

1.0 INTRODUCTION

1.1 BACKGROUND

Gold Coast Transit (GCT) provides fixed-route bus and paratransit services in the cities of Ojai, Oxnard, Port Hueneme, Ventura, and in the Ventura County unincorporated areas between the cities. As part of a Caltrans funded project, GCT initiated the “Vineyard Avenue / Wells Road Community Transit Study” to determine the need for current and future public transportation in the corridor along Vineyard Avenue in Oxnard and El Rio, and Wells Road/Los Angeles Avenue in Saticoy.

The purpose of the Vineyard Avenue/Wells Road Community Transit Plan is to:

- Provide increased mobility to neighborhoods that currently have no bus service or have limited connections;
- Link communities of western Ventura County with new residential, commercial and employment centers;
- Plan ahead to serve adjacent developing areas;
- Improve connections to existing bus routes in the plan area.

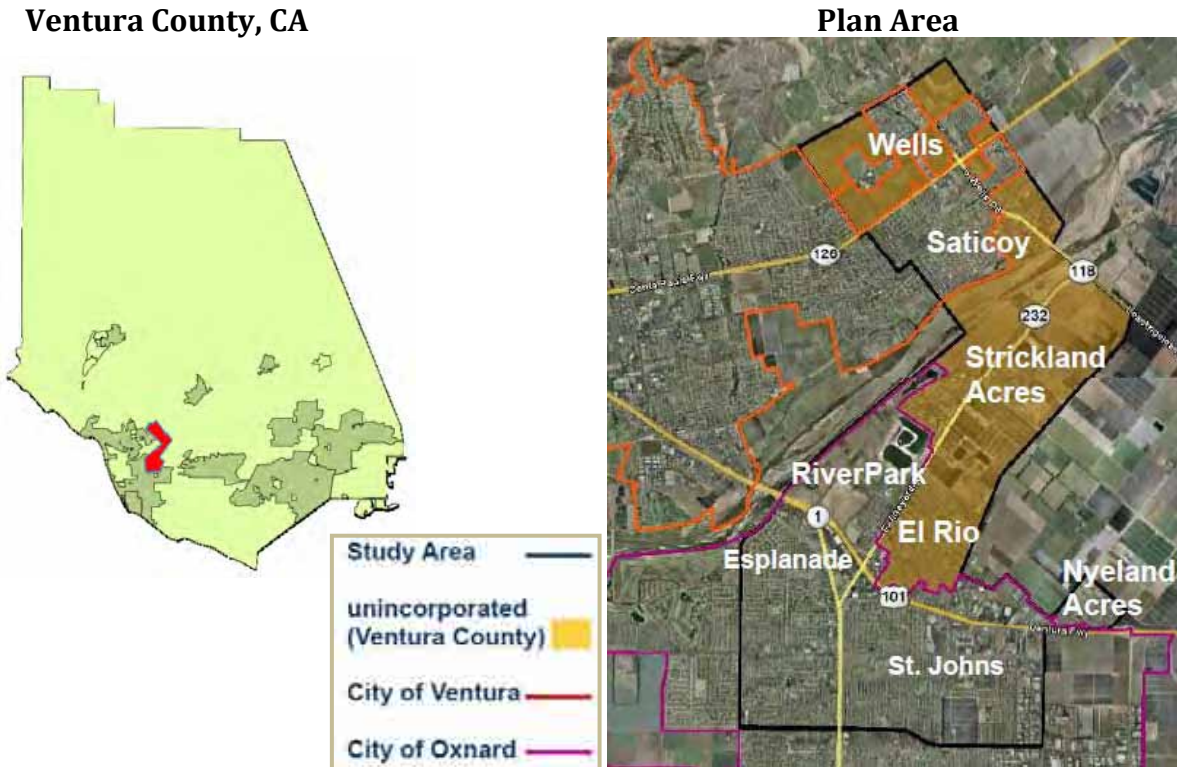
1.2 PLAN AREA OVERVIEW

The plan area is located in western Ventura County, California within the jurisdictional boundaries of the City of Oxnard, City of San Buenaventura (Ventura) and the County of Ventura. Ventura County is located in Southern California and is bordered by Kern County to the North, Los Angeles County to the East and South, Santa Barbara County to the Northwest, and the Pacific Ocean to the Southwest. A map of the approximately 12 square-mile plan area is presented in Exhibit A.

Photo: View from the pedestrian point of view on Vineyard Ave at Stroube St looking north.



EXHIBIT A – PLAN AREA



1.2.1 Population

The estimated population in the plan area in year 2010 is 65,000, representing 7% of the estimated total population of 860,000 in Ventura County, according to US Census 2000 data. The annual growth rate in the plan area is estimated at 2% between 2015 and 2025, about twice more than the expected annual growth rate for Ventura County as a whole. Population projections through year 2035 are presented in Exhibit B.

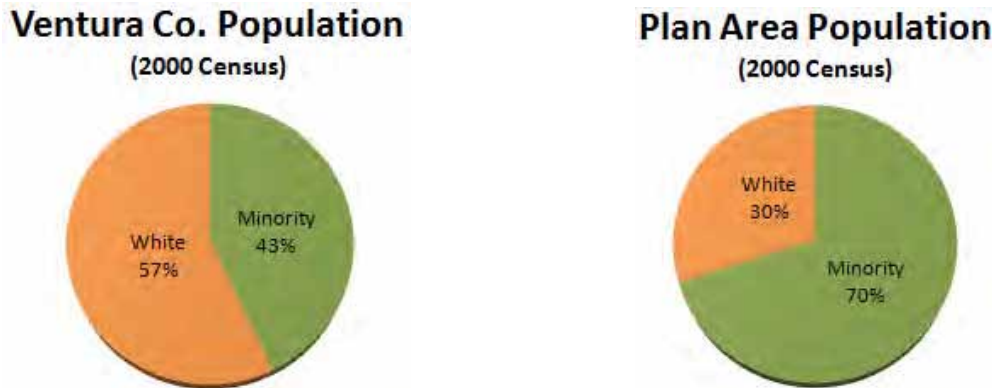
1.2.2 Households

In 2000, Ventura County had 244,000 households and one of the lowest vacancy rates in the region at 3.4 percent, according to US Census 2000 data. The estimated annual growth rate for the plan area between years 2015 and 2025 is 2% – 3%, compared to about 1% for Ventura County as a whole. Exhibit B presents the number of estimated households through year 2035.

