



DATE September 2, 2015

TO GCTD Board of Directors

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

SUBJECT Fixed-Route & GO ACCESS 4th Quarter & Year End Update FY 2014-15

I. EXECUTIVE SUMMARY

This report covers the 4th Quarter (April 1 through June 30) of Fiscal Year 2014-15 and Year End. This report includes a summary of performance and operating statistics for both fixed-route and paratransit services.

II. FIXED-ROUTE BACKGROUND

Table I shows that ridership for the 4th quarter of FY 2014-15, has increased 1.8% over the 4th quarter of last year. Total Annual Ridership increased by 2.4%. Overall ridership increases are attributed to several factors; increased passenger awareness through marketing and Google Transit and the utilization of running time and ridership data from Automatic Passenger Counters (APCs), which enabled us to add trips (miles) without significantly increasing service hours.

**4th Quarter FY 2014-15
Systemwide Ridership & Performance**

Fixed-Route Ridership	4th Qtr FY 14-15	4th Qtr FY 13-14	% change	YTD FY 14-15	YTD FY 13-14	% change
Total System Boardings	968,948	951,654	1.8%	3,908,847	3,817,758	2.4%
Average Daily Passengers Weekdays	12,104	11,893	1.8%	12,422	12,107	2.5%
Average Daily Passengers Saturdays	7,750	7,644	1.4%	7,810	7,660	1.9%
Average Daily Passengers Sundays	7,197	7,011	2.6%	7,136	6,999	1.9%
Total Bicycle Boardings	26,160	24,049	9%	102,367	86,038	18%
Performance Measures	4th Qtr FY 14-15	4th Qtr FY 13-14	% change	YTD FY 14-15	YTD FY 13-14	% change
Passengers Per Revenue Hour	19.2	19.2	0%	19.6	19.4	1%
Total Fare Revenue	\$823,159	\$701,525	17%	\$3,211,258	\$2,996,372	7%
On-Time Performance	80%	78%	Goal > 90%	7%	78%	
% Boardings as Free Transfers	25%	27%	Goal < 20%	25.1%	26%	

