



DATE: April 19, 2012
 TO: GCT Board of Directors
 FROM: Chuck McQuary *CMQ*
 Transit Planner
 RE: **Fixed-Route Service Report for 3rd Quarter 2011/12**

I. EXECUTIVE SUMMARY

This quarterly report covers the period of January through March 2012. Ridership grew 7.0% compared to the 3rd quarter 2010/11. Ridership comparisons by month and route are provided in Table's II and III.

**Table I System Summary
 3rd Quarter**

Ridership	3 rd Qtr. 2011/12	Days	3 rd Qtr. 2010/11	Days	% Change
Unlinked Boardings	868,820	91	812,938	90	+7.0%
Average Weekday Boardings	10,948	(65)	10,448	(64)	+4.8%
Average Saturday Boardings	7,128	(12)	6,339	(12)	+12.4%
Average Sunday Boardings	5,508	(13)	5,245	(13)	+5.0%
No Service Days	---	(1)	---	(1)	
Other Ridership Data					
Wheelchair Boardings	4,572		3,727		+23.0%
Bicycle Boardings	14,497		12,340		+17.0%
Performance Measures					
Revenue Hours	43,892		35,728		+22.9%
Passengers per Revenue Hour	19.8		22.8		-13.2%
Revenue Miles	451,733		402,096		+12.3%
Passengers per Revenue Mile	1.9		2.0		-5.0%
Passenger Input					
Complaints (per 100,000 boardings)	2		5		-60.0%
Commendations (actual number)	3		10		-70.0%
Revenue					
Farebox	\$313,594		\$446,942		-29.8%
Accrued Credit Sales	\$391,101		\$163,495		+139.2%
Total Revenue	\$704,695		\$610,437		+15.4%

II. BACKGROUND

As shown in Table II, there was a significant ridership increase this February due to it being a leap year as well as the unusually low ridership last February (the result of eleven [11] days of rain [four heavy] during the month). The comparative increase for the quarter was likely due to a combination of rising gas prices and an improved economy leading to more jobs and a growth in work commutes via public transit.

Table II Ridership by Month

Year	January	February	March	Total
2011	272,196	250,596	290,146	812,938
2012	279,939	293,436	295,445	868,820
Change	+2.8%	+17.1%	+1.8	+7.0

GCT's service change was implemented February 12, 2012. Included were the introduction of the new Route 17¹ connecting Esplanade, St. John's Regional Medical Center and Oxnard college, addition of service on Route 1, and improved weekend service on Route 8 (replacing Route 38X). The ridership data in Table III reflects significant growth on Route 4 North Oxnard and Route 19

**Table III Ridership by Route
Current & Year to Date**

Route	Route Name	3rd Qtr. 2011/12	3rd Qtr. 2010/11	% Change	YTD Mar. 2012	YTD Mar. 2011	% Change
1	Pt. Hueneme/OTC	132,734	128,638	+3%	402,180	402,833	-0-
2	Colonia	29,324	24,615	+19%	84,340	79,512	+6%
3	Southside	<u>23,918</u>	<u>32,551</u>	<u>-27%</u>	<u>90,947</u>	<u>99,524</u>	<u>-9%</u>
2 & 3	Total 2 & 3	53,242	57,166	-7%	175,287	179,036	-2%
4	North Oxnard	82,421	72,742	+13%	250,014	223,793	+12%
5	Parkwest	31,024	31,727	-2%	96,282	96,756	-0-
6	Oxnard- Ventura/Main St.	273,983	234,630	+17%	791,525	734,237	+8%
7	South Oxnard	15,669	20,660	-24%	55,073	62,986	-13%
8	Oxnard College	44,084	41,466	+6%	136,524	130,403	+5%
9	Lemonwood/Gisler	12,728	15,264	-17%	41,949	48,496	-14%
10	Telegraph Road/Saticoy	12,885	12,931	-0%	23,941	56,395	-58%
11	Telephone Road/Saticoy	51,310	47,372	+8%	145,938	134,561	+8%
14	RiverPark/Nyeland Acres	14,893	-0-	N/A	40,588	-0-	N/A
15	El Rio/Northeast	15,101	25,823	-42%	54,969	81,903	-33%
16	Ojai/Ventura/Thompson Bl.	82,874	82,427	+1%	262,293	225,581	+16%
17	Vineyard/Central/Rose	5,213	-0-	N/A	5,213	-0-	N/A
18	Trippers	16,914	20,812	-19%	45,338	55,555	-18%
19	Gonzales/Lombard/OTC	13,301	12,253	+9%	35,546	30,698	+16%
20	Eastman/Lombard/Sturgis	298	-0-	N/A	608	-0-	N/A
38X	Oxnard College Sunday Exp	341	884	-61%	2,494	2,918	-15%
40	Johnson/Market Shuttle	7,805	8,142	-4%	22,502	23,896	-6%
	System Total	868,820	812,938	+7%	2,588,264	2,490,050	+4%