1.2.3 Race / Ethnicity

The minority population in Ventura County in year 2000 accounted for 43% of the total county population, compared to about 70% minority in the plan area (See Figure A). Of the total minorities in the County in year 2000, 78% were Hispanic or Latino, 12% Asian and 4% Black or African American, according to US Census 2000 data.

Figure A - Ethnicity



1.2.4 Household Income

The median household income in 1999 in Ventura County averaged \$61,090, according to US Census 2000 data. By comparison, the median household income averaged \$48,781 for the plan area, \$48,603 for the City of Oxnard and \$52,298 for the City of Ventura.

1.2.5 Employment

Total employment in the plan area is projected to grow at an average annual rate of 2.2%, from 18,000 jobs in 2005 to 30,000 in 2035. according to US Census 2000 data. The higher projected annual growth rate in employment in the plan area is attributed to anticipated new jobs from mixed-use development.

Photo: El Rio Central Market (left) and La Huerta Produce and Dry Goods (right) are located on opposite sides of Vineyard Avenue near Stroube Street and are popular shops for the residents of El Rio.



Exhibit B – Demographic Estimates for the Plan Area

Population

Area	2000	2010	2015	2020	2025	2030	2035
County Total ^a	753,197	860,000	900,000	930,000	960,000	990,000	1,000,000
City of Oxnard ^a	170,358	205,000	220,000	235,000	250,000	265,000	275,000
City of Ventura ^a	100,916	110,000	115,000	120,000	125,000	130,000	133,000
plan area (Estimate A) ^a	57,000	66,000	70,000	77,000	84,000	90,000	93,000
plan area (Estimate B) ^b	57,000	62,000	65,000	70,000	75,000	80,000	N/A

^a Year 2000 figures from the US Census; Year 2010 – 2035 figures from the SCAG 2008 RTP Growth Forecast.

^b Year 2000 figures from the US Census; Year 2010 – 2030 estimates calculated using DU data from the Ventura County Traffic Model, and Persons/DU data from the SCAG 2008 RTP Growth Forecast for the plan area.

Households

Area	2000	2010	2015	2020	2025	2030	2035
County Total ^a	251,712	275,000	290,000	303,000	313,000	322,000	330,000
City of Oxnard ^a	45,166	52,000	57,000	63,000	68,000	73,000	77,000
City of Ventura ^a	39,803	42,000	45,000	47,000	49,000	50,000	52,000
plan area ^b	17,000	20,000	22,000	24,000	27,000	28,000	30,000

^a Year 2000 figures from the US Census; Year 2010 – 2035 estimates from the SCAG 2008 RTP Growth Forecast City Level data.

^b Year 2000 figure from US Census Tract data; Year 2010 – 2035 figures based on SCAG 2008 RTP Growth Forecast Tract Level data.

Employment^a

Area	2005	2010	2015	2020	2025	2030	2035
County Total	345,000	373,000	396,000	417,000	435,000	450,000	463,000
City of Oxnard	58,000	63,000	67,000	71,000	75,000	77,000	80,000
City of Ventura	63,000	68,000	73,000	77,000	80,000	83,000	85,000
plan area	18,000	20,000	22,000	24,000	27,000	28,000	30,000

^a Data from the SCAG 2008 RTP Growth Forecast.

*Photo (left): Without transit, agricultural workers walk or drive to the fields near Nyeland Acres.
 Photo (right): Industrial areas and rock quarries in the plan areas are not well served by transit.*



1.3 MISSION STATEMENT, GOALS & OBJECTIVES

A **mission statement, goals** and **objectives** were established for the plan to guide the development and evaluation of transit alternatives.

The **mission statement** establishes the overall direction and vision for developing the transit plan. The mission statement is supported by a set of **goals** that address desired results of the transit plan with respect to performance characteristics, transit accessibility, and travel opportunities. The **objectives** that accompany each goal describe how each goal is to be met. The mission statement, goals and objectives for the plan are listed below.

Mission Statement

“To provide high-quality public transportation through safe, reliable, and equitable transit service that promotes local and regional mobility and healthy communities.”

Goals	Objectives
1.0 Develop a plan to expand mobility and access to public transit throughout the plan area.	1.1 Identify existing employment, commercial, residential and activity concentrations in the plan area and quantify the need for transit service. 1.2 Identify service types that are applicable in various environments (e.g. full-sized buses, shuttles, circulators, trolleys). 1.3 Ensure that existing employment, commercial, residential and activity concentrations in the plan area are served by proposed transit alternatives.
2.0 Develop a plan to expand mobility and access to employment, housing, schools, services and recreation throughout the plan area.	2.1 Identify a range of transit alternatives that are applicable to various land uses and development intensities. 2.2 Ensure that the transit alternatives include bus stops and/or transit nodes that are located within reasonable walking distance from homes, businesses, schools, and essential services within the plan area. 2.3 Provide service that serves concentrated population, activity and employment centers.
3.0 Develop a plan to implement safe and reliable transit service throughout the plan area.	3.1 Identify transit alternatives that reduce the potential for accidents. 3.2 Identify transit alternatives that are competitive with other modes in terms of comfort, safety and travel time. 3.3 Provide transit service to the plan area on a regular basis with reasonable headways. 3.4 Include a description and cost of proposed safety-related equipment, including maintenance costs. 3.5 Select a preferred service alternative or set of alternatives that meet a reasonable standard of performance. 3.6 Identify alternatives that accommodate current and future transit demand in the corridor consistent with local agency plans.

