



DATE: May 7, 2014  
 TO: **Board of Directors**  
 FROM: Vanessa Rauschenberger *VR*  
 Planning Manager  
 RE: **Fixed-Route Service Evaluation for 3rd Quarter 2013/14**

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**I. EXECUTIVE SUMMARY**

This quarterly service evaluation report covers the period of January to March 2014 and includes information about system performance, ridership and on-time performance. At the request of the Board this report now includes on-time performance by route.

**II. BACKGROUND**

Table I shows that ridership for the 3rd Quarter of FY 13-14, has increased 10% over the 3rd quarter of last year. 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.

**Systemwide Ridership & Performance**

<b>Fixed-Route Ridership</b>	<b>3rd Quarter FY 13-14</b>	<b>3rd Quarter FY 12-13</b>	<b>Difference</b>	<b>% Change</b>
Total System Boardings	951,174	863,518	87,656	10%
Average Daily Passengers Weekdays	12,102	11,090	1,012	9%
Average Daily Passengers Saturdays	7,592	6,780	812	12%
Average Daily Passengers Sundays	6,923	6,328	595	9%
Wheelchair Boardings	4,126	4,142	16	0.4%
Bicycle Boardings	22,964	15,424	7,537	49%

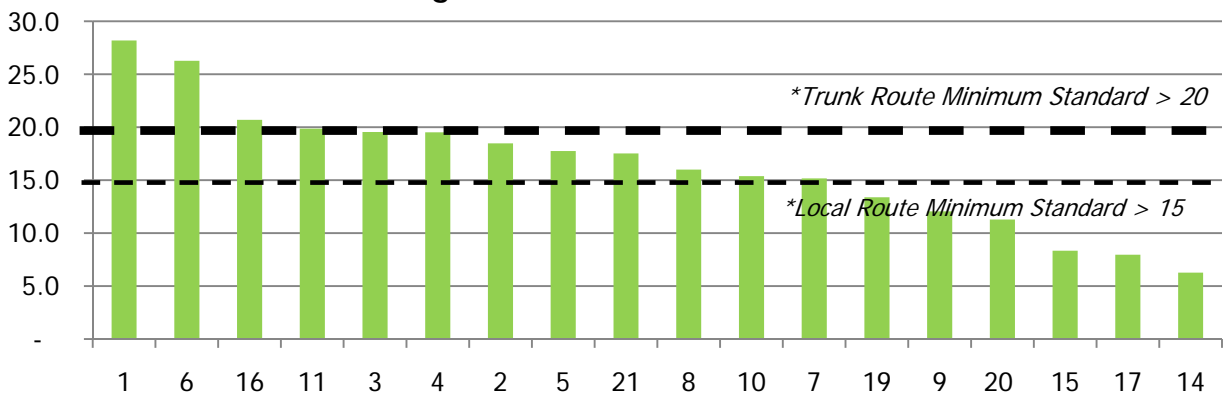
<b>Performance Measures</b>	<b>3rd Quarter FY 13-14</b>	<b>3rd Quarter FY 12-13</b>	<b>Difference</b>	<b>% Change</b>
Passengers Per Revenue Hour	19.4	19.2	0.20	1%
Fare Revenue Per Service Hour	\$14.11	\$13.73	0.38	3%
Total Fare Revenue	\$692,381	\$616,867	75,514	12%
On-Time Performance	79%	80%	<i>Goal &gt; 90%</i>	
% Systemwide Boarding as Free Transfers	28%	26.9%	<i>Goal &lt; 30%</i>	

