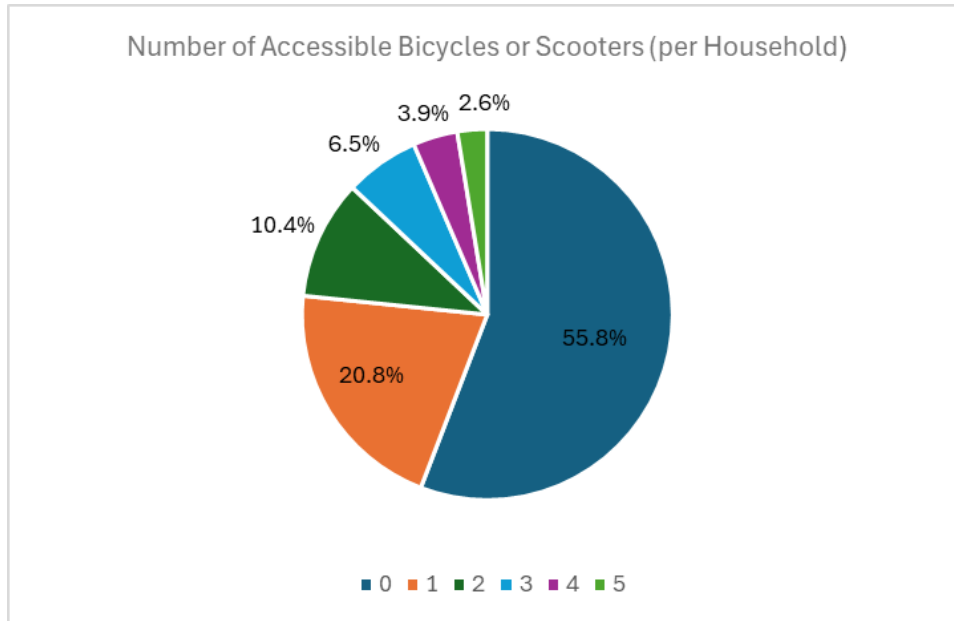
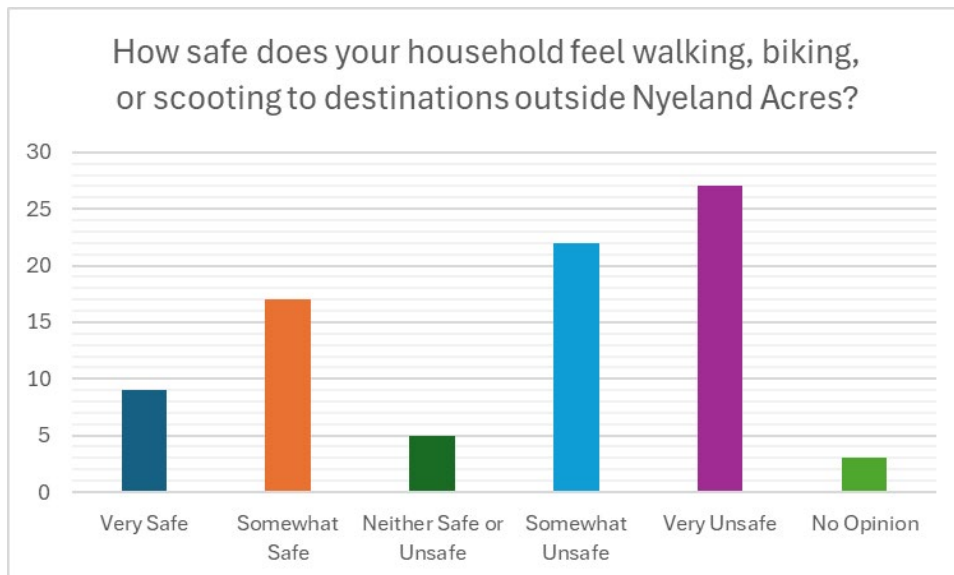


