

Info Item A



DATE: November 6, 2013
 TO: GCT Board of Directors
 FROM: Vanessa Rauschenberger *VR*
 Transit Planner
 RE: **Fixed-Route Service Evaluation for 1st Quarter 2013/14**

I. EXECUTIVE SUMMARY

This quarterly report covers the period of July through September 2013 and includes information about both ridership and performance of routes based on service standards adopted by the Board in 2000.

II. BACKGROUND

Table I shows that ridership for the 1st Quarter of FY 13-14, has increased 6% over the 1st quarter of last year. The number of 'Passengers per Revenue Hour' has also increased systemwide by 3%. The increase in ridership is likely due to a combination of factors: implementation of the new Route 21, which provides a faster trip between Port Hueneme and Ventura; additional weekend service on Routes 19, 20 and 21 and the installation of new electronic fareboxes, which make data collection more accurate, and support more accurate fare collection. Due to incomplete on-time performance data as a result of a delay by NextBus in implementing the August schedule changes, we reported a slight decrease in on-time performance.

Table I – Systemwide Ridership & Performance

Fixed-Route Ridership	1st Quarter FY 13-14	1st Quarter FY 12-13	Difference	% Change
Total System Boardings	952,980	894,837	58,143	6%
Average Daily Passengers Weekdays	11,985	11,070	915	8%
Average Daily Passengers Saturdays	7,498	7,233	265	4%
Average Daily Passengers Sundays	6,807	6,550	257	4%
Wheelchair Boardings	4,940	4,433	506	11%
Bicycle Boardings	19,840	16,258	1,109	6%

Performance Measures	1st Quarter FY 13-14	1st Quarter FY 12-13	Difference	% Change
Passengers Per Revenue Hour	19.8	19.3	0.5	3%
Fare Revenue Per Service Hour	\$13.80	\$12.66	\$1.14	9%
Total Fare Revenue	\$662,905	\$654,909	\$7996	1%
On-Time Performance	79%	82%	<i>Goal > 90%</i>	
% Systemwide Boarding as Free Transfers	28.3%	27.4%	<i>Goal < 20%</i>	

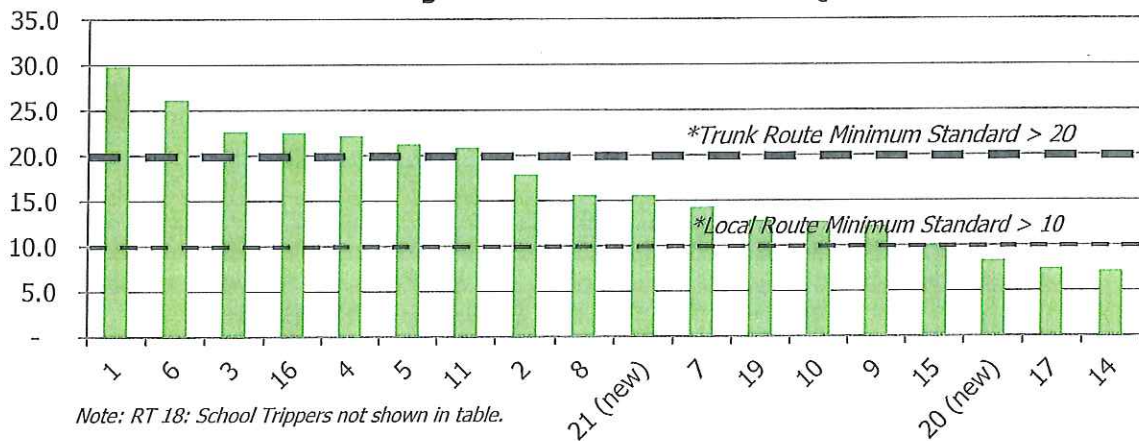
**Table II – Route Specific Ridership & Performance
1st Quarter**

Route	Route Name	1 st Quarter FY 13-14 Unlinked Passengers	1 st Quarter FY 12-13 Unlinked Passengers	Change	% Change
1	Port Hueneme – OTC	156,432	150,206	6,226	4%
2	Colonia – Downtown	24,298	33,820	(9,522)	-28%
3	J St – Centerpoint Mall – Naval Base	29,033	18,232	10,801	59%
2 & 3*	Route 2 & 3 Combined	53,331	52,052	1,279	2%
4	North Oxnard	80,418	85,172	(4,754)	-6%
5	Hemlock – Seabridge – Wooley	28,425	30,684	(2,259)	-7%
6	Oxnard – Ventura – Main Street	264,407	279,702	(15,295)	-5%
7	Oxnard College – Centerpoint – PV Rd	18,156	17,005	1,151	7%
8	OTC – Centerpoint – Oxnard College	42,365	46,422	(4,057)	-9%
9	Lemonwood – Channel Islands	15,397	14,107	1,290	9%
11	Telephone Road – Wells Center	23,654	23,569	85	0%
14	RiverPark – Nyeland Acres	59,540	53,237	6,303	12%
15	El Rio – Esplanade	14,414	18,027	(3,613)	-20%
14 & 15*	Route 14 & 15 Combined	73,954	71,264	2,690	4%
10	Telegraph Road – Saticoy	23,654	23,569	85	0%
16	Downtown Ojai – Pacific View Mall	59,540	53,237	6,303	12%
10 & 16*	Route 10 & 16 Combined	83,194	76,806	6,388	8%
17	Esplanade – Oxnard College	16,900	12,801	4,099	32%
18	Trippers (OHS, VHS, PHS)	7,601	3,736	3,865	103%
19	Gonzales – 5 th – Airport	14,962	11,365	3,597	32%
20	Rice – Gonzales – 5 th	5,610	874	4,736	NEW
21	Pacific View Mall – Victoria Ave – C St	49,735	-	49,735	NEW
40**	Market/Valentine Shuttle	-	4,446	(4,446)	-100%
	TOTAL GCT SYSTEM	952,980	894,837	58,143	6%