Goals	Objectives
4.0 Develop a plan to provide equitable access to transit throughout the plan area.	4.1 Make the distribution of accessibility to public transit and public transit amenities equal throughout the plan area.
5.0 Develop a plan that is sensitive to community character, socio-cultural effects, & environmental resources.	5.1 Minimize adverse impacts on minority and low-income populations. 5.2 Enhance the accessibility of transit to elderly populations and persons with disabilities. 5.3 Minimize potential environmental impacts, including noise, air pollution, and litter. 5.4 Ensure the needs of the transportation disadvantaged, including the elderly and low-income residents, are served by the transit alternatives.
6.0 Develop a plan that reduces vehicle miles traveled.	6.1 Provide a transit service option competitive with other modes in terms of travel cost. 6.2 Provide service on a regular basis with reasonable headways.
7.0 Develop a plan that includes community participation.	7.1 Ensure the process is fair and open to the community. 7.2 Collect data and input from the community based on their transit needs. 7.3 Ensure that the plan responds to the diversity of community needs.
8.0 Develop a plan that enhances the quality of life in the plan area and the region.	8.1 Provide a travel option that improves mobility and access to public services, health care and recreational facilities in the corridor. Provide a travel option that enhances the image and use of transit services in the corridor. 8.2 Increase accessibility connectivity among neighborhoods, employment centers, and major trip attractors.
9.0 Develop a plan that supports economic development.	9.1 Provide a travel option that supports economic development and redevelopment with improved access to transit nodes. 9.2 Provide a travel option that supports local sustainable development/redevelopment goals. 9.3 Provide a travel option that accommodates future regional growth in locations consistent with local plans and the potential for increased transit ridership. 9.4 Increase opportunities through improved access to education, job training and employment. 9.5 Improve transportation linkages by developing public transit service, thereby allowing individuals to access employment and services more easily within the region.

1.4 PERFORMANCE STANDARDS & CRITERIA

Performance Standards and **criteria** were further developed to assist with the evaluation of transit alternatives. The standards and criteria are listed below and were derived from the mission statement, goals and objectives in Section 1.3

	Standard	Description	Criteria
Service Effectiveness	Passengers/ Hour	Total estimated passengers divided by total estimated revenue hours.	Minimum 50% – 100% of existing GCT system Passengers/Hour average. ¹
	Passengers/ Mile	Total estimated passengers divided by total estimated revenue miles.	Minimum 60% – 80% of existing GCT system Passengers/Mile average. ¹
	Passengers/ Vehicle Trip	Total estimated passengers per vehicle round trip.	Minimum of 5 – 15 passengers per round trip. ¹
Financial Efficiency	Cost/ Passenger	Total estimated operating cost divided by total estimated unlinked passengers.	Max 1.4 times the GCT system average. ¹
	Subsidy/ Passenger	Total estimated subsidy (total estimated operating cost minus total estimated revenue) divided by total estimated unlinked passengers.	Max 1.25 – 1.33 times the GCT system average. ¹
	Farebox Recovery Ratio	Total estimated fare revenue divided by total estimated operating cost.	Minimum 20% per TDA.
Service Equity	Service Equity	The equitable distribution of service for all population groups within the plan area, especially the low income & minority population (Title VI).	Low income & minority population areas shall not be underserved relative to other population groups in the plan area based on service coverage.
Service Coverage	Area Served	Total estimated transit riders within 1,500 feet or five minute walk to a bus stop.	Maximum of 1,500 feet or five minute walk to a bus stop.

¹ Typical criteria ranges; from Public Transit Planning and Operation, Theory, Modeling and Practice, (Avishai Ceder, 2007), p. 13.

2.0 COMMUNITY OUTREACH

2.1 OUTREACH METHODS

A significant focus of this plan was to obtain community involvement through community outreach. Our Public Involvement Plan included the following methods.

- identification & direct outreach to committee stakeholders
- transit survey
- project website
- neighborhood council meetings
- field observations
- transit planning workshops
- meetings with stakeholder groups

2.2 STAKEHOLDERS

Plan stakeholders included residents, businesses, employees, schools, community-based organizations, governmental agencies, elected/appointed officials and the business community. As part of this study, the following individuals and groups provided input. A complete list of over 300 identified stakeholders is included in the Survey Report in Appendix A to this report.

- El Rio Municipal Advisory Council
- RiverPark Neighborhood Council
- Inter-Neighborhood Council Forum
- Saticoy Neighborhood Council
- Mixteco-Indigena Community Organizing Project (MICOP)
- Clinicas Del Camino Real
- CAUSE
- East Ventura Community Council
- California Department of Veterans Affairs
- Oxnard Clergy Council
- Food Share distribution events
- El Rio School District (Healthy Starts)
- County of Ventura General Services & Public Works (Los Angeles Ave)
- Juvenile Justice Complex (JJC)*
- Oxnard Chamber of Commerce
- Topa Towers Management

*The Ventura County Juvenile Facilities Complex, referred to as the Juvenile Justice Complex (JJC) in this report, is located on a 45-acre parcel on Vineyard Avenue in the unincorporated area of the county near the community of El Rio. Services at the JJC include juvenile courts, juvenile probation offices, and juvenile detention facilities.

2.3 TRANSIT SURVEY

A survey was designed to gather information on where residents and visitors in the corridor want to travel, where they live/work/attend school, and whether they would use public transit if available. The survey was distributed at 12 sites including food distribution events, waiting rooms at the JJC, online via GCT's website and/or e-

mail blasts. These sites were selected because they are geographically distributed throughout the plan area. During food distribution events in Saticoy, El Rio and Nyeland Acres, GCT staff and consultants distributed surveys and found that attendees were willing to provide input. At the JJC, surveys were distributed to visitors during a two-week period as they entered the facility and sat in waiting rooms. Surveys were also available online in English and Spanish. Mixtecan and Spanish translators assisted with recording survey responses. In total, 301 completed surveys were collected and analyzed.

