

CHAPTER 1

PURPOSE AND BACKGROUND INFORMATION

This Short Range Transit Plan (SRTP) is intended to provide the public with information about the Gold Coast Transit District's (GCTD) service and operational needs for the next five years. The plan is based on a combination of extensive community input and an analysis of system performance and demographic data. While this SRTP is financially constrained based on current funding levels, it also includes options for service expansion and operational improvements should additional funding become available.

BACKGROUND

The SRTP was prepared by GCTD's Planning staff to provide an overview of our current service levels and operational needs for the five-year period of FY 2014-15 to FY 2018-19. GCTD's SRTP will be updated on a regular basis in order to provide the public with information about our transit service needs and priorities, provide input to regional plans and programming documents, and encourage coordination with local planning entities.

What's in the Short Range Transit Plan?

- Chapter 1** – Purpose, GCTD's History, and Organizational Structure
 - Chapter 2** – Description of the Existing Fixed-Route Transit System and Paratransit Services
 - Chapter 3** – Service Area Characteristics, Demographics and Major Trip Generators
 - Chapter 4** – Financial Data for FY 2013-14
 - Chapter 5** – Description of Capital Assets: Vehicles, Facilities, and On-Board Technology
 - Chapter 6** – Service Planning Process and Summary of Public Input to this Plan
 - Chapter 7** – 5-Year Service Plan and Financial Forecast
 - Chapter 8** – Options for Service Expansion Should Additional Funding Become Available.
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- Appendix I** GCTD Ridership Data
 - Appendix II** Community Input and Survey Summary
 - Appendix III** Future Improvements Concept Maps
 - Appendix IV** Fleet Information

Additional information related to this plan can be found online at www.goldcoasttransit.org:

- **Fixed-Route Service Planning Guidelines**
- **Route Profiles**
- **Bus Stop Guidelines**
- **New Administration and Operations Facility**
- **SRTP Survey Analysis**

PUBLIC INFORMATION RESOURCE

It is important that the public have the opportunity to understand the operation of GCTD, and the financial realities facing the agency. By describing GCTD's current service and plans for the future, the SRTP allows the public to gain an understanding of the financial outlook for local public transit and its relationship to planned service. Without the understanding and support of

the public, including the elected officials that represent the local jurisdictions, GCTD would have difficulty implementing the projects outlined in this document.

INPUT FOR REGIONAL & LOCAL PLANS

This SRTP will serve to inform regional planning and programming efforts conducted by the Ventura County Transportation Commission (VCTC), which serves as the area's Regional Transportation Planning Agency (RTPA), and the Southern California Association of Governments (SCAG), GCTD's Metropolitan Planning Organization (MPO).

SCAG's Regional Transportation Plan and Sustainable Community Strategy (RTP/SCS) and the Federal Transportation Improvement Program (FTIP) are required documents that list where, when and how federal transportation funds are to be spent in Ventura County. Only projects included in the FTIP are eligible to receive federal transportation funding. Projects selected for inclusion in the FTIP must first be identified in VCTC's annual Program of Projects (POP).

The SRTP will help identify future projects that may be reviewed (and compete) for possible funding through VCTC's call for projects; a process developed to address regional goals related to congestion relief and development of alternative transportation modes.

FEDERAL, STATE & LOCAL COMPLIANCE

The SRTP is in compliance with the Federal Transit Administration (FTA) requirement that all recipients of FTA funds demonstrate the legal, financial, and technical capacity to carry out the proposed project. The SRTP is also commonly referenced by state and local government agencies when reviewing applications for project funding.

The SRTP includes a financial plan covering a five-year period, commencing with the current fiscal year (the GCTD fiscal year runs from July 1 through June 30).

The SRTP also provides input to local plans and studies documents prepared by local member agencies. It is the intent of GCTD that the SRTP be in agreement with these documents, to the extent feasible.

GCTD HISTORY

GCTD provides public fixed-route and paratransit service in the cities of Ojai, Oxnard, Port Hueneme, Ventura and the unincorporated areas of Ventura County. In the more than 40 years of its existence, GCTD has become the largest public transit operator in Ventura County, providing nearly 4 million fixed-route and paratransit trips in FY 2013-14.

Of significance in GCTD's early history was passage by the State Legislature of the Transportation Development Act (TDA) in 1971. This Act created a source of dedicated transportation funding and provided local governments an impetus for forming a single regional transit entity to operate coordinated transit services across jurisdictional boundaries.

