



DATE: September 12, 2012
 TO: GCT Board of Directors
 FROM: Vanessa Rauschenberger
 Transit Planner
 RE: **Fixed-Route Service Report for 4th Quarter FY 2011/12**

I. EXECUTIVE SUMMARY

This quarterly report covers the period of April through June 2012. Ridership grew **2.9%** compared to the 4th quarter 2010/11. Ridership comparisons by month and route are provided in Table's II and III.

**Table I System Summary
4th Quarter**

Ridership	4th Qtr. 2011/12	Days	4th Qtr. 2010/11	Days	% Change
Unlinked Boardings	888,144	91	863,488	91	3%
Average Weekday Boardings	11,094	(64)	10,854	(65)	2%
Average Saturday Boardings	7,235	(13)	6,735	(13)	7%
Average Sunday Boardings	6,467	(13)	6,226	(13)	4%
No Service Days	---	(1)	---	(1)	---
Other Ridership Data					
Wheelchair Boardings	5,078		4,029		26%
Bicycle Boardings	14,388		13,663		5%
Performance Measures					
Revenue Hours	47,276		35,228		34%
Passengers per Revenue Hour	18.8		22		-15%
Revenue Miles	474, 226		390,398		21%
Passengers per Revenue Mile	1.9		2.2		-5%
Passenger Input					
Complaints (per 100,000 boardings)	2.03		2.9		-30%
Commendations (actual number)	16		12		33%
Revenue					
Farebox & Accrued Credit - Total	\$701,197		\$705,572		-1%

II. BACKGROUND

As shown in Table II, there was an increase in ridership this June. The comparative increase was likely due to a combination of rising gas prices and an improved economy and good weather.

Table II Ridership by Month

Year	April	May	June	Total
2011	290,192	295,060	278,236	863,490
2012	290,658	299,255	298,231	888,144
Change	0.2%	1.4%	7.2%	+2.9

GCT's Planning staff continued to monitor ridership changes that took effect in February 2012. Table III reflects our system ridership for the 4th Quarter and Year End. For the Year to Date FY 2011-2012 our total annual system ridership was 3.4 million which reflects a **3.6% increase** over the previous fiscal year. We attribute this increase in ridership to new service that is maturing, an improving economy, better weather and higher gas prices.

**Table III Ridership by Route
Current & FY 2011-12 Year to Date**

Route	Route Name	4 th Qtr. 2011/12	4 th Qtr. 2010/11	% Change	YTD June 2012	YTD June 2011	% Change
1	Pt. Hueneme/OTC	146,918	141,774	4%	549,098	544,608	1%
2*	Colonia	37,240	27,555	35%	121,580	107,067	14%
3*	Southside	15,300	35,990	-57%	106,247	135,513	-22%
2 & 3	Total 2 & 3	52,540	63,545	-17%	227,827	242,581	-6%
4	North Oxnard	87,098	81,139	7%	337,112	304,932	11%
5	Parkwest	31,142	34,227	-9%	127,424	130,983	-3%
6	Oxnard- Ventura/Main St.	267,984	241,301	11%	1,059,509	975,537	9%
7	South Oxnard	15,056	22,727	-34%	70,129	85,713	-18%
8	Oxnard College	42,503	41,702	2%	179,027	172,105	4%
9	Lemonwood/Gisler	12,937	17,092	-24%	54,886	65,588	-16%
10*	Telegraph Road/Saticoy	21,164	11,945	77%	45,105	68,340	-34%
11	Telephone Road/Saticoy	52,224	48,934	7%	198,162	183,495	8%
14	RiverPark/Nyeland Acres	17,547	-	n/a	58,135	n/a	n/a
15	El Rio/Northeast	16,153	29,536	-45%	71,122	111,439	-36%
16*	Ojai/Ventura/Thompson Bl.	79,337	90,337	-12%	341,630	315,918	8%
17	Vineyard/Central/Rose	10,738	-	n/a	15,951	n/a	n/a
18	Trippers	12,058	17,002	-29%	57,396	72,557	-21%
19	Gonzales/Lombard/OTC	13,852	12,665	9%	49,398	43,364	14%
20	Eastman/Lombard/Sturgis	837	-	n/a	1,445	n/a	n/a
38X	Oxnard College Sunday Exp	-	1,287	-100%	2,494	4,205	-41%
40	Johnson/Market Shuttle	8,056	8,278	-3%	30,558	32,174	-5%
System Total		888,144	863,490	2.9%	3,476,408	3,353,539	3.6%

* Some riders on interlined¹ routes (Route 2 w/ Route 3; Route 16 w/ Route 10) may be miscounted due to ERG log-in errors between routes.

