

Ventura County Coordinated Public Transit-Human Services Transportation Plan, 2016 Revision

Prepared for:



Prepared by:



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Ventura County Coordinated Public Transit – Human Services Transportation Plan, 2016 Revision

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Ventura County Coordinated Public Transit – Human Services Transportation Plan, 2016 Revision

EXECUTIVE SUMMARY

Purpose and Intent

This PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION COORDINATION PLAN is prepared in response to Federal statute, initially required in 2005 and re-authorized in the January 2016 legislation PL 114-22 *Fixing America’s Surface Transportation* (FAST Act). Termed the COORDINATED PLAN, it identifies and addresses transportation needs and gaps of three target populations: **seniors, persons with disabilities and persons of low-income**. Through prioritized mobility strategies and projects, it provides direction to numerous Ventura stakeholders including the Commission, the county’s public transit providers, human service agencies, cities and the County.

Eligible COORDINATED PLAN’s projects can be supported with Federal Transit Administration Section 5310, Enhanced Mobility of Seniors and Individuals with Disabilities program. This is the single funding source directly associated with the COORDINATED PLAN. The Section 5310 program goal is to improve mobility for seniors and individuals with disabilities by removing barriers to transportation services and expanding the availability of transportation mobility options. Section 5310 funds are available through competitively-awarded grants for capital and operating expenses for many of the projects identified within this COORDINATED PLAN. However, this competitive funding source is modest, with Ventura County projects securing less than \$2 million in Federal funding for the most recent two-year cycle. So, stakeholder organizations must be creative and pro-active in finding additional funding to undertake the strategic responses to Ventura County residents’ mobility concerns described in this COORDINATED PLAN.

Changing Transportation Landscape

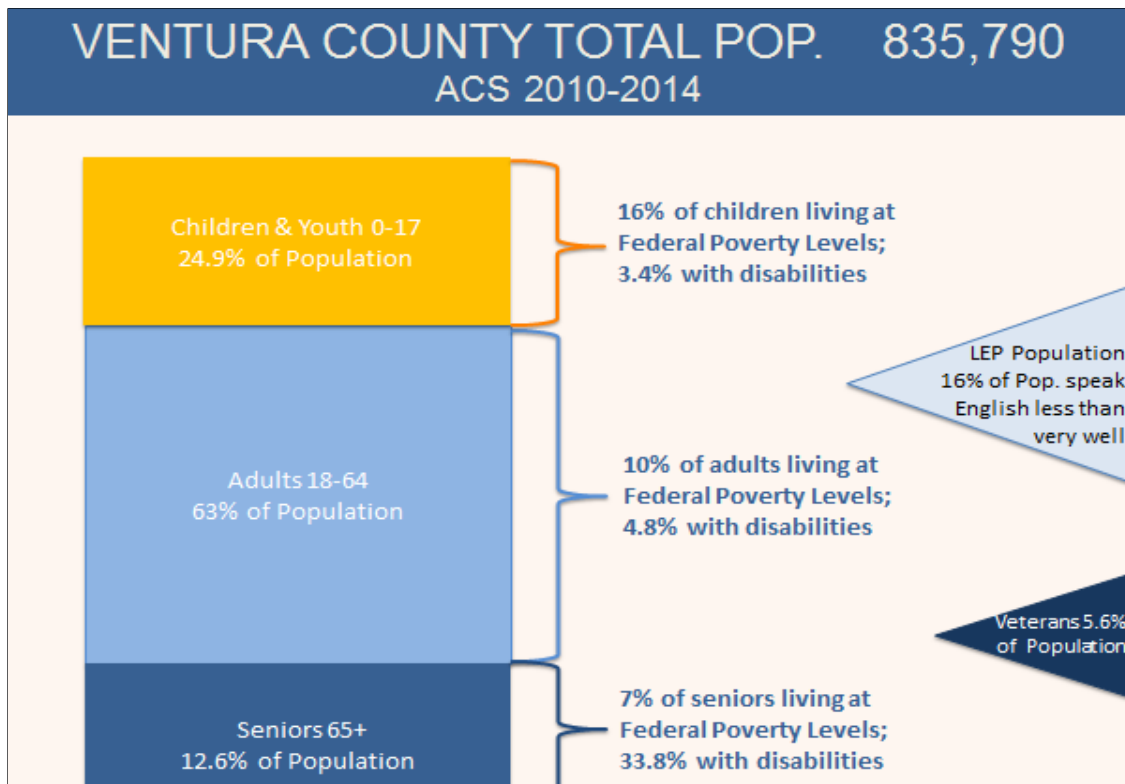
This is a period of tremendous change in the transportation field with implications that are in discovery for public transportation and specialized transportation providers alike. Changes in service delivery models, in information dissemination and in fare payment technology are reflected in the new service models that Uber and Lyft are implementing across the country. How these changes impact the populations of concern to this COORDINATED PLAN will be better understood with time, as well as how to craft responses that protect equitable access to new services and to affordable service innovations for older adults, individuals with disabilities and low-income households. The COORDINATED PLAN provides one road map through this period of change, with a focus on the mobility challenges of the Ventura County’s most vulnerable populations.



