



**GOLD COAST TRANSIT DISTRICT
TITLE VI - CIVIL RIGHTS PROGRAM**

Approved May 4, 2016

Gold Coast Transit District (GCTD)
Steven P. Brown, General Manager
Contact: Vanessa Rauschenberger, Director of Planning & Marketing
301 East Third Street, Oxnard, CA 93030
805-483-3959 ext. 141; FAX 487-0925

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1.0 INTRODUCTION TO TITLE VI PROGRAM

This update to the Gold Coast Transit District (GCTD) Title VI program was developed pursuant to the revised procedures described in Federal Transit Administration (FTA) Circular 4702.1B, dated October 1, 2012. The previous program was submitted to FTA on May 10, 2013. The purpose of the update is to provide information to enable FTA to determine GCTD is in compliance with the U.S. Department of Transportation (DOT) Title VI regulations (49 CFR Part 21). The update also includes information about GCTD's language assistance measures to assure equal access for Limited English Proficient persons in the GCTD service area.

2.0 ACTIVE LAWSUITS OR COMPLAINTS

Since the last report submittal in May 10, 2013, there has been no public transportation-related Title VI or civil rights investigations, complaints, or lawsuits filed against GCTD on the basis of race, color, and/or national origin in transit-related activities and programs.

3.0 PENDING APPLICATIONS FOR FINANCIAL ASSISTANCE

GCTD is a recipient of federal funding under Section 5307 of the FTA Act of 1964, as amended.

GCTD's FY 2015-16 grant application for capital and operating funds is in the process of being submitted and has been assigned FTA project number 1678-2016-3.

4.0 MINORITY REPRESENTATION IN DECISION-MAKING BODIES

Gold Coast Transit District is governed by a Board of Directors. Each of GCTD's five member jurisdictions (Oxnard, Ventura, Ojai, Port Hueneme and the County of Ventura) appoints one elected official from its governing body to serve on the Board of Directors and a second to serve as an alternate member. This enables representation of the individual geographical areas on the GCTD Board. Appointments are generally based on the council/board member with the greatest interest in transit and not based on minority status. Currently, the Board consists of two minorities and three non-minorities.

Additionally, GCTD's bylaws provide each board member with one (1) vote, except that a board member appointed within a jurisdiction whose population is 100,000 or more shall have a vote whose value and effect is equal to 2.0 votes on only the following: annual budget, midyear budget changes and amendments; and capital expenditures of five million dollars (\$5,000,000) or more. Oxnard is the most populated city in Ventura County, with the largest minority (Hispanic) population per capita.

The GCTD Board of Directors directed the formation of a Technical Advisory Committee (TAC) in 1982 to serve in an advisory capacity to the Board. The Committee's mission is to provide advisory assistance and recommendations to the GCTD Board and staff on technical and policy issues affecting the interests of member jurisdictions, and to serve as a communication liaison among jurisdictions and GCTD. The TAC is comprised of staff members from each of GCTD's five member jurisdictions who are appointed by the City Managers and the County of Ventura Public Works Director. The Ventura County Transportation Commission (VCTC) Executive Director designates staff to serve in an ex-officio capacity for the purpose of providing information on state and federal funding requirements and options, transportation and transit

planning and other issues. GCTD Planning staff provides staff assistance to the TAC. Three of GCTD's TAC members currently serving are minorities; two are female.

GCTD Minority Representation on Decision Making Bodies

Non-Elected Committees	Number of Members	Minority	Non-Minority
Board of Directors	5	2	3
Technical Advisory Committee (TAC)	6	3	3

5.0 FTA CIVIL RIGHTS & DOT TITLE VI ASSURANCES

In accordance with 49 CFR Section 21.7(a), every GCTD FTA grant application for financial assistance shall be accompanied by an assurance that GCTD will operate in compliance with DOT's Title VI regulations. This requirement shall be fulfilled when GCTD submits its annual certifications and assumptions to FTA.

6.0 TITLE VI NOTICE TO THE PUBLIC ASSURANCE

GCTD is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color or national origin as protected by Title VI of the Civil Rights Act of 1964, as amended.

GCTD's Title VI notice to the public is posted in English and Spanish at the following locations:

- Public lobby of the GCTD Administration offices located at 301 East Third Street, Oxnard, CA 93030
- Public window display at the GCTD Customer Service offices located at the Oxnard Transit Center, 201 E Fourth Street, Oxnard, CA 93030
- Public notices board at the Ventura Transit Center, 3400 Telegraph Road, Ventura, CA 93003
- GCTD website
- Bus Book
- All fixed-route and paratransit (ACCESS) vehicles



Title VI – Civil Rights Notice to the Public

Gold Coast Transit District (GCTD) is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color or national origin or disability as protected by Title VI of the Civil Rights Act of 1964, as amended.

- **No person or group of persons will be discriminated against with regard to fares, routing, scheduling, or quality of transportation service that GCTD furnishes, on the basis of race, color, or national origin.**
- **Frequency of service, age and quality of vehicles assigned to routes, quality of bus stops and location of routes will not be determined on the basis of race, color or national origin or disability.**

In addition, GCTD recognizes both California and federal laws which protect your civil rights. The California Legislature has adopted statutes to address discrimination in the private as well as the public sector. California and federal law should be examined together. People who believe that they have experienced discrimination or have been denied other rights may file a complaint with [California's Department of Fair Employment and Housing \(DFEH\)](#).

For a detailed analysis of the legal rights of disabled individuals, please refer to [California's Office of the Attorney General](#).

HOW FEDERAL TITLE VI COMPLAINTS ARE PROCESSED BY GCTD

All complaints alleging discrimination based on race, color, national origin or disability in a transit service or benefit provided by GCTD will be investigated promptly. GCTD will acknowledge in writing the receipt of the complaint within ten (10) working days. Based upon the receipt of all information required, the investigation will normally be completed with ninety (90) days of receipt. In some cases GCTD may submit a written request to the complainant to provide additional information. Receipt of additional relevant information may expand the timing of the complaint resolution.

The GCTD General Manager will determine if the complaint may be administratively closed or if a final written response is needed. If a final written response is needed, GCTD will send the response to the complainant. The written response will notify the complainant that there were violations and that effort is underway to correct them or that the file will be closed because the investigation did not uncover any violations.

The complainant also will be advised of his/her right to appeal the response to federal and state authorities as appropriate. The individual's right to a prompt and equitable resolution of a complaint will not be impaired by his/her pursuit of other remedies. The use of this grievance process is not a prerequisite to the pursuit of other remedies.

Title VI – Civil Rights Complaint Procedures

Posted on the GCTD Website in English and Spanish

HOW TO FILE A COMPLAINT

Any person who believes that he or she has, individually, or as a member of any specific class of persons, been subjected to discrimination on the basis of race, color, national origin or disability may file a Title VI complaint with GCTD. The complaint should be submitted by the complainant and his/her designee as soon as possible but must be filed within 180 days of the date of the alleged discrimination. For information on how to file a complaint, contact GCTD by any of the methods provided below.

Mail:

Gold Coast Transit General Manager 301 E Third Street
Oxnard, CA 93030-6048

Phone: 805-483-3959

Fax: 805-487-0925

Website: www.GoldCoastTransit.org

The "[Title VI Complaint Form](#)" may be used to detail the complaint, but is not mandatory. Complaint forms may also be obtained by calling 805-487-4222. GCTD will provide appropriate assistance to complainants who are limited in their ability to communicate in English.

In addition to the Title VI complaint process at GCTD, a complainant may file a Title VI complaint with the [Federal Transit Administration \(FTA\). Office of Civil Rights](#), at the following address:

FTA Region 9 Office of Civil Rights
San Francisco Federal Building
90, 7th Street, Suite 15-300
San Francisco, CA 94103.
Telephone: (202) 731-9652, or (202) 713-0097

The FTA's complaint procedure is contained in the FTA Circular C4702.1B.

7.0 TITLE VI EQUITY ANALYSIS

GCTD is in the process of constructing a new Administration, Maintenance and Operations Facility. An equity analysis for the facility site was completed in 2011. The analysis used Census data to evaluate potential impacts of the proposed sites for the new facility. Detailed information on these sites is available in the 2011 Analysis of Proposed Sites (Maintenance Design Group, October 25, 2011) and in the Final Equity Analysis (Attachment 1).

Site selection for the new maintenance and operation facility was guided by criteria focused on relocating the current maintenance and operation facility away from its current location that is within a minority and low income residential neighborhood. GCTD sought a site that minimizes effects on residential communities by only considering light industrial use zoned sites.

The new maintenance and operation facility site is vacant property within an established industrial area with light industrial use with “business park” zoning. No community resources will be affected by the project.

8.0 SUBRECIPIENTS

GCTD does not have subrecipients that receive FTA funding through GCTD.