The survey locations and number of transit surveys collected are shown in the map to the right and table below.

Survey Location	# of surveys collected
Juvenile Justice Complex	110
RiverPark- Neighborhood Council	6
El Rio - Food Distribution	31
Nyeland Acres - Food Distribution	45
Saticoy - Neighborhood Council	5
Saticoy - Food Distribution	36
CAUSE (Wagon Wheel / RiverPark)	38
Online (multiple locations)	25
Clinicas - Wells/Saticoy	5
total	301



The full results of the transit survey are detailed in the *Survey Report* in Appendix A.

A summary of the issues expressed by the community included:

- Service needed to Juvenile Justice Center
- Better service to/from Oxnard to Ventura
- Better connection needed between Route 10 / 11 at Wells Center
- Faster Route 15 from Nyeland Acres to Esplanade
- A faster trip to/from Saticoy to Oxnard
- More frequent service
- More on time service
- Cleaner bus stops, with benches, trashcans

2.4 COMMUNITY TRANSIT PLANNING WORKSHOPS

Three transit planning workshops were held; one each in El Rio (unincorporated), Saticoy (Ventura) and RiverPark (Oxnard). Workshops locations were selected because they are geographically distributed throughout the plan area and to address sub-corridor transportation issues. A public notice (pictured right) of the workshops was distributed through Spanish language radio and to local community groups, in person and by mail.

The purpose of the public workshops was to share results from the survey and to obtain feedback on the plan alternatives. Workshop attendees reviewed plan alternatives and were invited to comment and share ideas. A summary of community input from the workshops is listed below:

The poster features the Gold Coast Transit logo at the top left. The main title is 'Make Your Voice Heard! ¡Haga oír su voz!' in large, bold letters. Below the title, it asks: 'Would you like improved bus service along Vineyard Avenue and to connect to Saticoy and other nearby areas? Gold Coast Transit is working on a plan to make improvements to bus service in your neighborhood. But we need your help.'

How?
Attend one of the following Transit Planning Community Workshops near where you live or work:

¿Como? Asistiendo a un de las juntas de la comunidad sobre la Planificación del Tránsito en:

- Oxnard**
Tuesday, November 9, 6:30p-8:30p
Rio Del Mar Elementary School
3150 Thames River Drive, Oxnard CA
- Saticoy**
Thursday, November 11, 6:30p-8:30p
Saticoy Community Center
11168 Violetta Street, Ventura CA
- El Rio**
Thursday, November 18, 6:30p-8:30p
Rio Real Elementary School
1140 Kenny Street, Oxnard CA

Todas las reuniones serán traducidas en español

Why?

- > Learn about proposed changes to bus service
- > Help us improve service in a way that meets your needs
- > Make your opinions heard

¿Por que? ¡Para mejorar el servicio necesitamos que se escuche su voz!

Vineyard Avenue / Wells Road Community Transit Plan
If you require any special accommodation – either for meetings or the format of materials – please contact Gold Coast Transit at 805-483-3959.

For more information, visit: www.GoldCoastTransit.org
Para más información en español 805-483-3959 a visit: www.GoldCoastTransit.org

Comments on Transit Alternative A:

(Esplanade to St. John's via Central Ave)

- Attendees liked Alternative A because it served Rio Mesa High School.
- Route to Rio del Valle Middle School & John Flynn Clinic (on Rose) would be better with a smaller bus that could pull into the school since they cannot stop on Rose Ave.
- St. John's is a "Hot Spot" and should be focus of Plan, as it is a major destination.
- Oxnard College is a countywide destination due to their offering of vocational programs. El Rio and Oxnard residents would like access to the college.

Comments on Alternative B: (Wells Center to Esplanade)

- Attendees liked Alternative B because it goes to Saticoy and Wells Center.
- There is a need to go from Saticoy to the JJC, to keep kids from violating & missing court.
- There is a need for a bus from Wells / Saticoy to Oxnard College.
- Clinicas in Saticoy is the only place that offers some medical treatments, and it is difficult for people to get there by bus.

Conceptual Shuttle:

- Attendees liked the idea of a smaller neighborhood shuttle bus.
- Bus route on Darling and Violetta would be better as a small bus.

3.0 TRANSPORTATION NETWORK

The transportation network described in this section includes a summary of roads & highways, bicycle & pedestrian facilities, and transit services within the plan area. In addition, this section includes a summary of areas not adequately served by transit. For additional information on the road network, please see Appendix B.

3.1 ROADS & HIGHWAYS

Five state highways, including two freeways, traverse the plan area: SR 1, US 101, SR 118 (Vineyard Ave), SR 126, and SR 118 (Los Angeles Avenue/Wells Road). There are also several locally significant roads within the plan area. All regionally significant roads within the plan area are listed below.

SR 1 (Oxnard Boulevard/Pacific Coast Highway): Oxnard Boulevard is one of the principal entrances to Oxnard, from both north and south. Within the City of Oxnard, SR 1 crosses SR 232 and US 101, and traverses the communities of Carriage Square, West Village, Orchard, Rio Lindo, South Bank, Wagon Wheel and Town Center/RiverPark within the plan area.

SR 118 (Los Angeles Avenue and Wells Road): SR 118 is a non-freeway state highway between SR 126 in Saticoy and the City of Moorpark in Eastern Ventura County. The freeway segment of SR 118 stretches between the City of Moorpark and LA County, through Simi Valley. SR 126 is also known as Wells Road in Saticoy west of Nardo Street; and known as Los Angeles Avenue east of Nardo Street all the way to the City of Moorpark.

