

## CHAPTER 6

# SERVICE PLANNING PROCESS AND PUBLIC INPUT INTO THE SRTP

GCTD's commitment to providing a quality public transit system relies on developing and maintaining a process to identify the most efficient and effective use of its funding resources. This is an ongoing process that includes collecting data, conducting public outreach, and developing service proposals, culminating each year with the annual budget, which reflects annual service requirements and priorities. Each year's service proposals are designed to maximize performance and productivity within available funding resources.

### ANNUAL BUDGET

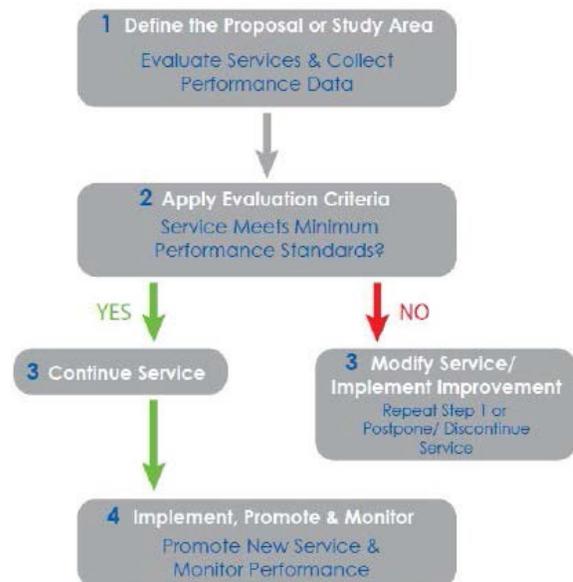
The budget determines the resources necessary and available to implement GCTD's annual service. Its process is initiated by GCTD's Finance and Administration Department, who develop costs for operation of the system for the upcoming fiscal year based upon recommendations from the completed evaluation process and other requirements from each department. The Planning & Marketing Department establishes the marketing plan, service schedule (including hours and miles) and route plans based on the approved budget and availability of revenue vehicles.

### FIXED-ROUTE SERVICE PLANNING GUIDELINES & EVALUATION

Determining the types and levels of service begins with planning and scheduling. Evaluating ridership patterns and assessing overall demand for service is essential to the development of service that will benefit as many riders as possible. Using a variety of tools and resources along with historical information, planning staff balances limited resources with a fundamental responsibility to serve the community fairly and efficiently.

GCTD's service planning and evaluation techniques are described in the "*Fixed-Route Service Planning Guidelines & Evaluation Policy*" and were adopted by the GCTD Board of Directors in February 2014. The document provides guidelines on route planning, scheduling, service promotion and overall service evaluation. The document is available online at [www.goldcoasttransit.org](http://www.goldcoasttransit.org).

Figure 6.1: Service Planning & Evaluation Cycle



## PUBLIC OUTREACH

In large part, development of the annual service plan is predicated on the needs and perception of transit service expressed to GCTD by the community throughout the year. These are obtained through meetings with interested stakeholders including elected officials, staff from member jurisdictions, neighborhood councils, transit advocacy groups such as Central Coast Alliance United for a Sustainable Economy (CAUSE), Alliance for Sustainable and Equitable Regional Transit (ASERT) and school district officials. The Planning and Marketing Department staff seeks further public input on GCTD service by hosting public meetings, through social media and GCTD's website and from feedback given to Customer Service Assistants and onboard buses.



## SURVEY AND PUBLIC INPUT TO THE SHORT RANGE TRANSIT PLAN

To gather public input specifically for this SRTP, GCTD conducted a survey to collect information from riders and members of the community regarding demographics, travel patterns, bus service needs and how passengers get their travel information. The survey was made available online through the GCTD website, through paper surveys distributed on the buses and to community groups between early October 2014 and late February 2015. All question and answer options were provided in both English and Spanish to obtain maximum participation from riders. In total, 713 surveys were collected (613 paper and 100 online).



In addition to the survey, staff participated in and/or hosted numerous outreach events, collected input from community and business groups and reached out to groups in each member city over the past year to gain input from a cross section of the community.

Meetings included interactive activities such as a “Blank Map” exercise where participants were asked to draw on a map where they felt services are needed most. A “Transit Values Trade Off Exercise” where participants are asked to put themselves in the shoes of the “planner” to decide which transit values were most important to them given limited resources. Staff also used these meetings as an opportunity to get input on the new GCTD logo. A summary of input received through our public outreach meetings can be found in Appendix II.



## COORDINATION WITH MEMBER AGENCIES

The GCTD Board of Directors, Management and staff work in conjunction with the following organizations in support of local and inter-regional transit needs:

- **Technical Advisory Committee (TAC)** - The TAC meets monthly with GCTD and is comprised of city/county staff representatives appointed by each member agency as well as an ex-officio member from the VCTC. Its purpose is to provide guidance to the Board of Directors and technical assistance to GCTD staff on all transit matters. The meetings also provide a forum for its members to bring forward public comments they receive pertaining to public transit. Meetings are subject to the Brown Act public notification requirements and, as such, are all open to the public.
- **Transit Operators Advisory Committee (TRANSCOM)** – The purpose of TRANSCOM is to act as an advisory body to the VCTC for purposes of transit planning and programming, including review of the Program of Projects, and to provide a forum for discussion and input on transit issues and the Congestion Management Program. TRANSCOM includes one representative from each of the cities, the County, each transit operator in Ventura County and an ex officio member from the Air Pollution Control District (APCD), Caltrans District 7 and California State University Channel Islands (CSUCI). Membership consists of public transportation providers within the county and its purpose is to provide a forum for the dissemination and discussion of transit-related issues. GCTD is a voting member.
- **Ventura County Transportation Commission (VCTC)** – The VCTC oversees highway, bus, aviation, rail and bicycle activity and controls the use of government funds for transportation projects in Ventura County. Currently, four GCTD Board members serve on the Commission as regular members though GCTD is not directly represented.
- **Coastal Express Policy Advisory Committees** – The CEPAC is tasked with making recommendations for the financial, operational and long term planning of the Coastal Express inter-county bus service. Coastal Express was established through a MOU between VCTC and Santa Barbara County Association of Governments (SBCAG) to provide bus service between Ventura and Santa Barbara County. GCTD serves as an ex-officio member on this committee.
- **Citizens Transportation Advisory Committee/Social Service Transportation Advisory Council (CTAC/SSTAC)** – CTAC is comprised of residents from each of the cities and the unincorporated areas in Ventura County who provide input on transportation within the County. GCTD attends these meetings and gives updates on service when appropriate.
- **Transportation Technical Advisory Committee (TTAC)** – The purpose of TTAC is to act as an advisory body to the VCTC for purposes of reviewing countywide transportation issues, preparing the local agency component of the regional transportation improvement program, and making recommendations to the VCTC regarding various transportation issues. The committee is comprised of members from each of the cities, the County and the Oxnard Harbor District, as well as ex-officio members from GCTD, APCD, Caltrans and the California Highway Patrol.