9.0 MEANINGFUL ACCESS TO LEP PERSONS

Federal regulations require transit operators to take reasonable steps to ensure that Limited English Proficient (LEP) persons have meaningful access to their programs and activities. This means that public participation opportunities, normally provided in English, should be accessible to persons who have a limited ability to speak, read, write, or understand English. GCTD provides Spanish language assistance at all public participation activities to assure meaningful access.

GCTD shall ensure meaningful access to benefits, services, information, and other important portions of operations and activities for individuals who are limited-English proficient (LEP). In order to ensure meaningful access to programs and activities, GCTD utilized the Four Factor Analysis described in FTA Circular 4702.1B to determine the specific language services that are appropriate to provide. The analysis was utilized to develop the LEP Plan and is included as Appendix 1. Additionally, since the GCTD service area has such a large concentration of Spanish speakers, all outreach materials GCTD distributes are bilingual.

10.0 PUBLIC PARTICIPATION PLAN

GCTD’s Public Participation Plan (PPP) includes a wide range of public participation methods staff uses to provide information, invite participation and/or seek input from the community. The PPP also includes examples of how GCTD has continually demonstrated population-appropriate outreach methods for the various types of changes it makes. GCTD’s PPP can be found attached in Appendix 4.

Below is a summary of specific outreach efforts made since the last Title VI Program submission:

- Various Dates in 2013 – Outreach Meetings in Oxnard and Ventura Re: New Fareboxes
- August 2013 – Service change outreach at transit centers in Oxnard and Ventura

- January 2014 – Joint Meeting with VCTC on Unmet Transit Needs
- February 2014 – Service change outreach at transit centers in Oxnard and Ventura
- August 2014 – Service change outreach at transit centers in Oxnard and Ventura
- December 2014 - On-Board / Online Rider Survey
- Various Dates in 2014/2015 Short Range Transit Plan Outreach (10+ meetings)
- January 2015 – Joint Meeting with VCTC on Unmet Transit Needs
- February 2015 – Service change outreach at transit centers in Oxnard and Ventura
- June 2015 – Community Meeting at Ventura Library & Oxnard Library
- June 2015 – Community Meeting at Saticoy Food Pantry & Boys & Girls Club
- July 2015 – Service change outreach at transit centers in Oxnard and Ventura
- January 2016 – Joint Meeting with VCTC on Unmet Transit Needs
- March 2016 – On-Board Survey for Title VI
- Ongoing – Annual Budget Public Hearings

11.0 APPROVAL OF TITLE VI PLAN BY GOVERNING BODY

In accordance with 49 CFR Section 21.9 (b), GCTD documents their compliance with DOT's Title VI regulations by submitting a Title VI Program to their FTA regional civil rights officer once every three years or as otherwise directed by FTA. This documentation must include approval of the Title VI Program by the recipient's Board of Directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA.

The meeting minutes documenting the Board's approval of GCTD's 2016 Title VI update from the May 4, 2016 board meeting are attached in Appendix 6.

12.0 FIXED ROUTE PROVIDER REQUIREMENTS

Because GCTD operates fewer than 50 fixed route vehicles during peak service, GCTD's Title VI program is not required to include a demographic analysis, analysis of travel pattern data, or the results of the monitoring program of service standards and policies. However, GCTD regularly monitors these aspects of its service, and conducts regular surveys of passengers to ensure service equity. GCTD's most recent survey results can be found in Appendix 2.

Additionally, GCTD plans to expand service over time and as it approaches 50 peak vehicles, staff is prepared for expanded outreach and reporting requirements. GCTD is prepared to conduct equity analyses when modifying service by 20% and will continue to follow the PPP and GCTD's Goals, Objectives and Standards for Fixed-Route Service. Additionally, GCTD has invested in transit planning software that provides information on population, jobs, poverty, minority population, car free households, limited English speakers and senior, youth and disabled populations in GCTD's service area. This software also includes Title VI analysis tools that will further aid planning staff in ensuring service equity as we expand our service.

12.1.1 Services - GCTD provides fixed-route service and complementary paratransit service as mandated under the Americans with Disabilities Act of 1990.

12.1.2 GCTD Facilities - The GCTD maintenance yard, operations department and administration offices are located at 301 East Third Street, Oxnard, California. GCTD is building a new administration, operations and maintenance facility that will be located at 1901 Auto Center Drive. The Customer Service Center is located at the OTC (in downtown Oxnard and

adjacent to the high minority area of Colonia). The Customer Service Center is located in close proximity to a more transit dependent area, providing easy access for the application and distribution of Reduced Fare (Senior/Disabled) ID Cards, 75+ Free Fare ID Cards, Fare Media including Multi-Ride (15-ride) tickets, Day and 31-Day passes for each fare category, as well as route and schedule information.

12.1.3 GCTD Fares - Passenger fares for GCTD are as follows:

CASH FARE

Adult (<i>Through age 64</i>).....	\$1.50
Youth (<i>Through age 18 with school I.D. or proof of age</i>).....	\$1.50
Reduced Fare Senior (<i>65 to 74 with proof of age</i>).....	75¢
Reduced Fare Disabled (<i>with disability identification</i>).....	75¢
Reduced Fare Medicare (<i>with Medicare card</i>).....	75¢
75+ (<i>GCTD 75+ I.D. – all day everyday</i>).....	Free
Child (<i>Under 45 inches tall</i>) - when accompanied by paid fare	Free
Transfers (<i>with initial fare</i>)	Free

TICKETS & PASSES

DAY PASS

Adult/Youth.....	\$4.00
Reduced Fare (Senior/Disabled/Medicare).....	\$2.00

15-RIDE TICKET

Adult.....	\$20.00
Youth.....	\$15.00
Reduced Fare (Senior/Disabled/Medicare).....	\$10.00

31-DAY PASS

Adult.....	\$50.00
Youth.....	\$40.00
Reduced Fare (Senior/Disabled/Medicare).....	\$25.00

12.2 Service Standards and Policies - On March 1, 2000 the Gold Coast Transit Board of Directors adopted agency Goals, Objectives and Standards for Fixed-Route Service, these have been updated in 2009 and 2014 and are presented in Appendix 3. Their purpose is to provide an operationally-oriented set of standards that are easily measured.

There are several transit service standards and policies considered by FTA to be significant to monitor a public transit system’s compliance with Title VI: Vehicle Load, Vehicle Headway, On-time Performance, Service Availability, Transit Amenities Distribution and Vehicle Assignment. Their applicability to GCTD service together with minimum service standards are identified, as follows, for each indicator:

12.2.1 Vehicle Load: Vehicle load, or load factor, is a ratio of the number of seats on a vehicle to the number of passengers. Load factor is an indicator of the extent of probable overcrowding or the need for additional vehicles. It is also a means to determine whether the level of service on a particular route at a particular time is adequate to assure a level of service deemed appropriate for the transit system (The load factor is determined by taking the number of seats on a specific route which pass the peak point during the peak hour and dividing that into the number of passengers that are actually carried past that point during that hour).

12.2.1.1 Applicability to GCTD Service: Vehicle loads are closely monitored for all routes to determine if additional vehicles are needed to avoid overcrowding and to identify routes which may have an excessive amount of coach runs assigned to them.

12.2.1.2 Minimum standard: Maximum load factor should not exceed 1:1.5 based on seated capacity. The most recent system-wide load profile check (Table 1) determined that all routes surveyed experienced a load factor of 1:08 or less. These routes therefore fall within the acceptable range adopted by the GCTD Board. The average load factor in the system is .45. (Route 22 was excluded from the average since service has not been in effect for a year). Staff schedules periodic ride surveys to determine ridership demand throughout the day.

12.2.2 Vehicle Headway: Vehicle headway is the measurement of the time interval between two vehicles traveling in the same direction on the same route. The frequency of service is a general indication of the level of service provided along a route and a factor in the calculation of the amount of travel time expended by a passenger to reach his/her destination. It is generally expressed for peak and off peak service as an increment of time.

12.2.2.1 Applicability to GCTD Service: GCTD provides transit service levels relative to the needs of each area. As many LEP and higher poverty areas (for example, the Channel Islands, Colonia, northwest and south Oxnard areas in Oxnard and the Ventura Avenue area in Ventura) rely heavily on public transportation for mobility, these areas receive greater service frequency. Weekday headways vary on these routes but are as low as 20 minutes and as high as 45 minutes. The Oxnard/Port Hueneme route and Oxnard/Ventura/Main Street route, both used a great deal by transit dependent passengers, have 21-minute and 23-minute headways respectively. Areas with less transit dependency, predominately suburban, middle-income areas of eastern Ventura and Ojai receive less frequent service with headways averaging 60 minutes. Weekend headways are less frequent than on weekdays due to lower ridership. Please refer to Table 1 for an overview of route headways.