Figure 29: Reasons for Not Utilizing Bicycle or Scooter for Trips

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

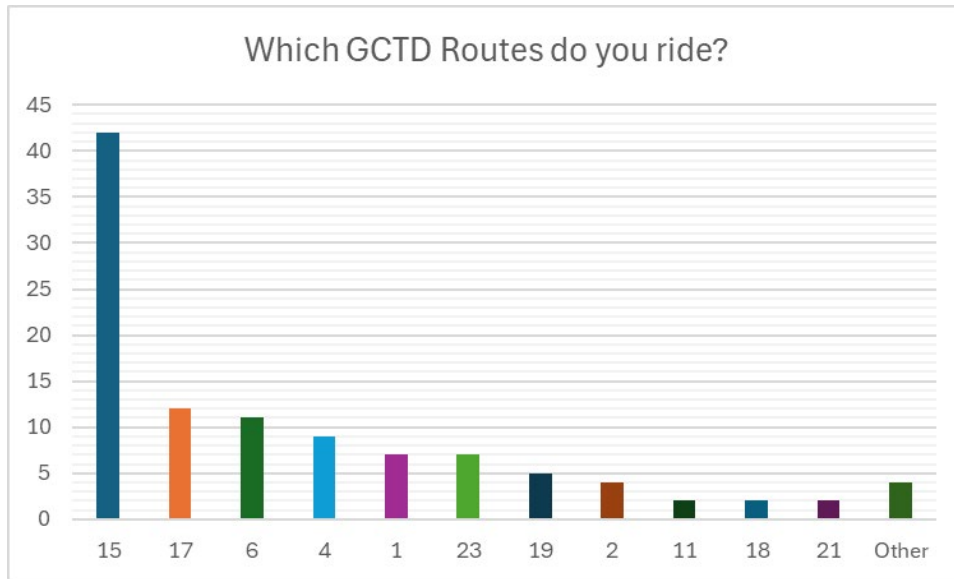


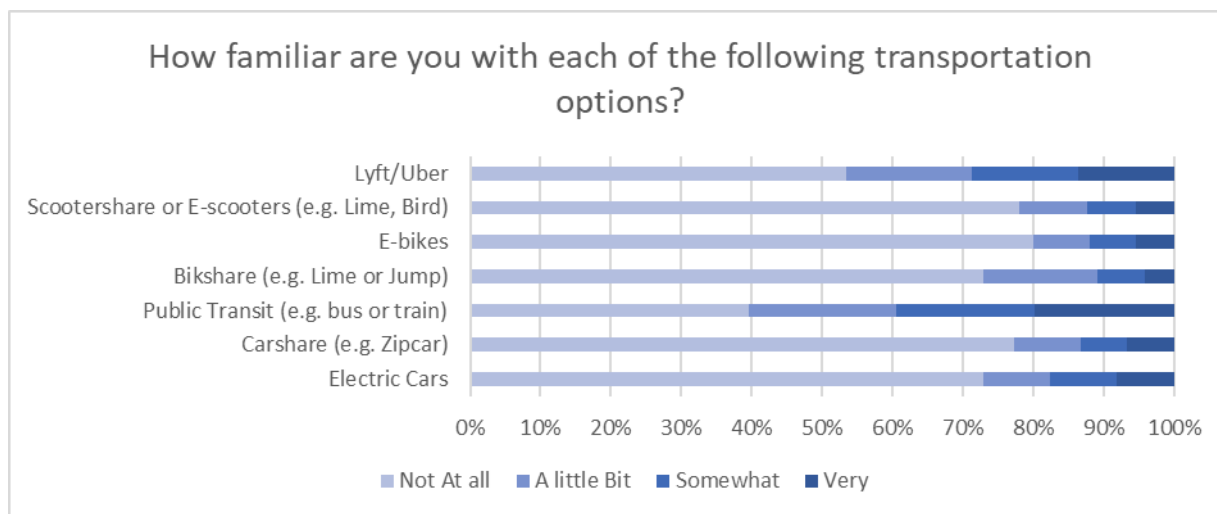
Figure 32: Primary Reasons for not using Public Transit?

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

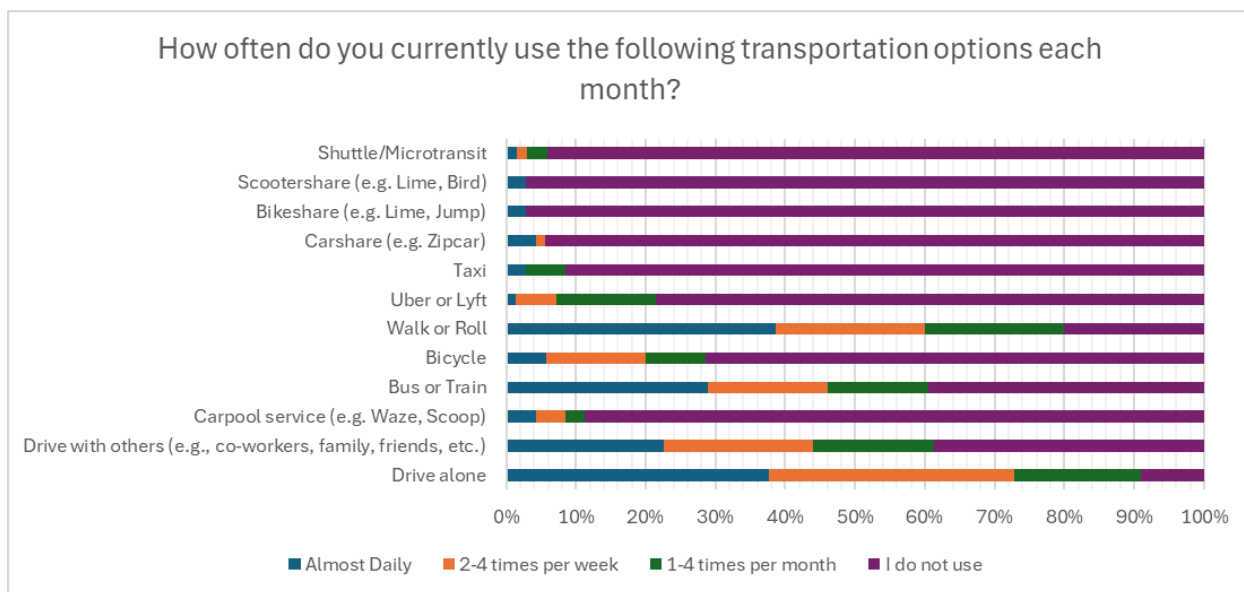
Survey participants were asked to rank their familiarity with other transportation options, including electric cars, carshare, public transit, bikeshare, e-bikes, scootershare/e-scooters, and Lyft/Uber. Over 50% of respondents noted that they were “Not at all” familiar with most of these options, excluding 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