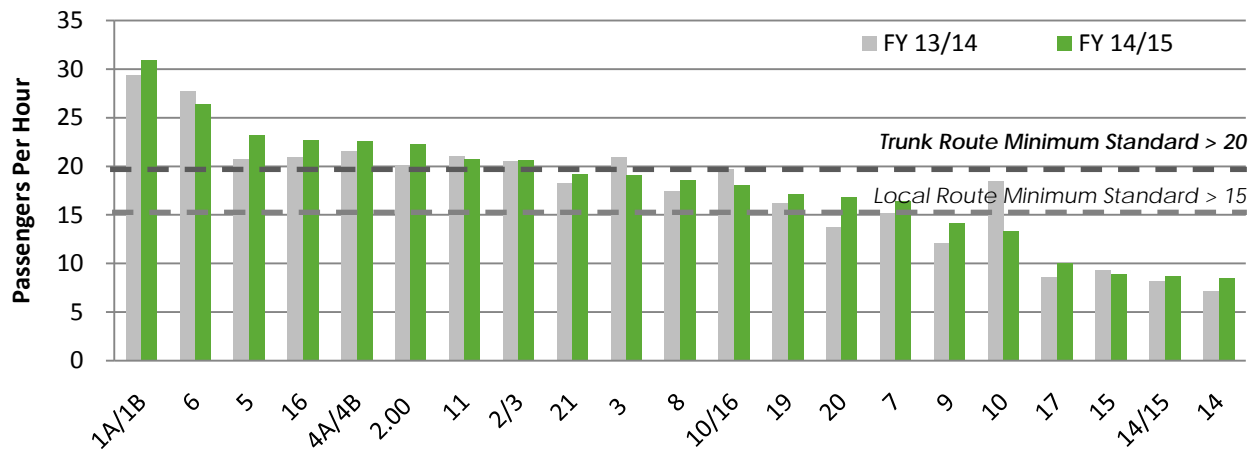
GOLD COAST TRANSIT DISTRICT

4th Quarter FY 2014-15 Ridership by Route

Route	Route Name	4th Quarter FY 2014-15 Unlinked Passengers	4th Quarter FY 2013-14 Unlinked Passengers	Change	% Change
1	Port Hueneme – OTC	158,679	150,441	8,238	5%
2	Colonia – Downtown	27,920	28,385	(465)	-2%
3	J St – Centerpoint Mall – Naval Base	22,738	22,878	(140)	-1%
2 & 3*	<i>Route 2 & 3 Combined</i>	50,659	51,263	(604)	-1%
4	North Oxnard	74,224	73,777	447	1%
5	Hemlock – Seabridge – Wooley	22,531	24,567	(2,036)	-8%
6	Oxnard – Ventura – Main Street	261,690	253,697	7,993	3%
7	Oxnard College – Centerpoint – PV Rd	20,052	20,469	(417)	-2%
8	OTC – Centerpoint – Oxnard College	42,914	42,862	52	0%
9	Lemonwood – Channel Islands	17,336	15,525	1,811	12%
11	Telephone Road – Wells Center	66,593	60,694	5,899	10%
14	RiverPark – Nyeland Acres	13,867	14,030	(163)	-1%
15	El Rio – Esplanade	16,325	14,843	1,482	10%
14 & 15*	<i>Route 14 & 15 Combined</i>	30,192	28,873	1,319	5%
10	Telegraph Road – Saticoy	19,164	26,152	(6,988)	-27%
16	Downtown Ojai – Pacific View Mall	78,442	77,283	1,159	1%
10 & 16*	<i>Route 10 & 16 Combined</i>	97,607	103,435	(5,828)	-6%
17	Esplanade – Oxnard College	20,637	16,651	3,986	24%
18	Trippers (OHS, VHS, PHS)	10,790	13,778	(2,988)	-22%
19	Gonzales – 5 th – Airport	16,515	18,541	(2,026)	-11%
20	Rice – Gonzales – 5 th	16,882	15,862	1,020	6%
21	Pacific View Mall – Victoria Ave – C St	61,648	61,219	429	1%
TOTAL GCT SYSTEM		968,139	951,654	16,485	1.8%

