ACKNOWLEDGEMENTS

CALTRANS
The California Department of Transportation (CALTRANS) funded this project. In addition, we thank the Caltrans staff Fernando Castro, Wilford Melton, Charles Lau, Rick Holland, Dale Benson, Jim Riley and Linda Wright for their participation.

COMMUNITY STAKEHOLDERS
We thank the 300+ members of the community who gave their time to fill out surveys, voice their opinions, and participate in community events. Their involvement was critical to the integrity of this plan. In addition, the following individuals and community groups have provided invaluable assistance, and we sincerely thank them.

Arcenio Lopez, Associate Director, Mixteco-Indigena Community Organizing Project (MICOP)
Amy Mills, Rio School District, Office of Student & Family Services
Betty Alvarez-Ham, President, City Impact
Catalina Navarette, Promotora, Mixteco-Indigena Community Organizing Project (MICOP)
California Department of Veterans Affairs
Cameron Yee, Coastal Alliance United for a Sustainable Economy (CAUSE)
Dr. Maria M. Hernandez, Principal of Rio Real Elementary School
El Rio Municipal Advisory Council
East Ventura Community Council
Food Share (distribution events in Saticoy, El Rio and Nyeland Acres)
Gloria Sotelo, Ventura County Transportation Commission (VCTC)
Jay Widdows, Ventura County Superior Court
Inter-Neighborhood Council Forum (Oxnard)
Katherine Garner, County of Ventura (Los Angeles Ave. complex)
Oxnard Chamber of Commerce Land Use Committee
Oxnard Clergy Council
Paola Hertado, Clinicas Del Camino Real (Wells Center)
Patti Morua-Widdows, Ventura County Juvenile Justice Complex (JJC)
Richard Padilla, Ventura County Juvenile Justice Complex (JJC)
RiverPark Neighborhood Council
Steve De George, Ventura County Transportation Commission (VCTC)
Teri Hernandez, Chair Saticoy Neighborhood Council
Topa Tower Management

THE SOLIS GROUP
Thank you to The Solis Group and Gary Hamm, Senior Vice President for assisting with community outreach.

GOLD COAST TRANSIT
2010 BOARD OF DIRECTORS
Chair, John C. Zaragoza
Supervisor 5th District, County of Ventura
Vice Chair, Maricela P. Morales
Councilmember, City of Port Hueneme
Director, Dr. Thomas E. Holden
Mayor, City of Oxnard
Director, Bill Fulton
Mayor, City of Ventura
Director, Carol Smith
Mayor Pro Tem, City of Ojai

GOLD COAST TRANSIT
TECHNICAL ADVISORY COMMITTEE
Kathy Connell, County of Ventura
Martin Erickson, City of Oxnard
Jeff Hereford, City of Ventura
Jason Lott, City of Port Hueneme
Drew Lurie, City of Ojai
Vic Kamhi, VCTC (exofficio)

GOLD COAST TRANSIT PROJECT TEAM
Steve Brown, General Manager
Helene Buchman, Director of Planning & Marketing
Chuck McQuary, Planner
Manny Barajas, Bus Operator (translator)
Roxanna Ibarra, Office Manager

