



**DATE** May 13, 2015

**TO** GCTD Board of Directors

**FROM** Vanessa Rauschenberger, Director of Planning & Marketing *VR*  
Margaret Heath, Paratransit & Special Projects Manager

**SUBJECT** Fixed-Route & ACCESS Services Quarterly Update - 3<sup>rd</sup> Quarter FY 2014-15

**I. EXECUTIVE SUMMARY**

This quarterly report covers the 3<sup>rd</sup> Quarter (January 1 through March 31) of Fiscal Year 2014-15. This report includes a summary of performance and operating statistics for both fixed-route and ACCESS services.

**II. BACKGROUND**

Table I shows that ridership for the 3<sup>rd</sup> quarter of FY 2014-15, has increased 3% over the 3<sup>rd</sup> quarter of last year. Ridership continued to increase on Route 21 which provides a faster trip between South Oxnard and Ventura over the same period last year. In addition, ridership on Routes 1, 4, 8, 9, 17 and 20 also increased this quarter.

**3<sup>rd</sup> Quarter FY 14/15  
Systemwide Ridership & Performance**

	<b>3<sup>rd</sup> Qtr FY 2014-15</b>	<b>3<sup>rd</sup> Qtr FY 2013-14</b>	<b>Difference</b>	<b>% Change</b>
<b>Fixed-Route Ridership</b>				
Total System Boardings	979,407	951,174	28,233	+3.0%
Average Daily Passengers Weekdays	12,537	12,103	434	+3.6%
Average Daily Passengers Saturdays	7,608	7,592	16	+0.2%
Average Daily Passengers Sundays	6,973	6,923	50	+0.7%
Wheelchair Boardings	6,702	n/a	n/a	n/a
Bicycle Boardings	9,155	7,825	1,330	+17%
<b>Performance Measures</b>				
Passengers Per Revenue Hour	19.74	19.38	0.36	+1.9%
Fare Revenue Per Service Hour	\$16.65	\$14.11	\$2.54	+18.0%
Total Fare Revenue	\$826,227	\$692,381	\$133,846	+19.3%
On-Time Performance	79%	79%	<i>Goal &gt; 90%</i>	
% Systemwide Boarding as Free Transfers	25%	26.4%	<i>Goal &lt; 20%</i>	

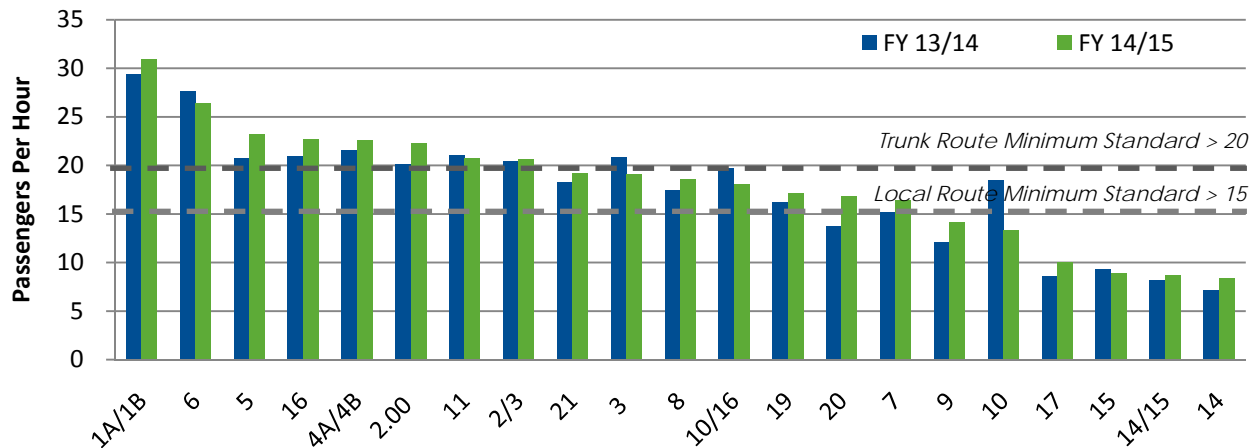
**3<sup>rd</sup> Quarter FY 14/15  
Ridership by Route**