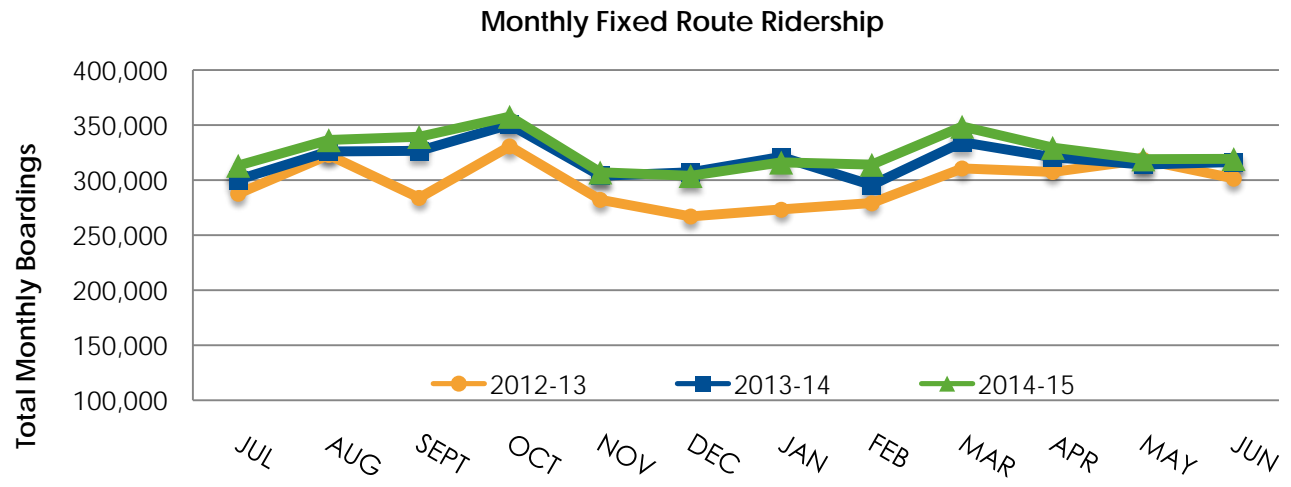
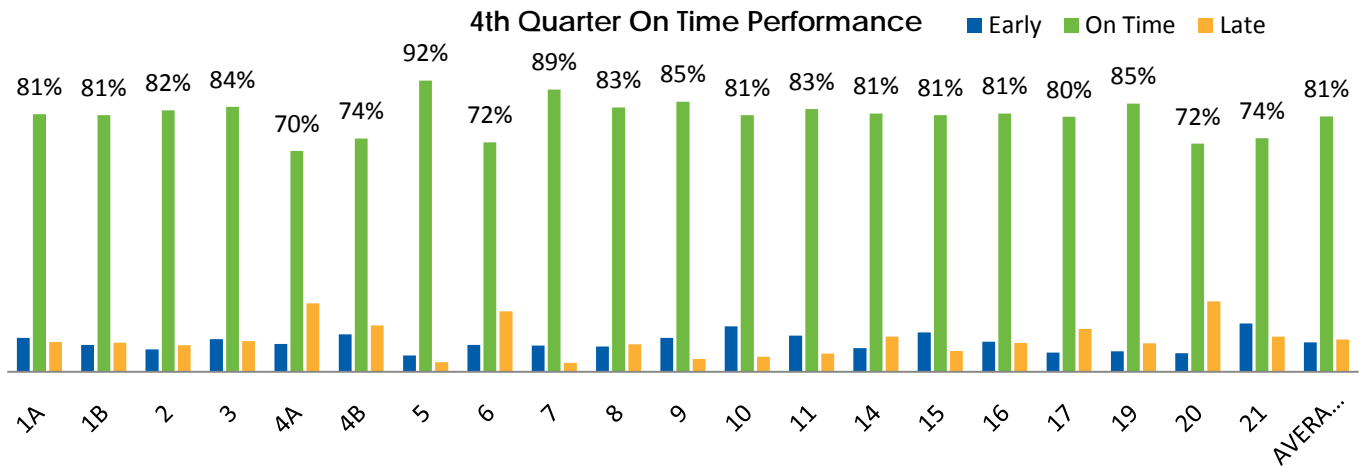
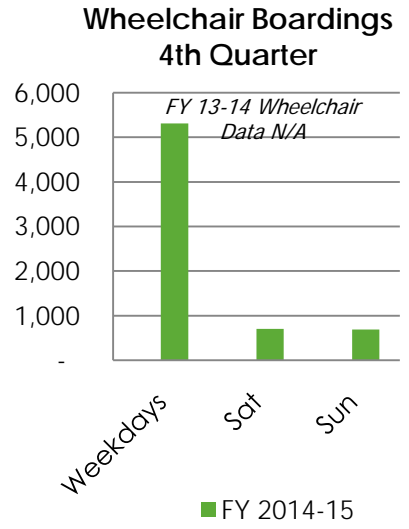
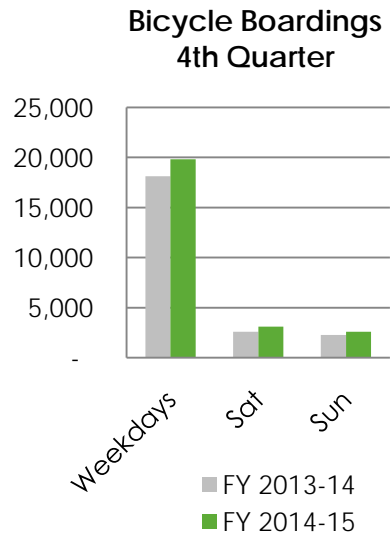
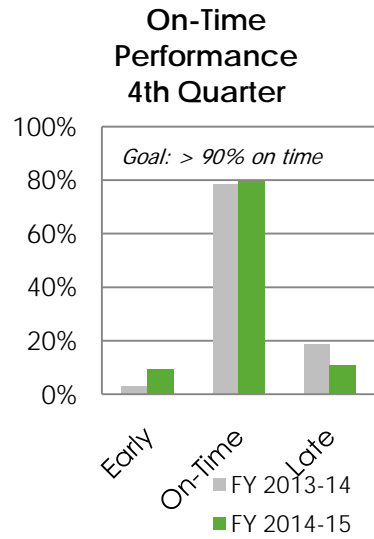
* Data from interlined¹ routes (2/3, 14/15, 10/16) is shown combined to account for Farebox log-in errors.