¹ 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.

Areas of Interest in GCT Service This Quarter

In April and May, Planning & Marketing staff conducted outreach in advance of the August 2012 service changes to the Cities of Ojai, Ventura and Oxnard to get feedback on the FY 2012-13 budget and potential service changes for August 2012.

Meetings were held at the Ojai City Hall to discuss changes to Route 16 and the return of the Route 16 to Downtown Ojai in August 2012. Additional meetings were held with Nordhoff High School and in the City of Ventura and the City of Oxnard to distribute information and get input on the changes.

Staff also conducted meetings at the Ventura Adult Continuing Education (VACE) School in Ventura to explain the impact of the Route 40 cancellation. As part of discussions with VACE and the City of Ventura it was determined that Route 11 could be modified to provide a temporary shuttle to serve the VACE School until February 2013 when the Victoria Avenue service starts.

In June, GCT gained federal approval for a CMAQ grant that will fund the Victoria Avenue Transit Service. The new Route 21 will establish a 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. Planning staff continues to work to implement this service which will start February 2013.

III. SUMMARY AND RECOMMENDATIONS

This report is for information only.

Future Quarterly Reports

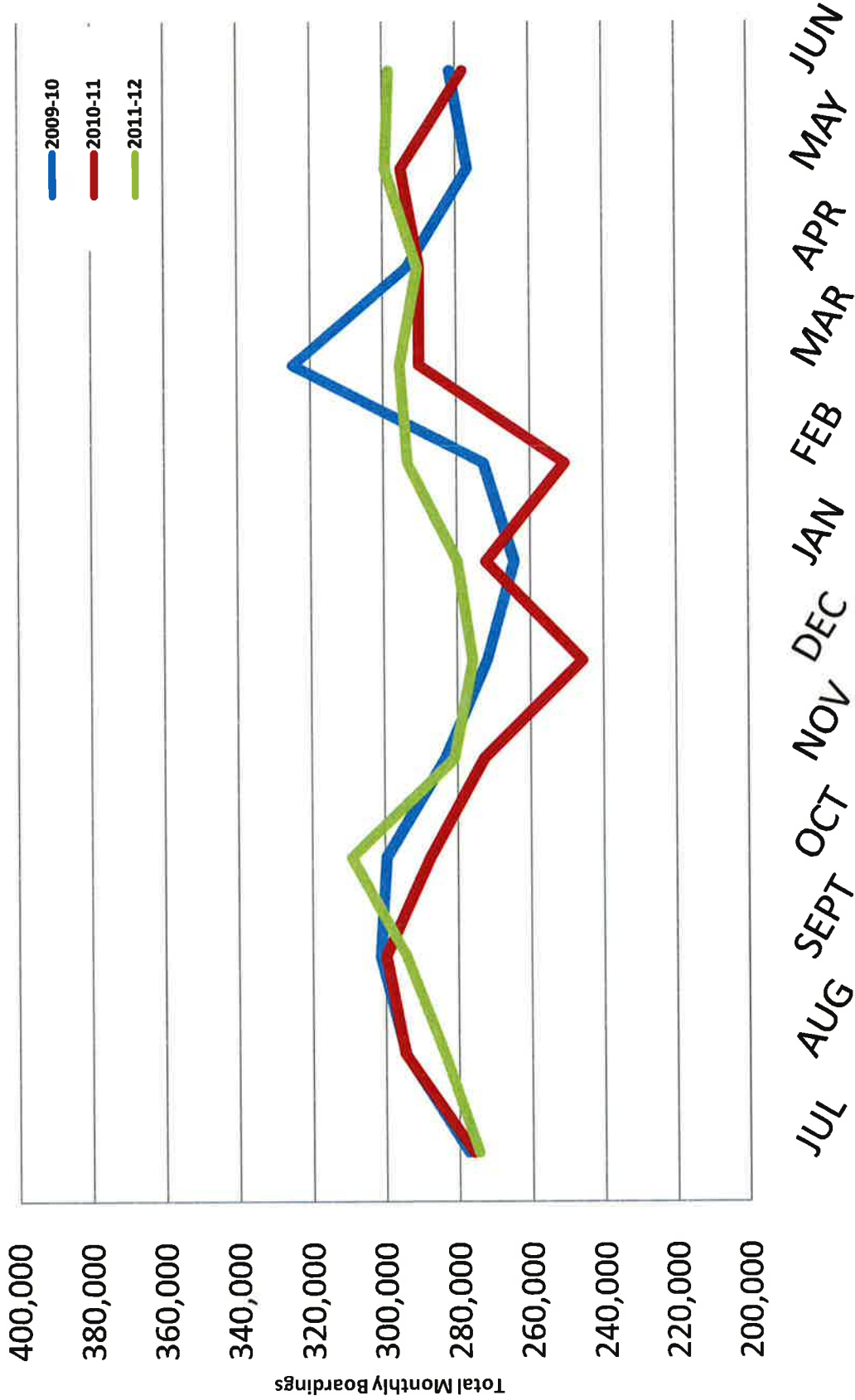
Starting next quarter, Planning Staff will be introducing a new simplified format for the quarterly report, which will show ridership statistics along with key performance measures as adopted by the Board in 2000.