12.2.3.2 Minimum standard: Based on VCTC's Short Range Transit Plan and GCTD's Fixed-Route Service Planning Guidelines and Evaluation Policy, routes are classified as intercity, frequent local, local or circulator routes. Minimum frequency targets are 20 minute peak and 30 minute off-peak for frequent local routes, 30 minute peak and 60 minute off-peak for local routes and 30 minute peak and 60 minute off peak for circulator routes. Intercity routes should have clockface headways and match morning and evening commute patterns. GCTD has not been able to provide these desirable levels of service and still serve all routes in its large service area due to fleet size and funding limitations. Though GCTD does not currently meet these standards for most of its routes, headways have been increased over time when resources have increased.

12.2.3 On-Time Performance: On-time performance is a measure of runs completed as scheduled and is generally calculated based on when a bus arrives or departs from each scheduled timepoint along each route.

12.2.3.1 Applicability to GCTD Service: GCTD measures on-time performance based on the departure time leaving scheduled timepoints, with departure times of one minute early and five minutes late considered acceptable.

12.2.3.2 Minimum standard: GCTD's goal is 90% on-time and its current on-time performance is 81.5%. Though this is below standard, it should be noted that on-time performance has been improving and continues to improve.

12.2.4 Service Availability: Transit access is a measure of the distance a person must travel to gain access to transit service. When measured in time intervals, it is a component of the calculation of travel time. Transit access is a general measure of the distribution of routes within a transit district. The standards or policies covering this area apply to existing services as well as proposed changes in levels of service.

12.2.4.1 Applicability to GCTD Service: GCTD generally has a high penetration of the residential and business areas with its few routes. In many of the minority census tracts, the population is low income and does not have other means of transportation available to them. The majority of fixed-route mileage is located in the minority census tracts.

12.2.4.2 Minimum standard: A route shall be located within $\frac{1}{4}$ mile of any area determined to have transit needs that would provide a minimum productivity of 20 passengers per hour on trunk routes and 15 passengers per hour on local routes. Bus stops should be spaced every $\frac{1}{4}$ (0.25 miles). However, in dense areas, closer spacing may be necessitated to meet operational needs and in rural areas spacing may be $\frac{1}{2}$ mile apart (0.5 miles). Service should be expanded to areas currently not served only if the service can meet and maintain specific productivity and efficiency standards established prior to implementation.

12.2.5 Distribution of Transit Amenities: Transit amenities refer to items of comfort and convenience available to the general riding public such as bus shelters, benches, trash cans, etc. Policies or standards in this area address how these amenities are distributed within a transit system. The manner in which such amenities/facilities are distributed determines whether transit users have equal access to these.

12.2.5.1 Applicability to GCTD Service: The responsibility for installation and maintenance of street furniture (benches and shelters) has been retained by each individual jurisdiction in the GCTD service area. GCTD neither owns nor controls the placement of these items. However, GCTD does offer suggestions on the placement of benches in locations where they are most needed, specifically through its Bus Stop Guidelines (please see table below from the GCTD Bus Stop Guidelines). The GCTD member agencies have worked toward increased and improved amenities at bus stops in their jurisdictions. Because of the favorable climate in Ventura County, shelters have only been utilized on a limited basis in most jurisdictions, while benches are predominately used. GCTD also maintains a database with bus stop locations and amenities and is able to provide this information to jurisdictions upon request.

The Oxnard Transit Center (OTC) located in downtown Oxnard is a multi-modal center and provides an island that accommodates ten GCTD buses. The bus island features a canopy the length of the island, several benches, a real-time arrival sign, a refreshment vending machine and informational window containing GCTD route maps, fare information and telephone numbers for information. The GCTD Customer Service Center is located at the OTC and is open 7:00 a.m. – 7:00 p.m., Monday through Friday. At the Customer Service Center, passengers are able to purchase fare media, obtain Reduced and free identification cards, as well as obtain route and schedule information. Within the OTC are

public restrooms and a snack shop which are available to GCTD passengers. The OTC also serves, Amtrak, Metrolink, and VCTC Intercity service buses.

The Ventura Transit Center (VTC), located near the Pacific View Mall in Ventura, consists of a bus island with public restrooms, drinking fountain, telephone, a real-time arrival sign, benches and a shelter. The VTC serves both GCTD and VCTC Intercity service buses.

12.2.5.2 Minimum standard: GCTD provides the local jurisdictions with suggestions on which bus stops warrant which type of amenity. Please see the table below from GCTD's Bus Stop Guidelines detailing recommendations for amenities at bus stops.

Bus Stop Classification and Recommended Amenities

Amenities	Class I <i>21 + daily boardings</i>	Class II <i>10 to 20 daily boardings</i>	Class III <i>< 10 daily boardings</i>
Pole with Bus Stop Sign and Route Number	Required at all stops		
Red Curb or No Parking Restriction	Required at all stops		
Lighting	Desired		
Bench	Provide*	Recommended	Optional
Trash Can	Provide	Recommended	Optional
Passenger Information Panel (Guide-A-Ride)	Provide	Recommended	Optional
Shelter	Recommended*	Optional	Optional
Bike Rack	Recommended	Optional	Optional

**Stops with 50 or more daily boardings may require more than one shelter and bench.*

12.2.6 Vehicle Assignment: Vehicle assignment refers to the process by which transit vehicles are assigned to routes throughout the system due to variations among vehicles, types of service offered, timing of vehicle assignments and other factors.

12.3.6.1 Applicability to GCTD Service: Buses are assigned to routes on a daily basis, utilizing the newest buses regularly. Buses are rotated among all routes.

GCTD is a relatively small transit agency with a fleet of 56 buses and a peak requirement of 47 buses. A CNG fleet requires a higher spare ratio to provide the service while adhering to the maintenance schedule. In contrast to its small size, it serves a large 91 square mile area with a population of approximately 375,000.

GCTD's fleet consists of the following:

<u>Number of Buses</u>	<u>Year</u>	<u>Model</u>	<u>Fuel Type</u>
2	2002	NABI (40' low floor)	CNG
3	2004	NABI (40' low floor)	CNG
26	2006	New Flyer (40' low floor)	CNG
9	2008	NABI (35' low floor)	CNG
8	2009	NABI (35' low floor)	CNG
8	2015	Gillig (40' low floor)	CNG
56 Buses Total			

12.3.6.2 Minimum standard: Vehicles shall be assigned solely on the load requirements and length of service day for a specific route to maximize fleet utilization. Vehicles should be replaced on a schedule consistent with FTA lifecycle guidelines. Preventive Maintenance Inspections (PMI) shall be conducted on schedule and consistent with the manufacturers' recommendations. All vehicle interiors are cleaned daily and due to drought conditions, exteriors are cleaned once a week or as needed. There shall be no mechanical defects in equipment when placed into revenue service.

**TABLE 1
VEHICLE LOAD FACTORS**

(Maximum load factor should not exceed 1:1.5 based on seated capacity)

Route	Number of Buses	Average Daily Passengers	Number of Trips	Load factor
Route 1A / 1B Oxnard - Port Hueneme	4	1,854	46	1.08
Route 2 Downtown Oxnard - Colonia	1- <i>Interline</i> (3)	297	20	0.40
Route 3 J St - Naval Base - Centerpoint Mall	1- <i>Interline</i> (2)	314	19	0.44
Route 4a North Oxnard - Ventura Rd	1	454	17	0.72
Route 4b North Oxnard - St. John's Hospital	2	454	28	0.43
Route 5 Hemlock - Seabridge	1	273	20	0.36
Route 6 Oxnard - Ventura - Main St	9	3,229	81	1.07
Route 7 Oxnard College - Centerpoint Mall	1	248	19	0.35
Route 8 Oxnard College - OTC	2	569	46	0.33
Route 9 Lemonwood - Centerpoint Mall	1	191	18	0.28
Route 10 Pacific View Mall - Telegraph - Saticoy	1- <i>Interline</i> (16)	305	34	0.24
Route 11 Pacific View Mall - Telegraph - Wells Center	3	856	56	0.41
Route 15 Esplanade - El Rio - St. John's Hospital	1- <i>Interline</i> (17)	201	36	0.15
Route 16 Downtown Ojai - Pacific View Mall	3- <i>Interline</i> (10)	861	34	0.68
Route 17 Esplanade - Oxnard College	2- <i>Interline</i> (15)	289	38	0.20
Route 18A, 18C, 18F, 18G School Trippers	4	150	14	0.28
Route 19 OTC - 5 th - Airport - Gonzales Rd	1	220	14	0.42
Route 20 Lombard - Sturgis Shuttle	1	218	14	0.42
Route 21 Centerpoint Mall - VTC - Victoria Ave	4	823	46	0.48
Route 22 Wells Center - St. John's - Nyeland Acres (Route newly in service)	2	137	46	0.08