### Route Specific Ridership & Performance 3rd Quarter

Route	Route Name	3rd Quarter FY 13-14 Unlinked Passengers	3rd Quarter FY 12-13 Unlinked Passengers	Change	% Change
1	Port Hueneme – OTC	145,938	142,135	3,803	3%
2	Colonia – Downtown	24,821	33,003	(8,182)	-25%
3	J St – Centerpoint Mall – Naval Base	<u>24,757</u>	<u>15,362</u>	<u>9,395</u>	<u>61%</u>
<b>2 &amp; 3*</b>	<i>Route 2 &amp; 3 Combined</i>	<i>49,578</i>	<i>48,365</i>	<i>1,213</i>	<i>3%</i>
4	North Oxnard	69,983	74,444	(4,461)	-6%
5	Hemlock – Seabridge – Wooley	23,279	28,067	(4,788)	-17%
6	Oxnard – Ventura – Main Street	263,012	262,151	861	0%
7	Oxnard College – Centerpoint – PV Rd	19,087	13,894	5,193	37%
8	OTC – Centerpoint – Oxnard College	42,966	41,457	1,509	4%
9	Lemonwood – Channel Islands	15,035	12,733	2,302	18%
11	Telephone Road – Wells Center	62,482	46,198	16,284	35%
14	RiverPark – Nyeland Acres	12,391	16,010	(3,619)	-23%
15	El Rio – Esplanade	<u>16,469</u>	<u>17,173</u>	<u>(704)</u>	<u>-4%</u>
<b>14 &amp; 15*</b>	<i>Route 14 &amp; 15 Combined</i>	<i>28,860</i>	<i>33,183</i>	<i>(4,323)</i>	<i>-13%</i>
10	Telegraph Road – Saticoy	28,411	23,297	5,114	22%
16	Downtown Ojai – Pacific View Mall	<u>74,004</u>	<u>75,704</u>	<u>(1,700)</u>	<u>-2%</u>
<b>10 &amp; 16*</b>	<i>Route 10 &amp; 16 Combined</i>	<i>102,415</i>	<i>99,001</i>	<i>3,414</i>	<i>3%</i>
17	Esplanade – Oxnard College	17,818	14,563	3,255	22%
18	Trippers (OHS, VHS, PHS)	16,834	15,417	1,417	9%
19	Gonzales – 5 <sup>th</sup> – Airport	17,828	13,166	4,662	35%
20	Rice – Gonzales – 5 <sup>th</sup>	14,568	1,396	13,172	944%
21	Pacific View Mall – Victoria Ave – C St	61,491	17,348	44,143	254%
	<b>TOTAL GCT SYSTEM</b>	<b>951,174</b>	<b>863,518</b>	<b>87,656</b>	<b>10%</b>