GCTD was first established in 1973 as South Coast Area Transit (SCAT), a Joint Powers Authority (JPA). Prior to SCAT's creation, two municipal bus lines operated the region's public transit service from two facilities located in Ventura and Oxnard. By forming a JPA, the cities' fixed-route transit functions were consolidated into a single facility located at 301 East Third Street in Oxnard. Until 1994, SCAT operated service in Santa Paula, which has since been replaced by VCTC Intercity bus service (previously VISTA) and the Valley Express. On July 1, 2007, SCAT was renamed to Gold Coast Transit to better reflect the coastal area it serves.



After 40 years as a JPA, Gold Coast Transit officially transitioned to become the Gold Coast Transit District on July 1, 2014, enabling the district more flexibility to serve the communities transit needs.



In 2014, GCTD leadership was recognized with the District being honored as the “**Transit Agency of the Year**” at the Small Operators award ceremony hosted by the California Transit Association (CTA) as part of its 49th Annual Conference and Expo in Monterey, California.

In 2015, GCTD unveiled a new logo and bus paint scheme to coincide with the purchase of replacement buses. The new colors reflect GCTD’s commitment to quality public transportation, and evokes the agency’s vision of a more modern, clean and efficient future.



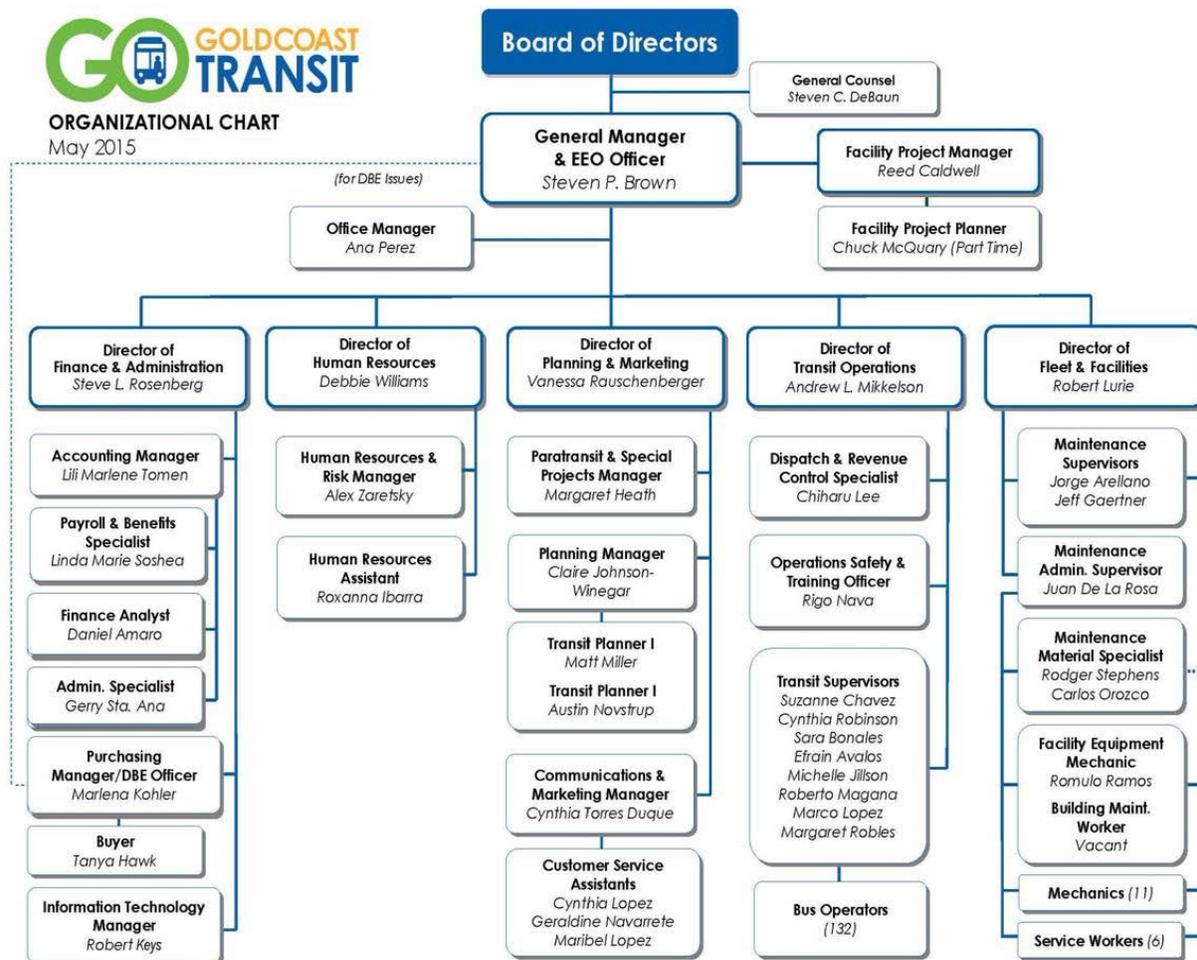
TRANSITION FROM JOINT POWERS AUTHORITY TO A TRANSIT DISTRICT

On October 3, 2013, Governor Brown signed into law Assembly Bill AB 664, which formed the District. The District legislation was initiated in response to Senate Bill SB 716, which initially required that all TDA funds in Ventura County be used solely for public transit purposes as of July 2014. The bill also authorizes other cities in Ventura County to join the district in the future.

On July 1, 2014, the agency officially became a district and a direct recipient of TDA funds to operate public transportation in western Ventura County. Prior to this, local TDA funding was provided to GCTD by its member agencies for operating costs and capital projects, allocated by a formula based on the percentage of revenue miles of transit service provided within each respective jurisdiction.

Dissolution of the JPA and formation of a transit district allows GCTD’s Board of Directors and staff greater flexibility in implementing service improvements by looking beyond jurisdictional borders in order to efficiently and effectively meet the public’s transit needs.

ORGANIZATIONAL CHART



BOARD OF DIRECTORS

A Board of Directors consisting of five elected officials appointed by their respective jurisdictions governs GCTD. The Board’s responsibilities are to consider GCTD management and staff recommendations relative to the mission and goals of the district with respect to compliance with federal, state and local laws; provide guidance to staff and provide oversight in ensuring that fiduciary responsibilities to constituencies are fulfilled. Each of its five member agencies appoints one elected official from its governing body to serve on the Board of Directors and may appoint a second to serve as an alternate member. The Board of Directors holds regular monthly meetings on the first Wednesday of each month.