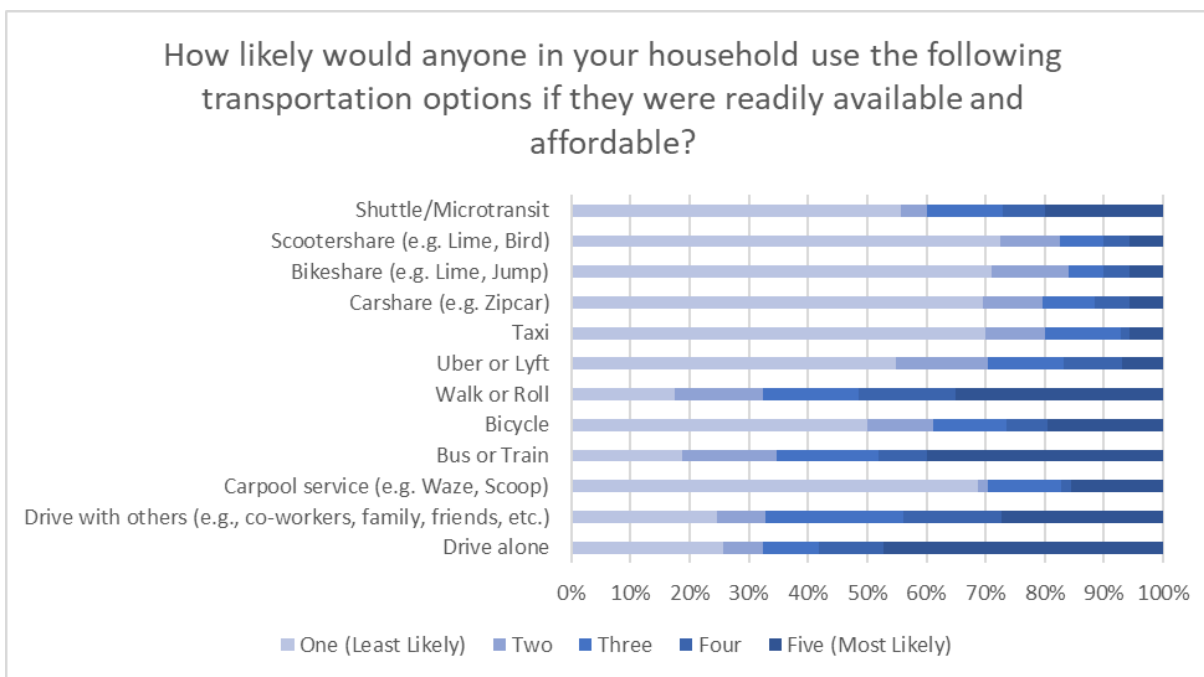


Figure 36: Interested Transportation Discount Options

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**

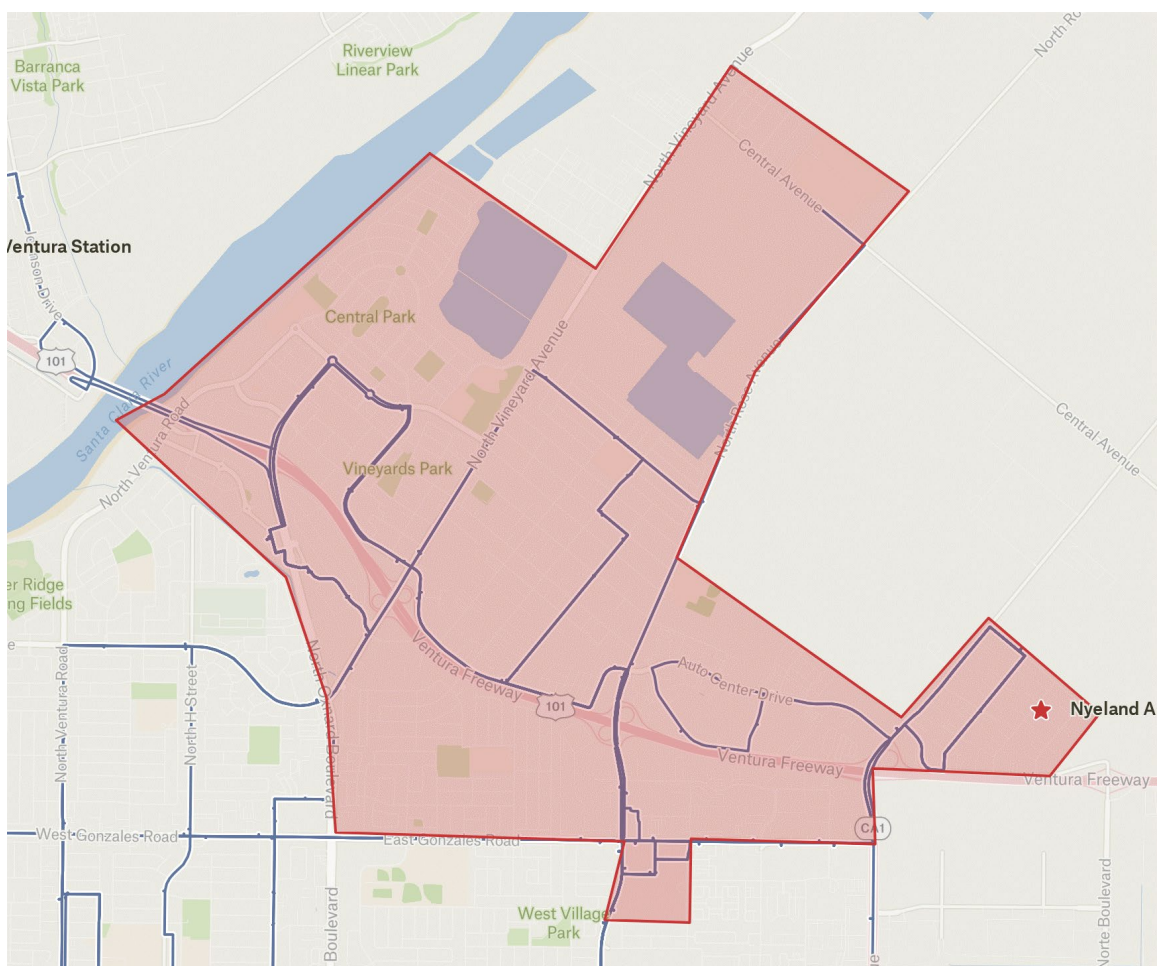
Carpooling and vanpooling are strategies used when groups of people want to make a trip to the same location around the same time. It works best for commute trips, which were not identified as a major mobility need in the community survey. The CMO also requires that these vehicles be electric for funding. 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
<b>Total</b>	<b>10,005</b>	<b>27,284</b>	<b>\$887,944</b>	<b>\$109,136</b>	<b>\$778,808</b>

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.