**GOLD COAST TRANSIT DISTRICT**

Route	Route Name	3rd Quarter FY 2014-15 Unlinked Passengers	3rd Quarter FY 2013-14 Unlinked Passengers	Change	% Change
1	Port Hueneme – OTC	157,700	145,938	11,762	8.1%
2	Colonia – Downtown	27,540	24,821	2,719	11.0%
3	J St – Centerpoint Mall – Naval Base	23,264	24,757	(1,493)	-6.0%
2 & 3*	<i>Route 2 &amp; 3 Combined</i>	50,804	49,578	1,226	2.5%
4	North Oxnard	74,865	69,983	4,882	7.0%
5	Hemlock – Seabridge – Wooley	27,267	23,279	3,988	17.1%
6	Oxnard – Ventura – Main Street	261,597	263,012	(1,415)	-0.5%
7	Oxnard College – Centerpoint – PV Rd	19,913	19,087	826	4.3%
8	OTC – Centerpoint – Oxnard College	45,989	42,966	3,023	7.0%
9	Lemonwood – Channel Islands	16,989	15,035	1,954	13.0%
11	Telephone Road – Wells Center	62,978	62,482	496	0.8%
14	RiverPark – Nyeland Acres	13,962	12,391	1,571	12.7%
15	El Rio – Esplanade	15,211	16,469	(1,258)	-7.6%
14 & 15*	<i>Route 14 &amp; 15 Combined</i>	29,173	28,860	313	1.1%
10	Telegraph Road – Saticoy	21,982	28,411	(6,429)	-22.6%
16	Downtown Ojai – Pacific View Mall	76,704	74,004	2,700	3.6%
10 & 16*	<i>Route 10 &amp; 16 Combined</i>	98,687	102,415	(3,728)	-3.6%
17	Esplanade – Oxnard College	20,914	17,818	3,096	17.4%
18	Trippers (OHS, VHS, PHS)	13,711	16,834	(3,123)	-18.6%
19	Gonzales – 5 <sup>th</sup> – Airport	17,513	17,828	(315)	-1.8%
20	Rice – Gonzales – 5 <sup>th</sup>	16,810	14,568	2,242	15.4%
21	Pacific View Mall – Victoria Ave – C St	64,498	61,491	3,007	4.9%
<b>TOTAL GCT SYSTEM</b>		<b>979,407</b>	<b>951,174</b>	<b>28,233</b>	<b>+3.0%</b>