¹Funded by a federal Congestion Mitigation and Air Quality (CMAQ) grant

Gonzales/Lombard/OTC as the combined routes greatly improved access to major destinations (St. John's Hospital and Walmart) on Gonzales Road. Ridership on Route 6 also grew as service on Main Street previously reduced last year was restored. Ridership on Route's 2 and 16 experienced significant increases. However, as these two routes are interlined² (Route 2 with Route 3; Route 16 with Route 10) some of the riders may have been inadvertently miscounted (i.e., Route 3 riders counted as Route 2). The Route 14 Riverpark/Nyeland was introduced in August 2011 along with restructuring of the Route 15 El Rio/Northeast. As a result of restructuring, many former Route 15 riders switched over to the new Route 14.

Route 7 South Oxnard and Route 9 Lemonwood/Gisler continue to experience less than stellar performance. Staff is in process of developing a proposal to restructure both routes to bring them up to acceptable performance levels.

At its February meeting, the Board found that Route 40 Market/Valentine Shuttle, funded by a Congestion Mitigation and Air Quality (CMAQ) grant, failed to meet its ridership goals and should be discontinued. The cancellation of service will be included and discussed in public outreach meetings as part of the overall review of changes being considered for the August, 2012 service change.

Areas of Interest in GCT Service This Quarter

On February 6th, GCT submitted a CMAQ Application to fund the Victoria Avenue Corridor Transit Service. The project would establish a new bi-directional route with accessible bus stops beginning at the C Street Transfer Center traversing Channel Islands Boulevard, Victoria Avenue and Telegraph Road terminating at the Ventura Transit Center in the Pacific View Mall. The project would provide new service designed to reduce travel time via transit to major destinations within Port Hueneme, Oxnard, Ventura and unincorporated areas of the County. Oxnard submitted a companion CMAQ application to install bus stops for the project.

Letters of support were submitted by the Cabrillo Economic Development Corporation, Ventura County Community College District, City of Port Hueneme and the City of Ventura.

While cancellation of Route 40 (see above) eliminates service to the Ventura Adult Continuing Education (VACE) facility in August, the new Victoria Avenue route would provide service within walking distance to the facility in February 2013. GCT is working with the VACE and the City of Ventura to potentially provide temporary, limited service to the facility between August and February.

² *Interlining provides increased efficiency in allocating buses into service wherein the same bus serves more than one route, e.g., it starts service as one route then becomes another route at a point during its scheduled run.*

