

CHAPTER 3 SERVICE AREA CHARACTERISTICS & DEMOGRAPHICS

Population growth, changes in demographics, and transportation choices available to those in GCTD’s service area provide the framework for planning a cohesive system that can meet the increasing need for an expanded and sustainable public transit system.

GCTD staff reviews major development plans that may require changes to the service area network on a regular basis. Transit needs affected by economic downturns, relocation of employment centers or other changes are also taken into account. In keeping with GCTD’s adopted goals, shifts in population as a result of residential developments and/or new commercial centers are considered when developing service plans.

VENTURA COUNTY POPULATION & ECONOMIC FORECAST

Ventura County has a population of 840,000 people and a total of 314,000 wage and salary jobs. Four of the five most densely populated areas in the county and the two cities with the highest job concentration fall within the GCTD service area. The average salary per worker in the county is \$62,514 and the income per capita is \$50,185.

From 2008-2013, the Ventura County population increased at an annual average rate of 0.7 percent. This growth was due entirely to the natural increase (new births), as overall net migration was negative. However, since 2013, job growth accelerated across Southern California, with total employment advancing by 2.7 percent. Ventura County added 5,900 jobs, representing an increase of 1.9 percent. The unemployment rate improved substantially, dropping from 9.0 percent in 2012 to 7.8 percent in 2013.

The California Department of Transportation’s Economic Analysis Branch’s (EAB) forecast has indicated that population growth is expected to remain moderate in Ventura County. Between 2014 and 2019, growth will average 0.9 percent per year. In 2014, total employment is projected to increase by 1.9 percent. Over the entire 2014-2019 period, the annual growth rate is expected to average 1.9 percent per year.

Figure 3.1: New Residential Units Forecast

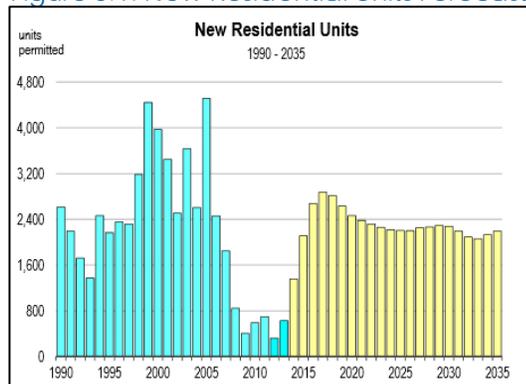
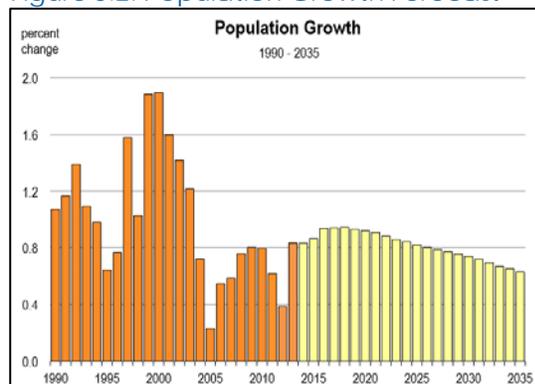


Figure 3.2: Population Growth Forecast



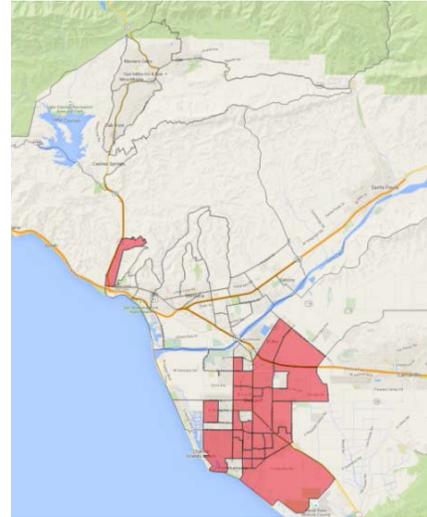
ECONOMIC DATA

According to US Census data, the majority of GCTD's service area has lower income or higher unemployment than the national average. Only six census tracts in the service area are not considered economically distressed in any way based on these criteria.

Economically Distressed Areas

Of the 72 census tracts that GCTD serves, 28 are considered "economically distressed areas," having **both** a per capita income that is 80% or less of the national average **and** an unemployment rate that is 1% greater than the national average. These areas are highlighted in red in the map to the right.