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

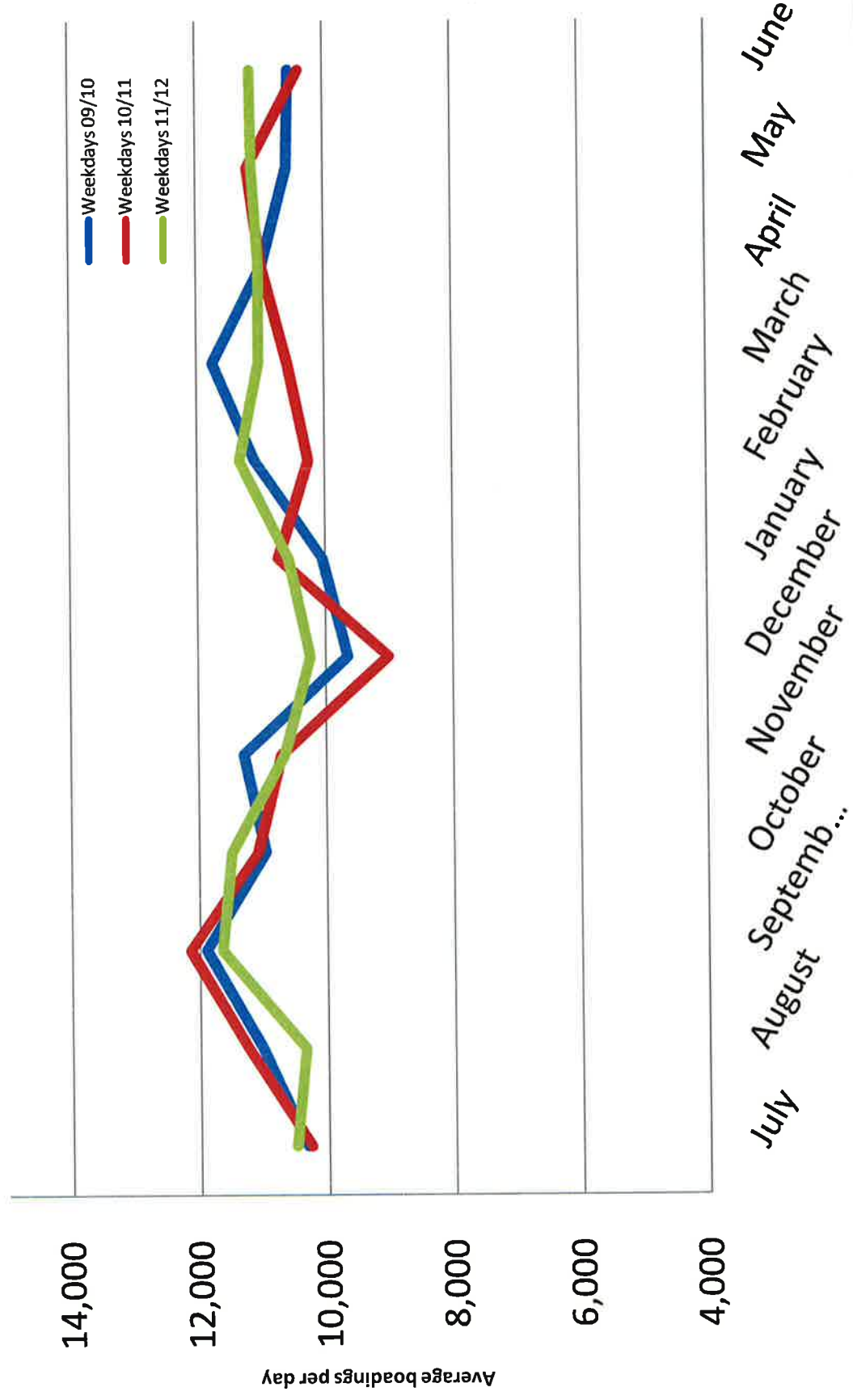


General Manager's Concurrence

