

SHORT RANGE TRANSIT PLAN

GOLD COAST TRANSIT DISTRICT | FY 2015 - FY 2019
FINAL APPROVED 11.5.15



GOVERNMENT REGULATION AND TITLE VI

The GCTD route planning methodology complies with Federal Transit Administration (FTA) requirements (23 CFR 450.316) to engage a planning process that creates opportunities for public involvement, participation and consultation throughout the development of service plans. GCTD has an established outreach process with steps to ensure that interested members of the public have an opportunity to express their concerns regarding the adopted annual budget, or potential changes related to its annual transit service. The outreach process also complies with similar requirements of the Transportation Development Act (TDA).

The SRTP was prepared by GCTD's Planning staff, who spent numerous hours on this project, 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 information about our transit service needs and priorities, provide input to regional plans and programming documents, and encourage coordination with local planning entities.

For questions about this plan, please contact:

Vanessa Rauschenberger
Director of Planning & Marketing
vanessa.r@goldcoasttransit.org

Claire Johnson-Winegar
Planning Manager
cjwinegar@goldcoasttransit.org

ACKNOWLEDGEMENTS

We thank the 1000+ members of the community; staff and community representatives who gave their time to attend meetings fill out surveys and share their opinions and great ideas. Their involvements were critical to the completion of this plan. In addition, the following individuals and groups provided assistance and we thank them.

COMMUNITY STAKEHOLDERS

- *Aracely Preciado, Community Organizer, Coastal Alliance United for a Sustainable Economy (CAUSE) and Bus Riders Union*
- *Cameron Yee, Interim Deputy Director, Coastal Alliance United for a Sustainable Economy (CAUSE)*
- *Teri Hernandez, Chair, Saticoy Neighborhood Council*
- *Arcenio Lopez, Associate Director, Mixteco-Indigena Community Organizing Project (MICOP)*
- *Food Share (distribution events in Saticoy, El Rio and Nyeland Acres)*
- *Farmers Market Attendees in Oxnard, Ventura and Port Hueneme*
- *Kevin Clerici, Downtown Ventura Partners*
- *Abel Ramirez Magana, Oxnard Downtown Management District*
- *Alex Bonilla, Cabrillo Economic Development Corporation*
- *Joseph Briglio, Southern California Association of Governments*
- *City of Ventura Housing Authority and Westview Village Development*
- *Ventura Climate Care Options Organized Locally (VCCOOL)*
- *Saticoy Library*
- *Ventura County Transportation Commission (VCTC)*
- *Santa Barbara Metropolitan Transit District (SBMTD)*
- *Cal Trans (provided support through an Intern grant)*

- *Alliance for Sustainable and Equitable Regional Transit (ASERT) Youth Group*
- *Citizens Transportation Advisory Committee (CTAC)*

GCTD TECHNICAL ADVISORY COMMITTEE MEMBERS

- *Drew Lurie, City of Ojai*
- *Cynthia Daniels, City of Oxnard*
- *Martin Erickson, City of Oxnard (former)*
- *Jason Lott, City of Port Hueneme*
- *Jeff Hereford, City of Ventura*
- *Kathy Connell, County of Ventura*
- *Ellen Talbo, VCTC (ex-officio)*
- *Vic Kamhi, VCTC (former)*

GOLD COAST TRANSIT DISTRICT BOARD OF DIRECTORS 2015

- | | |
|--------------------------------------|---|
| • <i>Chair, Paul Blatz</i> | <i>Mayor Pro Tem, City of Ojai</i> |
| • <i>Director, John C. Zaragoza</i> | <i>Supervisor 5th District, County of Ventura</i> |
| • <i>Vice Chair, Bryan MacDonald</i> | <i>Councilmember, City of Oxnard</i> |
| • <i>Director, Doug Breeze,</i> | <i>Mayor Pro Tem, City of Port Hueneme</i> |
| • <i>Director, Carl Morehouse</i> | <i>Councilmember, City of Ventura</i> |

Thanks to all of the GCTD staff who contributed. Special recognition goes to Chuck McQuary for his significant contribution, valuable advice and guidance in the development of this plan.