Figure 3.3:
Economically Distressed Areas



Census Tracts with Income below the National Average

Thirty-one census tracts in the GCTD service area have a per capita income of 80% or less of the national average. Of these, 56% are below the national average income level and 54% are below the California average income level. These areas are highlighted in blue in the map below.

Census Tracts with Unemployment 1% Higher than the National Average

Sixty-three census tracts have an average unemployment rate of 1% greater than the national average, with an average of a 10.8% unemployment rate in the last 12 months. These areas are highlighted in yellow on the map below.

Figure 3.4: Income Below
National Average

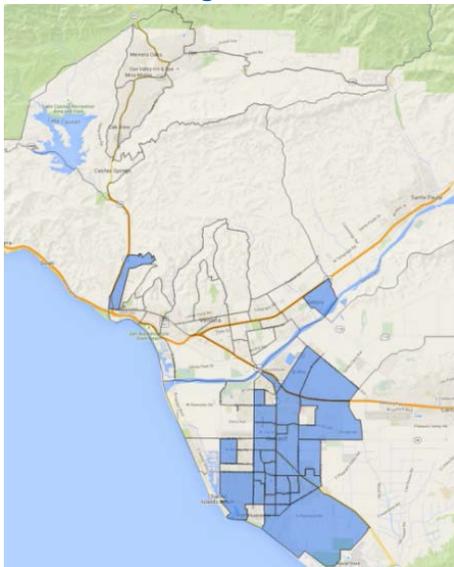
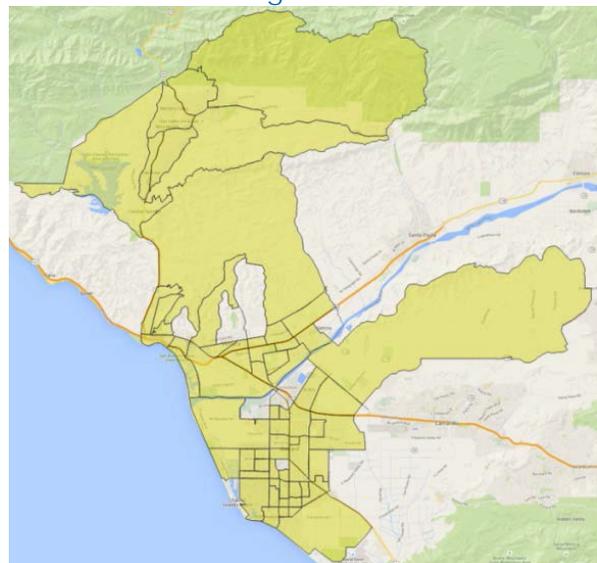


Figure 3.5: Unemployment Higher
than National Average



DEMOGRAPHICS

Understanding population demographics and trends is essential when identifying necessary actions to upgrade service and mobility options. These are factors that GCTD planners have considered when developing service scenarios for this Short Range Transit Plan.

The maps below show demographic data for GCTD's service area. Other demographic indicators (e.g. seniors, persons with disabilities, students and persons with no automobile available) are also shown on the following pages.

It should be noted that data for military institutions are excluded from data used to create the following maps.