4th Quarter FY 2014-15 Passengers Per Revenue Hour (Weekdays)

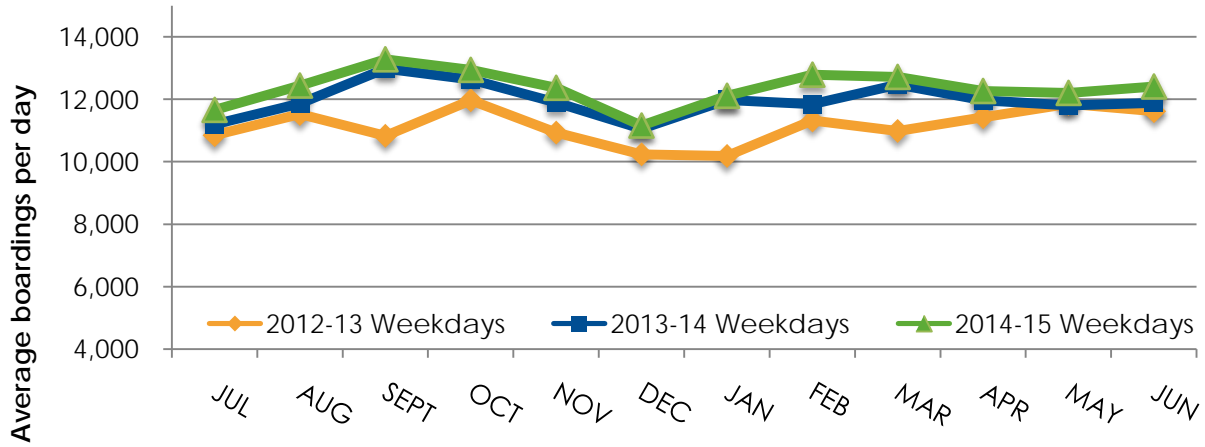


Note: Route 18 (school trippers) not shown in graph.

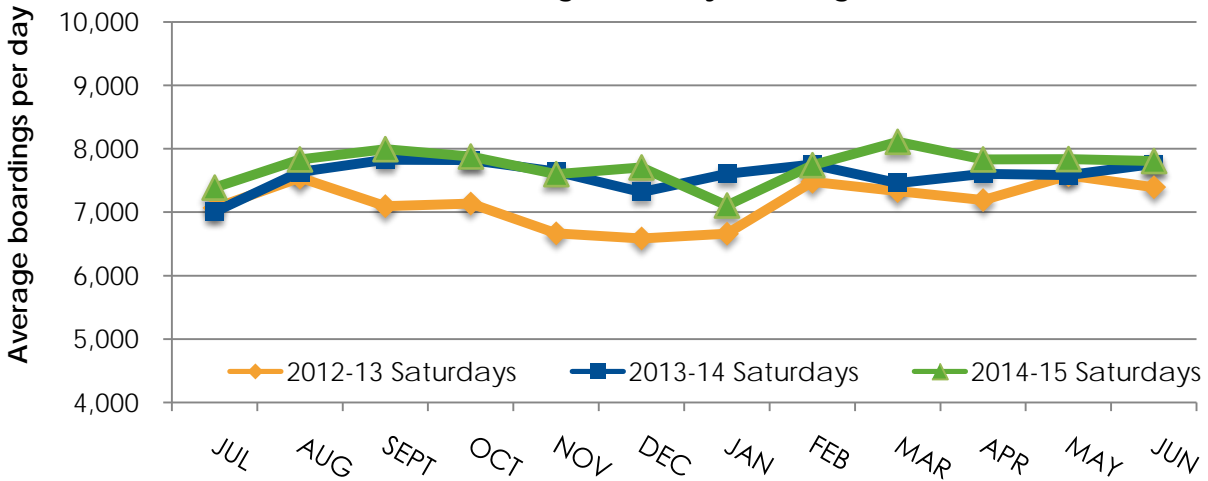
¹ Interlining provides increased efficiency in which the same bus serves more than one route, e.g., it starts service as one route then becomes another route at a point during its scheduled run.



