



DATE July 1, 2015
TO GCTD Board of Directors
FROM Vanessa Rauschenberger, Director of Planning and Marketing *VR*
SUBJECT **Consider Approval of a Free Fare Promotional Period for the New Route 22 serving Wells Center/Nyeland Acres**

I. SUMMARY

Starting July 26th 2015, the new Route 22 will provide daily service between Wells Center and Nyeland Acres, serving major employment centers such as the Saticoy industrial area, Juvenile Justice Center, Rio Mesa High School, and St. John’s Hospital.

In an effort to promote awareness and ridership on the new route, staff recommends approving a “Try Route 22 Free” promotional period for the first week of service: July 26th - August 1st 2015.

II. BACKGROUND

The Route 22 is a 3-year demonstration route funded in part through a CMAQ grant and was included in the FY 15-16 budget. The route will now make it possible to travel between East Ventura and Oxnard with a one-seat ride saving over an hour of travel time. In order to encourage the community to try the new service, Planning and Marketing staff have developed a plan to raise awareness of the new service through a “Try Route 22 Free” promotional period for the first week of service: July 26th -August 1st 2015.

Based on data from a comparable route during the same time period in 2014, the projected cost of providing free rides for the first week would most likely be less than \$1,000. However, by promoting this route early on, we would likely see overall revenues increase on this route as more passengers become aware of the new service. All free boardings during the promotional period would continue to be counted so that accurate ridership data can be recorded.

III. RECOMMENDED ACTION

It is recommended that the Board APPROVE a Free Fare promotional period for the New Route 22 serving Wells Center/Nyeland Acres for the week of July 26th-August 1st 2015.

General Manager’s Concurrence

GOLD COAST TRANSIT DISTRICT