**TABLE 2
FY 2015/16 ROUTE SERVICE HOURS AND HEADWAYS**

Route	Monday - Friday		Mon-Fri Average	Saturday - Sunday		Sat-Sun Average
	1st trip starts	Last trip ends	Headways (min)	1st trip starts	Last trip ends	Headways (min)
Route 1A / 1B Oxnard - Port Hueneme	4:45 am	10:09 pm	21	5:55 am	10:09 pm	21
Route 2 Downtown Oxnard - Colonia	5:20 am	8:25 pm	46	5:20 am	8:25 pm	46
Route 3 J St - Naval Base - Centerpoint Mall	5:46 am	8:40 pm	46	5:46 am	7:50 pm	46
Route 4A North Oxnard - Ventura Rd	6:20 am	8:45 pm	51	6:20 am	8:45 pm	51
Route 4B North Oxnard - St. John's Hospital	5:45 am	8:46 pm	31	5:45 am	8:46 pm	31
Route 5 Hemlock - Seabridge	5:30 am	8:35 pm	45	5:30 am	8:35 pm	45
Route 6 Oxnard - Ventura - Main St	4:45 am	10:50 pm	23	5:15 am	10:10 pm	32
Route 7 Oxnard College - Centerpoint Mall	6:10 am	9:07 pm	48	6:50 am	7:42 pm	48
Route 8 Oxnard College - OTC	5:45 am	10:17 pm	43	6:27 am	9:33 pm	43
Route 9 Lemonwood - Centerpoint Mall	6:19 am	8:54 pm	50	6:51 am	7:19 pm	50
Route 10 Pacific View Mall - Telegraph - Saticoy	5:25 am	9:18 pm	60	6:09 am	9:18 pm	60
Route 11 Pacific View Mall - Telegraph - Wells Center	5:20 am	9:51 pm	34	6:00 am	8:33 pm	40
Route 15 Esplanade - El Rio - St. John's Hospital	6:07 am	8:57 pm	45	6:55 am	8:57 pm	50
Route 16 Downtown Ojai - Pacific View Mall	5:08 am	9:07 pm	60	6:05 am	8:02 pm	60
Route 17 Esplanade - Oxnard College	6:25 am	10:36 pm	51	6:25 am	8:36 pm	51
Route 18A, 18C, 18D, 18E, 18F School Trippers	See sched	See sched	N/A	No Weekend		
Route 19 OTC - 5 th - Airport - Gonzales Rd	6:00 am	8:23 pm	60	6:00 am	8:23 pm	60
Route 20 Lombard - Sturgis Shuttle	5:40 am	7:38 pm	60	6:35 am	7:38 pm	60
Route 21 Centerpoint Mall - VTC - Victoria Ave	5:40 am	8:43 pm	36	6:15 am	8:51 pm	60
Route 22 Wells Center - St. John's - Nyeland Acres	6:00 am	8:42 pm	40	6:50 am	8:05 pm	60

**TABLE 3
ON-TIME PERFORMANCE**

On-Time is considered: less than 1 min early to 5 min late

	2015/16	2014/15
Jul	80.9%	84%
Aug	80.1%	n/a
Sep	79.7%	n/a
Oct	79.7%	n/a
Nov	79.2%	75%
Dec	78.6%	76%
Jan	80.6%	79%
Feb	81.6%	78.4%
Mar	81.5%	78.6%
Apr	N/A	78.7%
May	N/A	79.9%
Jun	N/A	80%
Year End	80.2%	79%

APPENDIX 1

LEP NEEDS ASSESSMENT FOUR FACTOR ANALYSIS AND PLAN

IDENTIFICATION OF LEP INDIVIDUALS IN GCTD SERVICE AREA WHO NEED LANGUAGE ASSISTANCE

DOT Guidance: *There should be an assessment of the number or proportion of LEP individuals eligible to be served or encountered and the frequency of encounters pursuant to the first two factors in the four-factor analysis.*

An assessment of the number or proportion of LEP individuals eligible to be served or encountered by GCTD and the frequency of encounters with GCTD is an important first step, because the Language Assistance Plan should be developed to meet the specific need. The assessment involves four steps:

1. Identify the proportion of LEP Persons in GCTD Service Area
2. Determine the Frequency of Contact by LEP Persons with GCTD services
3. Determine the Nature and Importance of Transit
4. Assess the Current Resources Available and the Costs to Provide Language Assistance Services

Limited English Proficiency (LEP)

Individuals, who do not speak English as a primary language AND have a limited ability to read, write, speak, or understand English are Limited English Proficient, or “LEP.” According to the 2009-2013 American Community Survey from the US Census Bureau, 30% of the Ventura County population over the age of 5 speaks Spanish at home, and 62% speak English only. For local jurisdictions within the GCTD service area, the percentage of persons who speak Spanish at home increases to 41% in the City of Port Hueneme and 61% in the City of Oxnard (the most populous City in Ventura County).

In California, Assembly Bill (AB) 680 requires the California Department of Education (CDE) to notify districts of their schools where languages other than English are spoken by 15 percent or more of the student body and for which translations of parental notifications are needed, pursuant to *Education Code (EC)* Section 48985. These statistics are based upon information districts themselves provide to the CDE: the annual California Basic Educational Data System (CBEDS) report and the annual Spring Language Census or R-30.

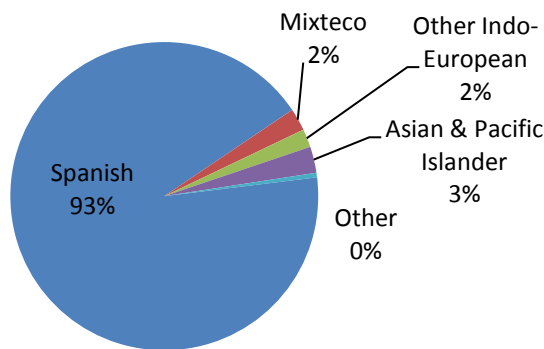
GCTD recognizes that students are not the only users of transit. However, the annual R-30 survey is the most readily available source of language spoken in the home. Using the California Department of Education year 2014-15 language group data, over 90% of English Learner students (formerly known as LEP) in grades Kindergarten through 12th grade within the GCTD service area speak Spanish. English learner students are those students for whom there is a report of a primary language other than English on the state-approved Home Language Survey and who, on the basis of the state approved oral language (grades kindergarten through 12th) assessment procedure and literacy (grades 3 through 12 only), have been determined to

lack the clearly defined English language skills of listening comprehension, speaking, reading, and writing necessary to succeed in the school's regular instructional programs.

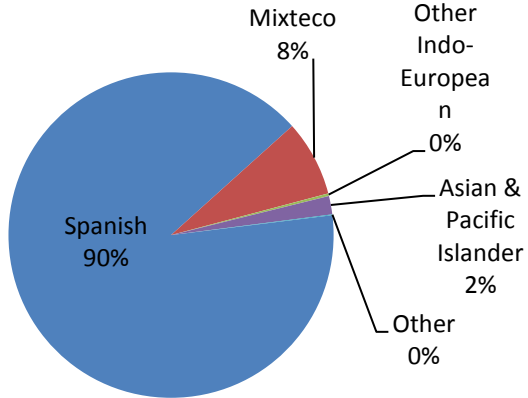
ENGLISH LEARNER STUDENTS BY SCHOOL DISTRICT						
School Districts	Spanish	Mixteco	Other Indo-European	Asian & Pacific Islander	Other	Total
Ventura County	31,283	799	646	927	166	33,821
Hueneme Elementary	3,613	302	10	73	4	4,002
Rio Elementary	2,165	101	16	52	4	2,338
Ocean View	1,629	22	4	36	3	1,694
Oxnard	8,786	292	46	82	14	9,220
Ventura Unified	2,661	3	118	85	22	2,889
Ojai Unified	406	0	7	7	2	422

English Learner Students (ELS) is a term formerly known as Limited-English-Proficient (LEP), from the 2011-12 Language Spring CALPADS data (California Basic Education Data System (CBEDS)), California Department of Education. ELS are those students for whom there is a report of a primary language other than English on the state-approved Home Language Survey and who, on the basis of the state approved oral language (grades kindergarten through 12th) assessment procedure and literacy (grades 3 through 12 only), have been determined to lack the clearly defined English language skills of listening comprehension, speaking, reading, and writing necessary to succeed in the school's regular instructional programs.