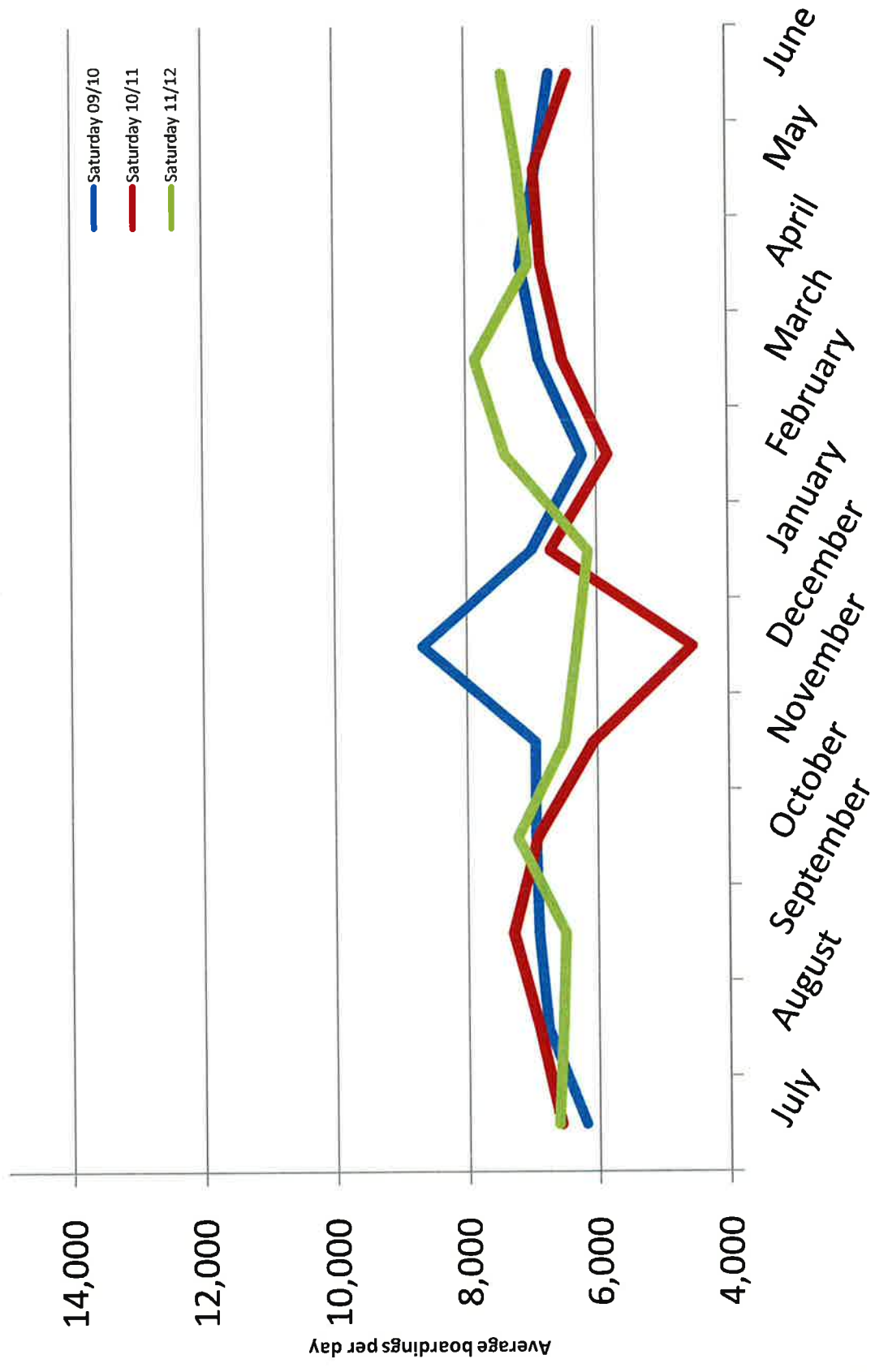
Gold Coast Transit Monthly Fixed Route Ridership FY 2011/2012



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