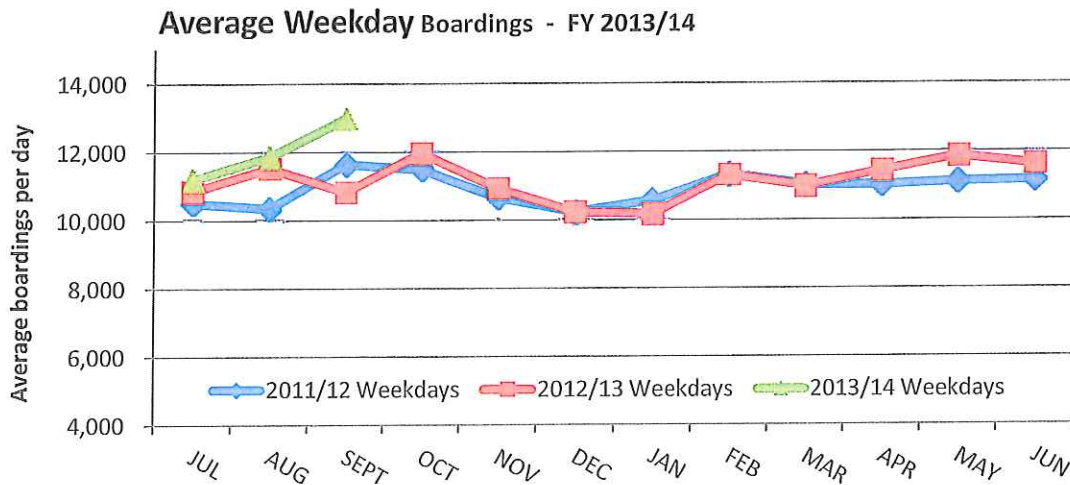
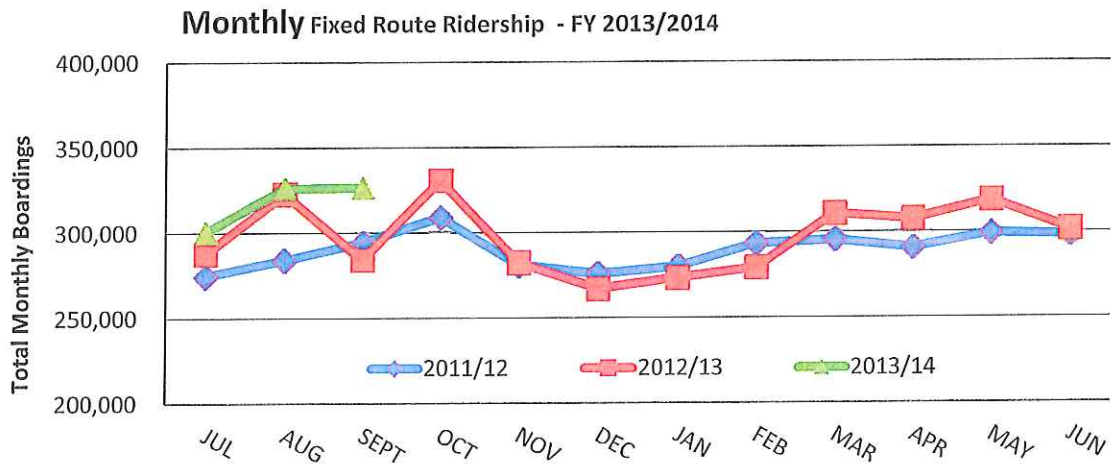
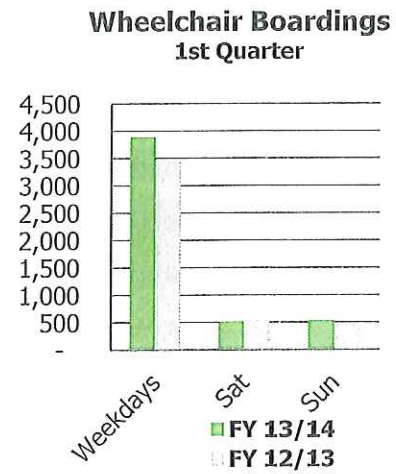
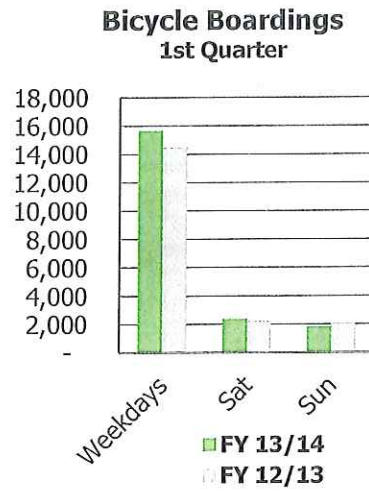
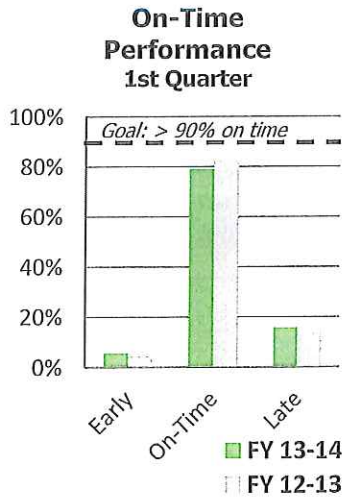
* Some riders on interlined¹ routes (2/3, 14/15, 10/16) may be miscounted due to FAREBOX log-in errors when changing routes.