Ventura County Transportation Context

The groups of interest to this COORDINATED PLAN are described in Chapter 2, revealing a County with more older residents and still recovering from the 2008 Recession. Of Ventura County’s 835,790 residents, almost 105,600 are seniors, **12.6% aged 65 and older**, on par with California’s statewide older adults at 13.3%, but growing in number and proportion by 11% since 2000. **Persons with disabilities** include 4% of children or youth under age 17, 5.9% of the adult population, and an impressive 34% of older adults. Together these total 47,500 persons reporting some type of disability. Among **low-income persons**, 7.3% of seniors are living at Federal Poverty levels, an increase of 66% over 2000. This reflects annual incomes of \$11,250 for one-person households. Among adults living at or below the Federal Poverty Level, there was an increase from the 2000 rate of 8.3% to the 2014 rate of 9.8% of adults. Currently 11% or 92,000 residents are living at or below Federal Poverty Levels. **U.S. military veterans** make up 5.6% or 46,500 individuals, all as reported in the 2014 American Community Survey (ACS) 5-Year Estimate. **Limited English Proficient persons**, per the ACS, number 127,000 persons, all ages and 16% of the County’s population, while 13.6% of residents are Spanish-speaking with limited English proficiency.

Exhibit ES-1, Summary of Ventura County Target Populations Demographics



Projections show continued growth in Ventura County through 2040, adding 130,000 more persons above the 2014 population and projected at just under 1 million residents by 2040. Among these, seniors will be the group with the largest gains, **increasing by 35% by 2020 and another 37% by 2040.**

Not surprisingly, these groups are not evenly distributed across the county but with differences by East or West ends of the County. Chapter 2 describes some of those concentrations and differences, and presents employment projections for the upcoming years.

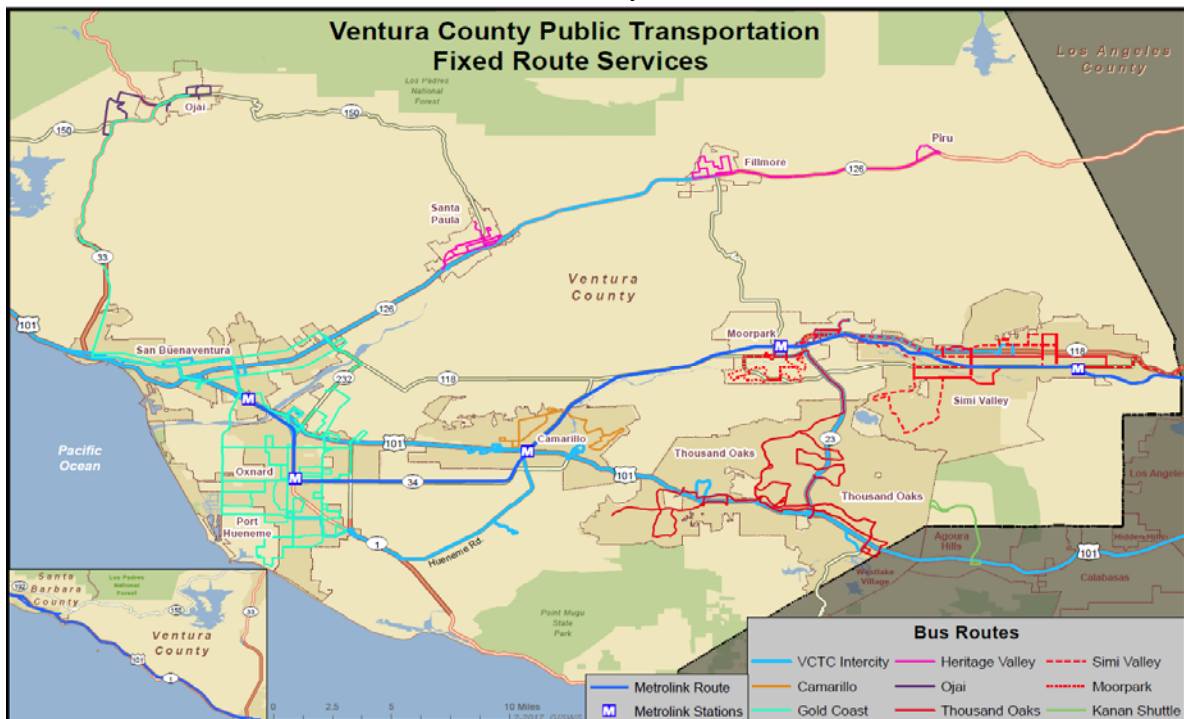
Chapter 3 provides further context through summaries of regional and city plans and studies, highlighting findings of relevance to this 2016 COORDINATED PLAN. The review includes SCAG’s vision of “more choices for getting around”, planning status for additional inter-city rail services, differences in utilization of fare payment media by younger and poorer persons and more.