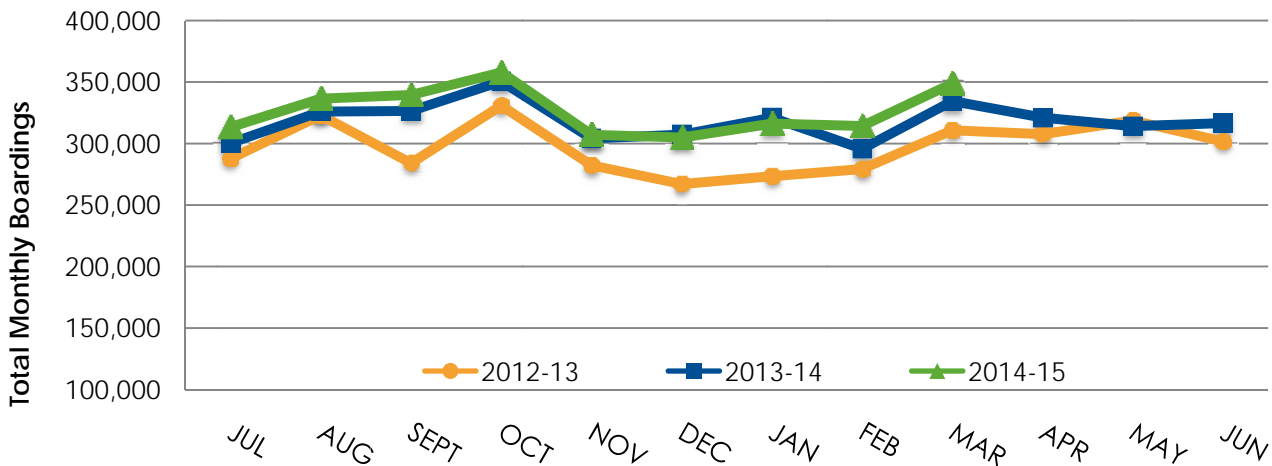
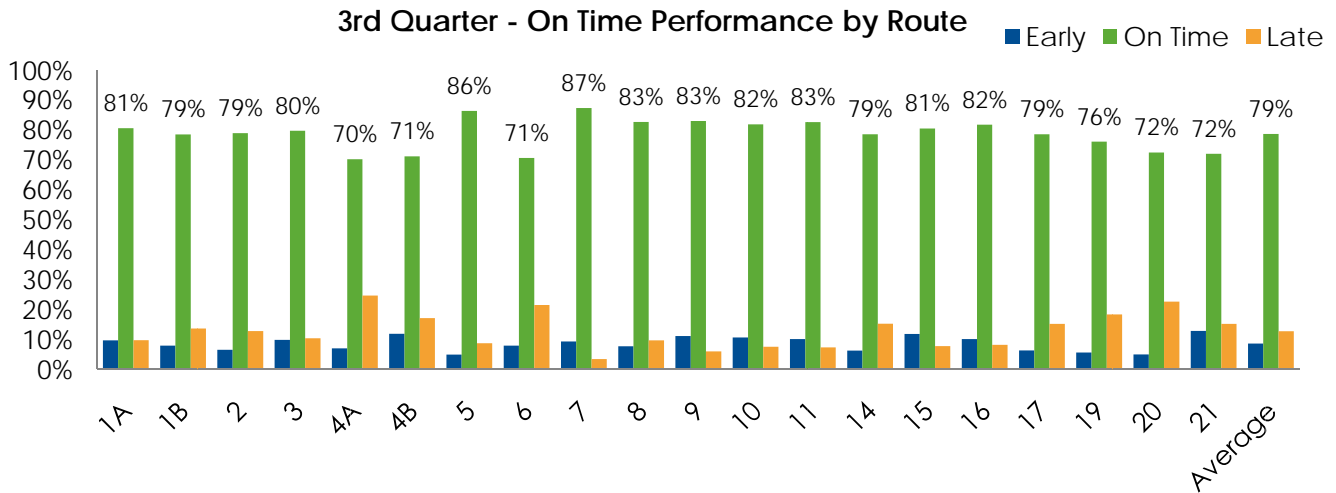
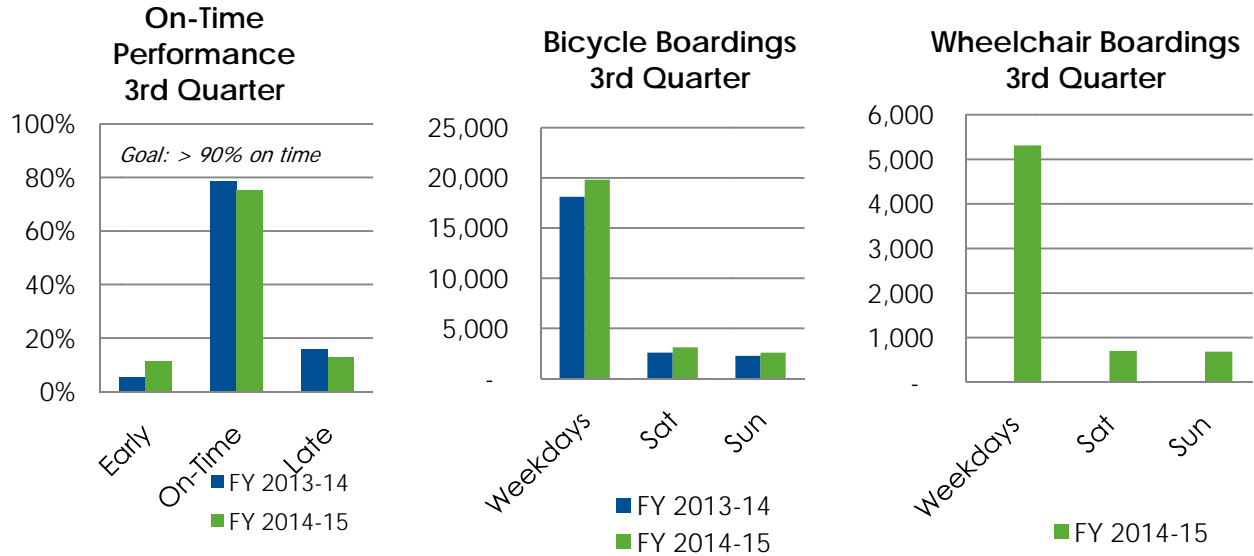
\* Data from interlined<sup>1</sup> routes (2/3, 14/15, 10/16) is shown combined to account for Farebox log-in errors.

