

# Vineyard Avenue & Wells Road Community Based Transit Plan

## FINAL REPORT



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*Photo: Bus Operator Manny Barajas interviews residents about their transit needs in Nyeland Acres, CA.*



## EXECUTIVE SUMMARY

In 2009, Gold Coast Transit (GCT) was awarded a Caltrans Community Based Transportation Planning grant to ascertain the demand for transit service along Los Angeles Avenue (SR 118) in Saticoy and Vineyard Avenue (SR 232) in El Rio and Oxnard. This plan examines areas not currently served by transit and proposes new routes for future implementation. As part of the study, in-depth information was collected about existing land use conditions and planned development. A summary of the plan components is listed below.

### COMMUNITY OUTREACH (Chapter 2)

- Identified stakeholders and facilitated partnerships with community groups.
- Designed and distributed transit surveys at 10 locations in the plan area.
- Created “online” survey and content for project website.
- Distributed project info and gained input at Transit Planning Workshops.
- Analyzed 301 survey results in a Survey Report.

### TRANSPORTATION NETWORK (Chapter 3)

- Plan focuses on Vineyard Avenue (SR 232), Wells Road (SR 118), and surrounding unincorporated areas in Ventura County.
- Analyzed areas not adequately served by transit, by using GIS to map a 1,500 foot (five minute walk) buffer around each bus stop.

### LAND USE and PLANNED DEVELOPMENT (Chapter 4)

- There are over 1,200 new dwelling units approved or proposed in Wells & Saticoy, and over 3,000 new dwelling units in Oxnard/El Rio/Strickland Acres.
- Current population of 65,000 is projected to grow to 90,000 by 2030 (38% increase).

### PLAN ALTERNATIVES (Chapter 5)

- Developed performance standards and criteria for evaluating transit route alternatives.
- Designed and evaluated transit alternatives.
- Produced transit demand forecasts w/ estimated number of passengers.
- Produced cost estimates for each route alternative.

### IMPLEMENTATION PLAN (Chapter 6)

- Developed recommendations to be considered for both short & long-term.
- Researched organizational arrangements.
- Identified potential funding sources.