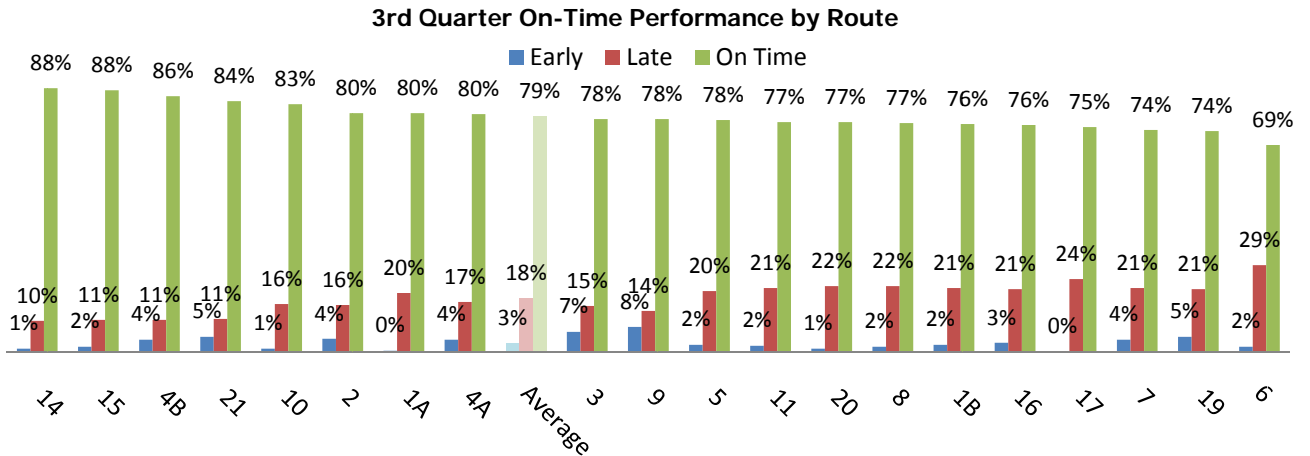
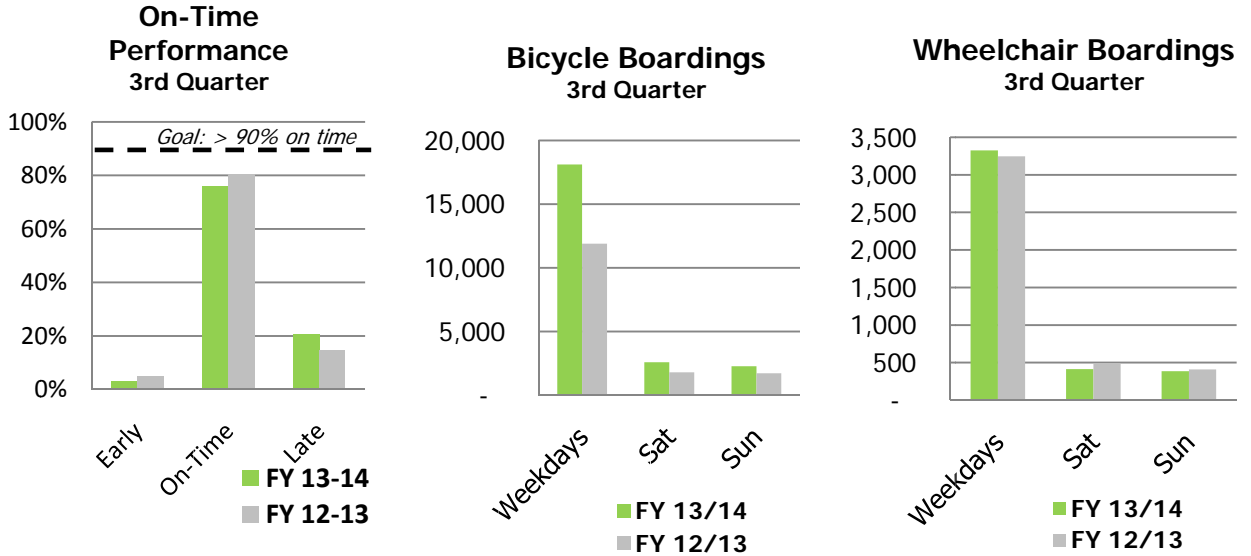
\* Some riders on interlined<sup>1</sup> routes (2/3, 14/15, 10/16) may be miscounted due to FAREBOX log-in errors when changing routes.