3rd Quarter FY 14/15  
Passengers Per Revenue Hour (Weekdays)

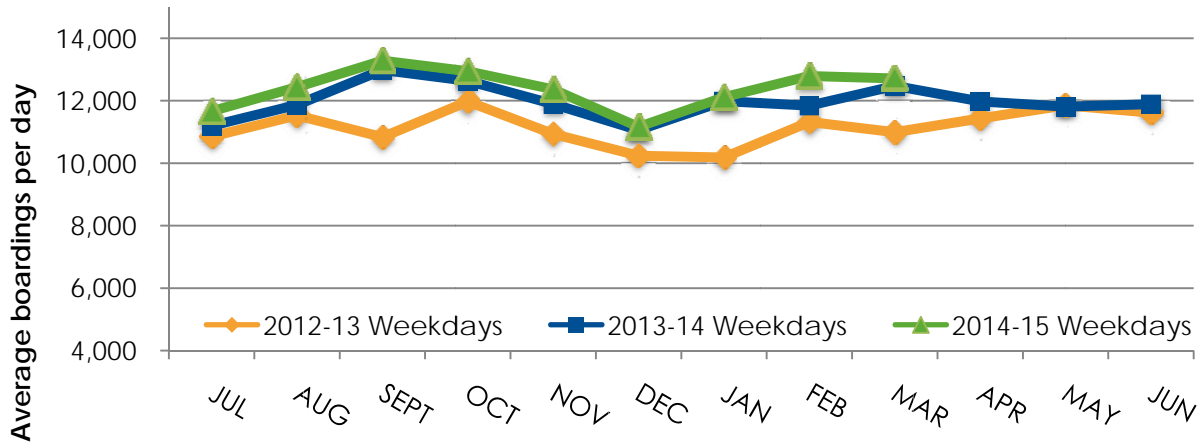


Note: Route 18 (school trippers) not shown in graph.