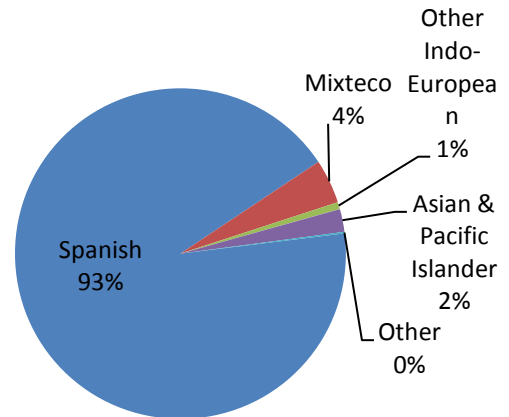
Ventura County



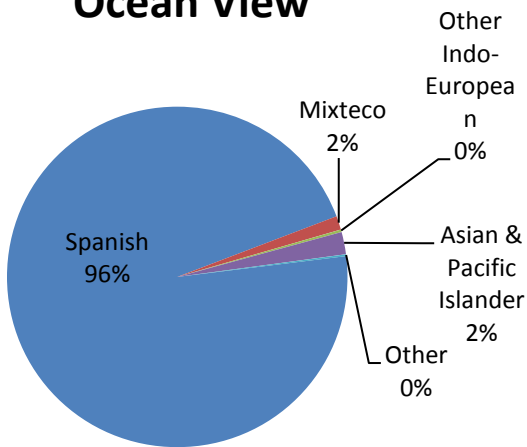
Hueneme Elementary



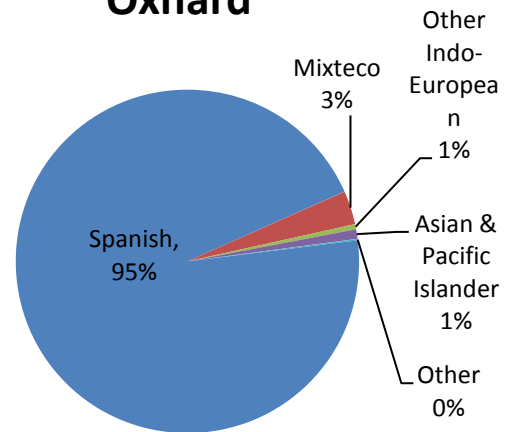
Rio Elementary



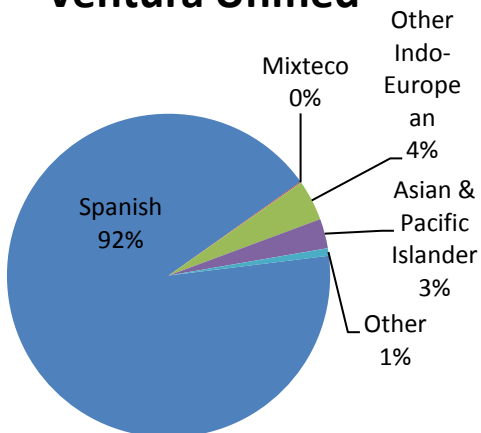
Ocean View



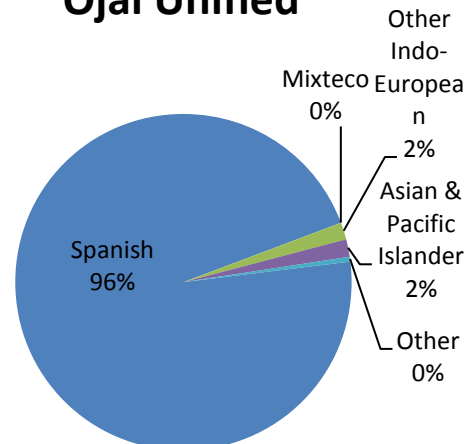
Oxnard



Ventura Unified



Ojai Unified



1. Number and Proportion of LEP Persons in the GCTD Service Area

The U.S. Census Bureau has a range of 4 classifications of how well people speak English. The classifications are 'very well,' 'well,' 'not well,' and 'not at all.' Consistent with federal guidance, this plan considers people who are reported by the Census to speak English 'not well' or 'not at all' as Limited English Proficient persons. The population of the GCTD service area is approximately 375,000. Of this population, 58% are minority. Analysis of demographic data from the 2009-2013 American Community Survey conducted by the U.S. Census Bureau shows that as much as 43% or more of the population that reside within the GCTD service area may be considered LEP.

Data from the California Department of Education (CDE) annual surveys can help ascertain significant growth or changes in the LEP population since the 2010 Census. There are some limitations in using this data. The CDE data does not offer an "apples to apples" comparison to data from the U.S. Census. A different term entirely (English Learner (EL) and the data from the CDE was provided by school district as a whole, not the smaller census tract level. Nonetheless, this data is useful as a first step in identifying any differences or trends during the past few years from the 2010 Census. Using this source, GCTD has determined that 90% of the approximately 21,000 student LEPs identified in the spring 2012 annual R-30 speak Spanish. Mixteco speaking represent 4% and Filipino speaking represent 1% of the total LEPs within the service area. These LEP populations may be growing. GCTD is able to annually review the CDE website to monitor the shift in language needs.

2. Frequency of Contact with GCTD Services

All contacts with GCTD are made through its administrative offices, its customer service offices and GCTD ACCESS offices located in Oxnard, CA. GCTD and GCTD ACCESS serve LEP persons daily via our fixed route and paratransit services.

3. The Nature and Importance of Transit Services Provided by GCTD

An LEP person's inability to utilize effectively public transportation may adversely affect his or her ability to obtain health care, education or access to employment." (DOT LEP Guidance Section V (4)). GCTD's ridership has a low percentage of choice riders. GCTD public transportation services are very much the "go to" in their access to employment, healthcare and social services

4. Current Resources Available and the Costs to Provide Language Assistance

GCTD has experienced staff, fluent in Spanish that provide language assistance on a regular basis when an LEP person contacts the transit system. All of GCTD's information is provided in Spanish and English, including Notices of Public Meetings and other events. All customer service staff are fully bilingual and one GCTD customer service staff is tri-lingual speaking English, Spanish and Mixteco. GCTD staff also works with local Mixteco community groups to ensure maximum reach of information.

Limited English Proficiency (LEP) Plan

All public information and printed materials are available in both English and Spanish to ensure meaningful access to benefits, services, information, and other important portions of operations and activities for individuals who are limited-English proficient (LEP). GCTD provides Spanish language assistance at all public participation activities and meetings to assure meaningful access. All customer service staff are fully bilingual and one GCTD customer service staff is tri-lingual speaking English, Spanish and Mixteco. GCTD staff also works with local Mixteco community groups to ensure maximum reach of information as needed. In addition, Bus Operators receive training on working with LEP populations.

APPENDIX 2

Title VI Survey Results and Analysis

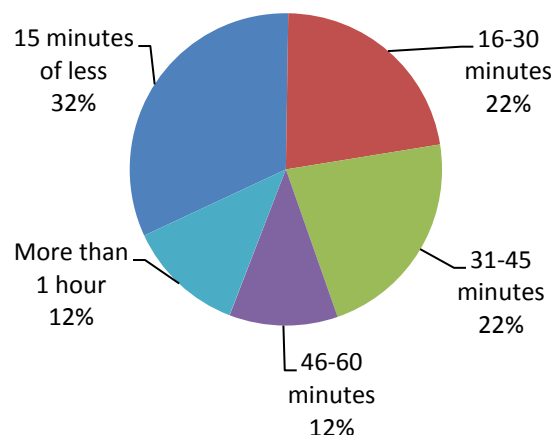
GCTD conducted a bi-lingual survey on-board two contrasting routes, one in a low-income minority area and one in a higher income non-minority area, to get information about whether service provided was perceived as equitable and how improvements could be made.

The following questions were asked:

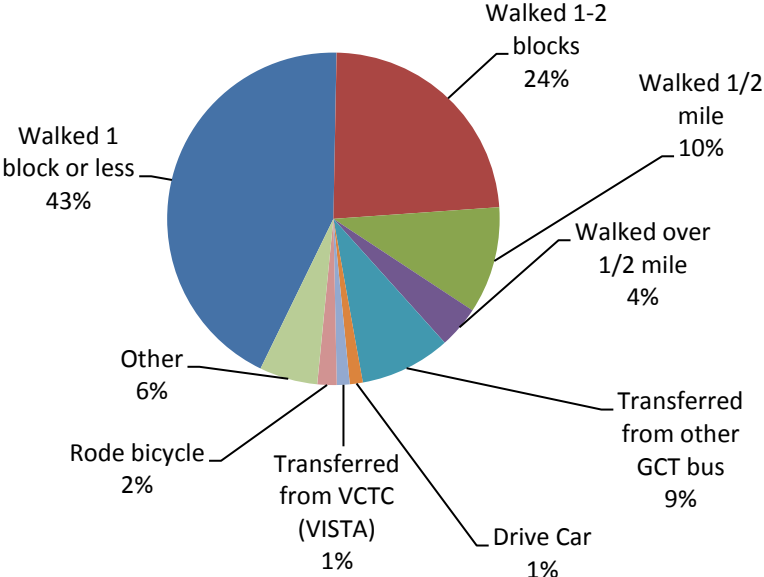
- How did you get to the bus stop?
- How are you going to get to your destination?
- How much time will you spend on the bus to reach your destination?
- How many working vehicles are available to members of your household?
- Does the current bus system meet your needs?
- Which of the following can GCTD do to improve the current service? (Gives 8 options)
- What kind of cell phone do you have?
- How do you get information about GCTD buses?
- General demographic data (income, gender, etc)

Based on the results of the surveys, staff found that almost one half of its ridership has an income of \$30,000 or less overall. About two-thirds walk two blocks or less to and from the bus stop and it is even higher in the low income area where 86% of passengers walk two blocks or less. Passengers also felt that GCTD service met all or most of their needs (91% in the low income area and 80% in the higher income area). 54% of passengers spent 30 minutes or less getting to their destination and 76% of passengers spent 45 minutes or less getting to their destination overall. These numbers were even higher in the low income area where 58% of passengers spent 30 minutes or less and 81% spent 45 minutes or less getting to their destination. The results also showed that most passengers received their information from the Bus Book. Based on survey results, there was no distinguishable difference in the service provided to the two areas surveys. Both routes had comparable levels of service, and customer satisfaction.