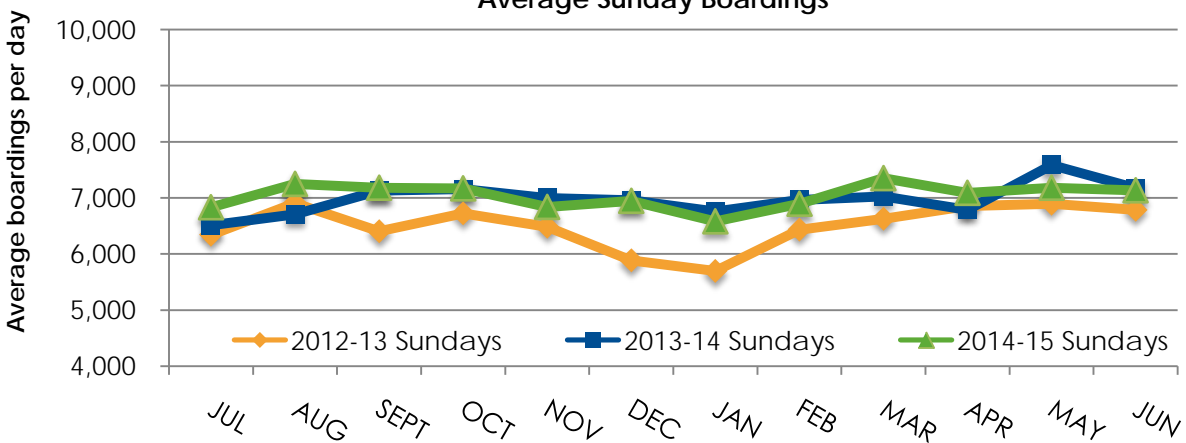
Average Weekday Boardings



Average Saturday Boardings



Average Sunday Boardings



YEAR END Quarter FY 2014-15 Ridership by Route

Route	Route Name	YEAR END FY 2014-15 Unlinked Passengers	YEAR END FY 2013-14 Unlinked Passengers	Change	% Change
1	Port Hueneme – OTC	624,584	600,854	23,730	3.9%
2	Colonia – Downtown	115,960	100,901	15,059	14.9%
3	J St – Centerpoint Mall – Naval Base	89,832	105,002	(15,170)	-14.4%
2 & 3*	Route 2 & 3 Combined	205,792	205,903	(111)	-0.1%
4	North Oxnard	298,792	297,858	934	0.3%
5	Hemlock – Seabridge – Wooley	100,255	100,525	(270)	-0.3%
6	Oxnard – Ventura – Main Street	1,046,351	1,046,340	11	0.0%
7	Oxnard College – Centerpoint – PV Rd	81,983	77,481	4,502	5.8%
8	OTC – Centerpoint – Oxnard College	182,088	169,664	12,424	7.3%
9	Lemonwood – Channel Islands	69,640	62,197	7,443	12.0%
11	Telephone Road – Wells Center	254,514	243,444	11,070	4.5%
14	RiverPark – Nyeland Acres	55,650	53,720	1,930	3.6%
15	El Rio – Esplanade	65,462	69,916	(4,454)	-6.4%
14 & 15*	Route 14 & 15 Combined	121,112	123,636	(2,524)	-2.0%
10	Telegraph Road – Saticoy	90,899	104,951	(14,052)	-13.4%
16	Downtown Ojai – Pacific View Mall	309,624	311,561	(1,937)	-0.6%
10 & 16*	Route 10 & 16 Combined	400,523	416,512	(15,989)	-3.8%
17	Esplanade – Oxnard College	83,296	69,223	14,073	20.3%
18	Trippers (OHS, VHS, PHS)	45,080	54,065	(8,985)	-16.6%
19	Gonzales – 5 th – Airport	70,643	68,274	2,369	3.5%
20	Rice – Gonzales – 5 th	67,947	49,223	18,724	38.0%
21	Pacific View Mall – Victoria Ave – C St	256,247	232,559	23,688	10.2%
TOTAL GCT SYSTEM		3,908,847	3,817,758	91,089	2.4%

* Data from interlined¹ routes (2/3, 14/15, 10/16) is shown combined to account for Farebox log-in errors.