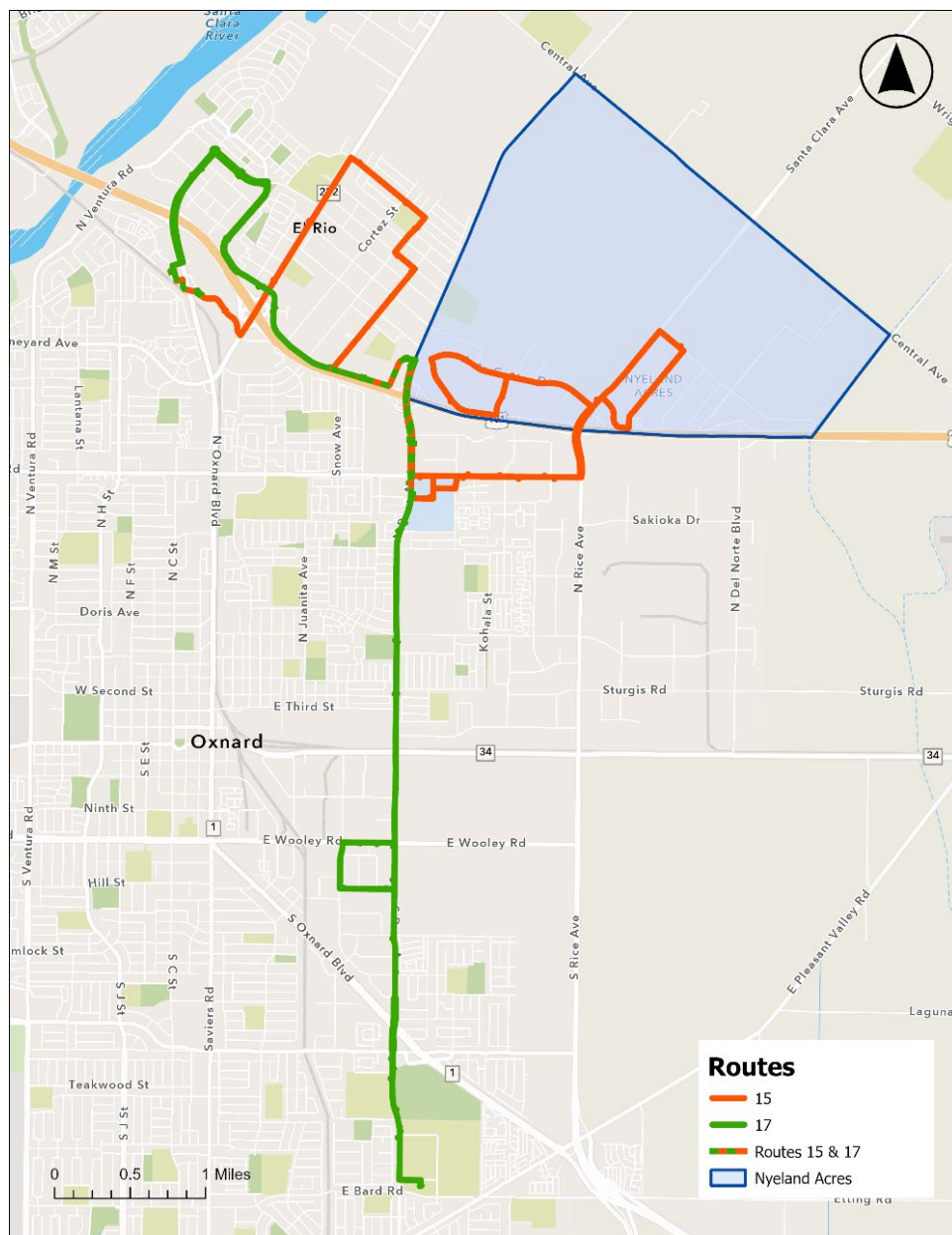
The total cost for a three-year pilot of the microtransit service would be \$3,137,000, which includes three years of operations and purchase of the vehicles. GCTD currently has two Hyundai IONIQ 5, zero-emission vehicles for its South Oxnard Microtransit Service. If this service is discontinued, these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

