



**DATE** July 1, 2015  
**TO** GCTD Board of Directors  
**FROM** Vanessa Rauschenberger, Director of Planning and Marketing *VR*  
**SUBJECT** Receive and File Report on Public Outreach Activities for the Short Range Transit Plan and Provide Input to Staff

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## I. EXECUTIVE SUMMARY

As part of the development of the Short Range Transit Plan (SRTP), GCTD is actively seeking public input on future service changes that would best serve the community over the next five years. To date, GCTD has participated in seven community outreach events, collected over 700 completed survey responses, and collected input from community and business groups across our service area.

It is recommended that the Board of Directors receive and file this Report on Public Outreach Activities for the Short Range Transit Plan and provide input to staff on other outreach opportunities prior to the completion of the *draft* Short Range Transit Plan.

## II. BACKGROUND

The Short Range Transit Plan (SRTP) is intended to educate the public on how the District provides transit service and develops a plan to address operational and capital needs over the next five years. It also serves as document that can be used in support of future grant applications for new service and vehicles. In order to gain input from each of the communities that we serve, Planning and Marketing staff have conducted numerous outreach activities over the past six months across our service area using tools such as surveys, social media, and community meetings and events.

### **On-Board / Online Survey**

Starting in November 2014, Gold Coast Transit conducted an onboard survey to collect information from our riders. Through the survey we gathered information on rider demographics, travel patterns, bus service needs and how passengers get information. Surveys were made available on all GCT's buses, posted on GCTD's website, distributed to community groups, and promoted on Facebook and Twitter. In total, we received over 700 responses to the survey. The surveys were found to be very informative and have proved helpful in the development of the SRTP.

Through analyzing survey results, we learned several key characteristics of our riders including:

- *Infrequent riders* (who typically have access to a vehicle) tend to favor faster, frequent, and more direct service. However, *frequent riders* (who may be more dependent on transit) tend to **favor coverage** rather than faster service.

### **GOLD COAST TRANSIT DISTRICT**

- Approx 30% of respondents indicated they have access to a car. Of those, most would be willing to ride transit more frequently if it were more direct (comparable to driving).
- Millennials are the most willing try transit even when given the option to drive, but only if it is convenient to use.
- Most passengers get their information from physical media (bus book, brochures, posters, etc.), however Millennials tend to favor online sources
- Most popular destinations for traveling to **work** and **school** are Central Ventura, North Oxnard and the Community Colleges.

In addition, the most popular “future” service suggestions fell into the following categories:

- Increased frequency on existing routes
- Expanded service hours (later in evening)
- New Service: Ventura Rd Route, Express Routes, Harbor/Beach Bus

A full summary of the survey results will be made available on our website.

### **Community Meetings**

In addition to the survey, we have conducted and attended several community meetings and events to gather input on the transit needs of the community. Our meetings with the public typically consist of “workshop” style interactive activities where we ask attendees to consider what transit services are most important to them. We also have attended (or are planning to attend) other meetings hosted by community groups that have demonstrated interest in public transit.

### **Short Range Transit Plan – Community Outreach Schedule**

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| ▪ CAUSE /ASERT Bus Riders Union/Youth Group (South Oxnard)           | December 12  |
| ▪ Joint VCTC Unmet Needs & GCTD SRTP Meeting (Oxnard Transit Center) | January 27   |
| ▪ Westview Community Meeting (West Ventura)                          | March 18     |
| ▪ Downtown Ventura Partners Meeting (Downtown Ventura)               | June 9, 2015 |
| ▪ Food Pantry (East Ventura/Saticoy)                                 | June 17      |
| ▪ Transit Open House at E.P. Foster Library (Ventura)                | June 23      |
| ▪ Transit Open House at Oxnard Library (Oxnard)                      | June 30      |
| ▪ Port Hueneme Farmers Market (Port Hueneme)                         | July 11      |
| ▪ Saticoy Public Library Street Fair (Saticoy)                       | August       |
| ▪ MICOP Community Meeting (El Rio)                                   | August 21    |
| ▪ Ojai Farmers Market (Ojai)   | tbd          |
| ▪ Oxnard Farmers Market (Downtown and/or The Collection)             | tbd          |
| ▪ Ventura Farmers Market (Midtown and/or Downtown)                   | tbd          |
| ▪ Cabrillo Economic Development Corporation Community Meeting        | tbd          |
| ▪ Downtown Oxnard Management District                                | tbd          |

During our meetings held in December-March, we conducted a “transit values” trade-off exercise, where attendees were asked to indicate their priorities in improving transit service. A “blank map” station was also set up which allowed participants to identify where service is most needed.

At the July meetings, staff asked attendees to prioritize specific route improvements such as frequency on individual routes, new routes or improved routes. We also used this opportunity to present the SRTP survey results.

### **Meeting Notices and Promotion**

Depending on the meeting format, all meetings and events are publicized using a variety of methods including printed flyers available on all buses and GCT's Customer Service Center, as well as online including GCT's website, Facebook and Twitter pages. In addition all survey results and presentation materials will be made available on our website so that members of the community can share with us their feedback as we prepare the draft document.

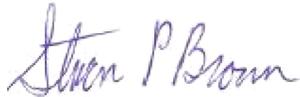
**Continued Community Engagement** - GCTD is currently working with the cities of Ojai and Port Hueneme to attend their City's farmers markets to continue to distribute information collect input on transit needs in those communities. In addition, staff has also reached out to the Downtown Oxnard Management District to conduct outreach to the business community.

**Technical Advisory Committee Input** – Through our community outreach process, we have also received input from the GCTD Technical Advisory Committee (TAC) on suggested outreach locations and events, which have been included in the list above. Staff will work with TAC to review and include input from each member city starting at the July TAC meeting.

### **III. RECOMMENDED ACTION**

It is recommended that the GCTD Board of Directors **RECEIVE and FILE** this Report on Public Outreach Activities for the Short Range Transit Plan and provide input to staff on other suggested outreach opportunities prior to the completion of the *draft* Short Range Transit Plan.

This report is for information only.



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General Manager's Concurrence