III. FIXED-ROUTE SERVICE SUMMARY

In the 1st quarter of FY 2014-15, GCTD implemented schedule adjustments to all routes. Using Automatic Passenger Counter (APC) running time data, along with input from staff, we adjusted schedules to better reflect true running times and eliminate excessive dwell time. As a result, we increased miles of service by 2.5% across our system but only increased service hours by 0.2%. As a result of implementing these changes, passenger per hour (performance) has improved on routes 7, 8, 9, 19, 20 and 21. In compliance with GCTD's service standards, service hours on the Routes 14 & 15 were slightly reduced in August due to low ridership.

Ridership increased 1% in the 2nd quarter over the previous year. In February 2015, minor service changes took effect, including schedule adjustments based on on-time performance and APC data. In addition, we added three mid-day trips on Route 6 to help alleviate late and overcrowded buses during peak times. Frequencies were also adjusted on Route 6 to 23-minutes for the majority of the day.

In the 3rd quarter, ridership increased 3% over the previous year. The minor schedule adjustments made in February had a positive effect on ridership; specifically, the added midday

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.

trip to Route 6 helped boost ridership by 3% on the route. Ridership gains were also seen on Routes 7, 8 & 9, possibly due to more riders using these routes to access shopping as well as connections to the Rt 21.

In the 4th quarter, ridership increased 1.8% from the previous year. Route 21 increases appear to have leveled off in this quarter, but overall is 9% higher than the previous year. Ridership decreases were seen on routes 14/15 and 10/16, both interlined routes.

At the end of the quarter, staff planned the service adjustments to include the addition of CMAQ-funded Route 22 serving Saticoy and North Oxnard, modification of Route 17, and the elimination of Route 14, effective July 2015. It is hoped that these changes will help improve performance of Route 15 and Route 17 in the coming year. Additional changes included extending hours on Routes 6, 8 and 17 to accommodate students attending night classes at Oxnard and Ventura Colleges, which was requested both in the Unmet Needs process and as part of the Short Range Transit Plan outreach.

Overall, annual fixed-route ridership increased in every quarter of FY 2014-15 totaling 3,908,847 which is a 2.4% increase compared to FY 2013-14. Overall ridership increases are attributed to several factors; increased passenger awareness through marketing and Google Transit, and the utilization of running time and ridership data from Passenger Counters which enabled us to add trips (miles) without significantly increasing service hours.

**Gold Coast Transit District
 FY 2014-15 Annual Revenue Hours and Miles**

	Revenue MILES	Revenue HOURS	Annual Passengers
FY 2013-14	2,044,386	196,925	3,817,758
FY 2014-15	2,111,023	199,418	3,908,847
Difference	66,637	2,493	91,089
Change	3.3%	1.3%	2.4%

OTHER PLANNING AND MARKETING ACTIVITIES

Additionally, this year staff has been working on development of the Short Range Transit Plan. As part of this plan, staff conducted a survey online as well as on board buses and analyzed over 700 survey responses. Planning staff also conducted numerous community outreach meetings across our service area and received a significant amount of feedback on both current and future service improvements. A draft plan was reviewed by GCT's Technical Advisory Committee (TAC) and a draft plan will be brought to the Board later this year for review.



Additional highlights include the completion and adoption of the Bus Stop Guidelines. These guidelines provide consistency in bus stop placement and design, encourage member agencies and developers to design clean and attractive bus stops that meet operational requirements of our fleet, and encourage members of the community to use public transit through the provision of safe, comfortable, convenient, and consistent transit stops.

Marketing activities for the year included continual efforts to communicate changes and promote our service in the form of community meetings and events, distribution of printed informational materials, and online outreach. In addition, staff implemented a rebranding of Gold Coast Transit District logo and colors, which were adopted by the Board in January 2015. The timing of the rebranding coincided with the purchase of eight new replacement vehicles.



A ribbon cutting ceremony to unveil the newly rebranded vehicles was held in July and staff has been working to implement the new look across all agency materials. The new logo and colors evoke the agency's vision of a more modern, clean and efficient future.