### Unlinked Passengers Per Revenue Hour -3rd Quarter

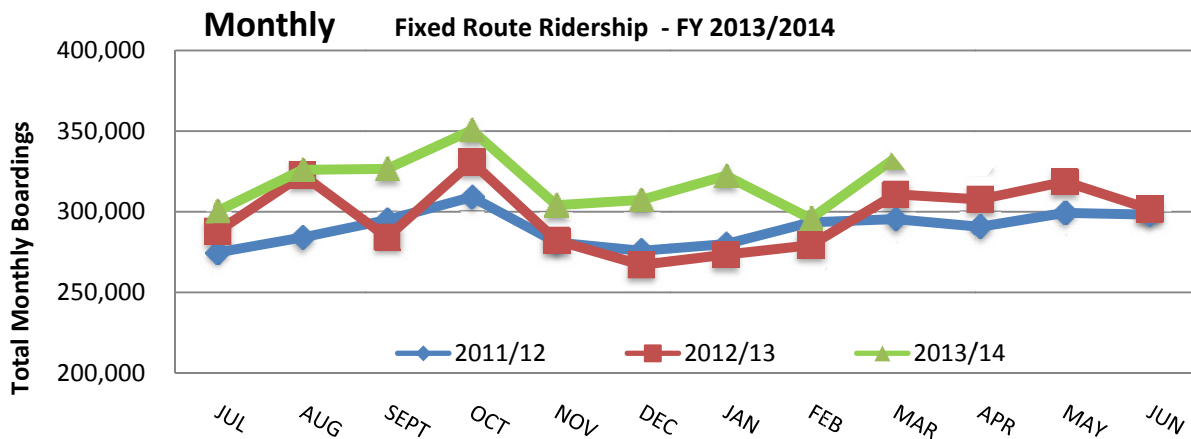


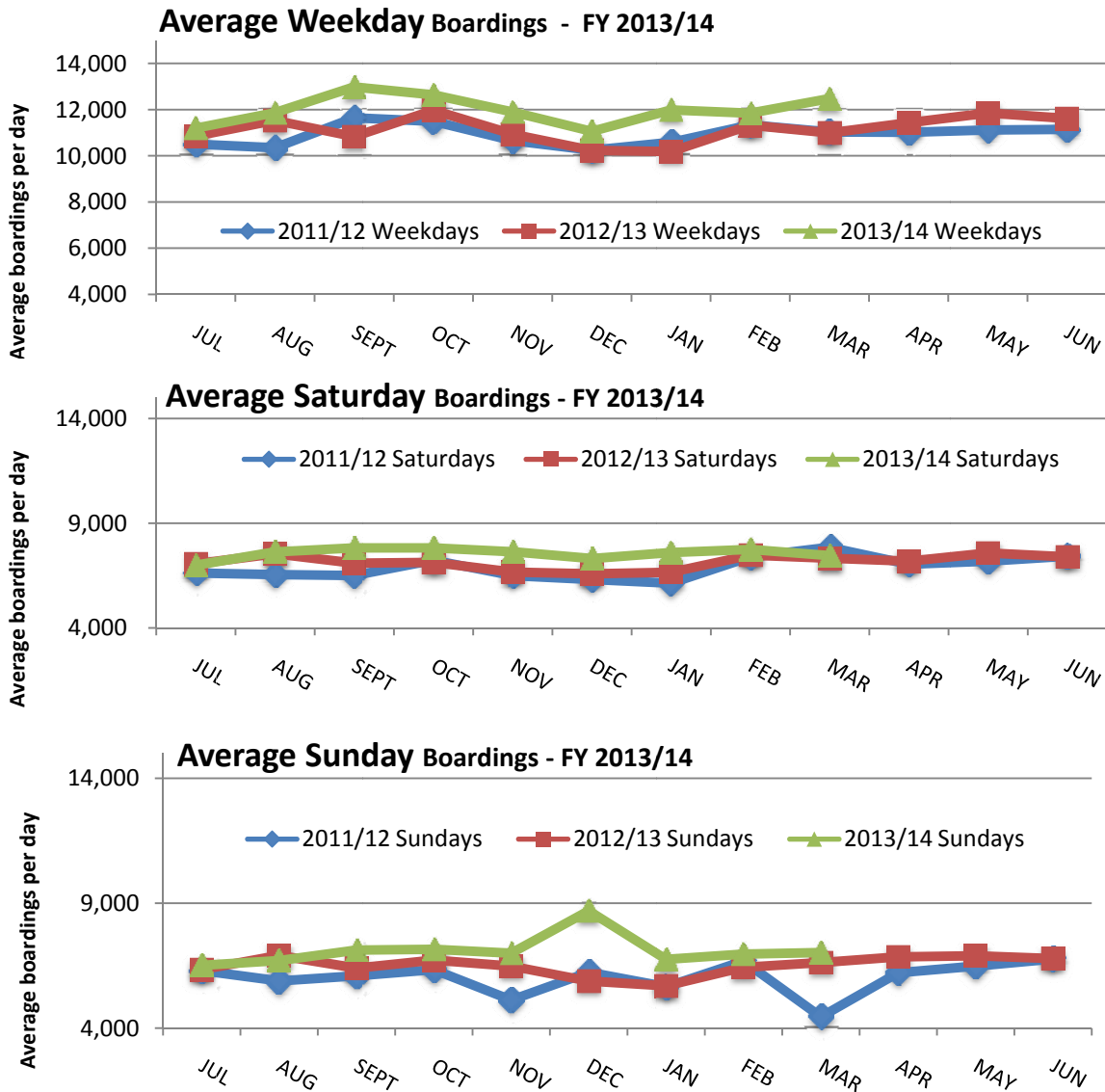
Note: RT 18: School Trippers not shown in table.