SR 126: SR 126 is primarily a four-lane freeway between US 101 in Ventura and Hallock Drive in Sana Paula, and a non-freeway highway between Hallock Drive and the LA County Line. SR 126 passes through the communities of Wells and Saticoy in the plan area.

SR 232 (Vineyard Avenue): SR 232 is a 4-mile north-south route and extends from SR 1 (Oxnard Boulevard) in the City of Oxnard to SR 118 in the unincorporated area of Ventura County east of Saticoy.

US 101: The US 101 is the busiest freeway in Ventura County, carrying an average daily traffic of 150,000 (AADT) in 2008 by Oxnard Boulevard.² The US 101 is primarily six lanes with an eight-lane section between Oxnard and Ventura, and a four-lane section near SR 126 in the City of Ventura.

² Caltrans Traffic Branch, 2008 data.

Camino Del Sol: Camino Del Sol is a four-lane divided roadway with a raised median that runs east of the City of Oxnard.

Gonzales Road: Gonzales Road, within the plan area, is a four-lane divided road between Ventura Road to east of Oxnard Boulevard, and a six-lane divided road between east of Oxnard Boulevard and Rice Avenue in the City of Oxnard.

Rice Avenue: Rice Avenue within the plan area in the City of Oxnard is a six-lane Primary Arterial that runs north and south.

Rose Avenue: Rose Avenue is classified as a Primary Arterial (up to six lanes) between US 101 and Pleasant Valley Road in the City of Oxnard, a Secondary Arterial (four lanes) between US 101 and Central Avenue in the El Rio area, and a Local Arterial (two to four lanes) between Central Avenue and Los Angeles Avenue (SR 118) in unincorporated Ventura County.

Telegraph Road: Telegraph Road is an east-west arterial north of SR 126 that connects the residential and commercial uses in the eastern part of the City of Ventura to downtown Ventura. The road traverses the community of Wells in the plan area north of Saticoy.

Telephone Road: Telephone Road is located south of SR 126 that extends from Wells Road in the community of Saticoy in the plan area to US 101 in the City of Ventura.

Ventura Road: Ventura Road is classified as a Primary Arterial (up to six lanes) from Vineyard Avenue south to Hueneme Road, and a Secondary Arterial (up to four lanes) north of Vineyard Avenue. Ventura Road traverses the communities of Sierra Linda, South Bank, Wagon Wheel and Town Center/RiverPark in the City of Oxnard.

Photo: Man pushing a shopping cart toward El Rio on Vineyard Avenue, crossing the 101 FWY.



3.2.2 Pedestrian Facilities

The existence and quality of sidewalks in the plan area varies by area and, in many cases, block by block. Although pedestrian travel constitutes a small portion of overall travel, 100% of transit trips begin and end with a pedestrian trip. Providing safe and accessible pedestrian routes to and from bus stops is a major factor in determining where to provide new transit service. At minimum, only ADA requirements must be met in order to place a new bus stop. However, it is preferable to place bus stops with accessible paths leading to destinations within a five-minute walk.

As part of our study, a **walk audit** of the plan area was conducted in order to identify pedestrian facility deficiencies on major roads that may impact transit ridership, such as lack of sidewalks. Areas were audited by walking along the route on foot and recording pedestrian deficiencies along the route. The two areas audited were Wells Road (SR 118) from County Drive to Telegraph Road and Vineyard Avenue (SR 232) from the US 101 to Simon Way. A full description of sidewalk deficiencies identified by the Walk Audit listed by street and intersection can be found in Appendix C.

In addition, a **sidewalk survey** of major intersections in the plan area was conducted with special attention to paths where transit already exists. The purpose of the sidewalk survey was to record potential pedestrian access issues, and to map areas where sidewalks are missing or inaccessible. Data was collected by driving along the route paths and recording video and photographs of streets. Maps of the sidewalk survey were created using Google Earth, and are shown in Exhibits D and E on the following pages.

Photo: View north on Vineyard Avenue directly across the street from Juvenile Justice Complex, where sidewalk infrastructure is needed in order to add a bus stop.



Exhibit D Sidewalk Survey - Wells / Saticoy



Sidewalks Present



Missing Sidewalk



Crumbling / Poor Sidewalks



Exhibit E Sidewalk Survey - El Rio & Nyeland Acres



Sidewalks Present



Missing Sidewalk



Crumbling / Poor Sidewalks





Photo: Esplanade shopping center, where passengers can connect to GCT's Route 6, the busiest transit route in the plan area, and to inter-city transit routes operated by VISTA.

3.3 TRANSIT SERVICES

Public transportation in the plan area is provided by GCT and the Ventura Intercity Service Transit Authority (VISTA). Services provided by both transit agencies are described below.

GCT is a joint powers authority providing local bus and paratransit services in the cities of Ojai, Oxnard, Port Hueneme and Ventura, and in the unincorporated County areas between the cities. The service area is approximately 91 square miles with a population of 375,000. GCT fixed-route buses served 3.5 million passenger boardings in fiscal year 2009, and operated 2.2 million miles of revenue service, which has increased over the years.³ GCT operates a fleet of 54 transit buses using clean burning compressed natural gas (CNG) on 23 routes. The GCT ACCESS paratransit system carried over 82,000 passengers in fiscal year 2009, a slight increase over the previous year. The GCT paratransit fleet has 21 buses and vans.⁴ A map of the GCT service area is provided in Exhibit F on page 22. The primary GCT

³ GCT website & National Transit Database (NTD)

⁴ GCT website, About GCT

bus routes to be studied as part of this plan are Routes 10 and 11 in the communities of Wells and Saticoy, and Route 15 in the communities of El Rio, Nyeland Acres, and the City of Oxnard. Other GCT routes that connect to the routes in the plan area include 2, 4A, 4B, 6, and 19 and school tripper routes 18A and 18C. Maps of GCT routes 10, 11 & 15 within the plan area are presented on pages 23 and 24 as Exhibits G & H.