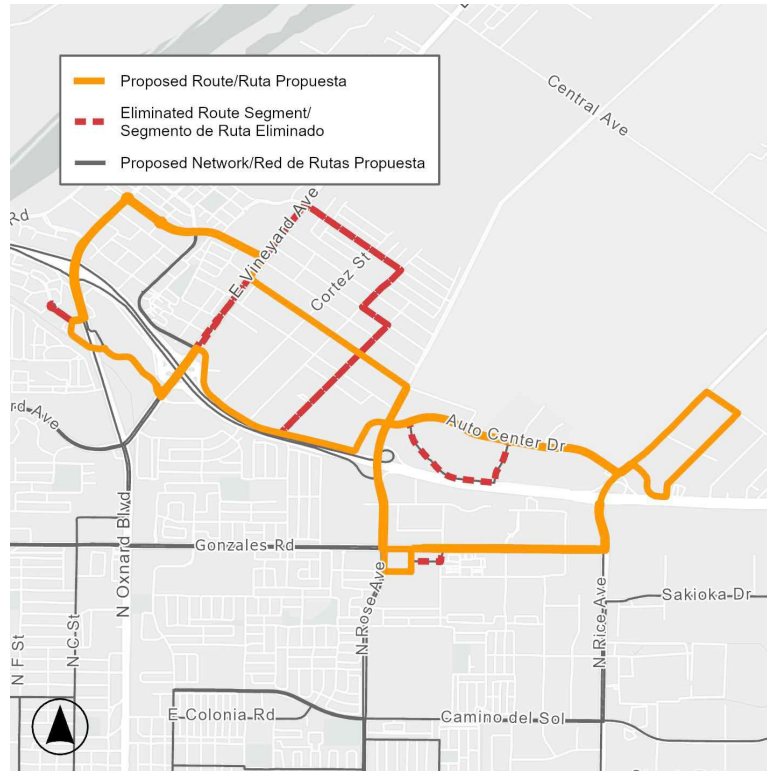


Figure 43 is an estimate of the operating costs and revenue for the expanded Route 15 service using GCTD’s current fixed-route cost per hour (\$136) and the average \$0.95 fare. The estimated annual net operating cost would be \$227,000. The CMO Voucher Program does not provide funding for heavy-duty 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
<b>Total</b>	<b>1,795</b>	<b>17,950</b>	<b>\$244,120</b>	<b>\$17,053</b>	<b>\$227,068</b>

**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
<b>Under 18</b>	665	352	Free	\$0
<b>18-64</b>	1,876	992	\$65.00	\$773,760
<b>65 or older</b>	539	285	\$32.00	\$109,440
<b>Total</b>	<b>3,080</b>	<b>1,629</b>		<b>\$883,200</b>

**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.



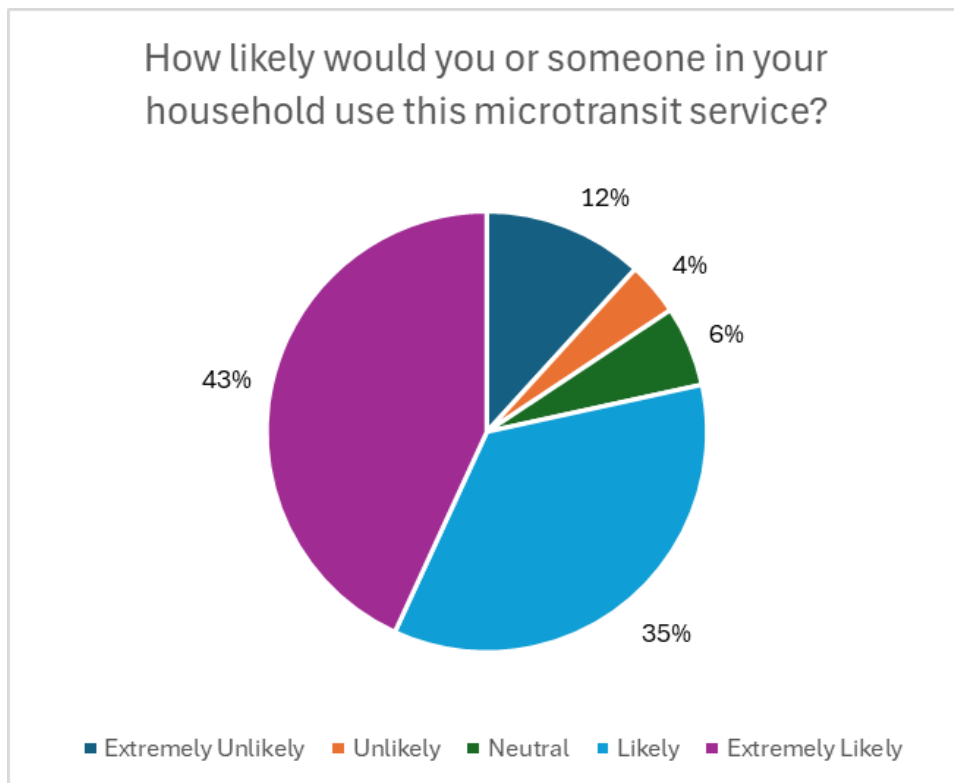
**Project Recommendation Survey**

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.

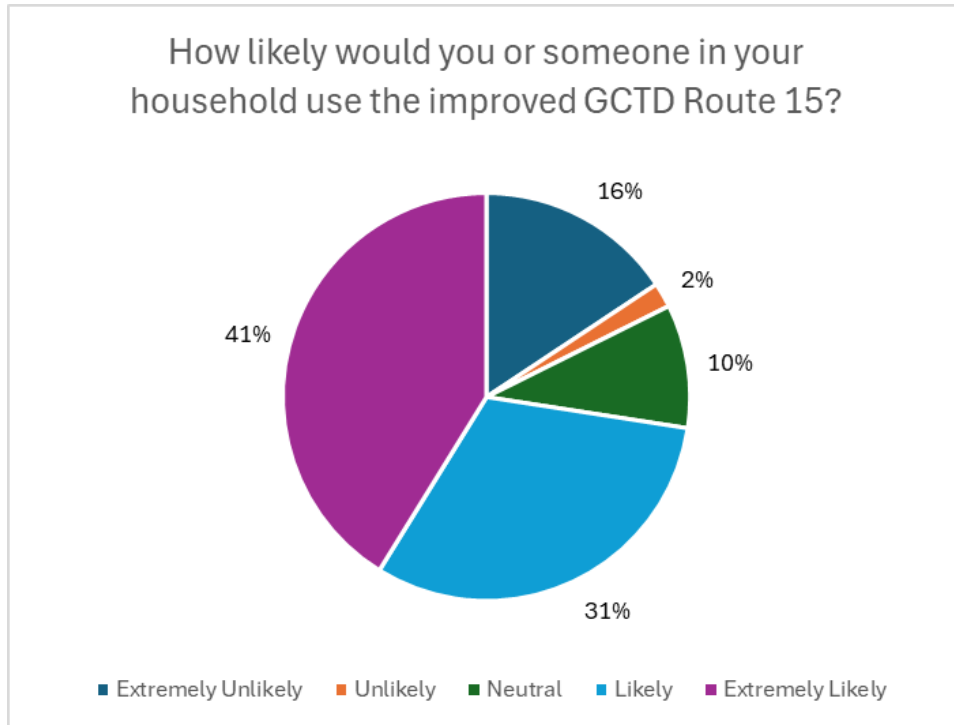
Figure 45: Likelihood to Use Microtransit



