



DATE: November 5, 2014
 TO: GCTD Board of Directors
 FROM: Vanessa Rauschenberger, Planning Manager
 Margaret Heath, Paratransit & Special Project Manager
 RE: **Fixed-Route Service Evaluation & ACCESS Services Performance Report - 1st Quarter FY 2014-15**

I. Executive Summary

This quarterly report covers the 1st Quarter (July 1 through September 30, 2014) of Fiscal Year 2014-15. This report includes a summary of performance and operating statistics for both fixed-route and ACCESS services.

II. Background

Table I shows that ridership for the 1st quarter of FY 2014-15, has increased 4% over the 1st quarter of last year. The number of 'Passengers per Revenue Hour' has also increased systemwide by 1%. The increase in ridership is likely due to a combination of factors: increased ridership on Route 21 which provides a faster trip between Port Hueneme and Ventura, increased ridership on Routes 7, 8, and 9 possibly due to new development at Centerpoint Mall, increased weekend service and decreasing unemployment across the county. Route 17 has experienced a 22% increase in ridership, which is a good sign of progress, as this is its 3rd year as a CMAQ demonstration route.

Table I – Systemwide Ridership & Performance

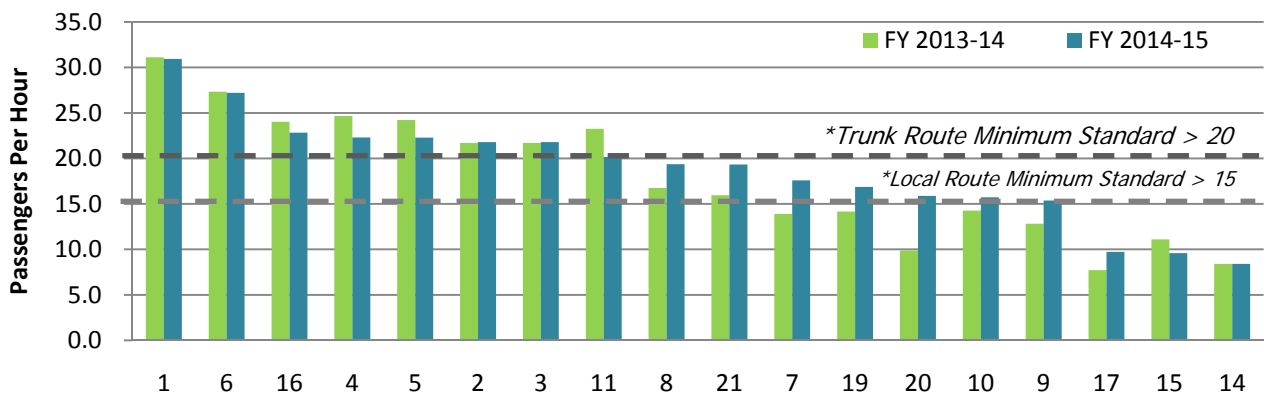
Fixed-Route Ridership	1st Quarter FY 2014-15	1st Quarter FY 2013-14	Difference	% Change
Total System Boardings	989,517	952,980	36,537	+4%
Average Daily Passengers Weekdays	12,446	11,985	461	+4%
Average Daily Passengers Saturdays	7,745	7,498	247	+3%
Average Daily Passengers Sundays	7,689	6,807	882	+13%
Wheelchair Boardings	5,607	4,940	667	+14%
Bicycle Boardings	25,972	19,840	6,132	+31%
Performance Measures				
Passengers Per Revenue Hour	19.9	19.8	.10	+1%
Fare Revenue Per Service Hour	\$16.69	\$14.70	\$1.99	+ 14%
Total Fare Revenue	\$828,706	\$706,156	\$122,156	+17%
On-Time Performance	79%	79%	<i>Goal > 90%</i>	
% Systemwide Boarding as Free Transfers	25.6%	28.3%	<i>Goal < 20%</i>	

