



**DATE** July 1, 2020 Item #12

**TO** GCTD Board of Directors

**FROM** Matthew Miller, Planning Manager *MM*  
Cynthia Torres Duque, Marketing & Communications Manager *CTD*

**SUBJECT** **Receive Presentation on July Service Changes and Results of COVID-19 Passenger Survey**

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## SUMMARY

GCTD will be implementing service changes on July 26, 2020 which includes new Route 23 serving Ventura Road, a restructure of routes 3, 4, 8, and 9 and a restoration of frequency on Routes 1A/B, 6, 17 and 21 which had been reduced due to the Covid-19 outbreak. These service changes all support the goals of supporting fast travel by offering more frequent and direct routes and reducing duplicative service on small neighborhood streets. The restoration of frequency on these core essential routes will help reduce large trip loads that are occurring due to the reopening of businesses in Ventura County.

In the absence of in-person community outreach traditionally conducted in advance of a service change, GCTD developed an online, bilingual survey. The objectives of the survey were to better understand rider concerns as they begin to resume their riding activities amid the challenges brought on by COVID. We wanted to know what GCTD can do to help them ride confidently, to make them feel safe on board, and what expectations they have of us upon resuming to more regular service. Secondly, GCTD presented the changes in service as stated above and requested feedback.

In addition to the online survey, Customer Service Center (CSC) staff created a customer contact list made up of customers who have provided their contact information from the last three years. The three team members divided the list of 362 customers and conducted phone surveys with those that agreed to participate. As of this report, CSC staff completed 80 phone surveys, or just over 20% of those called – above the national average for telephone survey participation which is 7%, according to the PEW Research Center.

Preliminary survey results will be presented during the Board meeting.

## RECOMMENDATION

This report is for information only.

## GENERAL MANAGER'S CONCURRENCE

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Steven P. Brown  
General Manager

## GOLD COAST TRANSIT DISTRICT