



April 23, 2012

TO: Gold Coast Transit Board of Directors

FROM: Margaret Heath 
Paratransit & Special Projects Manager

SUBJECT: ACCESS Paratransit Management Report for Third Quarter FY12
(October 1 through December 31, 2011)

I. EXECUTIVE SUMMARY

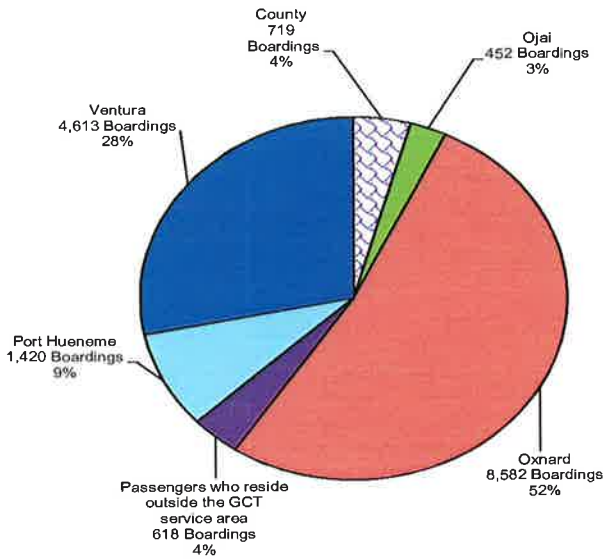
ACCESS is the federally mandated ADA complementary paratransit program of Gold Coast Transit. ACCESS provides shared ride demand response transportation to customers certified as having disabilities that prevent them from independently using the fixed route service. The ACCESS service area includes the cities of Ojai, Oxnard, Port Hueneme and Ventura, along with the county unincorporated areas in between the cities. This service is also provided to seniors, 65 years of age and older. Connections are provided to other paratransit operators in Ventura County. Operating statistics reported are for the third quarter of fiscal year 2011-12 (January 1 through March 31, 2012).

IT IS RECOMMENDED that the GCT Board of Directors receive and file this report.

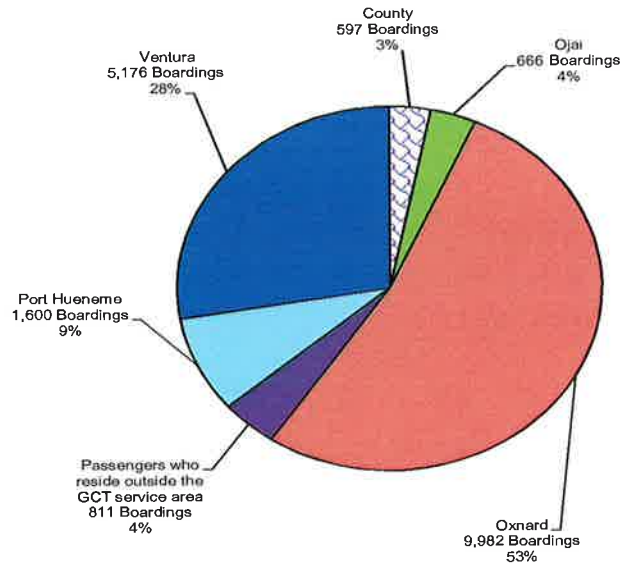
II. OPERATIONS

Ridership: Ridership on GCT ACCESS for the third quarter ending March 31, 2012 was down 12.46% when compared to the same period last year. GCT ACCESS has observed that passengers continue use alternate forms of transportation when possible. ACCESS is hearing from their customers that as he/she gets used to using public transportation, the customer is exploring fixed route with greater frequency to stretch his/her transportation budget. Adult Day Healthcare Centers (ADHC) continue to take a greater role in the transportation of their program participants. Requests for transportation to/from ADHCs traffic is down 78% when compared to last year. Residency distribution is illustrated in the chart that follows.