Exhibit F - map of GCT service area

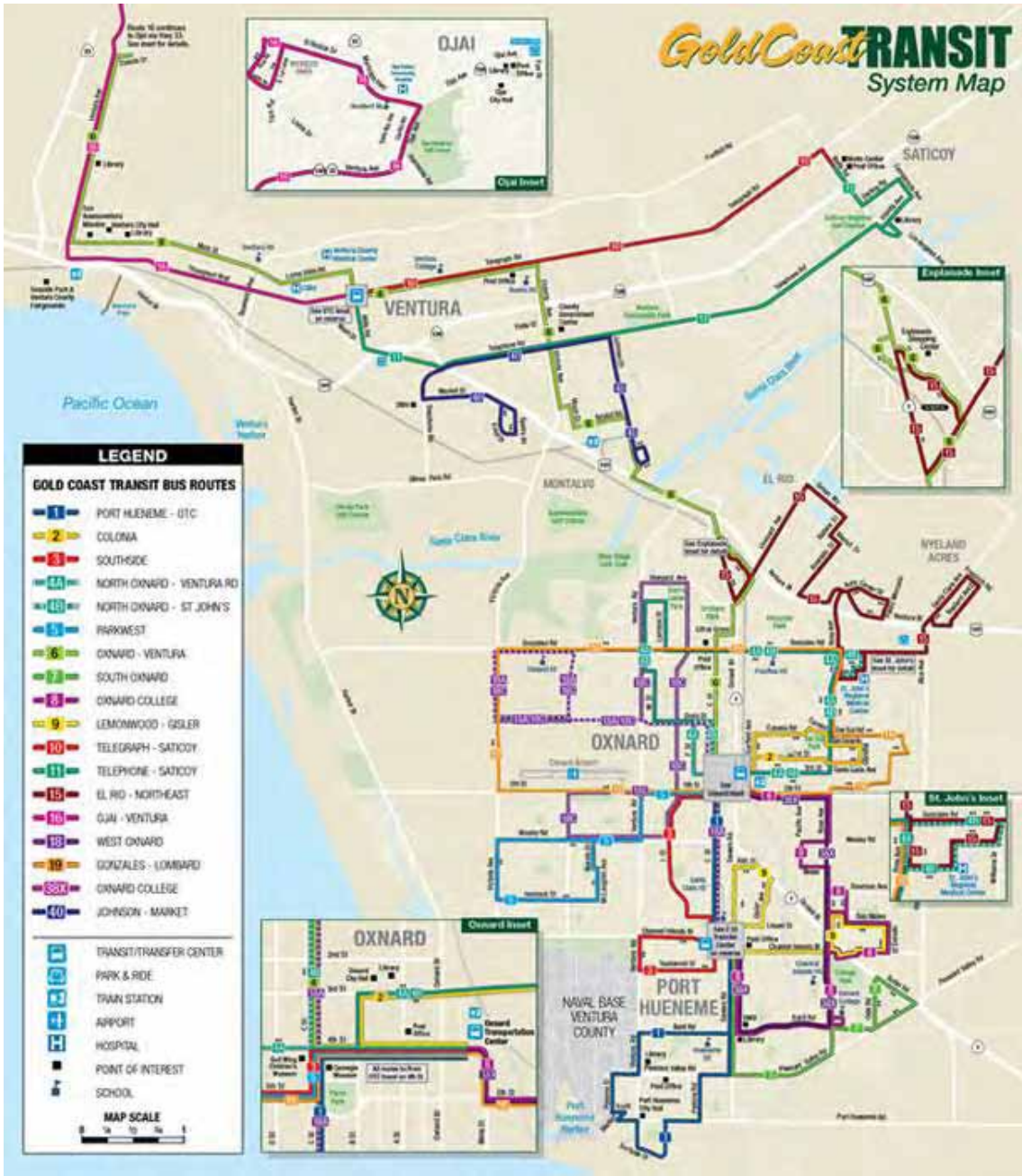


Exhibit G Map of GCT Routes 10 & 11



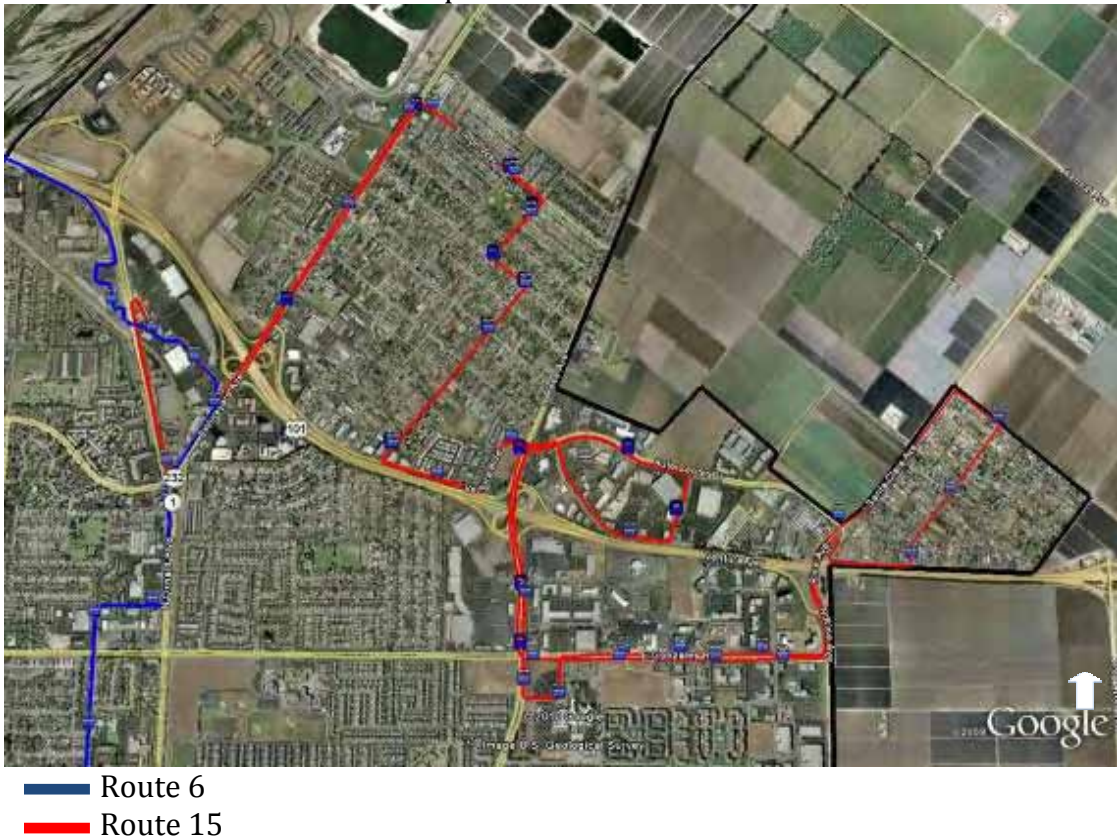
Route 10 shown in Exhibit G, currently operates along Telegraph Road in both directions between the Pacific View Mall in Ventura and the Wells Center in the community of Wells.