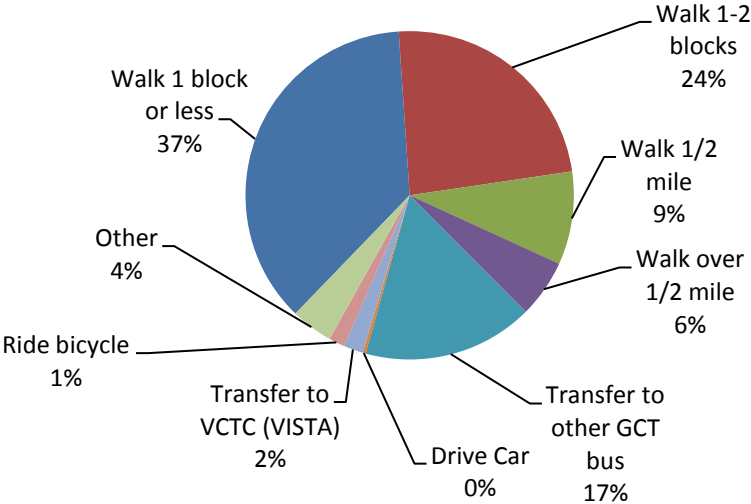
How much time will you spend on the bus to reach your destination?



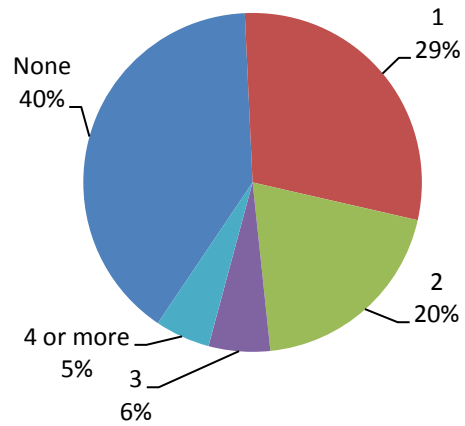
How did you get to the bus stop?



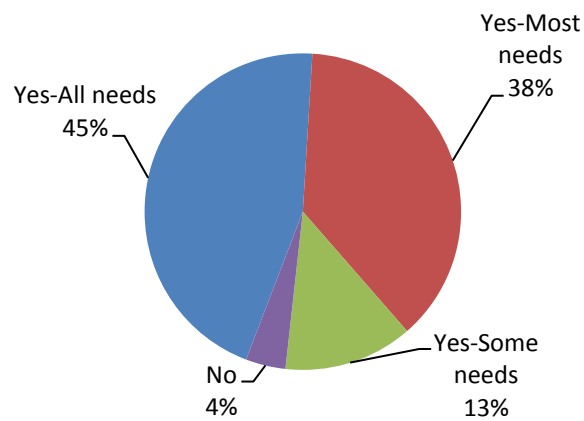
How are you going to get to your destination?



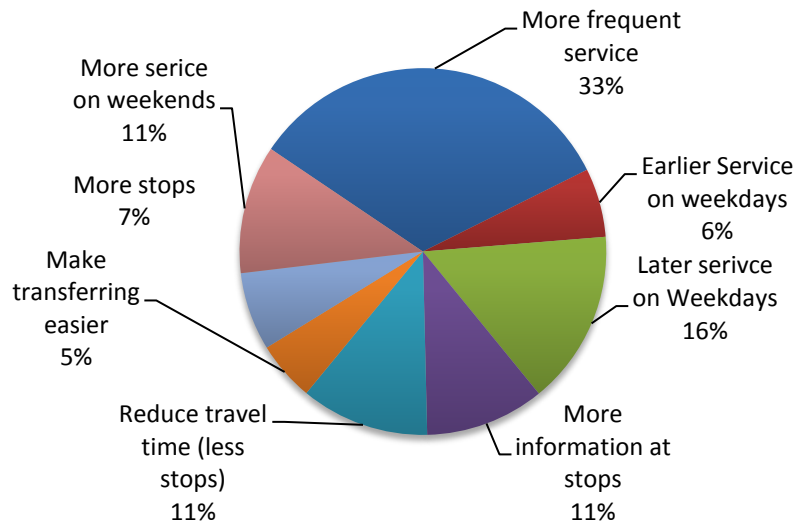
How many working vehicles are available to members of your household?



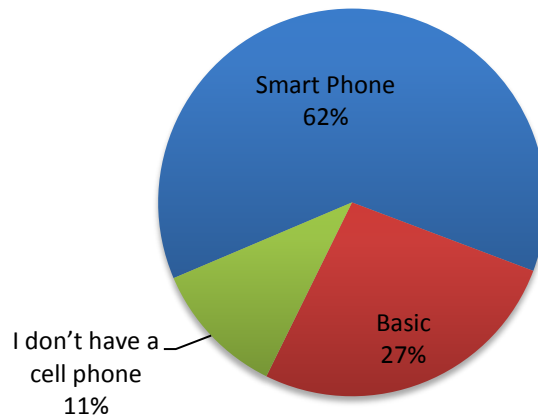
Does the current bus system meet your needs?



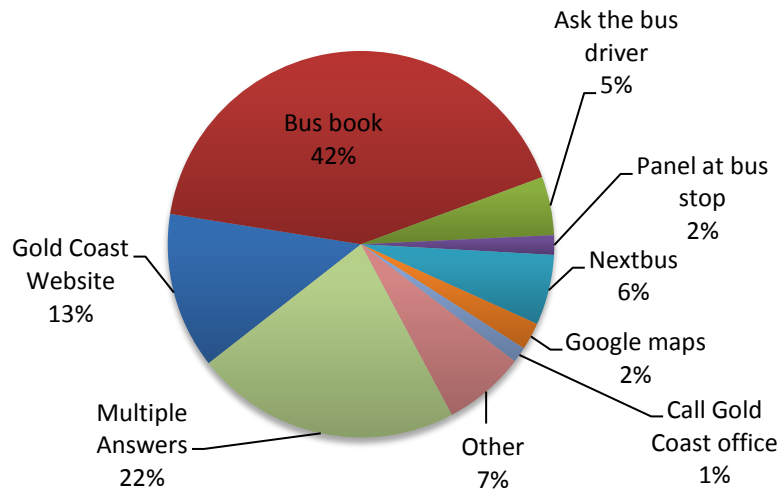
Which one can GCT do to improve the current service?



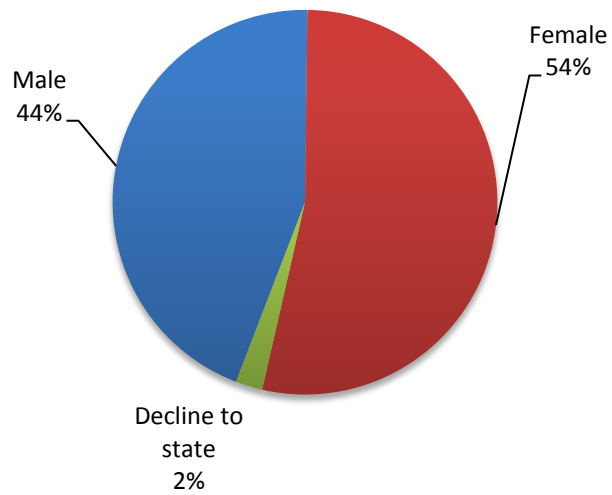
What kind of cell phone do you have?