Table II – Route Specific Ridership & Performance - 1st Quarter

Route	Route Name	1 st Quarter FY 2014-15 Unlinked Passengers	1 st Quarter FY 2013-14 Unlinked Passengers	Change	% Change
1	Port Hueneme – OTC	156,057	156,432	(375)	0%
2	Colonia – Downtown	31,128	24,298	6,830	28%
3	J St – Centerpoint Mall – Naval Base	<u>22,082</u>	<u>29,033</u>	(6,951)	-24%
2 & 3*	Route 2 & 3 Combined	53,210	53,331	(121)	0%
4	North Oxnard	74,864	80,418	(5,554)	-7%
5	Hemlock – Seabridge – Wooley	25,842	28,425	(2,583)	-9%
6	Oxnard – Ventura – Main Street	263,641	264,407	(766)	0%
7	Oxnard College – Centerpoint – PV Rd	21,715	18,156	3,559	20%
8	OTC – Centerpoint – Oxnard College	47,885	42,365	5,520	13%
9	Lemonwood – Channel Islands	18,257	15,397	2,860	19%
11	Telephone Road – Wells Center	26,219	23,654	2,565	11%
14	RiverPark – Nyeland Acres	62,090	59,540	2,550	4%
15	El Rio – Esplanade	<u>14,185</u>	<u>14,414</u>	(229)	-2%
14 & 15*	Route 14 & 15 Combined	76,275	73,954	2,321	3%
10	Telegraph Road – Saticoy	26,219	23,654	2,565	11%
16	Downtown Ojai – Pacific View Mall	<u>62,090</u>	<u>59,540</u>	2,550	4%
10 & 16*	Route 10 & 16 Combined	88,309	83,194	5,115	6%
17	Esplanade – Oxnard College	20,601	16,900	3,701	22%
18	Trippers (OHS, VHS, PHS)	7,707	7,601	106	1%
19	Gonzales – 5 th – Airport	18,313	14,962	3,351	22%
20	Rice – Gonzales – 5 th	16,956	5,610	11,346	202%
21	Pacific View Mall – Victoria Ave – C St	66,137	49,735	16,402	33%
	TOTAL GCT SYSTEM	989,517	952,980	58,143	+4%