Route 11 shown in Exhibit G, operates primarily along Telephone Road in both directions between Pacific View Mall in Ventura and Wells Center through the community of Saticoy.

Route 6 shown in Exhibit H, originates on Ventura Avenue running along SR 33 in Ventura, and meets with Route 15 at the Esplanade Mall. From the Esplanade, Route 6 travels to and from downtown Oxnard and the Oxnard Transportation Center primarily on “C” Street.

Route 15 shown in Exhibit H, currently provides service between the Esplanade Mall and Nyeland Acres, through El Rio, Auto Center Drive Area, St. John’s Hospital, and Gonzales Road between Rose and Rice Avenues.

Exhibit H
 Map of GCT Routes 6 & 15



VISTA is an intercity commuter bus system that primarily uses freeway corridors to travel between cities in Ventura County, and to Los Angeles and Santa Barbara counties. VISTA operates seven regular fixed-route bus routes and two general-purpose dial-a-ride services in the Santa Paula and Fillmore area. VISTA, which is managed by the Ventura County Transportation Commission (VCTC), carried 991,857 passengers during the 2009 fiscal year. In the plan area, there are two locations where GCT and VISTA buses meet: VISTA Route 126 connects with GCT Routes 10 and 11 at the Wells Center Stop in the community of Wells north of Saticoy; and VISTA Route 101 connects with GCT Routes 6 and 15 at the Esplanade.

Both intercity and commuter rail service are available south of the plan area at Oxnard Transportation Center (OTC). Metrolink provides weekday regional commuter rail service between Ventura County and Union Station in Los Angeles. Amtrak's Pacific Surfliner offers intercity rail service between San Diego and San Luis Obispo; and the Amtrak Coast Starlight provides intercity rail service between Los Angeles and Seattle in the State of Washington.

3.4 AREAS NOT ADEQUATELY SERVED BY TRANSIT

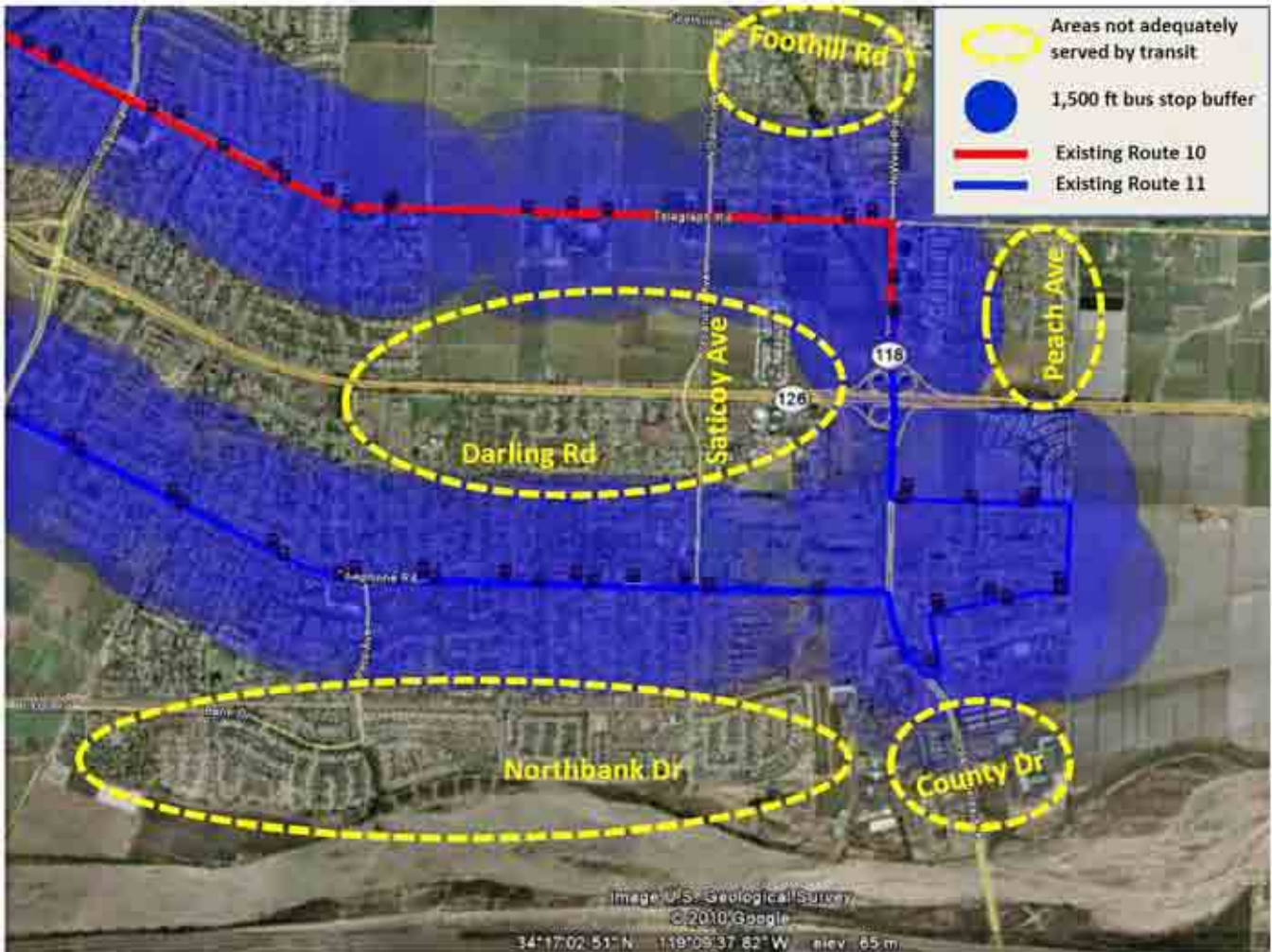
The demand for fixed route service along Vineyard Avenue has been established in various ways, including using GIS to identify areas that are within 1,500 feet (five-minute walk) of bus stops, review of current and planned developments, and review of transit needs to the JJC.