Figure 3.6: Population Density

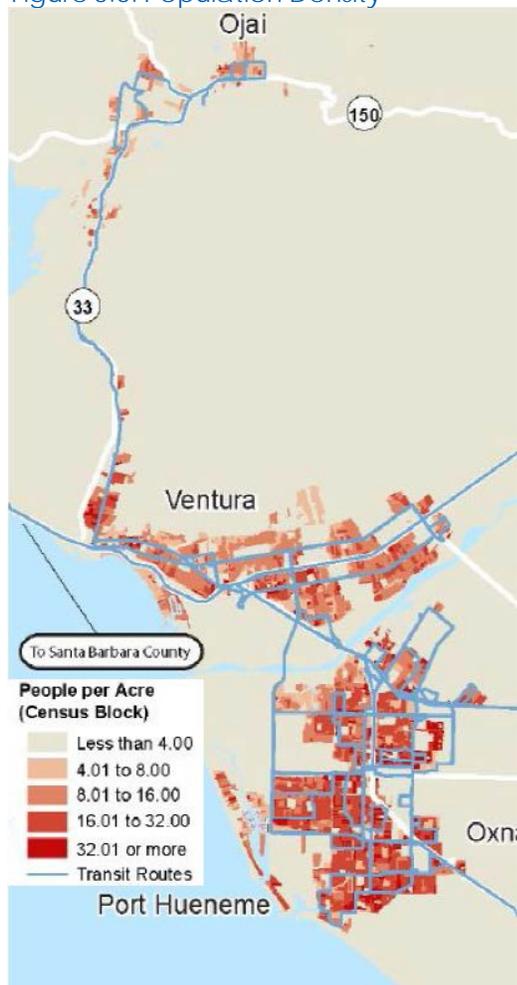
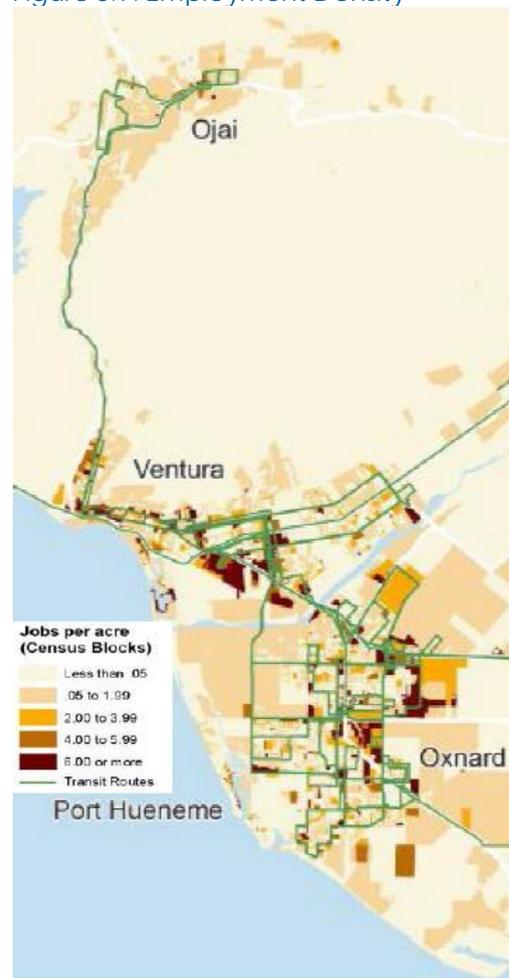