Available Transportation

Chapter 4 presents the inventory of available fixed route, demand response, and specialized transportation in Ventura County. While these programs have largely been described in VCTC’s SB 203 REPORT TO THE LEGISLATURE, additional information on specialized transportation services and funding is included in this COORDINATED PLAN. A total of 6.18 million passenger trips were made on public and specialized transportation in Ventura County during the most recent reporting year, FY 2014/15, an impressive figure.

The fixed route network includes eight (8) public transit systems plus Metrolink’s five stations within Ventura County, reflected below and detailed in Chapter 4. About 88% of trips are provided on this network which was enhanced during these past four years with more intercity service, changes in the Gold Coast Transit District (GCTD) network and establishing the Heritage Valley fixed-schedule services in Fillmore and Santa Paula.

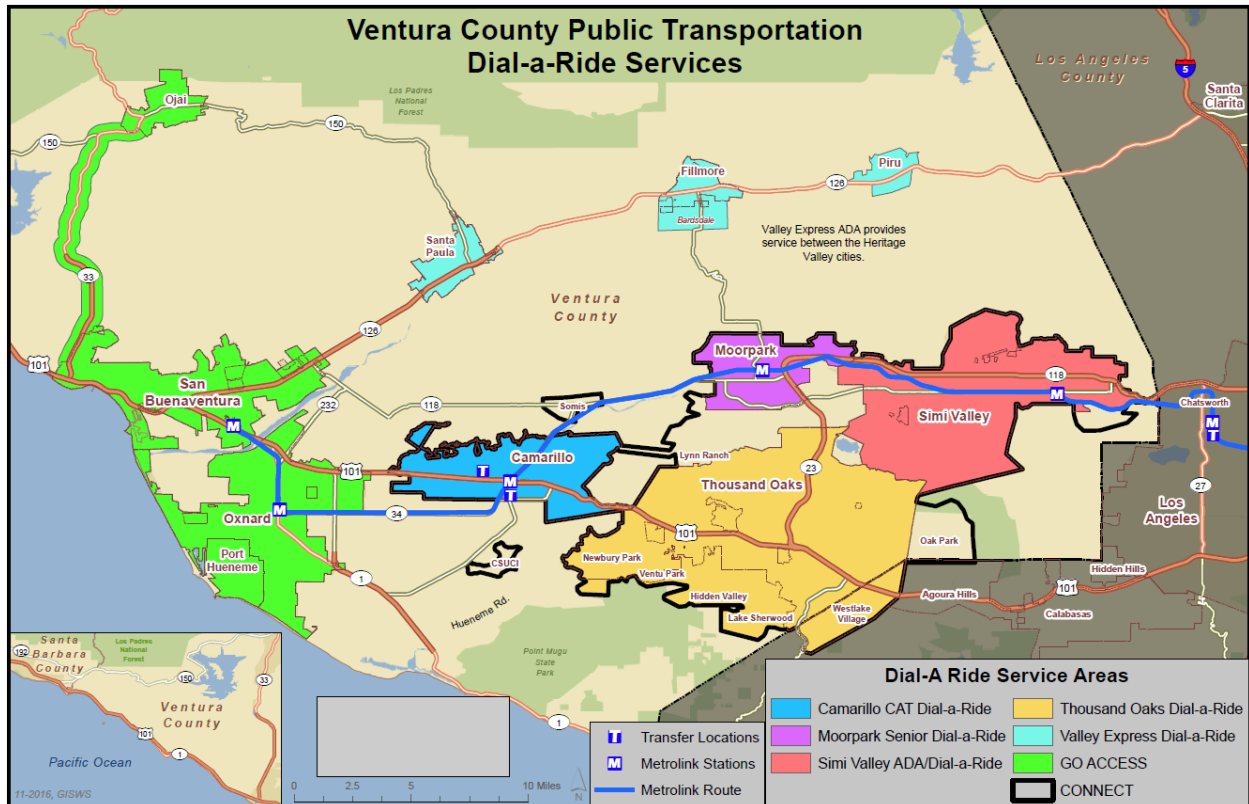
Exhibit ES-2, Ventura County Fixed Route Services