GCTD’S LEADERSHIP

GCTD’s General Manager is appointed by, and reports to, the Board of Directors. The General Manager is charged with carrying out the Board’s policies and directives, and has full charge of

the operation of GCTD's services, facilities, and administration of business affairs. The General Manager provides leadership to a staff of approximately 190, including bus operators, mechanics and administrative personnel who operate and oversee the GCTD's fixed-route transit service.

MISSION AND STRATEGIC GOALS

Mission Statement

Adopted by the GCTD Board of Directors October 19, 2009

Provide safe, responsive, convenient, efficient and environmentally responsible public transportation that serves the diverse needs of our community.

Strategic Goals

Adopted by the Board of Directors on February 2, 2011

- 1) Offer a range of transit opportunities to **serve the diverse needs of our community**.
- 2) Build on GCTD's **internal strengths and capacities** to achieve the highest standard of transit service delivery and foster a sense of ownership for employees.
- 3) Provide **safe and dependable** transit service that is convenient and efficient.
- 4) Provide transit services that are **environmentally and sustainably responsible** as well as supportive of and supported by sustainable development/smart growth/transit-oriented development.
- 5) Maintain the most appropriate governance structure to facilitate the achievement of the **highest standards of transit service** delivery.
- 6) Maintain a balanced fiscal plan that supports our Mission Statement.

GCTD SPHERE OF INFLUENCE

In accordance with the provisions of the Ventura Local Agency Formation Commission (LAFCO), and in recognition of the one-year anniversary of GCTD as a special district, LAFCO in its regular Commission meeting of July 15, 2015 determined the boundaries of GCTD's Sphere of Influence encompassed all of Ventura County (shown in the map below).

LAFCO was formed and operates under the provisions of state law, specifically what is now known as the Cortese - Knox-Hertzberg Local Government Reorganization Act of 2000. State law provides for LAFCOs to be formed as independent agencies in each county in California. LAFCOs implement state law requirements and state and local policies relating to boundary changes for cities and most districts, including spheres of influence, incorporations,

Figure 1.1: GCTD Sphere of Influence



annexations, reorganizations and other changes of organization within one year of the formation of a special district.

TITLE VI OF THE CIVIL RIGHTS ACT & ENVIRONMENTAL JUSTICE

As a publicly funded agency, GCTD has requirements under Title VI of the 1964 Civil Rights Act, as well as Environmental Justice regulations, to provide equal access to the benefits of federally funded programs. In meeting these requirements, GCTD may serve some areas due to the transit dependency of the residents, even though the service does not meet the minimum thresholds otherwise set for GCTD transit service.

GCTD is committed to Title VI and the Civil Rights Act of 1964. The Title VI Report can be found at www.goldcoasttransit.org.