IV. GCTD's "GO ACCESS" PARATRANSIT BACKGROUND

Gold Coast Transit District's GO ACCESS is the federally mandated ADA complementary paratransit program of GCTD. GO ACCESS provides shared ride demand responsive transportation to customers certified as having disabilities that prevent them from independently using the fixed route service. The service area includes the cities of Ojai, Oxnard, Port Hueneme and Ventura, along with the county unincorporated areas in between the cities. GO ACCESS also provides service to seniors, 65 years of age and older. Connections to other paratransit operators in Ventura County are available, including the new ECTA service. The ECTA service began August 3, 2015 and will carry a senior passenger from the transfer point in Camarillo to destinations as far as Simi Valley without requiring further transfers. Though these long distance trips are rarely requested, for seniors who need to seek care from a Ventura county specialist outside of the GO ACCESS service area, this simplification of public transportation is critical.

This year as part of GCTD's overall district rebranding, we introduced a new "GO ACCESS" logo and color scheme. The new logo is designed to resemble GCTD's new logo, and helps passengers better identify GO ACCESS vehicles from other paratransit providers such as Gold Coast Health Care Plan.



V. GO ACCESS OPERATIONS

RIDERSHIP

Fourth quarter boardings for FY 2014-15 on GO ACCESS increased 2.3% when compared to the 4th quarter of FY 2013-14. Total ridership for FY 2014-15 was 84,604 boardings. This represents a modest 2.6% increase in overall boardings over the previous year. Total boardings for FY 2015-16 are anticipated to be approximately 87,200 boardings.

OUR RIDERS REACT TO THE MV-1

The first four MV-1 vehicles were placed into service between June and July 2015. Overall the vehicles are performing well in the field. Bus operators have greater visibility due to decreased area of blind spots. Routes served by the MV-1 have better on time performance. The smaller vehicle is also able to navigate with greater ease more safely in tight locations, improving our ability to serve disabled passengers seeking transportation to and from locations such as:

- Busy parking lots at locations, including WalMart and Costco
- Addresses in Ventura's Pierpont neighborhood – before the customer had to walk up to a ¼ mile to meet the cutaway vehicle on Pierpont Blvd
- Four long term care facilities parking lots that were previously inaccessible due to size of cutaways
- Four mobile home parks that were previously inaccessible due to narrow lanes within the parks
- The alleys within the Hueneme Bay neighborhoods, where many passengers prefer pick up

The range of the MV-1 has been documented to be approximately 250 miles per tank, compared to the cutaways which average 105 miles per tank. Fully fueled, the smaller vehicle is able to make several trips to Ojai and back without re-fueling, allowing the vehicle to stay in service for customers. Passengers have found the ride in the lower profile vehicle is smoother, quieter since the wheelchair ramp is under the vehicle carriage and enjoy the ease with which they can enter and debark from the vehicle. Passengers who use wheelchairs and scooters have provided the most positive feedback.

- Entry/debarking into/from the MV-1 is faster
- Securement is faster
- Passengers enjoys riding shotgun

The MV-1 is able to serve as many passengers during the course of the day as the cutaways, with the exception of pre programmed group trips such as Senior Nutrition Program and the Thursday grocery shopping group.

Photo: Example of smaller paratransit vehicle, MV1.



CUSTOMER FEEDBACK

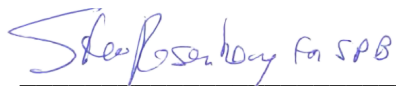
GO ACCESS received 8 complaints from customers during the 4th quarter of FY 2014-15 for an overall complaint ratio of 0.37 complaints per 1,000 boardings. Quality assurance calls are placed to customers within a couple days of receiving service. Staff calls randomly selected passengers to solicit feedback on recently provided service. The chart below identifies the types of concerns and feedback customers provided through June 30, 2015.

4th Quarter Complaints by Type

Type	Issue	4th Quarter	YTD 2014-15
Scheduling	Scheduling Error	1	1
	Travel Time	2	4
Operations	On-Time Performance	2	12
	Operator	1	8
Other	No Shows	2	2
	No Show Policy	0	5
	Reservations	0	12
Totals		8	44

VI. RECOMMENDATION

IT IS RECOMMENDED that the GCT Board of Directors receive and file this report.
This report is for information only.