Figure 3.7: Employment Density



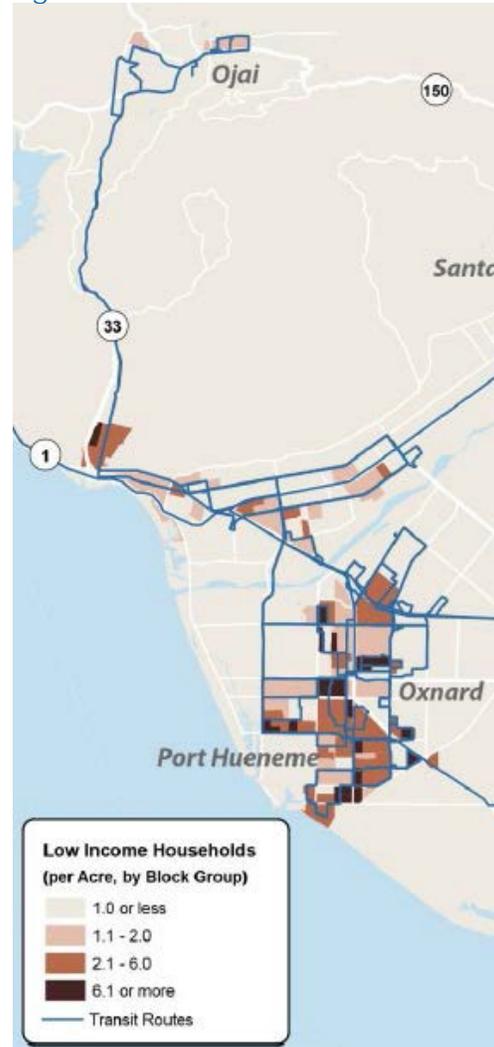
Source: VCTC SRTP (Nelson Nygaard) 2015

Figure 3.8: Zero Vehicle Households



Source: VCTC (Nelson Nygaard) 2015

Figure 3.9: Low Income Households



MILLENNIALS

According to the American Public Transit Association’s report on “Millennials & Mobility,” the Millennial Generation has the potential to have the greatest impact on transit usage in our nation. With their dexterity with technology and general preference for a more urban lifestyle (whether they live in cities or in suburbs), Millennials tend to choose the best transportation mode (driving, transit, taxi, bike, or walk) based on the trip they are planning to take. Millennials are starting careers during economically constrained times, many still living with parents, and don’t view car ownership to be as important as the previous generations did. As the Millennial population of Ventura County grows, it is expected that the demand for more transit options and technological amenities such as real-time arrival apps and mobile payment options will greatly increase.

SENIORS & PERSONS WITH DISABILITIES

As the number of seniors in Ventura County grows in the coming years, GCTD anticipates an increased need for expanded and enhanced public transportation services. Senior citizens and people with disabilities rely on the District's services for their daily mobility. All GCTD vehicles are equipped for wheelchairs and other mobility devices. Increased demand for service to medical facilities and shopping centers due to this shift is likely.

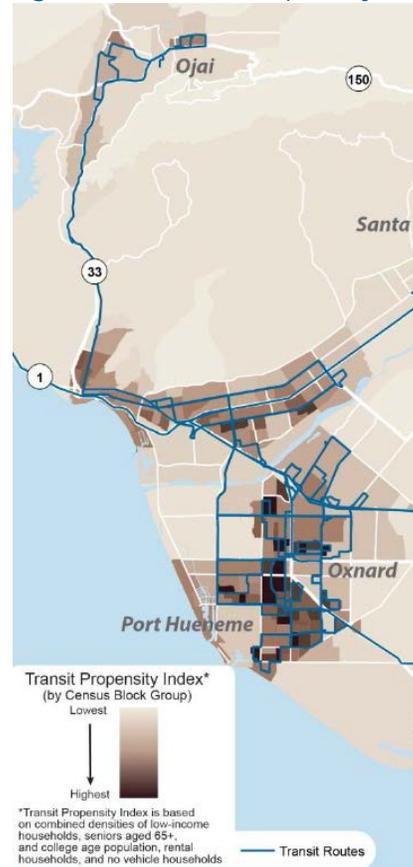


Figure 3.10: Youth Population Density



Source: VCTC SRTP (Nelson Nygaard) 2015

Figure 3.11: Transit Propensity Index



TRANSIT PROPENSITY INDEX

Transit propensity combines densities of young adults, seniors, low income population, renters and households without vehicles. This index, provided by VCTC, reflects a strong indication of the relative and collective demand for transit in GCTD's service area.

MAJOR TRIP GENERATORS

Transit service levels are essential in supporting travel needs to major destinations (trip generators) within GCTD's service area. These include the Government Center in Ventura, central business districts and other commercial areas of each community in the west County, two community colleges, primary and secondary schools, major health-related facilities (including two hospitals, and various medical centers), and significant recreational and entertainment facilities. Descriptions of major trips generators in the GCTD service area are provided below.

Transit Centers – The highest ridership in the GCTD service area comes from its three transit centers: the Oxnard Transit Center (OTC), located in downtown Oxnard at the train station; the Ventura Transit Center (VTC), located at the Pacific View Mall in midtown Ventura; and the C St. Transfer Center (CTC), located at the Centerpoint Mall in south Oxnard. The OTC is served by Routes 1A, 1B, 2, 3, 4A, 4B, 5, 6, 8, 19 and 20. The VTC is served by Routes 6, 10, 11, 16 and 21. The CTC is served by Routes 1A, 1B, 3, 7, 8, 9 and 21.

Ventura College – After the transit centers, Ventura College is the largest trip generator. It is served by Route 6, operated on a 23 minute frequency, Route 10, operated hourly, and Route 21, operated on a 30 minute peak frequency. These routes connect Ventura College to the VTC, the Government Center, Ventura County Medical Center (VCMC), Community Memorial Hospital (CMH), downtown Ventura, Ventura Avenue, east Ventura, Wells Center and the Montalvo neighborhood in Ventura, as well as the Esplanade, OTC, shopping centers in Oxnard and Port Hueneme, Channel Islands Harbor and the CTC.