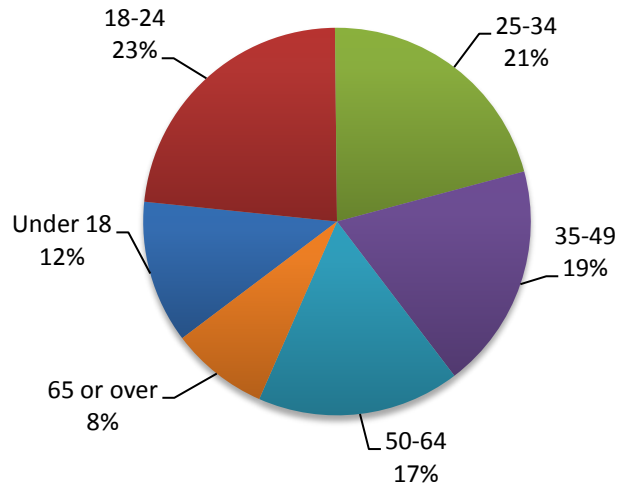
How do you get information about GCT buses?



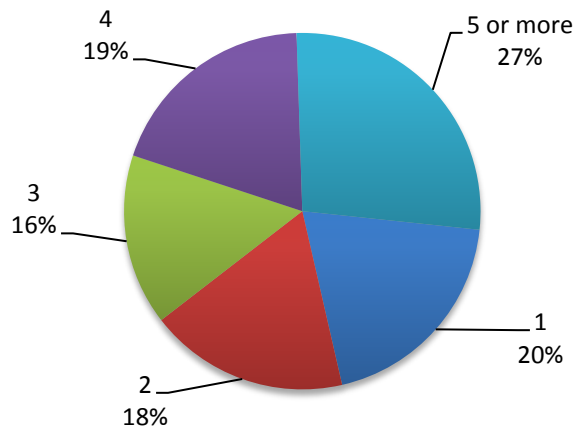
What is your gender?



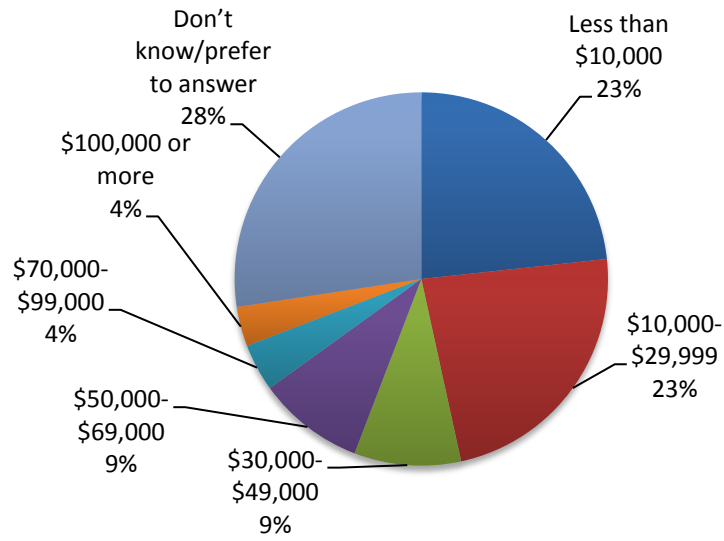
What is your age?



Including yourself, how many people live in your household?



What is the combined annual income for your household?



APPENDIX 3



Goals, Objectives and Standards for Fixed-Route Service Adopted by the Gold Coast Transit District Board on March 1, 2000 (updated in 2009 and 2014)

Goal 1: Increase Mobility Options in the GCTD Service Area

This goal seeks to increase the awareness and attractiveness of GCTD fixed-route service.

Objective:

Maintain and attract new ridership to the GCTD fixed-route service.

Minimum Performance Standards:

- During the next **five years** ridership should achieve an annual average increase equal to or greater than the percentage increase in population.
- When GCTD introduces **express services**, the average transit travel time should be no more than 130% of comparable trip time by automobile.
- Routes should be structured so that **transfer activity** shall be kept to a minimum, **not to exceed 30%**.
- Routes should **serve all major activity centers** that can support fixed-route service (such as major employment centers, shopping centers, colleges, other schools, public and private medical facilities, and other major activity centers).
- Develop an **aggressive marketing program** directed at all market segments, **especially the “choice” rider**.

Goal 2: Provide Safe and Reliable Transit Service

The purpose of this goal is to enhance the safety and reliability of GCTD transit service so that more of the general public will choose transit for their transportation needs.

Objective:

GCTD shall operate vehicles that are clean, comfortable and dependable. GCTD shall provide reliable service.

Minimum Performance Standards:

- 90% of all fixed-route departures should be no more than **five (5) minutes late**.
- **100%** of scheduled departures should be no more than **1 minutes** early.
- Less than **one percent** (1%) of all scheduled trips should be missed on any day service is provided.
- Vehicles should be replaced on a schedule consistent with **FTA lifecycle guidelines**.
- Preventive Maintenance Inspections (PMI) shall be conducted on schedule and consistent with the **manufacturers’ recommendations**.
- Maximum load factor should not exceed **1.50 based on seated capacity**.
- Operate a minimum of **50,000 miles between preventable accidents**.
- Operate a minimum of **10,000 miles between road calls**.

- All coach **interiors** shall be **cleaned daily**; **exteriors** shall be cleaned **every other day**.
- Verified passenger complaints shall not exceed **10 per 100,000** boardings annually.

Goal 3: Provide Efficient and Productive Service

This goal addresses the need to maintain cost-effective services in the GCTD service area.

Objective:

Minimize operating costs and maximize ridership.

Minimum Performance Standards:

- Minimum productivity should be **20 passengers per hour on trunk routes, and 15 passengers per hour on local routes**.
- Recover at least **20% of operating costs** from passenger fares systemwide.
- Annual increases in operating cost per vehicle hour **should not exceed the CPI** for the Ventura County region.

Goal 4: Provide a Seamless Transit Service in the Region

This goal maximizes convenience for passengers who transfer between systems.

Objective:

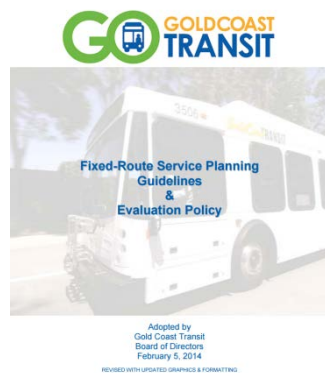
Coordinate with other regional and local transportation providers.

Minimum Performance Standards:

- Coordinate **schedules with VISTA** to minimize wait times between systems.
- Coordinate **fares with VISTA and Metrolink**, including transfer fare agreements.
- Continue to provide guidance to all jurisdictions regarding bus stop amenities, including benches, shelters, and signage that includes schedule information for each system serving the transfer point.

For more detailed information on GCTD’s planning process, please see GCTD’s Fixed-Route Service Planning Guidelines & Evaluation Policy at:

http://www.goldcoasttransit.org/images/Planning_Page/Service_Planning_Guidelines_Evaluation_Policy.pdf



APPENDIX 4

GOLD COAST TRANSIT DISTRICT PUBLIC PARTICIPATION PLAN

The main objectives of GCTD Public Participation Plan are to:

- Comply with the public involvement and environmental justice requirements of the Federal and State regulations
- Provide specific opportunities for local citizens and citizen-based organizations to discuss their views and provide input on the subject areas addressed in plans, projects or policies of GCTD
- Inform and educate citizens and other interested parties about ongoing GCTD planning activities, and their potential role in those activities
- Work with other local and state organizations that have similar goals and requirements
- Ensure meaningful access to benefits, services, information, and other important portions of operations and activities for individuals who are limited-English proficient (LEP)

A. General Public Relations and Communications Strategy

GCTD maintains a goal to reach out to as many citizens as possible, whether or not these citizens have a specific interest or knowledge regarding transportation planning. This helps to promote GCTD's presence in the community and establish its role as a community partner. This group of techniques includes the following: Community outreach via coalition building; attending various community events, distributing informative announcements in the form of press releases targeted at newspapers; posters or pamphlets displayed in public places; frequent news updates on social networking sites such as Facebook and Twitter. These techniques are great ways to keep the general public aware of the presence of the planning organization and the status of specific projects so that they may develop an interest and choose to become better informed or actively involved.

B. Public Events

There are a broad variety of ways to educate and engage the public. In general, the earlier public involvement is sought, the better. Citizens may feel disenfranchised when they are invited to join late in the process - when the values and goals have already been decided and the details have been hammered out. The following tools are arranged from most participatory to least.

Special Events are held to bring attention to a specific activity or issue. Special events may take the form of a community fair or special educational lecture at a business or school. Special events are a great way to expose a large number of people to a project, program or service planning.

Community Roundtable Meetings are the next highest level of participation. Roundtables include the elements of a wide representation of attendees, and a discussion-based agenda. Often a speaker may provide information on a given topic or project, and then the group will discuss the topic at length in a large, small or breakout group format. Roundtables have the advantage of providing a forum for extensive interaction between community members and leaders.