### 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.

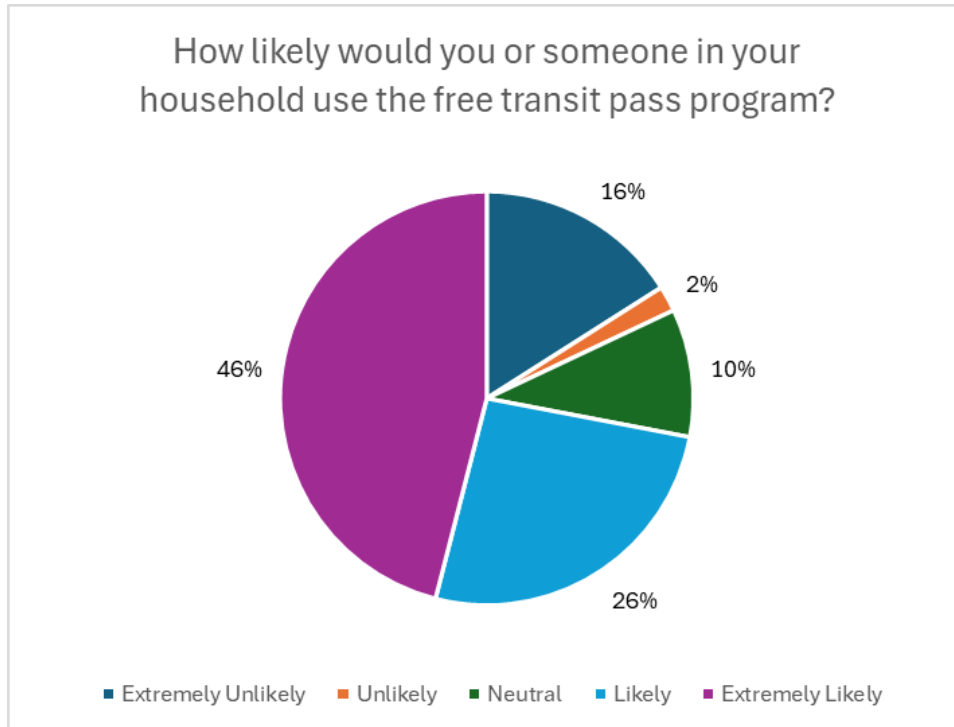
Figure 46: Likelihood to Use Fixed-Route Bus



**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.

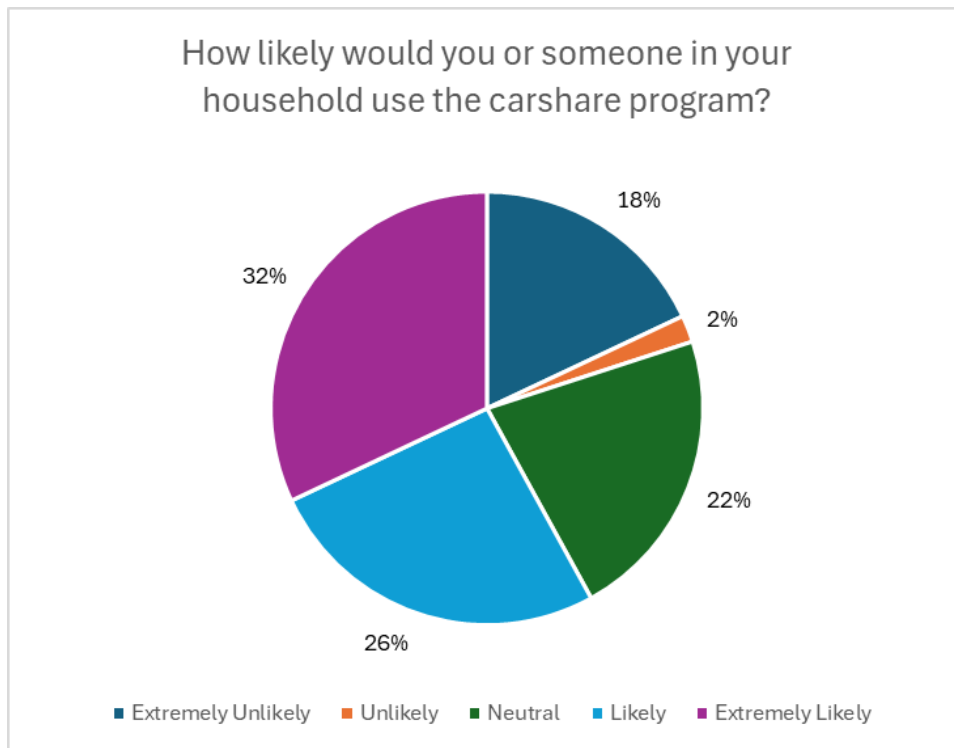
*Figure 47: Likelihood to Use Free Transit Pass Program*



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

**Learn more at our website:**  
[gctd.org/nyelandmobility](http://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](http://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](http://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](http://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 the Nyeland Promise logo (a heart with a map of Nyeland Acres), the Clean Mobility Options logo (a blue circle with icons for a bicycle, car, and people), and the GO Gold Coast Transit logo (a green 'GO' with a bus icon and 'GOLDCOAST TRANSIT' text). The bottom row includes the California Climate Investments logo (a blue and green triangle with 'CALIFORNIA CLIMATE' and 'Cap and Trade Dollars at Work' text) and the State of California Energy Commission logo (a blue circle with a bear and 'STATE OF CALIFORNIA ENERGY COMMISSION' text).