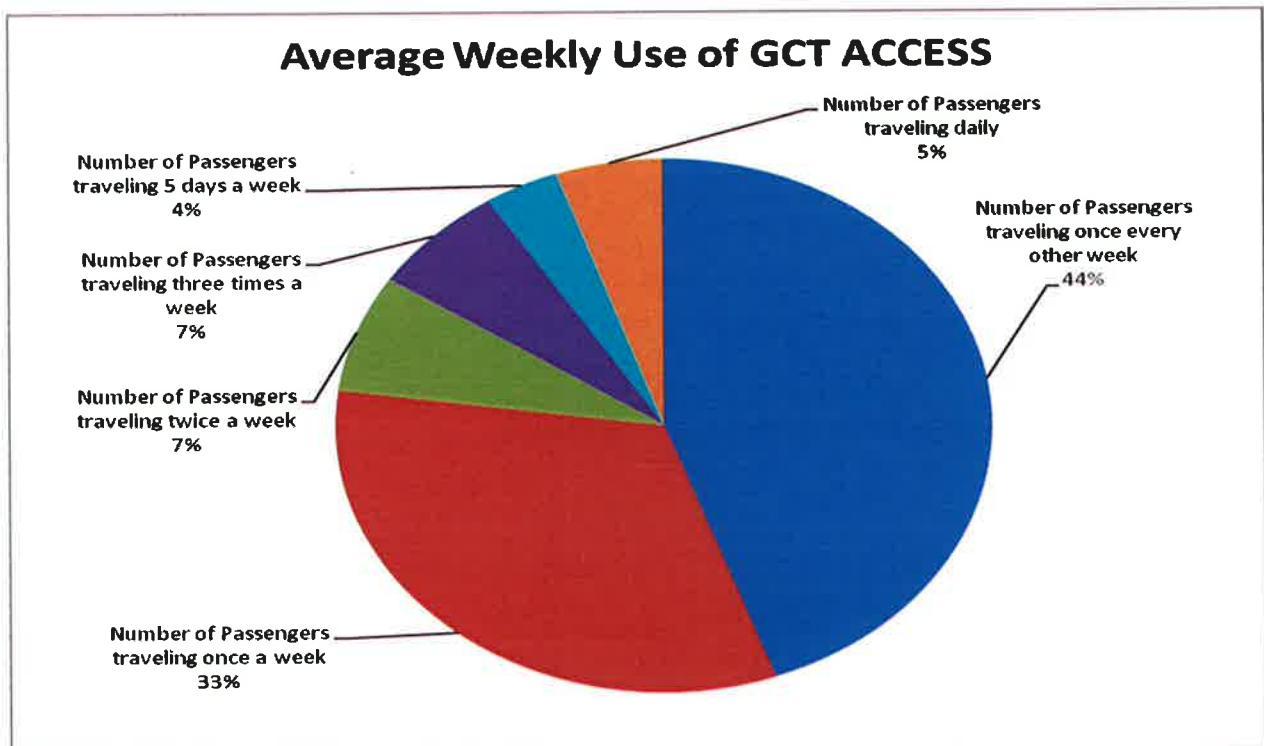
**FY 2012
16,404 Boardings**



**FY 2011
18,742 Boardings**



Our Riders: GCT ACCESS transported 1,027 individuals during the third quarter of FY 2012. Although GCT ACCESS operates seven days a week and covers 91 square miles of service area, the passenger uses the service sparingly. On average, a less than half of the passengers, or 44% use the service once every other week. The passengers who use ACCESS daily number fewer than 60, representing less than 6% of the passengers who use ACCESS for transportation. The chart below shows the distribution of passengers by average frequency of use.



Customer Feedback: GCT ACCESS received 7 complaints from customers during the third quarter of FY 2012 for an overall complaint ratio of 0.43 complaints per 1,000 boardings. Using the service infrequently can contribute to customer service issues due to a lack of understanding of the systems procedures, most commonly the pick-up window. To allow for unanticipated traffic and boarding delays, customers are provided with a twenty minute pick- up window. The customer is requested to be ready to board immediately during this window. The average dwell time continues to average about seven minutes at a pickup because the customer feels that they should have at least five minutes to gather their belongings and get ready to board the vehicle. GCT has received a grant to procure an Intelligent Voice Response (IVR) system. After the Request for Proposal is developed, procurement is anticipated to be complete late 2012. The IVR will enable GCT ACCESS staff to prompt a phone call announcing the imminent arrival of the customer's ride. The reduction in dwell should reduce fuel consumption while reducing delays to subsequent passengers.

The chart below identifies the types of concerns and feedback customers provided through March 31, 2012. Complaints from customers dropped 36% in the third quarter from eleven to seven. Concerns during this quarter focused on technical issues with the phone system and customer interaction. GCT staff regularly audits dispatch and reservations tapes to monitor the quality of service provided.

Type	Issue	Third Quarter	FYTD 2011/12
Policy			
	NoShow/Late Cancellation	0	4
Scheduling			
	Ride Time/Late	0	10
	Reservations/Dispatch	4	4
Operations			
	On-Time Performance	0	3
	Operator	3	13
Totals		7	34

III. SUMMARY AND RECOMMENDATIONS

IT IS RECOMMENDED that the GCT Board of Directors receive and file this report.



General Manager's Concurrence