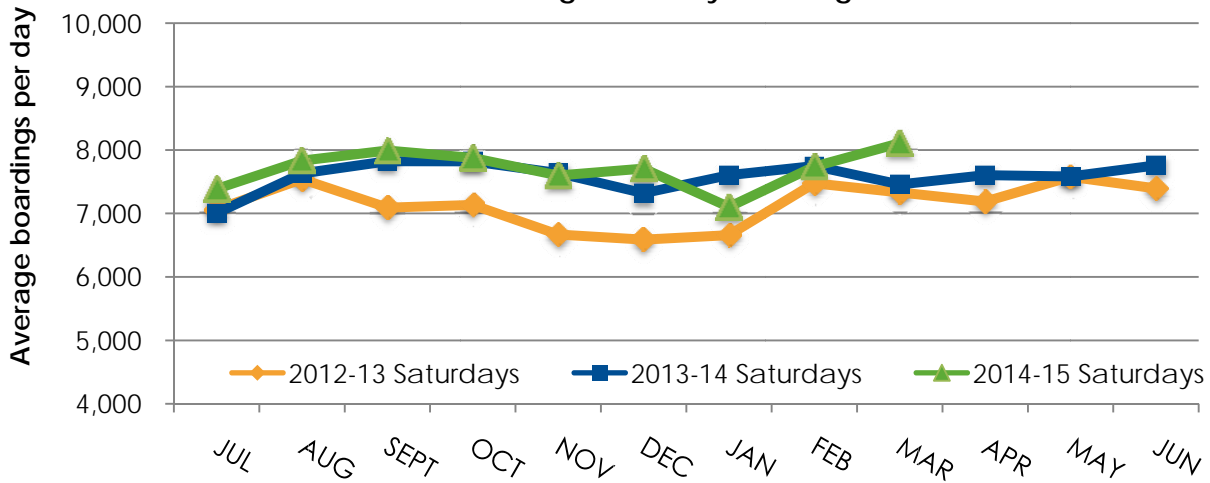
<sup>1</sup> Interlining provides increased efficiency in which the same bus serves more than one route, e.g., it starts service as one route then becomes another route at a point during its scheduled run.



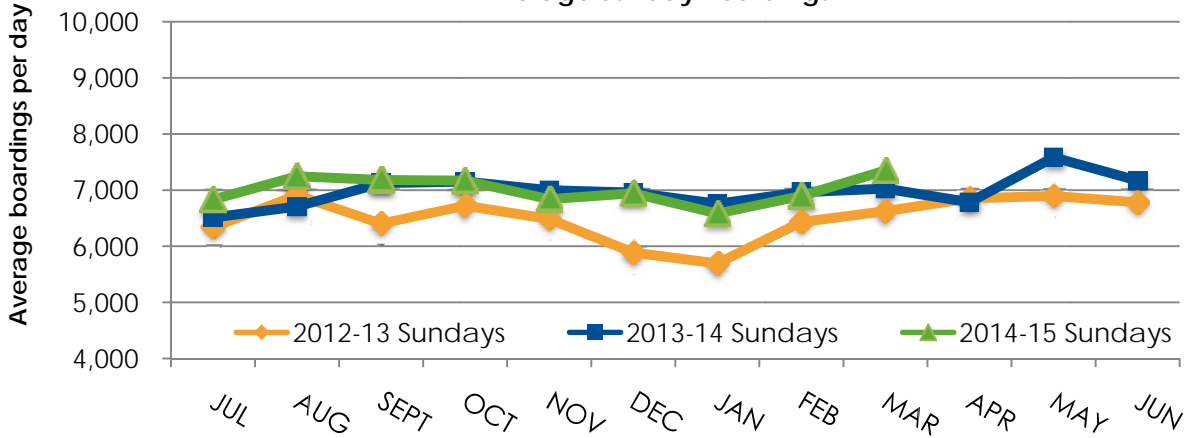
### Average Weekday Boardings



### Average Saturday Boardings



### Average Sunday Boardings



### III. FIXED-ROUTE SERVICE SUMMARY

In February 2015, service changes took effect including minor schedule adjustments. In addition, we added three mid-day trips on Route 6 to help alleviate late buses during peak times. Frequencies were also adjusted on Route 6 to 23-minutes for the majority of the day. Planning staff will continue to monitor the effect of these changes on on-time performance.

### IV. ACCESS PARATRANSIT BACKGROUND

ACCESS is the federally mandated ADA complementary paratransit program of Gold Coast Transit District. ACCESS provides shared ride demand responsive transportation to customers certified as having disabilities that prevent them from independently using the fixed route service. The ACCESS service area includes the cities of Ojai, Oxnard, Port Hueneme and Ventura, along with the county unincorporated areas in between the cities. ACCESS also provide service to seniors, 65 years of age and older. Connections to other paratransit operators in Ventura County are available.