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	832,605
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 in under-resourced 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

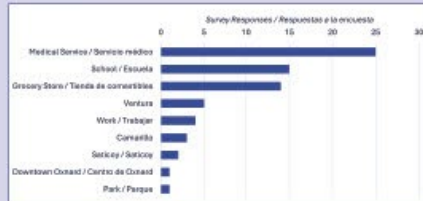


## WHAT TRANSPORTATION ISSUES DO YOU HAVE?

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

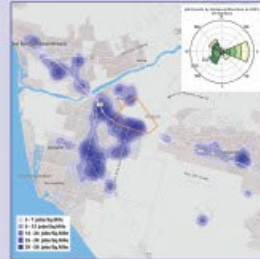
Walmart			Costco		
Modo	Distancia	Tiempo	Modo	Distancia	Tiempo
A pie	2.0 mi	45 min	A pie	1.0 mi	23 min
Transporte público	2.0 mi	18 min	Transporte público	1.0 mi	7 min
En bicicleta	2.0 mi	12 min	En bicicleta	1.0 mi	6 min
En auto	2.0 mi	7 min	En auto	1.0 mi	5 min

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 personas: bajas densidades y de bajos ingresos elegibles para obtener 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

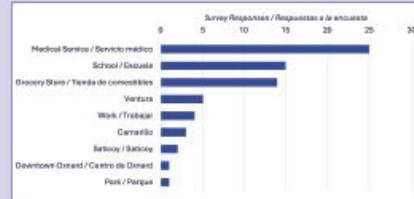


## ¿QUÉ PROBLEMAS DE TRANSPORTE TIENE?

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%

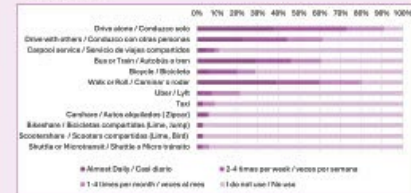
## ¿DÓNDE ES DE DIFÍCIL EL ACCESO?

- 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



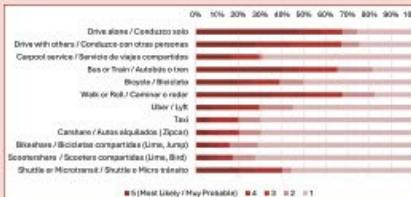
## ¿A CUÁNTOS COCHES TIENE ACCESO?

- 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
---------------------------	------------	---------	----------	-------------------------

### 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 a road), the Clean Mobility Options logo (a blue circular emblem with icons of a bicycle, a car, and a person), and the Gold Coast Transit logo (the word 'GO' in green with a bus icon, and 'GOLD COAST TRANSIT' in blue below). The bottom row includes the California Climate Investments logo (a green and blue graphic with the text 'CALIFORNIA CLIMATE INVESTMENTS' and 'Cap and Trade Dollars at Work') and the State of California Energy Commission logo (a circular emblem with a bear and the text 'STATE OF CALIFORNIA ENERGY COMMISSION').

English-US TMD

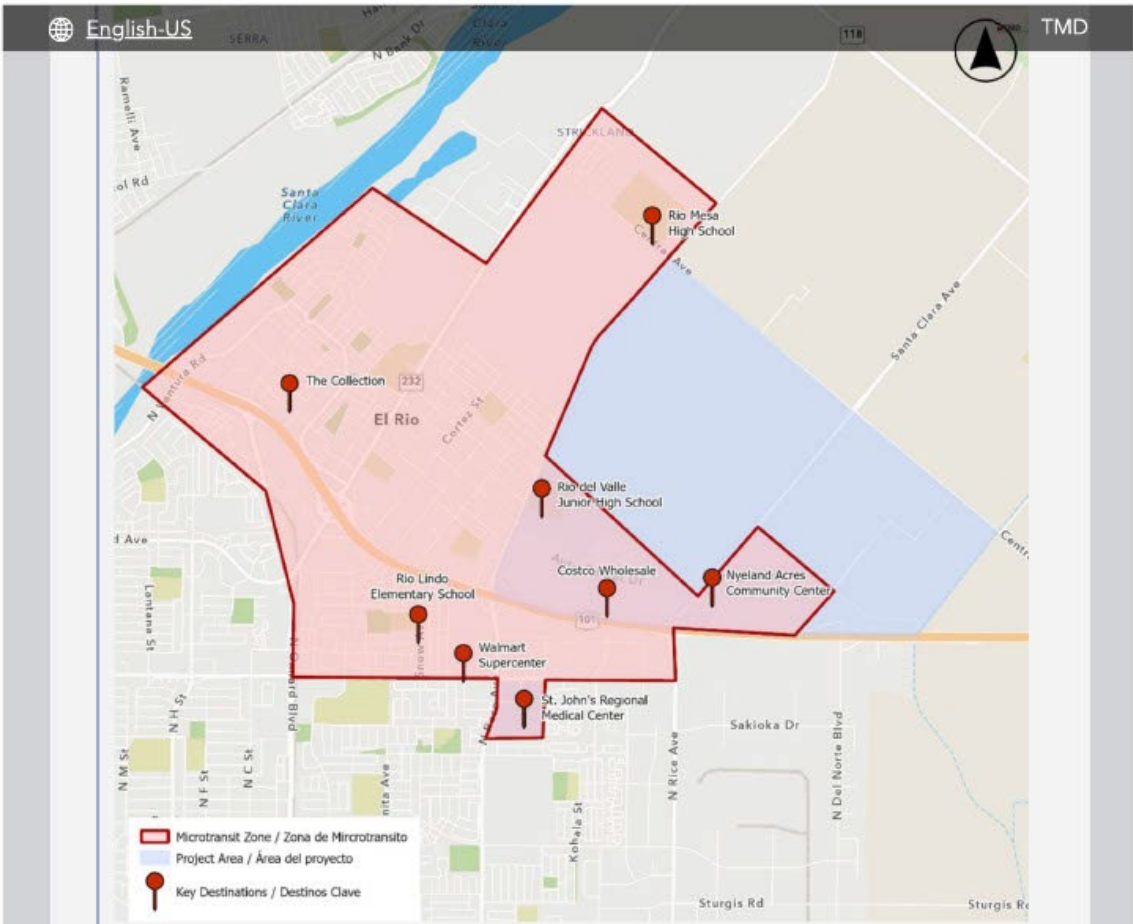
### Survey Consent\*

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.