General Manager's Concurrence

Attachment: 4th Quarter FY 2014-15 Fixed-Route Service Evaluation

**4th 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	
1	Port Hueneme - OTC	Trunk	5,355	158,679	30.5	1	1
6	Oxnard - Ventura/Main St.	Trunk	10,787	261,690	26.3	2	1
2	Colonia	Local	1,363	27,920	23.6	3	1
16	Ojai	Local	3,636	78,442	22.6	4	1
4	North Oxnard	Local	3,722	74,224	22.1	5	2
5	Parkwest	Local	1,354	22,531	21.3	6	2
11	Telephone Road - Saticoy	Trunk	3,291	66,593	20.7	7	2
21	Victoria Ave	Trunk	3,542	61,648	18.7	8	2
8	Oxnard College	Local	2,775	42,914	18.1	9	2
3	Southside	Local	1,287	22,738	18.0	10	3
19	Gonzales/OTC/Fifth	Local	1,294	16,515	16.9	11	3
7	South Oxnard	Local	1,291	20,052	16.6	12	3
20	Eastman - Lombard - Stugis	Local	1,226	16,882	16.4	13	3
9	Lemonwood/Gisler	Local	1,258	17,336	14.4	14	3
10	Telegraph Road - Saticoy	Local	1,884	19,164	13.6	15	4
17	Vineyard Central Rose	Trunk	2,263	20,637	9.8	16	4
15	El Rio - Northeast	Local	1,970	16,325	9.2	17	4
14	RiverPark - Nyeland Acres	Local	1,970	13,867	8.3	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	10,790
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Systemwide Performance Target

	Passengers per Revenue Hour
Trunk Routes that link 2 or more major or regional commercial and employment centers and travel on arterial roads or HWYS.	20
Local 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
1	158,679	5,355	Trunk	\$ 95.64	\$ 514,644	\$ 3.26	\$0.76	\$ 2.54	1	1
6	261,690	10,787	Trunk	\$ 95.64	\$ 1,004,650	\$ 3.84	\$0.90	\$ 2.99	2	1
16	78,442	3,636	Local	\$ 95.64	\$ 346,959	\$ 4.52	\$0.96	\$ 3.56	3	1
5	22,531	1,354	Local	\$ 95.64	\$ 129,284	\$ 4.74	\$0.84	\$ 3.92	4	1
21	61,648	3,542	Trunk	\$ 95.64	\$ 337,727	\$ 5.24	\$0.91	\$ 3.97	5	2
2	27,920	1,363	Local	\$ 95.64	\$ 129,706	\$ 4.71	\$0.73	\$ 4.01	6	2
4	74,224	3,722	Local	\$ 95.64	\$ 356,786	\$ 4.77	\$0.75	\$ 4.04	7	2
11	66,593	3,291	Trunk	\$ 95.64	\$ 313,132	\$ 4.97	\$0.84	\$ 4.17	8	2
3	22,738	1,287	Local	\$ 95.64	\$ 123,199	\$ 5.30	\$0.76	\$ 4.59	9	2
8	42,914	2,775	Local	\$ 95.64	\$ 264,038	\$ 5.74	\$0.82	\$ 4.95	10	3
7	20,052	1,291	Local	\$ 95.64	\$ 122,127	\$ 6.13	\$0.80	\$ 5.36	11	3
19	16,515	1,294	Local	\$ 95.64	\$ 120,001	\$ 6.85	\$0.86	\$ 6.04	12	3
20	16,882	1,226	Local	\$ 95.64	\$ 116,513	\$ 6.93	\$0.83	\$ 6.05	13	3
9	17,336	1,258	Local	\$ 95.64	\$ 119,902	\$ 7.06	\$0.75	\$ 6.32	14	3
10	19,164	1,884	Local	\$ 95.64	\$ 179,172	\$ 8.15	\$0.96	\$ 7.22	15	4
17	20,637	2,263	Trunk	\$ 95.64	\$ 214,142	\$ 10.24	\$0.96	\$ 9.31	16	4
15	16,325	1,970	Local	\$ 95.64	\$ 183,402	\$ 12.06	\$0.74	\$ 11.33	17	4
14	13,867	1,970	Local	\$ 95.64	\$ 183,402	\$ 13.14	\$0.78	\$ 12.39	18	4

Excluded Routes

18	10,790	137	Tripper	\$ 96.45	\$ 13,214
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