JULY 2020 SERVICE CHANGES
Presentation to GCTD Board of Directors
JULY 1, 2020
July 2020 Service Changes

- Restoration of Frequency on Core Routes
- New Route 23
- South Oxnard Restructure & Route 1 Bus Stop Consolidation
- Continued Reduced Service on Non-Core Routes
- Changes take effect July 26, 2020
Frequency Restoration & Route 23

- Core Routes 1, 6, 21 & 17
- NEW Route 23
- Short Term: Assists in social distancing
- Long Term: Better Service – increased ridership
- Core Route 11 is planned to be restored in January 2021
South Oxnard Restructure

- Routes 3 & 9 combined
- Discontinue service in neighborhoods
- Changes allow for direct & faster service
Route 1 Bus Stop Consolidation

• Total of 16 Stops Removed

• Allows for reliable 20 min frequency all day

• Adds 3 trips without increasing service span
Planning During COVID-19

- Unpredictable & need to remain flexible
- May need to implement new contingency - i.e. New Sunday Service Schedules
Questions?
GCTD NEEDS YOUR FEEDBACK!

Complete our passenger survey today.

PASSENGER SURVEY

PRESENTATION TO GCTD BOARD OF DIRECTORS

July 1, 2020
GCTD Developed a Bilingual Passenger Survey

• Survey was available online from June 3rd – June 30th
• Included 21 questions.

• **Objective - Twofold:**
  1) To understand the public’s concerns over using public transit during the COVID-19 pandemic and how we can best respond to those concerns.
  2) To receive feedback on the service changes scheduled for July 26th, in lieu of traditional, in-person community outreach.
Method

Over the Phone

- Customer Service Staff contacted 362 customers from a customer contact log spanning three years.

- They had a 22% survey completion rate.

- Provided an opportunity for customer engagement during a time of uncertainty.
Online

• Survey went live on June 3, 2020.

• The survey link was available on GCTD’s website and was repeatedly shared across all its social media platforms.

• All promotional images for the survey were in English and Spanish.
Preliminary Results

- At the time this presentation was developed, the survey was still live.
- These results are a sampling, and a full report will be provided upon completion.
- Results reflect 171 responses.

Are you currently using Gold Coast Transit?

- Yes: 69.01%
- No: 30.99%

If no, what is the reason?

- I stopped due to other reason (Describe reason): 34.04%
- I stopped due to COVID-19 (Stay Well at Home Order etc.): 65.96%
How often do you use GCTD?

- 50.91% Daily
- 36.36% 2-3 times per week
- 7.27% 2-3 times per month
- 5.45% Once a month

For what purpose do you currently use GCTD (Check all that apply)

- Work: 61.82%
- School: 13.64%
- Medical / Pharmacy: 50.00%
- Buy groceries / Supplies: 64.55%
- Banking services: 34.55%
Describe your current reasons for using GCTD?

- I am an essential... 32.43%
- I have no car and Gold Coa... 63.96%
- I am disabled and depend o... 26.13%
- I carpool and it is no lon... 3.60%
- Other (please specify) 4.50%

When the “Stay Well VC” order is lifted, how soon would you feel comfortable riding Gold Coast Transit?

- Immediately 64.23%
- Within 2-3 weeks 8.03%
- Within 2 months 5.11%
- More than 6 months 4.38%
- More than a year 3.65%
- When there is a vaccine 3.65%
- Don’t know / other ........ 14.60%
Are you an essential worker? If yes, in what critical job are you employed?

- 57.69% Yes
- 42.31% No

- 33.33% Healthcare
- 27.78% Emergency Services
- 16.67% Community Services / Volunteer
- 16.67% Transportation / Logistics
- 16.67% Manufacturing
- 16.67% Communications and I.T.
- 33.33% Water / Wastewater
- 33.33% Food and agriculture
Rate how important the current and future amenities are to you when riding GCTD?

- Cleaning/Disinfecting of Buses: 85.71%
- Social Distancing on the bus: 71.21%
- Providing or requiring masks: 79.85%
- Keeping riders informed of service changes: 71.21%
- Responsiveness to concerns: 71.21%
- More frequent service to essential destinations: 71.21%

Legend:
- Very Important: Green
- Important: Blue
- Somewhat Important: Yellow
- Not Important: Light Blue
GCTD is planning to make several changes to routes in July. Read the summary of changes below and tell us your opinion on how these changes will affect your use of transit.

Due to economic impacts of COVID, GCTD will need to prioritize the services we restore first. Which of GCTD services are most important to you? (Pick two).
Key Takeaways

- Respondents are transit dependent and have continued to ride during COVID.

- Most are using transit for essential trips; buying groceries, going to work, attend medical appointments.

- Cleanliness/disinfecting of buses, passenger information, and providing/requiring masks are the top three most important categories for passengers.

- Priority should be given to increase frequency on main routes, i.e. 1, 6, 21
Questions?