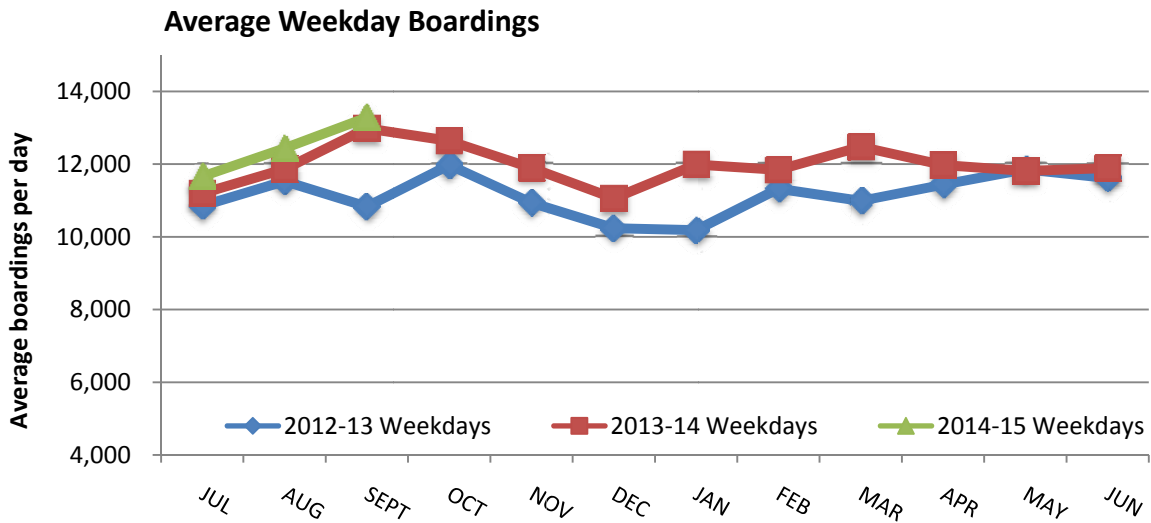
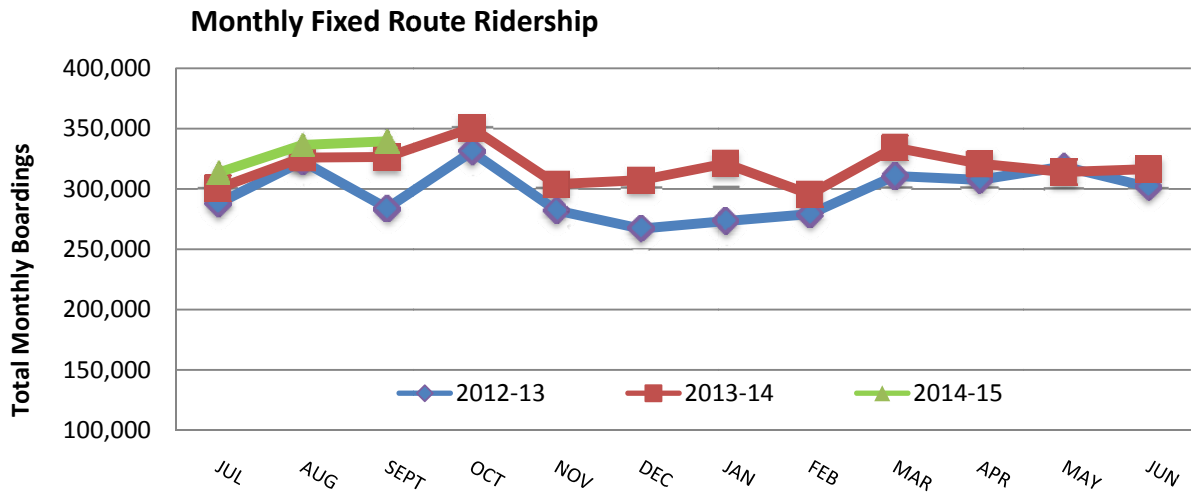
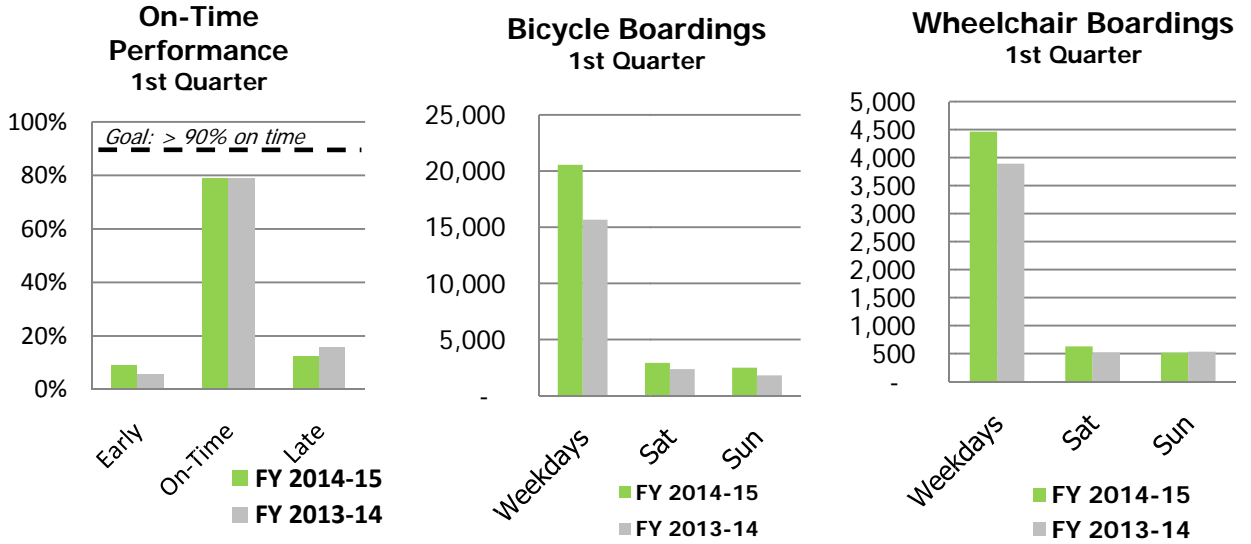
* Some riders on interlined¹ routes (2/3, 14/15, 10/16) may be miscounted due to FAREBOX log-in errors when changing routes.