SHORT RANGE TRANSIT PLAN

TABLE OF CONTENTS

CHAPTER 1	7
PURPOSE AND BACKGROUND INFORMATION	
CHAPTER 2	13
GCTD's CURRENT TRANSIT SYSTEM	
CHAPTER 3	26
SERVICE AREA CHARACTERISTICS & DEMOGRAPHICS	
CHAPTER 4	36
FY 2013-14 FINANCIAL DATA	
CHAPTER 5	40
CAPITAL ASSETS	
CHAPTER 6	47
SERVICE PLANNING PROCESS AND PUBLIC INPUT TO THE SRTP	
CHAPTER 7	50
FIVE-YEAR BASELINE SERVICE PLAN AND FINANCIAL FORECAST	
CHAPTER 8	56
FIVE-YEAR EXPANSION PRIORITIES & FUTURE SERVICE CONCEPTS	
APPENDIX	71
I. GCTD Ridership Data	72
II. Community Input and Survey Summary	78
III. Future Improvements Concept Maps	84
IV. Fleet Information	86
LIST OF FIGURES	
Figure 1.1: GCTD Sphere of Influence	11
Figure 2.1: GCTD System Map	14
Figure 2.2: Ventura Transit Center Travel Configuration	17
Figure 2.3: Five-Year Ridership	22
Figure 2.4: ACCESS Boardings by City	23
Figure 2.5: Ventura County Fixed-Route Transit System	25
Figure 3.1: New Residential Units Forecast	26
Figure 3.2: Population Growth Forecast	26

Figure 3.3: Economically Distressed Areas	27
Figure 3.4: Income Below National Average	27
Figure 3.5: Unemployment Higher than National Average	27
Figure 3.6: Population Density	28
Figure 3.7: Employment Density	28
Figure 3.8: Zero Vehicle Households	29
Figure 3.9: Low Income Households	29
Figure 3.10: Youth Population Density	30
Figure 3.11: Transit Propensity Index	30
Figure 3.12: Concentration of Jobs GCTD Service Area	34
Figure 3.13: Population Density in GCTD Service Area	35
Figure 4.1: GCTD Funding Sources	37
Figure 5.1: Bus Stop Coverage Map	44
Figure 6.1: Service Planning & Evaluation Cycle	47
Figure 7.1: Route 22 Map	51
Figure 7.2: Route 17 Map	51
Figure 8.1: Ventura Rd. Route Map	57
Figure 8.2: Route 8 Restructure Map	58
Figure 8.3: Oxnard College Express Map	58
Figure 8.4: Route 9 Restructure Map	59
Figure 8.5: Route 3 Express Map	59
Figure 8.6: Route 6 Express Map	66
Figure 8.7: Oxnard – Ventura Express Map	66
Figure 8.8: Ojai Express Map	67
Figure 8.9: C Street Shuttle Map	67
Figure 8.10: Harbor Route Map	68
Figure 8.11: Ventura Crosstown Service Map	68

LIST OF TABLES

Table 2.1: GCTD Bus Route Classification & Vehicles Used FY 2015-16	13
Table 2.2: Fy2013-14 Ridership By Route	21
Table 4.1: GCTD Operating Revenue FY 2013-14 & FY 2012-13	36
Table 4.2: GCTD Operating Expense FY 2014 & FY 2013	36
Table 7.1: Five-Year Forecast of Revenue Hours, Ridership & Estimated Costs	52
Table 7.2: Annual Costs by Fiscal Year	53
Table 7.3: Ten-Year Capital Project Plan Summary	54
Table 7.4: Five-Year GCTD Fleet Needs	55
Table 8.1: Projected Five-Year Resources for Expanded Service	63
Table 8.2: Non-Service Recommendation Cost Estimates	64
Table 8.3: Future Concepts-Cost	70

Supplemental Documents Available Online at www.goldcoasttransit.org

- Fixed-Route Service Planning Guidelines & Evaluation Policy
- Bus Stop Guidelines
- Survey Analysis
- Route Profiles
- New Administration and Operations Facility