<sup>1</sup> 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.



**Note:** On-Time Performance Measures how closely the service ran to the schedule, as experienced by the customer. A bus is considered on-time, if it departs a time point between 1 minute before or up to 5 minutes after the scheduled time. Many factors affect bus on-time performance. Some are within GCT's control (e.g., mechanical or driver problems). Others, such as traffic or unplanned detours, are not. Regardless of cause, GCT strives to work around problems to improve on time performance.





**III. OTHER AREAS OF INTEREST**

In January, as part of the final phase of the new Farebox installation, we discontinued the use of all old paper punch style fare media. The Fareboxes now only accept the new electronic fare media on the bus. Old fare media can still be exchanged at the Customer Service Center through the end of June 2014. In February, we added two additional trips on Route 11 to help accommodate passengers during the peak travel times between 3pm-6pm.

**IV. SUMMARY & RECOMMENDATIONS**

This report is for information only.

*Steven P Brown*  
 General Manager's Concurrence

**ATTACHMENT:** Service Evaluation Report

**3rd Quarter FY 13-14 - Service Evaluation Report  
RIDERSHIP MEASURE**

Route #	Route Name	Service Type	Total Revenue Hours	Total Passengers	Passengers per Revenue Hour	3rd Quarter Route Ranking	Rank change	3rd Quarter Quartile
<b>1A/1B</b>	Port Hueneme - OTC - PV Rd - Bard Rd	<b>Trunk</b>	5,176	145,938	<b>28.2</b>	1		1
<b>6</b>	Oxnard - Ventura - Main St.	<b>Trunk</b>	10,012	263,012	<b>26.3</b>	2		1
<b>16</b>	Downtown Ojai - Pacific View Mall	Local	3,575	74,004	<b>20.7</b>	3	+1	1
<b>11</b>	Pacific View Mall - Telephone - Wells Center	<b>Trunk</b>	3,146	62,482	<b>19.9</b>	4	+2	1
<b>3</b>	J St - Centerpoint Mall - Naval Base	Local	1,267	24,757	<b>19.5</b>	5	-2	2
<b>4A/4B</b>	North Oxnard - Ventura Rd - St. John's	Local	3,587	69,983	<b>19.5</b>	6	-1	2
<b>2</b>	Colonia - Downtown Oxnard	Local	1,344	24,821	<b>18.5</b>	7	+1	2
<b>5</b>	Hemlock - Seabridge - Wooley	Local	1,312	23,279	<b>17.7</b>	8	-1	2
<b>8</b>	OTC - Oxnard College - Centerpoint Mall	Local	2,687	42,966	<b>16.0</b>	9	+1	3
<b>10</b>	Telegraph Road - Saticoy	Local	1,847	28,411	<b>15.4</b>	10	+1	3
<b>7</b>	Oxnard College - Centerpoint Mall - PV Rd	Local	1,258	19,087	<b>15.2</b>	11	+2	3
<b>19</b>	OTC - 5th - Gonzales Rd - Oxnard Airport	Local	1,332	17,828	<b>13.4</b>	12	+1	3
<b>9</b>	Lemonwood/Gisler	Local	1,248	15,035	<b>12.0</b>	13	-1	4
<b>15</b>	El Rio - Northeast	Local	1,976	16,469	<b>8.3</b>	14		4
<b>17</b>	Esplanade - Oxnard College	<b>Trunk</b>	2,239	17,818	<b>8.0</b>	15		4
<b>14</b>	RiverPark - Nyeland Acres	Local	1,976	12,391	<b>6.3</b>	16		4

Note: Route rankings are based only on those routes that existed for the entire year.

**Excluded Routes**

18A,18C,18D,18F	School Trippers	Trippler	294	16,834	57.26
20	Eastman - Lombard - Sturgis	Local	1,291	14,568	11.28
21	Port Hueneme - Ventura - Victoria Ave	<b>Trunk</b>	3,511	61,491	17.51

New Routes should meet the applicable target for their class of service (trunk, local) after three years.