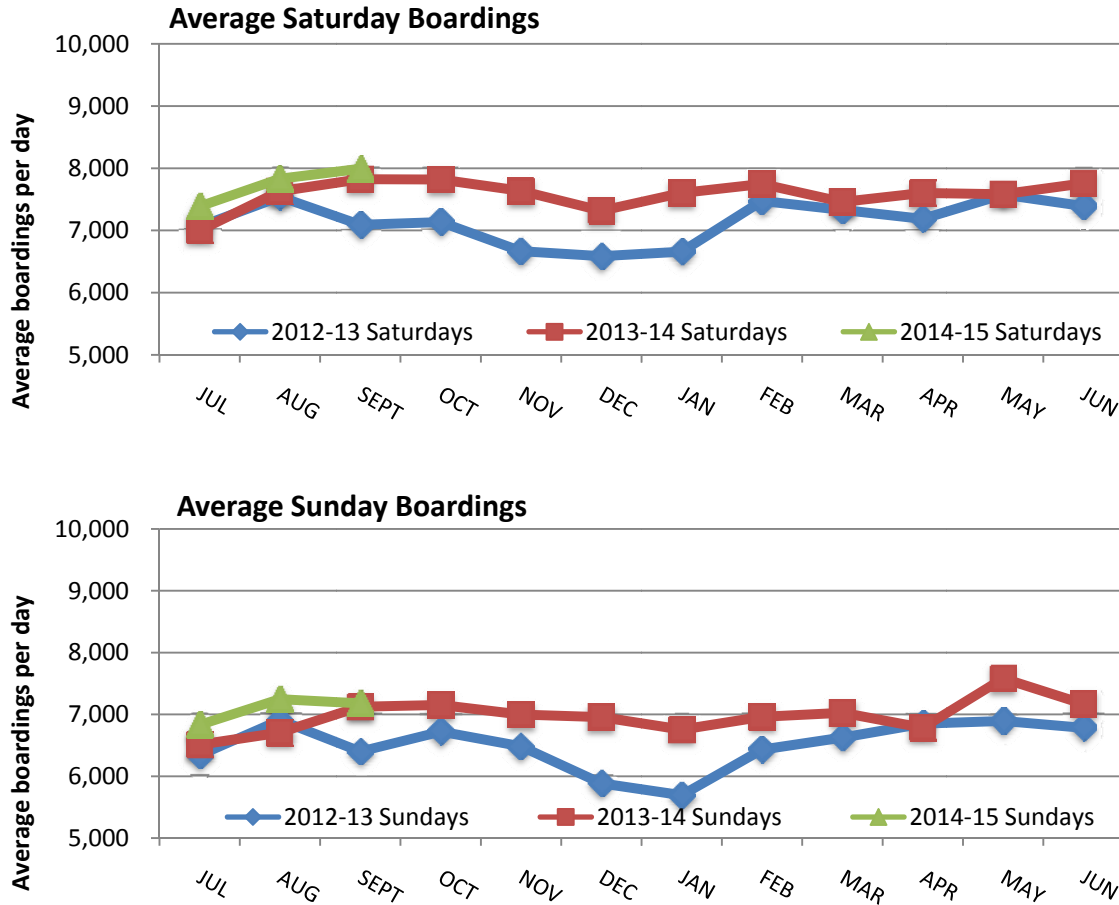
Weekday Passengers Per Revenue Hour - 1st Quarter



Note: Route 18 (school trippers) not shown in graph.

¹ Interlining provides increased efficiency in which the same bus serves more than one route, e.g., it starts service as one route then becomes another route at a point during its scheduled run.





III. Fixed-Route Service Summary

In August 2014, GCTD implemented schedule adjustments to all routes. Using Automatic Passenger Counter (APC) running time data, along with input from staff, we adjusted schedules to reflect our actual running times and eliminate excessive dwell time. As a result, we increased miles of service 2.5% across our system but only increased service hours by 0.2%. Based on the service standards adopted by the board last year, service hours on the Routes 14 & 15 were slightly reduced due to continued low ridership. Since implementing these changes, passenger per hour (performance) has improved on routes 7, 8, 9, 10, 19, 20 and 21. Planning staff will continue to monitor the effect of these changes to see how they impact service performance.