Oxnard College – Oxnard College has high ridership and is served by Route 8, operated on a 45 minute frequency, and Route 17, operated on a 50 minute frequency. These routes connect Oxnard College to the OTC, the CTC, north Oxnard, St. John's Hospital, El Rio, RiverPark and the Esplanade.

VCMC and CMH – The medical centers in Ventura also serve as major trip generators, and are served by Route 6 on a 23 minute frequency. This route connects employees to downtown Ventura, Ventura Avenue, the VTC, the Government Center, the Montalvo neighborhood, the Esplanade, and the OTC.

St. John's Regional Medical Center – St. John's is served by Route 4A, operated on a 50 minute frequency; Route 4B, operated on a 30 minute frequency; Route 17, operated on a 50 minute frequency; Route 19, operated on an hour frequency; Route 20, operated on an hour frequency; and Route 22, operated on a 40 minute frequency. These routes connect St. John's Regional Medical Center to north Oxnard, south Oxnard, the OTC, Nyeland Acres, the Juvenile Justice Complex, east Ventura and Saticoy, the Wells Center, the Auto Center, El Rio, Oxnard College, RiverPark and the Esplanade.

Naval Base Ventura County – The biggest employer in western Ventura County is Naval Base Ventura County in Port Hueneme, which employs 18,000 people, including both military personnel and civilian employees. Route 3 currently provides service near the main gate at Sunkist on a 50 minute frequency and connects the Base to the CTC and OTC. Route 1, which operates on a 21 minute frequency, serves the entrance on Bard Road and also provides

service to the CTC, OTC and Port Hueneme. Route 21, which operates on a 30 minute peak frequency, serves the Patterson Gate and provides service to the CTC and Ventura.

County of Ventura Government Center – The second biggest employer in the GCTD service area is the County of Ventura, which employs over 8,000 people. The Government Center, located on Victoria Avenue and Telephone Road, is served by Route 6, operated on a 23 minute frequency; Route 11, operated on a 30-40 minute frequency; and Route 21, operated on a 30 minute peak frequency. These routes connect the Government Center to Ventura College, the VTC, VCMC, CMH, downtown Ventura, Ventura Avenue, east Ventura, Wells Center, the DMV and the Montalvo neighborhood in Ventura, as well as the Esplanade, OTC, shopping centers in Oxnard and Port Hueneme, Channel Islands Harbor and the CTC.

MAJOR NEW DEVELOPMENTS

RiverPark and The Village (Oxnard)

These two major new developments are expected to significantly increase travel demands in GCTD's service area. RiverPark began operation in 2012 and is nearly built-out. The project includes single family homes, condos and apartments, increasing population in the area by approximately 10,000. All are within walking distance to *The Collection*, a major enterprise that includes stores, shops, office spaces, an entertainment center and two schools.



The Village, a mixed-use development currently under construction, is located south of Highway 101 and adjacent to Oxnard Boulevard and is in close proximity to RiverPark. The development has plans for 1,500 residences and 50,400 square feet of commercial retail space.

Route 17 currently serves RiverPark, on a 50 minute frequency that connects it to the Village, the Esplanade, El Rio, the Auto Center, St. John's Hospital and Oxnard College. The Village is also served by Route 17 and by Route 6, which connects it to the OTC, government center, Ventura College, the VTC, the medical area in Ventura, downtown Ventura and Ventura Avenue. GCTD service is planned to expand in these areas in order to meet increased public transit needs over the next two years. Plans for potential additional service in this can be found in Chapter 8.

CMH / VCMC Expansion (Ventura)