Public Hearings are usually held when the agency has completed a plan and needs to present it for public review before implementation. If the greater community has been actively involved from the very start, then a public hearing is a formal overview of the proposed changes. As with all of these tools, care must be taken to ensure that the public is made fully aware of the event well in advance, and that the goals and values

espoused by the plan are clearly stated. *In accordance with the Brown Act advance public notice is advertised for all Public Hearings*

C. Targeted Marketing and Education

Targeted marketing and education is meant to reach out and provide specific information to specific parties. For example, landowners, city planners, or leaders of an ethnic community may be sought out and personally invited to come to a meeting. Similarly, lower income groups who do not have access to modern forms of technology, such as a computer equipped with internet or a smart phone may be specifically targeted to be educated about the most recent and significant changes in service. Similarly, families and community groups may be targeted to begin a discussion on service improvements within a potentially impacted neighborhood. Targeted marketing and education can take place through direct mail or TV, radio, press advertising, or through classroom education, meetings with specific groups of people such as educators, community stakeholders and other community advocates. It can also be through making direct phone calls or meeting with key people who desire to participate in a given process. This is the most labor intensive and potentially most fruitful way to create a diverse and active public participation process.

D. Communications with Limited-English Proficient (LEP) Persons

Federal and State regulations require us to provide the public with information and to reach out and include traditionally under-served populations. This document has been prepared to serve that purpose. Additionally, GCTD is committed to a transparent decision-making process that actively seeks and incorporates input from a cross section of the community we serve. Together, staff, community stakeholders and members of the public can shape the future of public transit in Ventura County.

All information presented and printed materials are available in both English and Spanish to ensure meaningful access to benefits, services, information, and other important portions of operations and activities for individuals who are limited-English proficient (LEP). GCTD provides Spanish language assistance at all public participation activities and meetings to assure meaningful access. All customer service staff are fully bilingual and one GCTD customer service staff is tri-lingual speaking English, Spanish and Mixteco. GCTD staff also works with local Mixteco community groups to ensure maximum reach of information as needed.

E. Other Qualitative Input

Members of the public and GCTD employees are valuable sources of information in planning quality bus service. In order to incorporate inputs from these sources, proposed service changes will be communicated far enough in advance of implementation so that input can be evaluated effectively. This input process will also be applied to any potential fare policy changes.

GCTD's *public input* process includes some or all of the following elements: utilizing Transit Guides stationed at major stops, hosting Public Meetings, attending Community Events and Meetings, Website notices, Radio and Print Ads, and Social Media postings.

GCTD's *employee input* process includes some or all of the following elements: input from Monthly Safety Meetings, Employee Newsletters, Ride Checks, and Coffee with the GM sessions.

In addition, planning staff works with the "Planning Advisory Committee" to get feedback on service plans. The committee is comprised of a mix of senior and newer drivers who are invited

to collaborate with planning staff on a regular basis.

Planning Staff works with the Technical Advisory Committee (TAC), VCTC, member cities staff, and other community agencies to gain public input from all communities in the service area. Input from each member city and relevant departments is taken into consideration.

F. How Public Input is Used in the Planning Process

Planning staff evaluates and considers all input received from all sources for possible inclusion in future service changes. Following the input gathering process and completion of service change planning, GCTD attempts to contact the participants where practicable to thank them for their input and impart final results of the plan. Concurrently, GCTD begins implementing the approved marketing and communications plan to promote and educate the public about any planned service changes.

Outlined below are examples of the aforementioned plans in practice:

I) General Public Relations and Communications Strategy (Conducted Annually)

a) Community Outreach

1. Attend community events
 - Earth day festivals (Oxnard/Ventura)
2. Host community meetings
 - Organize community meetings to gauge the public's opinion on the quality of our service in order to establish how to best serve them
 - Distribute survey and comment forms to be completed by the public
3. Implement transit-related public education campaigns
 - Dump the Pump (APTA)
 - Public Transportation Takes Us There (APTA)
4. Build coalitions
 - Secure partnerships with environmental organizations such as the Environmental Defense Center- Ventura County and CAUSE
 - Collaborate with charitable organizations on specific causes, such as school supply drives for underprivileged students before the beginning of each school year
5. Expand transit in education program
 - Establish a local network of school administrators and teachers in an effort to promote the discounted rate for field trips, etc.

b) Printed Communications

- Quarterly Gold Coast Transit newsletter/e-newsletter
 - A quarterly newsletter will cover recent GCTD events, accomplishments, partnerships, as well as relevant legislative and mass transit news
 - If budget constraints persist, only a limited amount will be printed and distributed. Mostly, it will be an E-Newsletter which will be emailed to our listserv, posted on social networking sites, and live permanently on the GCTD website
- Ad placement

- Publish ads that coincide with a specific event or time of year.
- Bus ads
 - Place ads on the interior and exterior of the bus to continuously promote our services and increase brand awareness
- Rider alerts
 - Place flyers and posters inside all buses and work with Maintenance staff for restocking of materials.
- Rider Surveys
 - Collect Surveys to gauge public awareness about GCTD services

c) Social Networking

1. Maintain an ongoing, interactive conversation with customers via Facebook and Twitter
 - Update posts to reflect any and all GCTD developments as they occur
2. Continue to update GCTD website and add new interactive tools
 - Add module for surveys and questionnaires
 - Promote NextBus capabilities and phone app more prominently
 - Add a tab for “community updates” in which community meeting feedback is posted, as well as pictures and other information on GCTD involvement in local events

d) Media Outreach

1. Reach out to local media contacts to increase public exposure
2. Distribute press releases to promote GCTD involvement in community events and public education campaigns

II. Targeted Marketing and Education Plan (Conducted Bi-Annually)

a) Community Outreach (Starting at 6 months prior to changes- ongoing)

- Community meetings
 - Hold bi-lingual community meetings at locations throughout the county and/ or the impacted areas
 - Reach out to community organizations to help with recruitment and promotion
- Survey Compilation/Comment Forms
 - If surveys are deemed beneficial, distribute and collect surveys about proposed changes.
- Tabling
 - Create tabling schedule and alternate locations (i.e. OTC, VTC, etc) and have staff available (Transit Guides) to answer questions about proposed changes
 - Distribute educational materials, such as FAQs, to the public

b) Printed Communications (1-3 months prior to changes)

1. Create and distribute bi-lingual rider alerts, posters, and interior car cards
2. Create and distribute GAR materials
3. Ad placement

- Place ads on the bus advertising new services (i.e. “now serving”)
- Place ads/posters throughout the OTC and VTC

c) Social Networking (1-2 months prior to changes)

1. Post updates on Facebook and Twitter
 - Post updates before, day of, and after changes occur
 - Answer any questions or replies from the public
2. Update website
 - Create home page slide advertising new changes and link a page containing more detailing information
3. Email blasts/Enewsletter
 - Send emails to all members of the listserv before, day of, and after the changes occur

d) Media Outreach (2-3 weeks prior to service changes)

1. Press Release
 - Distribute to local news outlets
 - Post on all social networking sites and websites
 - Work with member agency PIO's and ask for their cooperation in releasing the press release to their local networks
2. TV
 - If funding allows, create short PSA
 - Leverage city contacts to place the ad on local television at a reduced cost
3. Radio
 - Create short PSA to be read by radio announcers.
 - Negotiate rates with local radio stations

e) Miscellaneous

1. Phone recording
 - Record short message to be played on GCTD phone system- both administrative offices and the CSC.
2. Develop informational materials for staff
 - Create and disseminate Q&A's, FAQ's, and talking points for all staff to be prepared to answer public inquiries

C. Additional Information for Soliciting Public Comments (As Needed)

Outside of the communication plan which includes GCTD actively seeking input, public comments are accepted all year long through a variety of mediums. Any interested parties are invited to use one of the tools below to provide their feedback:

- GCTD website - Submit Your Comments Page
- Contact the GCTD Customer Service Center Monday- Friday, 7am-7pm, where bilingual staff are available to take comments
- Attend public Board of Directors meetings on the first Wednesday of every month where there is time allocated for public comment
- Complete and submit a printed comment form, available at the customer service center and administration office

- Leave comments on GCTD's social media sites, including Facebook and Twitter
- Email planning staff. Contact information is available on the Planning page of GCTD's website
- On-board surveys (conducted as needed)

APPENDIX 5
EQUITY ANALYSIS OF PROPOSED SITES

APPENDIX 6
APPROVAL OF TITLE VI UPDATE DOCUMENTATION
APPROVED BOARD MEETING MINUTES
FROM MAY 4, 2016 MEETING

APPENDIX 7 BUS BOOK

The full Bus Book can be found here <http://www.goldcoasttransit.org/schedules/current-schedules>.