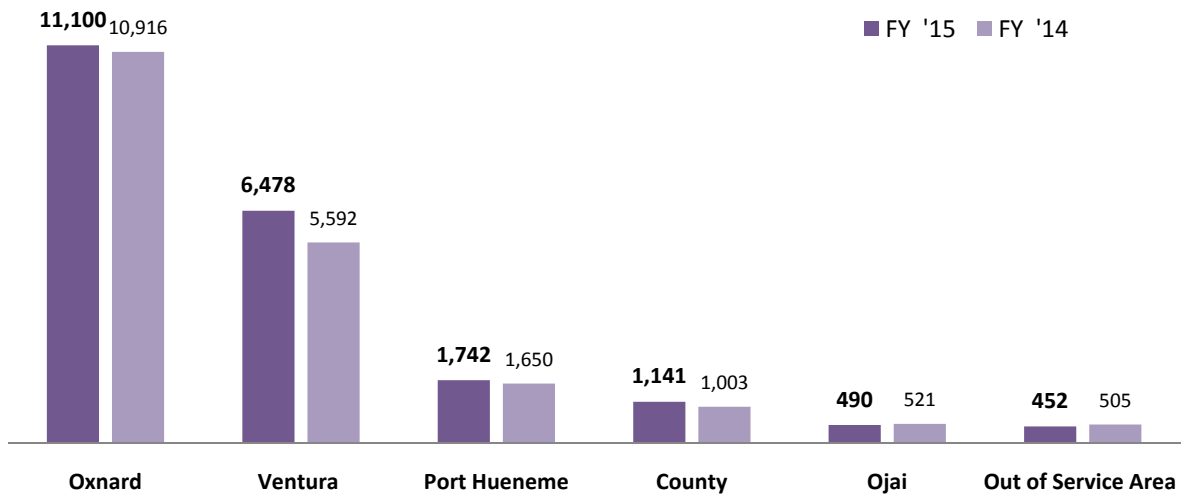
IV. ACCESS Paratransit Background

ACCESS is the federally mandated ADA complementary paratransit program of Gold Coast Transit District. ACCESS provides shared ride demand responsive transportation to customers certified as having disabilities that prevent them from independently using the fixed route service. The ACCESS service area includes the cities of Ojai, Oxnard, Port Hueneme and Ventura, along with the county unincorporated areas in between the cities. ACCESS also provide service to seniors, 65 years of age and older. Connections to other paratransit operators in Ventura County are available.

V. ACCESS Operations

Ridership - Boardings increased 6% on ACCESS for the 1st quarter ending September 30, 2014 when compared to the 1st quarter of last year. Ventura residents accounted for 72% of this increase; usage by Ventura residents was up 15.8% when compared to last year, for an additional 886 boardings. The majority of individual transportation requests continue to be for medical or physical therapy transportation. The top three destination categories for the first fiscal quarter on ACCESS were: Senior Nutrition Program (3 locations), dialysis treatment (4 locations), and transfers to other transportation (3 locations). The distribution of ridership by residency remained fairly stable as illustrated in the chart that follows.

ACCESS Boardings By Residency FY 2014-15 vs. FY 2013-14



Our Riders - ACCESS transported 1,307 different individuals during the 1st quarter of FY 2014-15. The number of people served in the 1st quarter FY 2014-15 has increased 13% when compared to the 1st quarter FY 2013-14.



ACCESS continues to receive transportation requests from passengers who reside in locations that are difficult for the traditional 23' cutaway vehicles to safely access. The current fleet is eligible for retirement. Staff recently evaluated smaller vehicle options to serve these passengers. Vehicle replacement procurement is anticipated to be underway by the end of 2nd quarter.

Photo:
Example of smaller paratransit vehicle, MV1.

Customer Feedback - ACCESS received 13 complaints from customers during the 1st quarter of FY 2014-15 for an overall complaint ratio of 0.6 complaints per 1,000 boardings. Quality assurance calls are placed to customers within a couple days of receiving service from ACCESS. Staff calls randomly selected passengers to solicit feedback on recently provided service. The chart below identifies the types of concerns and feedback customers provided through September 30, 2014.

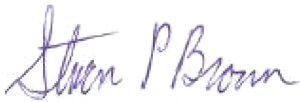
Complaints by Type

Type	Issue	1st Quarter	YTD 2014-15
Scheduling	Travel Time	2	2
Operations	On-Time Performance	2	2
	Operator	3	3
Other	Reservations	6	6
Totals		13	13

VI. Recommendation

IT IS RECOMMENDED that the GCT Board of Directors receive and file this report.

This report is for information only.



General Manager's Concurrence

Attachment:

1. 1st Quarter Fixed-Route Service Evaluation

RIDERSHIP MEASURE

Route #	Route Name	Service Type	Total Revenue Hours	Total Passengers	Passengers per Revenue Hour	Route Ranking	Rank change from previous Quarter	Quartile
1A/1B	Port Hueneme - OTC - PV Rd - Bard Rd	Trunk	5,322	156,057	29.3	1		1
6	Oxnard - Ventura - Main St.	Trunk	10,183	263,641	25.9	2		1
2	Colonia - Downtown Oxnard	Local	1,358	31,128	22.9	3	+1	1
16	Downtown Ojai - Pacific View Mall	Local	3,626	78,592	21.7	4	-1	1
4A/4B	North Oxnard - Ventura Rd - St. John's	Local	3,680	74,864	20.3	5	+1	2
5	Hemlock - Seabridge - Wooley	Local	1,339	25,842	19.3	6	+2	2
11	Pacific View Mall - Telephone - Wells Center	Trunk	3,279	62,090	18.9	7	-3	2
21	Port Hueneme - Ventura - Victoria Ave	Trunk	3,552	66,137	18.6	8		2
8	OTC - Oxnard College - Centerpoint Mall	Local	2,737	47,885	17.5	9	+1	2
3	J St - Centerpoint Mall - Naval Base	Local	1,288	22,082	17.1	10	-1	3
7	Oxnard College - Centerpoint Mall - PV Rd	Local	1,272	21,715	17.1	11	-1	3
9	Lemonwood/Gisler	Local	1,261	18,257	14.5	12	+1	3
19	OTC - 5th - Gonzales Rd - Oxnard Airport	Local	1,296	18,313	14.1	13	+1	3
10	Telegraph Road - Saticoy	Local	1,871	26,219	14.0	14	-1	3
20	Eastman - Lombard - Sturgis	Local	1,270	16,956	13.4	15		4
17	Esplanade - Oxnard College	Trunk	2,256	20,601	9.1	16	+1	4
15	El Rio - Northeast	Local	1,947	17,248	8.9	17	-1	4
14	RiverPark - Nyeland Acres	Local	1,947	14,185	7.3	18		4