III. SUMMARY AND RECOMMENDATIONS

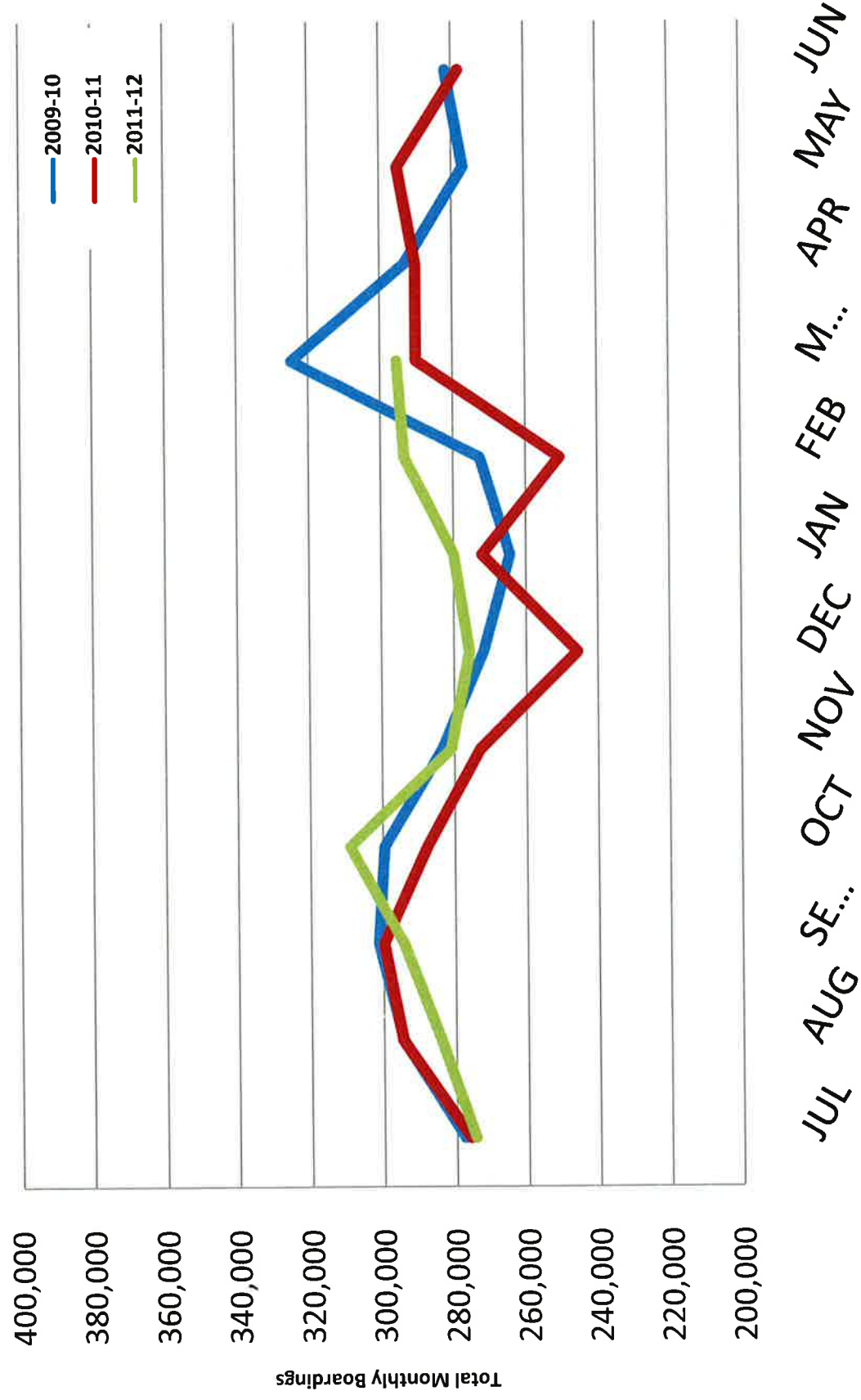
This report is for information only.