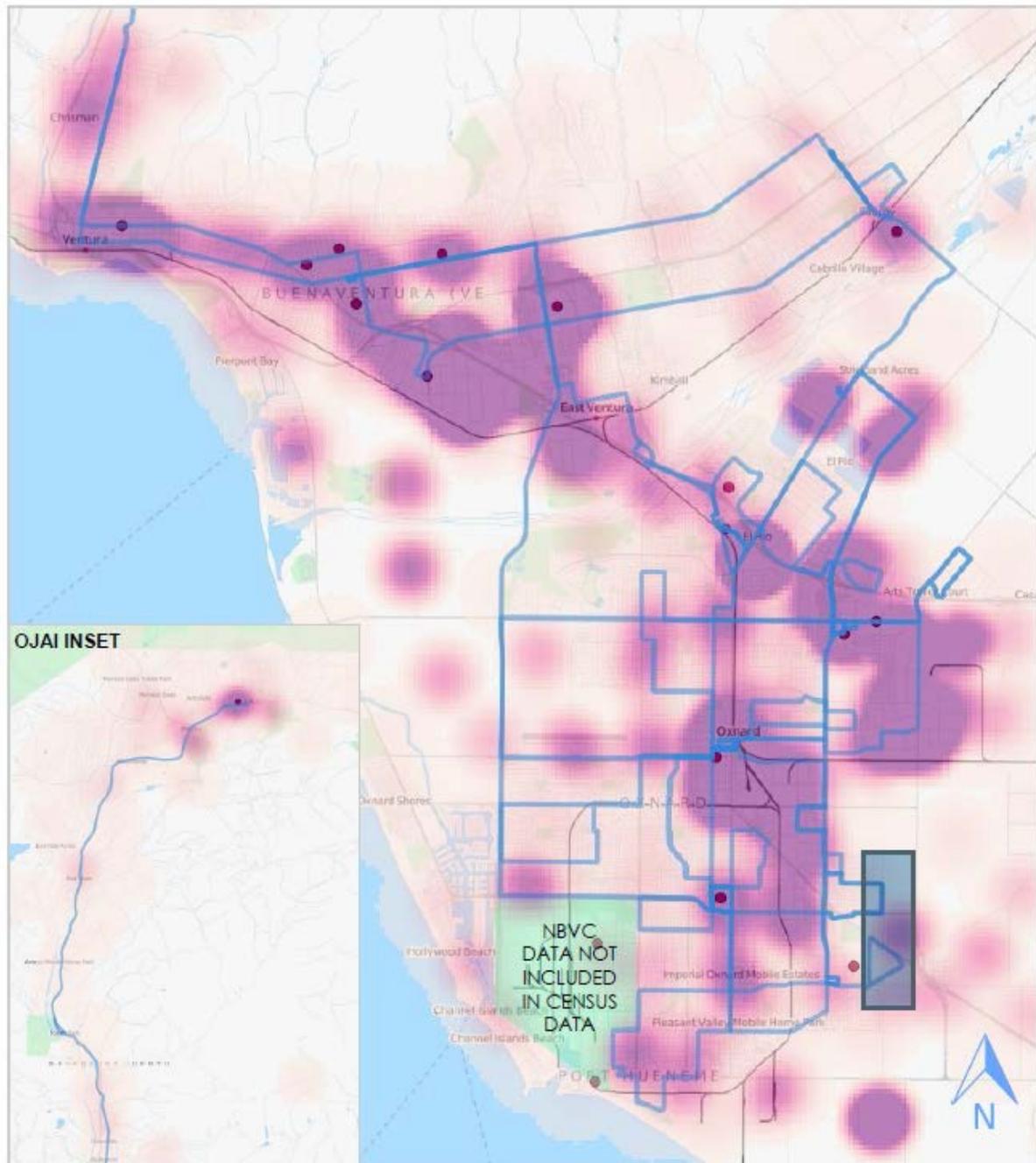
Both the Community Memorial Hospital (CMH) and the Ventura County Medical Center (VCMC) located along Loma Vista Road in Ventura are undergoing significant expansion projects that, once complete, will increase demand to these facilities. CMH and VCMC are currently served by Route 6, connecting them to downtown Ventura, Ventura Avenue, the VTC, the Government Center, the Montalvo neighborhood, the Esplanade, and the OTC. GCTD service is projected to expand in order to meet increased public transit needs over the next two years.



Westside Ventura

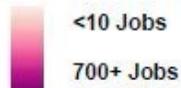
The Westside of Ventura, including the downtown corridors along Thompson Blvd and Main Street, as well as neighborhoods along Ventura Avenue, is expected to see a continued growth through various infill projects. There are roughly 400 residential units planned with an additional 650 residential units proposed. Current proposals developments include two projects, a 50 unit affordable senior living facility and a 320 unit apartment complex including 180 public housing units, located on or near Ventura Avenue. GCTD service is projected to expand in this area as well in order to meet increased public transit needs over the next two years.