Note: Route rankings are based only on those routes that existed for the entire year.

Excluded Routes

18A,18C,18D,18F School Trippers	Tripper	137	7,707	56.3
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Systemwide Performance Target

		Passengers per Revenue Hour
Trunk	Routes that link 2 or more major or regional commercial and employment centers and travel on arterial roads or HWYS.	20
Local	Routes that connect residential areas to major commercial and employment centers and travel on both arterial and residential streets.	15

New Routes should meet the applicable target for their class of service (trunk, local) after three years.

ECONOMIC MEASURE

Route #	Total Passengers	Total Revenue Hours	Service Type	Systemwide Average Cost Per Hour (Depreciated)	Total Cost	Cost Per Passenger	Average Fare Per Passenger	Subsidy Per Passenger	Route Ranking	Quartile
1	156,057	5,322	Trunk	\$ 94.87	\$ 504,870	\$ 3.24	\$0.73	\$ 2.51	1	1
6	263,641	10,183	Trunk	\$ 94.87	\$ 966,042	\$ 3.66	\$0.88	\$ 2.78	2	1
16	78,592	3,626	Local	\$ 94.87	\$ 343,970	\$ 4.38	\$1.00	\$ 3.38	3	1
2	31,128	1,358	Local	\$ 94.87	\$ 128,824	\$ 4.14	\$0.73	\$ 3.41	4	1
4	74,864	3,680	Local	\$ 94.87	\$ 349,122	\$ 4.66	\$0.74	\$ 3.92	5	2
5	25,842	1,339	Local	\$ 94.87	\$ 127,021	\$ 4.92	\$0.82	\$ 4.10	6	2
11	62,090	3,279	Trunk	\$ 94.87	\$ 311,031	\$ 5.01	\$0.84	\$ 4.17	7	2
21	66,137	3,552	Trunk	\$ 94.87	\$ 336,931	\$ 5.09	\$0.92	\$ 4.17	8	2
8	47,885	2,737	Local	\$ 94.87	\$ 259,631	\$ 5.42	\$0.81	\$ 4.61	9	2
7	21,715	1,272	Local	\$ 94.87	\$ 120,694	\$ 5.56	\$0.78	\$ 4.78	10	3
3	22,082	1,288	Local	\$ 94.87	\$ 122,202	\$ 5.53	\$0.70	\$ 4.83	11	3
9	18,257	1,261	Local	\$ 94.87	\$ 119,584	\$ 6.55	\$0.75	\$ 5.80	12	3
10	26,219	1,871	Local	\$ 94.87	\$ 177,454	\$ 6.77	\$0.97	\$ 5.80	13	3
19	18,313	1,296	Local	\$ 94.87	\$ 122,961	\$ 6.71	\$0.87	\$ 5.84	14	3
20	16,956	1,270	Local	\$ 94.87	\$ 120,475	\$ 7.11	\$0.80	\$ 6.31	15	4
17	20,601	2,256	Trunk	\$ 94.87	\$ 214,008	\$ 10.39	\$0.91	\$ 9.48	16	4
15	17,248	1,947	Local	\$ 94.87	\$ 184,731	\$ 10.71	\$0.70	\$ 10.01	17	4
14	14,185	1,947	Local	\$ 94.87	\$ 184,731	\$ 13.02	\$0.71	\$ 12.31	18	4

Excluded Routes

18A,18C,18D,18F	7,707	137	\$ 94.87	\$ 12,997	\$ 1.69	\$1.28	\$ 0.41
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