**Systemwide Performance Target**

		Passengers per Revenue Hour
<b>Trunk</b>	Routes that link 2 or more major or regional commercial and employment centers and travel on arterial roads or HWYS.	20
<b>Local</b>	Routes that connect residential areas to major commercial and employment centers and travel on both arterial and residential streets.	15

**3rd Quarter FY 13-14 - Service Evaluation Report  
ECONOMIC MEASURE**

Route #	Total Passengers	Total Revenue Hours	Service Type	Systemwide Average Cost Per Hour (Depreciated)	Total Cost	Cost Per Passenger	Average Fare Per Passenger	Subsidy Per Passenger	Route Ranking	Quartile
<b>1A/1B</b>	145,938	5,176	<b>Trunk</b>	\$ 93.36	\$ 470,654	\$ 3.23	\$0.69	<b>\$ 2.54</b>	1	1
<b>6</b>	263,012	10,012	<b>Trunk</b>	\$ 93.36	\$ 910,391	\$ 3.46	\$0.72	<b>\$ 2.74</b>	2	1
<b>16</b>	74,004	3,575	Local	\$ 93.36	\$ 325,075	\$ 4.39	\$0.83	<b>\$ 3.56</b>	3	1
<b>11</b>	62,482	3,146	Trunk	\$ 93.36	\$ 286,066	\$ 4.58	\$0.66	<b>\$ 3.92</b>	4	1
<b>3</b>	24,757	1,267	Local	\$ 93.36	\$ 115,208	\$ 4.65	\$0.67	<b>\$ 3.98</b>	5	2
<b>4A/4B</b>	69,983	3,587	<b>Local</b>	\$ 93.36	\$ 326,166	\$ 4.66	\$0.64	<b>\$ 4.02</b>	6	2
<b>2</b>	24,821	1,344	Local	\$ 93.36	\$ 122,210	\$ 4.92	\$0.66	<b>\$ 4.26</b>	7	2
<b>5</b>	23,279	1,312	Local	\$ 93.36	\$ 119,300	\$ 5.12	\$0.69	<b>\$ 4.43</b>	8	2
<b>8</b>	42,966	2,687	Local	\$ 93.36	\$ 244,329	\$ 5.69	\$0.73	<b>\$ 4.96</b>	9	3
<b>10</b>	28,411	1,847	Local	\$ 93.36	\$ 167,948	\$ 5.91	\$0.76	<b>\$ 5.15</b>	10	3
<b>7</b>	19,087	1,258	Local	\$ 93.36	\$ 114,390	\$ 5.99	\$0.77	<b>\$ 5.22</b>	11	3
<b>19</b>	17,828	1,332	Local	\$ 93.36	\$ 121,119	\$ 6.79	\$0.70	<b>\$ 6.09</b>	12	3
<b>9</b>	15,035	1,248	Local	\$ 93.36	\$ 113,481	\$ 7.55	\$0.73	<b>\$ 6.82</b>	13	4
<b>15</b>	16,469	1,976	Local	\$ 93.36	\$ 179,678	\$ 10.91	\$0.67	<b>\$ 10.24</b>	14	4
<b>17</b>	17,818	2,239	<b>Trunk</b>	\$ 93.36	\$ 203,592	\$ 11.43	\$0.79	<b>\$ 10.64</b>	15	4
<b>14</b>	12,391	1,976	Local	\$ 93.36	\$ 179,678	\$ 14.50	\$0.67	<b>\$ 13.83</b>	16	4

**Excluded Routes**

18A,18C,18D,18F	16,834	294		\$ 93.36	\$ 26,733	\$ 1.59	\$0.97	\$ 0.62
20	14,568	1,291		\$ 93.36	\$ 117,391	\$ 8.06	\$0.66	\$ 7.40
21	61,491	3,511		\$ 93.36	\$ 319,255	\$ 5.19	\$0.72	\$ 4.47