Figure 3.12: Concentration of Jobs & Major Employment Centers in GCTD Service Area



Key

Jobs per Census Block

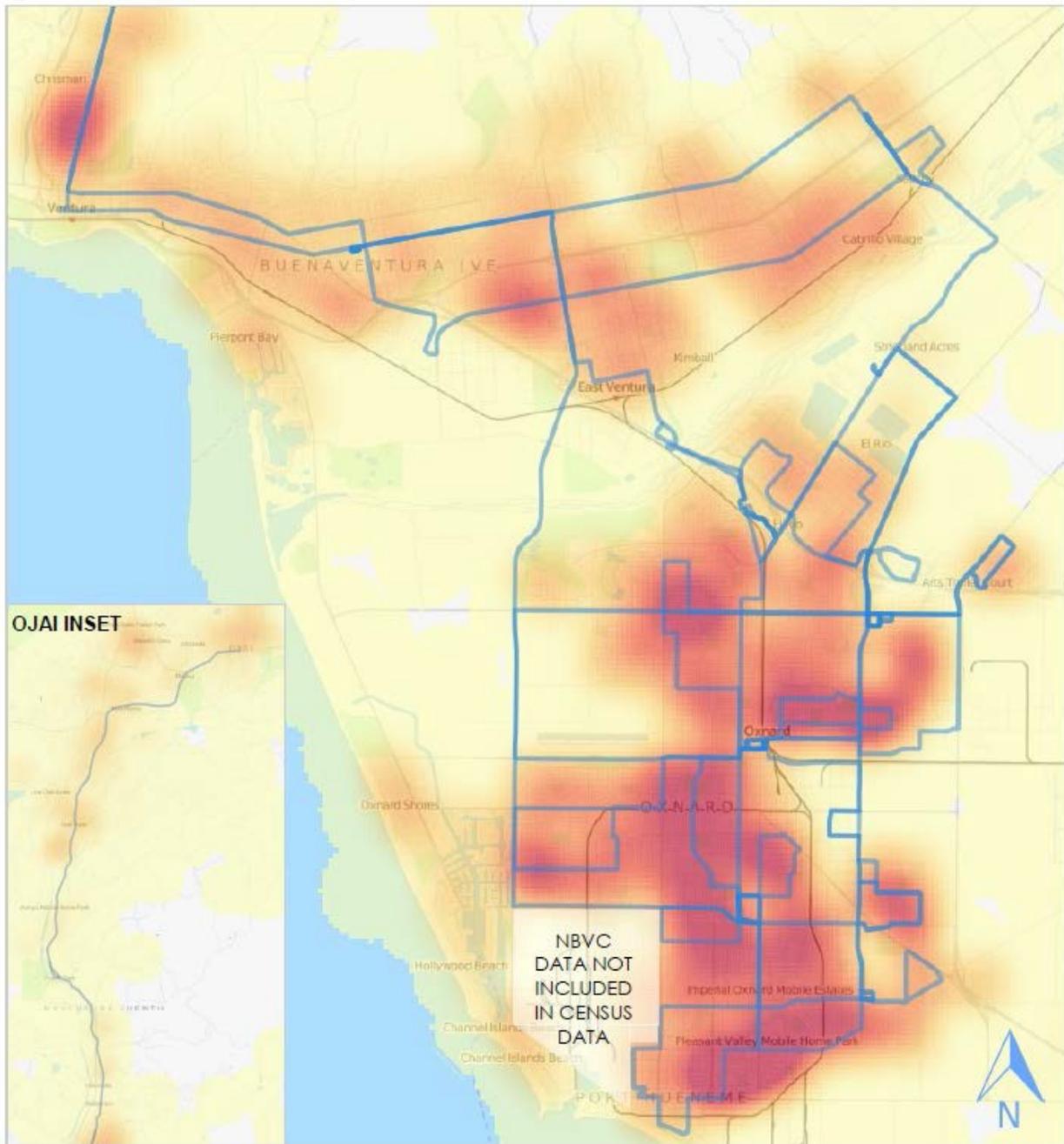


● Major Employment Centers

— GCTD Bus Routes

Source: US Census Bureau
 Center for Economic Studies

Figure 3.13: Population Density in GCTD Service Area



Key

People per Census Block



 Bus Routes

Source: US Census Bureau
2010 Census