### V. ACCESS OPERATIONS

#### RIDERSHIP

Boardings decreased 1.21% on ACCESS for the 3<sup>rd</sup> quarter ending March 31, 2015 when compared to the 3<sup>rd</sup> quarter of last year. Baby boomers began turning 65 years of age in 2011. Many reports have been penned forecasting the potential social and economic impacts of an ageing nation to public and private interests. Year to year ridership increases on the ADA and senior paratransit services GCTD provides have consistently been less than the overall population increase in the service area. Total ridership on GCTD ACCESS for FY10 was 77,985 boardings. Total ridership for GCTD ACCESS for FY14 was 82,495 boardings. The represents a 5.7% increase in overall boardings over the course of four years. The total ridership for the current FY is anticipated to be no greater than 84,000 boardings.

#### OUR RIDERS

ACCESS has received its first shipment of MV-1 vehicles. These vehicles are anticipated to improve service to passengers who reside in very restricted environments making accessibly with the traditional 23' cutaway van difficult. The vehicles are currently undergoing routine inspections, installation of methane detection equipment and body graphic work. Revenue service is tentatively planned to be deployed in these new vehicles mid to late May.



**Photo:** Example of smaller paratransit vehicle, MV1.

#### CUSTOMER FEEDBACK

ACCESS received 8 complaints from customers during the 3<sup>rd</sup> quarter of FY 2014-15 for an overall complaint ratio of 0.39 complaints per 1,000 boardings. Quality assurance calls are placed to customers

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within a couple days of receiving service from ACCESS. Staff calls randomly selected passengers to solicit feedback on recently provided service. The chart below identifies the types of concerns and feedback customers provided through March 31, 2015.

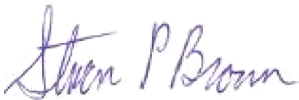
**3<sup>rd</sup> Quarter  
Complaints by Type**

<i>Type</i>	<i>Issue</i>	<i>3rd Quarter</i>	<i>YTD 2014-15</i>
Scheduling	Travel Time	0	2
Operations	On-Time Performance	1	10
	Operator	4	7
Other	No Show Policy	1	5
	Reservations	2	12
Totals		<b>8</b>	<b>36</b>

**VI. RECOMMENDATION**

**IT IS RECOMMENDED that the GCT Board of Directors receive and file this report.**

This report is for information only.



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General Manager's Concurrence

*Attachment:*

1. 3<sup>rd</sup> Quarter FY 2014-15 Fixed-Route Service Evaluation

**3rd Quarter FY 14-15 - Service Evaluation Report  
RIDERSHIP MEASURE**

Route #	Route Name	Service Type	Total Revenue Hours	Total Passengers	Passengers per Revenue Hour	Route Ranking	
<b>1A/1B</b>	Port Hueneme - OTC	Trunk	5,336	157,700	<b>30.9</b>	1	1
<b>6</b>	Oxnard - Ventura/Main St.	Trunk	10,416	261,597	<b>26.4</b>	2	1
<b>5</b>	Parkwest	Local	1,340	27,267	<b>23.2</b>	3	1
<b>16</b>	Ojai	Local	3,597	76,704	<b>22.7</b>	4	1
<b>4A/4B</b>	North Oxnard	Local	3,699	74,865	<b>22.6</b>	5	2
<b>2</b>	Colonia	Local	1,345	27,540	<b>22.3</b>	6	2
<b>11</b>	Telephone Road - Saticoy	Trunk	3,247	62,978	<b>20.7</b>	7	2
<b>21</b>	Victoria Ave	Trunk	3,502	64,498	<b>19.2</b>	8	2
<b>3</b>	Southside	Local	1,277	23,264	<b>19.1</b>	9	2
<b>8</b>	Oxnard College	Local	2,738	45,989	<b>18.6</b>	10	3
<b>19</b>	Gonzales/OTC/Fifth	Local	1,244	17,513	<b>17.1</b>	11	3
<b>20</b>	Eastman - Lombard - Stugis	Local	1,208	16,810	<b>16.8</b>	12	3
<b>7</b>	South Oxnard	Local	1,266	19,913	<b>16.5</b>	13	3
<b>9</b>	Lemonwood/Gisler	Local	1,243	16,989	<b>14.2</b>	14	3
<b>10</b>	Telegraph Road - Saticoy	Local	1,858	21,982	<b>13.3</b>	15	4
<b>17</b>	Vineyard Central Rose	Trunk	2,220	20,914	<b>10.1</b>	16	4
<b>15</b>	El Rio - Northeast	Local	1,902	15,211	<b>8.9</b>	17	4
<b>14</b>	RiverPark - Nyeland Acres	Local	1,902	13,962	<b>8.4</b>	18	4