- In the early 2000s, the City of Oxnard approved the RiverPark Specific Plan, which included 1.725 million square feet of commercial uses, over 2800 residential dwelling units and two schools. A mitigation measure adopted as part of this plan was to incorporate transit into the overall development.
- Also in the early 2000s, GCT implemented Route 15, an east-west route designed to serve the established El Rio and Nyeland Acres neighborhoods, whose populations are predominantly low and middle income. Route 15 provides service to St. John’s Regional Medical Center and connections to Route 6 at the Esplanade. Riders destined for Ventura must transfer at the Esplanade, and those wanting to access Port Hueneme and most of Oxnard must transfer at St. John’s or the Esplanade. No other transit route serves these neighborhoods.
- Additionally, in 2004, the Superior Court of California for Ventura County opened the Juvenile Justice Complex (JJC). With a staff of 65 employees and over 65 cases heard every day, a request was made for bus service to the site. The County of Ventura currently funds a taxi dial-a-ride between the JJC and the bus transfer stop at the Esplanade.
- The routes that currently serve portions of the Vineyard Avenue corridor or connect to it have some of the highest daily and annual ridership in our system

For purposes of this report, “adequately served” by transit is defined as the area within a 1,500 foot radius (or a five minute walk) from a bus stop, as long as there are no barriers present such as drainage areas, cul-de-sacs, walls, or closed fences. Recommended spacing for bus stops is calculated based on a **catchment area of 1,500 feet from each side of the road** traveled, defined as the area from which most passengers can easily walk to access transit service in 5-minutes. Passengers within this distance are considered to be “**adequately served.**”⁵ Exhibit I, J and K on the following pages show maps that detail the areas that are and are not “adequately served” by transit.

⁵ *Mass Transit Administration (1988) Access by Design: Transit’s Role in Land Development. Maryland Department of Transportation*

Exhibit I - Wells/ Saticoy
AREAS NOT "ADEQUATELY SERVED" BY TRANSIT



Wells / Saticoy areas not adequately served include the residential areas south of Foothill Road between Saticoy Avenue and Wells Road, residential areas south of Telegraph Road along Peach Avenue, areas north of Darling Road and west of Saticoy Avenue, along Northbank Drive and County Drive south of the railroad tracks.

**Exhibit J – El Rio, Nyeland Acres, RiverPark, Strickland Acres
AREAS NOT “ADEQUATELY SERVED” BY TRANSIT**



El Rio areas not adequately served by transit include RiverPark, Strickland Acres, central El Rio, areas west of Vineyard Avenue north of Simon Way, and areas east of Nyeland Acres along Ventura Blvd.

Exhibit K – Oxnard
AREAS NOT “ADEQUATELY SERVED” BY TRANSIT



Oxnard areas not adequately served by transit include portions of Rio Lindo, East Village & West Village. In addition, industrial areas along Rice Avenue are not currently served by transit.

4.0 LAND USE & PLANNED DEVELOPMENT

4.1 LAND USE & REGULATORY AGENCIES

The plan area lies within the jurisdictional boundaries of the cities of Oxnard, Ventura and the County of Ventura and, is therefore, subject to the regulatory authority of these agencies. Most of the area under County jurisdiction within the study zone lies within the Sphere of Influence of the cities of Oxnard and Ventura. State law requires each county and city to prepare and adopt a comprehensive and long-range general plan for its physical development. The general plan provides local agencies with a consistent framework for land use and other decision-making. A description of these plans is found in Appendix D.

In addition to land use regulations, there are federal and state transportation planning and programming regulations that impact the plan area managed by various public agencies including: CALTRANS, Southern California Association of Governments (SCAG), Ventura County Air Pollution Control District and Ventura County Transportation Commission (VCTC). These agencies and their primary transportation functions are summarized in Appendix D, including unmet transit needs findings for the plan area.

4.2 PLANNED DEVELOPMENT

A visual summary of existing land use and approved/proposed development in the plan area is presented in a series of 12 maps in Appendix E. The maps are separated into three geographical areas: 1) Wells & Saticoy, 2) communities north of US 101, and 3) communities south of US 101. Four maps are included for each of the three geographical areas that display:

- 1) Community boundaries with population & household estimates for 2010 and 2030;
- 2) Existing land use, including commercial and industrial zoned areas and SOAR parcels;
- 3) Planned and proposed development, including total dwelling units for each development and the number of affordable and low-income units;
- 4) Points of interest, including the location of parks, schools, churches and other attractions.