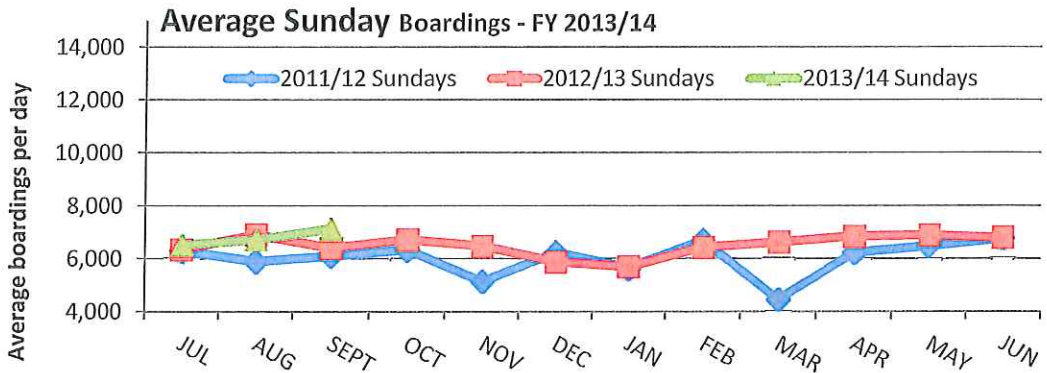
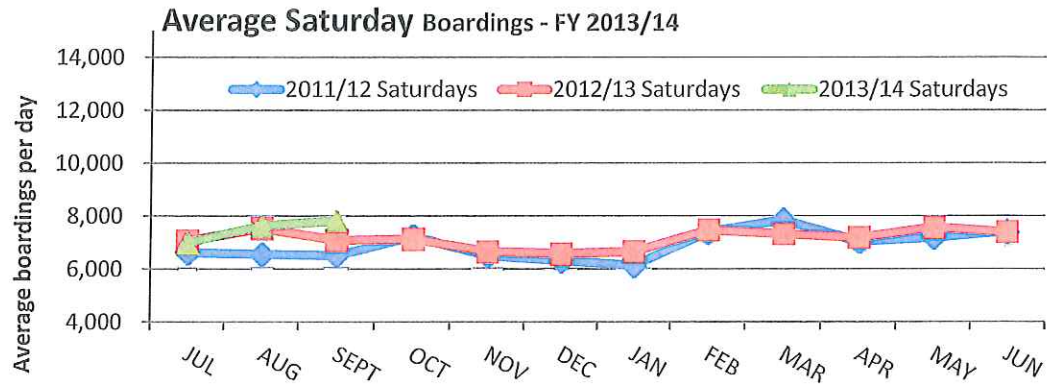
** Route 40 discontinued 1st Quarter 2012.

Unlinked Passengers Per Revenue Hour -1st Quarter



¹ Interlining provides increased efficiency in which 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. OTHER AREAS OF INTEREST

In August, GCT began weekend service on Routes 19, 20, and 21. This means that all routes (except school trippers) now run seven days a week. Adding weekend service has fulfilled one of the top customer requests, and has contributed to overall increases in weekend ridership.

In September, Planning staff successfully launched all schedule data on Google Transit. This now enables passengers to conduct trip planning online and with their mobile phones. Staff will be working to promote this new feature to the public.

IV. SUMMARY & RECOMMENDATIONS

This report is for information only.

Steven P Brown

General Manager's Concurrence