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

**Excluded Routes**

18A,18C,18D,18F	School Trippers	Tripper
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**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

**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>	157,700	5,336	Trunk	\$ 95.64	\$ 514,644	\$ 3.26	\$ 0.72	\$ 2.54	1	1
<b>6</b>	261,597	10,416	Trunk	\$ 95.64	\$ 1,004,650	\$ 3.84	\$ 0.85	\$ 2.99	2	1
<b>16</b>	76,704	3,597	Local	\$ 95.64	\$ 346,959	\$ 4.52	\$ 0.96	\$ 3.56	3	1
<b>5</b>	27,267	1,340	Local	\$ 95.64	\$ 129,284	\$ 4.74	\$ 0.82	\$ 3.92	4	1
<b>21</b>	64,498	3,502	Trunk	\$ 95.64	\$ 337,727	\$ 5.24	\$ 1.27	\$ 3.97	5	2
<b>2</b>	27,540	1,345	Local	\$ 95.64	\$ 129,706	\$ 4.71	\$ 0.70	\$ 4.01	6	2
<b>4A/4B</b>	74,865	3,699	Local	\$ 95.64	\$ 356,786	\$ 4.77	\$ 0.72	\$ 4.04	7	2
<b>11</b>	62,978	3,247	Trunk	\$ 95.64	\$ 313,132	\$ 4.97	\$ 0.80	\$ 4.17	8	2
<b>3</b>	23,264	1,277	Local	\$ 95.64	\$ 123,199	\$ 5.30	\$ 0.70	\$ 4.59	9	2
<b>8</b>	45,989	2,738	Local	\$ 95.64	\$ 264,038	\$ 5.74	\$ 0.79	\$ 4.95	10	3
<b>7</b>	19,913	1,266	Local	\$ 95.64	\$ 122,127	\$ 6.13	\$ 0.77	\$ 5.36	11	3
<b>19</b>	17,513	1,244	Local	\$ 95.64	\$ 120,001	\$ 6.85	\$ 0.81	\$ 6.04	12	3
<b>20</b>	16,810	1,208	Local	\$ 95.64	\$ 116,513	\$ 6.93	\$ 0.88	\$ 6.05	13	3
<b>9</b>	16,989	1,243	Local	\$ 95.64	\$ 119,902	\$ 7.06	\$ 0.74	\$ 6.32	14	3
<b>10</b>	21,982	1,858	Local	\$ 95.64	\$ 179,172	\$ 8.15	\$ 0.93	\$ 7.22	15	4
<b>17</b>	20,914	2,220	Trunk	\$ 95.64	\$ 214,142	\$ 10.24	\$ 0.93	\$ 9.31	16	4
<b>15</b>	15,211	1,902	Local	\$ 95.64	\$ 183,402	\$ 12.06	\$ 0.73	\$ 11.33	17	4
<b>14</b>	13,962	1,902	Local	\$ 95.64	\$ 183,402	\$ 13.14	\$ 0.74	\$ 12.39	18	4

**Excluded Routes**

<b>18</b>	13,711	1,347	Tripper	\$ 96.45	\$ 129,959	\$ 9.48	\$ 1.28	\$ 8.20		
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