Attachments: Monthly System Ridership
Average Boardings: Weekdays/ Saturdays/Sundays

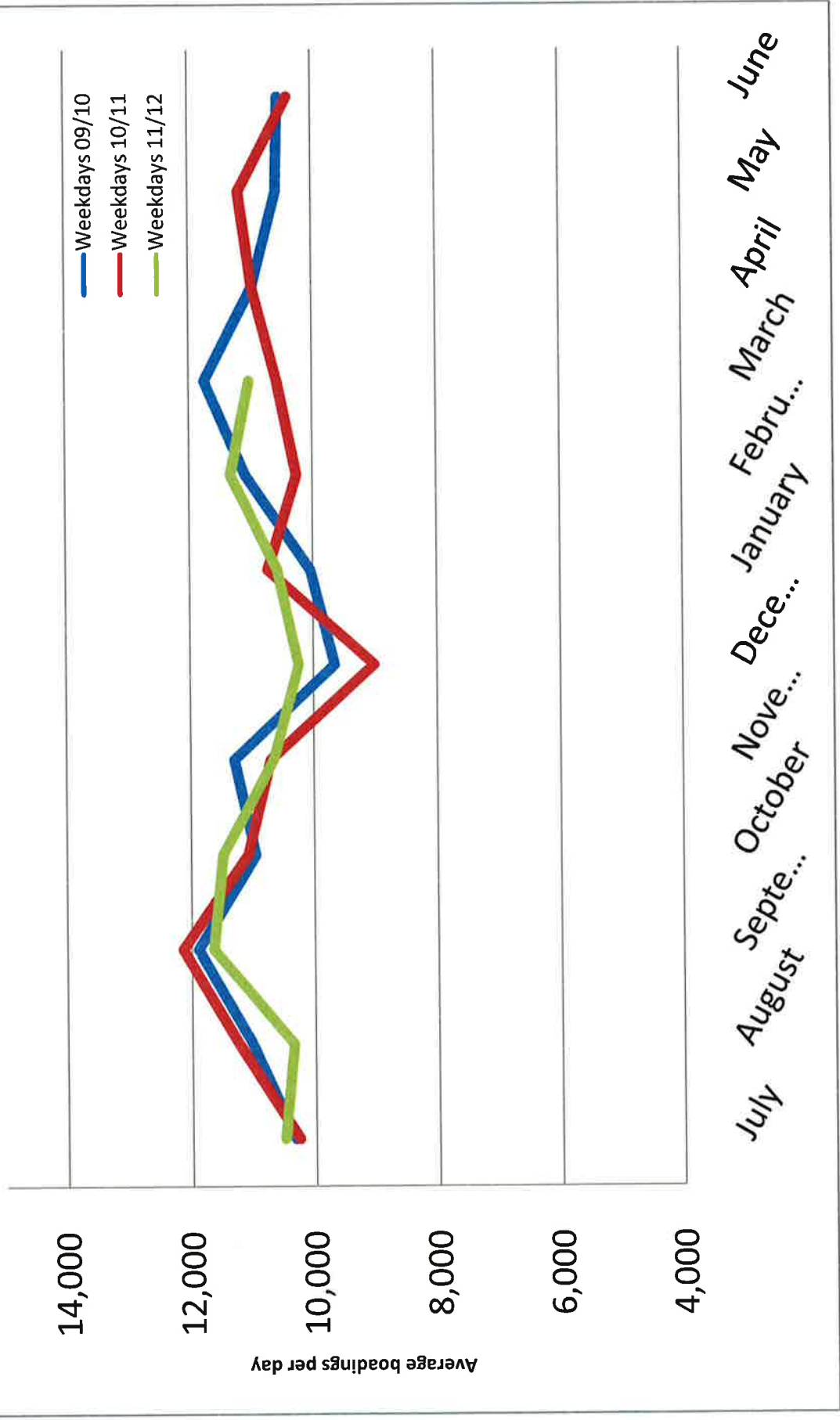


General Manager's Concurrence

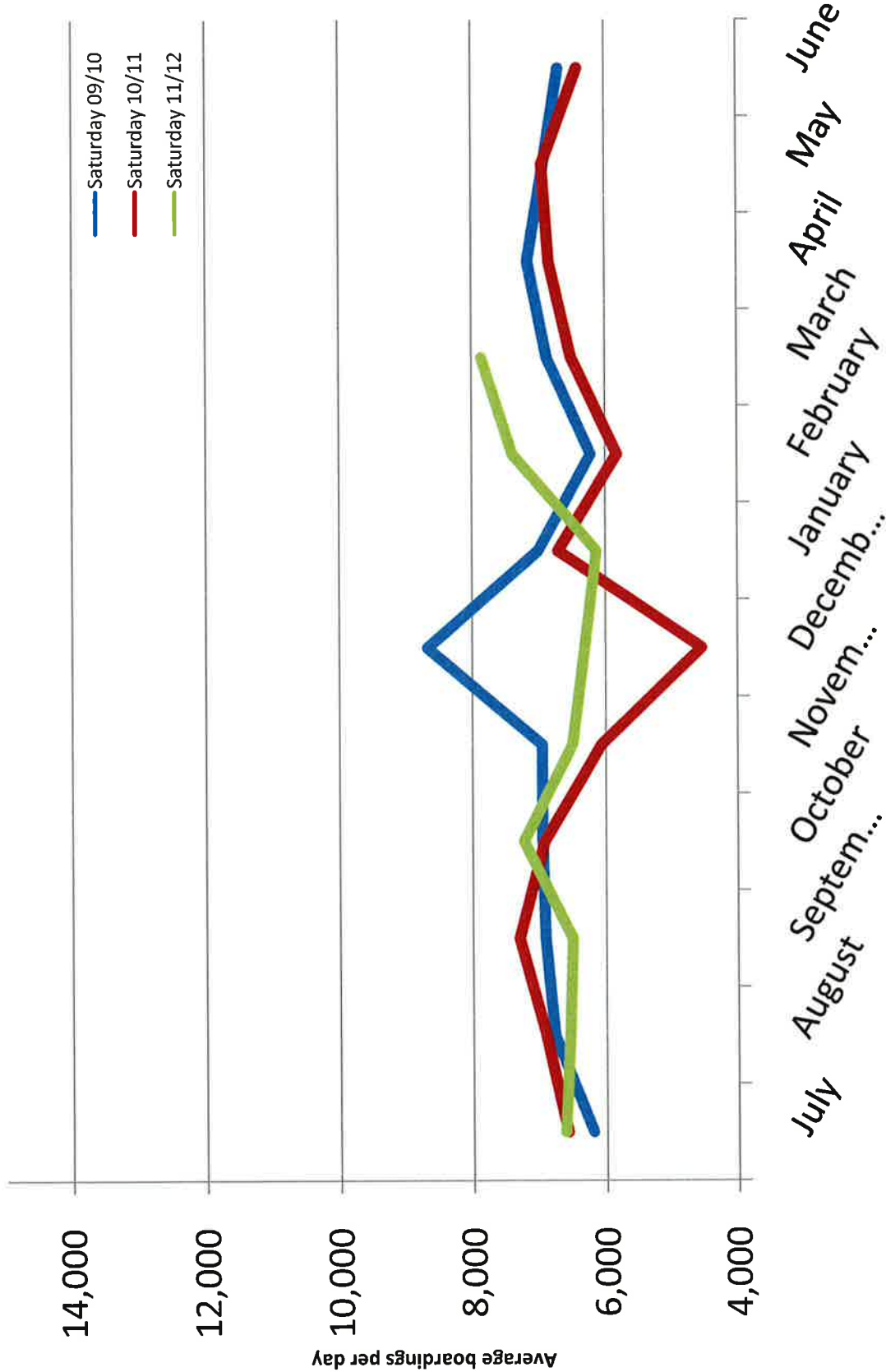
Gold Coast Transit Monthly Fixed Route Ridership FY 2011/2012



Gold Coast Transit Average Weekday Boardings FY 2011/12



Gold Coast Transit Average Saturday Boardings FY 2011/12



Gold Coast Transit Average Sunday Boardings FY 2011/12