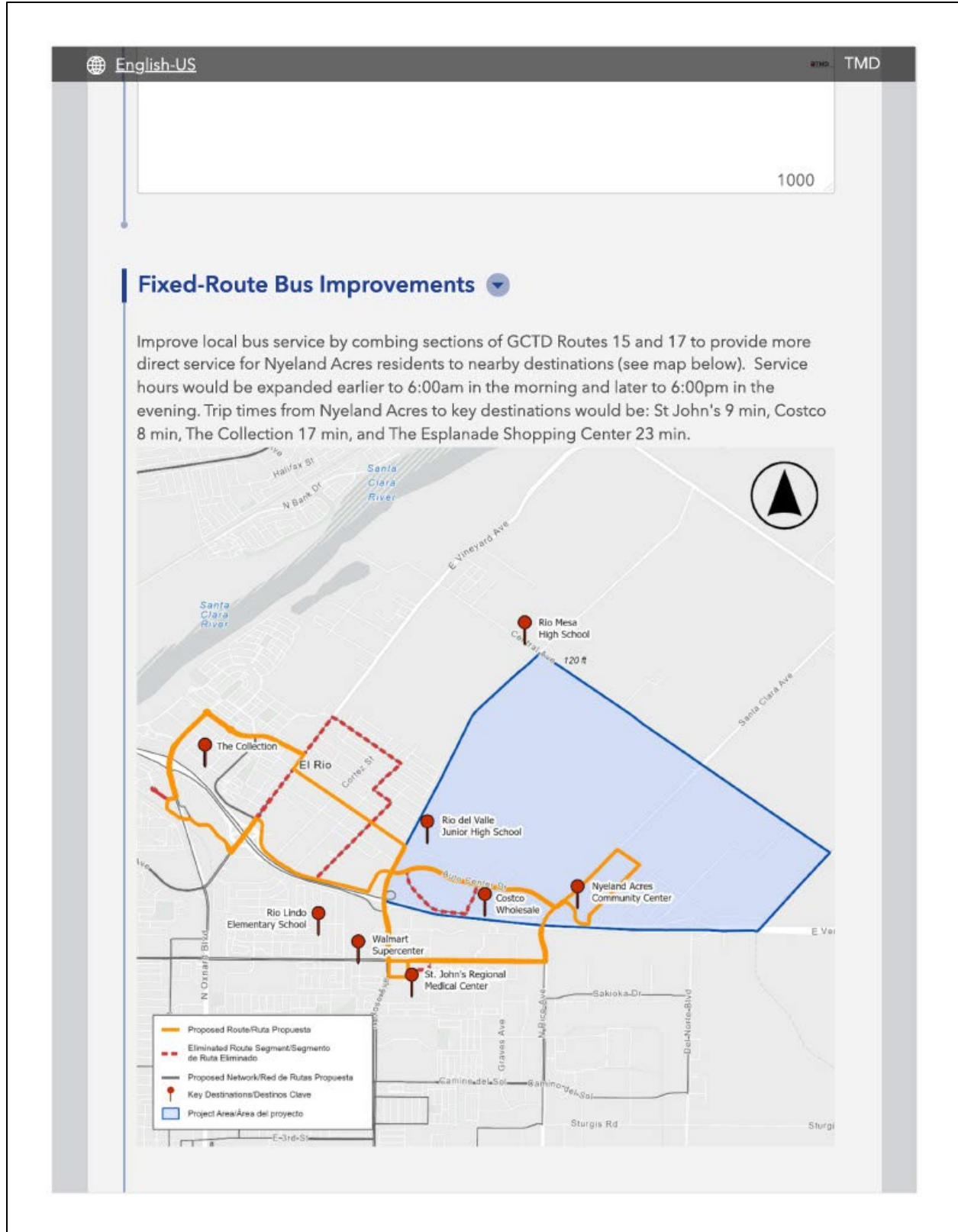


The map displays the Nyeland Acres area with a red outline indicating the Microtransit Zone and a blue shaded area for the Project Area. Key destinations are marked with red dots and include: The Collection, El Rio, Rio del Valle Junior High School, Rio Lindo Elementary School, Walmart Supercenter, St. John's Regional Medical Center, Rio Mesa High School, Costco Wholesale, and Nyeland Acres Community Center. Major roads like Santa Clara Ave and 101 are also shown.

**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

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**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

English-US TMD

Provide any comments you have about this option?

1000

Are there other clean mobility programs or projects you are interested in besides the four in this survey?

1000

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.

# Attachment F: Mobility Preferences Promo Graphic

## NYELAND ACRES CLEAN MOBILITY OPTIONS

Clean Mobility Options  
Nyeland Promise  
GO GOLD COAST TRANSIT

### WHICH DO YOU PREFER?

**BUS IMPROVEMENTS**

**MICROTRANSIT**

**CARSHARING**

**FREE BUS PASSES**

**\$50 VISA GIFT CARD**

**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



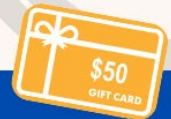
### MICROTRÁNSITO

### 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](#)



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](#)