COH & ASSOCIATES INC.
Carlos O. Hernandez, President
Vanessa Rauschenberger, Associate Planner
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>4</td>
</tr>
<tr>
<td>1.0 INTRODUCTION</td>
<td></td>
</tr>
<tr>
<td>1.1 Background</td>
<td>5</td>
</tr>
<tr>
<td>1.2 Plan Area Overview</td>
<td>5</td>
</tr>
<tr>
<td>1.3 Mission Statement, Goals &amp; Objectives</td>
<td>9</td>
</tr>
<tr>
<td>1.4 Performance Standards &amp; Criteria</td>
<td>11</td>
</tr>
<tr>
<td>2.0 COMMUNITY OUTREACH</td>
<td>12</td>
</tr>
<tr>
<td>2.1 Outreach Methods</td>
<td>12</td>
</tr>
<tr>
<td>2.2 Stakeholders</td>
<td>12</td>
</tr>
<tr>
<td>2.3 Transit Survey</td>
<td>12</td>
</tr>
<tr>
<td>2.4 Community Planning Workshops</td>
<td>14</td>
</tr>
<tr>
<td>3.0 TRANSPORTATION NETWORK</td>
<td>15</td>
</tr>
<tr>
<td>3.1 Roads &amp; Highways</td>
<td>15</td>
</tr>
<tr>
<td>3.2 Bicycle &amp; Pedestrian Facilities</td>
<td>17</td>
</tr>
<tr>
<td>3.3 Transit Services</td>
<td>21</td>
</tr>
<tr>
<td>3.4 Areas Not Adequately Served by Transit</td>
<td>25</td>
</tr>
<tr>
<td>4.0 LAND USE &amp; PLANNED DEVELOPMENT</td>
<td>29</td>
</tr>
<tr>
<td>4.1 Land Use &amp; Regulatory Agencies</td>
<td>29</td>
</tr>
<tr>
<td>4.2 Planned Development</td>
<td>29</td>
</tr>
<tr>
<td>5.0 PLAN ALTERNATIVES</td>
<td>30</td>
</tr>
<tr>
<td>5.1 Plan Alternatives &amp; Route Maps</td>
<td>30</td>
</tr>
<tr>
<td>5.2 Performance &amp; Cost Estimates</td>
<td>41</td>
</tr>
<tr>
<td>6.0 IMPLEMENTATION PLAN</td>
<td>47</td>
</tr>
<tr>
<td>6.1 Recommended Route Alternatives &amp; Phasing</td>
<td>47</td>
</tr>
<tr>
<td>6.2 Organizational Structure</td>
<td>48</td>
</tr>
<tr>
<td>6.3 Potential Funding Sources</td>
<td>52</td>
</tr>
</tbody>
</table>

### APPENDIX

**APPENDIX A:** Survey Report  
**APPENDIX B:** Local Roads and Highways in the Plan Area  
**APPENDIX C:** Walk Audit Findings  
**APPENDIX D:** General Plans, Regulatory Agencies & Unmet Transit Needs  
**APPENDIX E:** Land Use & Planned Development Maps  
**APPENDIX F:** List of Bus Stops for Plan Alternatives

*Photo: Bus Operator Manny Barajas interviews residents about their transit needs in Nyeland Acres, CA.*
EXECUTIVE SUMMARY

In 2009, Gold Coast Transit (GCT) was awarded a Caltrans Community Based Transportation Planning grant to ascertain the demand for transit service along Los Angeles Avenue (SR 118) in Saticoy and Vineyard Avenue (SR 232) in El Rio and Oxnard. This plan examines areas not currently served by transit and proposes new routes for future implementation. As part of the study, in-depth information was collected about existing land use conditions and planned development. A summary of the plan components is listed below.

COMMUNITY OUTREACH (Chapter 2)
• Identified stakeholders and facilitated partnerships with community groups.
• Designed and distributed transit surveys at 10 locations in the plan area.
• Created “online” survey and content for project website.
• Distributed project info and gained input at Transit Planning Workshops.
• Analyzed 301 survey results in a Survey Report.

TRANSPORTATION NETWORK (Chapter 3)
• Plan focuses on Vineyard Avenue (SR 232), Wells Road (SR 118), and surrounding unincorporated areas in Ventura County.
• Analyzed areas not adequately served by transit, by using GIS to map a 1,500 foot (five minute walk) buffer around each bus stop.

LAND USE and PLANNED DEVELOPMENT (Chapter 4)
• There are over 1,200 new dwelling units approved or proposed in Wells & Saticoy, and over 3,000 new dwelling units in Oxnard/El Rio/Strickland Acres.
• Current population of 65,000 is projected to grow to 90,000 by 2030 (38% increase).

PLAN ALTERNATIVES (Chapter 5)
• Developed performance standards and criteria for evaluating transit route alternatives.
• Designed and evaluated transit alternatives.
• Produced transit demand forecasts w/ estimated number of passengers.
• Produced cost estimates for each route alternative.

IMPLEMENTATION PLAN (Chapter 6)
• Developed recommendations to be considered for both short & long-term.
• Researched organizational arrangements.
• Identified potential funding sources.