Public dial-a-ride services are an equally important part of the network, providing transportation directly between home and destination, usually through trip reservations made in advance. These services are detailed in Chapter 4. About 8% of public transit trips are provided on dial-a-ride, trips critical to COORDINATED PLAN target group members unable to use fixed route due to their disability or because no fixed route services operate near them. The seven public demand response programs currently operating in Ventura County are presented in Figure ES-3.

Riders in the west end of the County are served by GCTD, regional demand response provider, through its Americans with Disabilities Act (ADA) GO ACCESS program. Valley Express Dial-a-Ride serves Heritage Valley riders. In the east county, the new East County Transportation Alliance’s (ECTA) CONNECT provides ADA and senior inter-city demand response services for seniors and persons with disabilities. Its service area is outlined in black in Exhibit ES-3, showing its multi-city reach. At the same time, the municipal dial-a-rides continue to provide varying levels of demand response service within their respective city borders.

Exhibit ES-3, Ventura County Dial-a-Ride Services



Specialized transportation services are also part of the county’s network, providing trips or services to the COORDINATED PLAN populations that are important to their mobility and well-being. Chapter 4 describes several directly-operated transportation programs of municipalities and human service agencies, as well as handful of taxi voucher, mileage reimbursement programs and travel training programs. These programs are not providing mass transportation, providing 1% of total overall trips served, but they are filling important and individualized trip needs.



Trips-per-Capita is an important ratio is significant as it can be used to compare transit utilization over time and contrast with utilization in other regions. This ratio is found by dividing the total public transit trips by total population, In Ventura County, the almost 6.3 million public transit trips provided in the most recent year reflects an annual 7.5 trips per-capita-rate. As shown in Exhibit ES-4, this benchmark improved from the 2012 COORDINATED PLAN documented rate of 7.0 to 7.5, a 7.1% increase. This is a positive indicator given that Ventura County’s population continues to grow, even as public transit use has declined nationally in response to low gas prices and other factors.

Exhibit ES-4, Ventura County Public Annual Transit Trips Per Capita – East County, West County and Countywide

MODE and SERVICE	WEST COUNTY Passenger Trips - 2012 Coordinated Plan	WEST COUNTY Passenger Trips - 2016 Coordinated Plan	EAST COUNTY Passenger Trips - 2012 Coordinated Plan	EAST COUNTY Passenger Trips - 2016 Coordinated Plan	COUNTYWIDE Passenger Trips - 2012 Coordinated Plan	COUNTYWIDE Passenger Trips - 2016 Coordinated Plan
Rail						
Metrolink	69,666 <i>at 75% of 2012 total</i>	61,074 <i>at 75% of 2016 total</i>	178,972 <i>at 25% of 2012 total</i>	150,448 <i>at 25% of 2016 total</i>	248,638 4%	211,522 3%
Fixed Route						
Camarillo Area Transit			15,000	12,517	15,000	12,517
Gold Coast Transit	3,353,539	3,908,847		72,973	3,353,539	3,908,847
Kanan Shuttle			<i>Not in operation</i>		<i>Not in operation</i>	72,973
Moorpark Transit	<i>Not available</i>	<i>Not available</i>	65,033	71,170	65,033	71,170
Ojai Trolley	108,000	103,673			108,000	103,673
Simi Valley Transit			435,416	378,452	435,416	378,452
Thousand Oaks Transit			181,032	155,093	181,032	155,093
Valley Express*	<i>Not in operation</i>	29,828			<i>Not in operation</i>	29,828
VCTC Intercity	802,956	782,381			802,956	782,381
<i>Total Fixed Route</i>	4,264,495	4,824,729	696,481	604,715	4,960,976 87%	5,514,934 88%
Demand Response						
Camarillo Area Transit - DAR		111,806			55,000	111,806
ECTA - CONNECT			<i>Not in operation</i>	15,778	<i>Not in operation</i>	15,778
Gold Coast Transit - ACCESS	76,730	84,604			76,730	84,604
Moorpark Transit Senior DAR				16,169	2,138	16,169
Oak Park/ Agoura Hills DAR				1,200	21,600	1,200
Simi Valley Transit DAR			47,054	45,364	47,054	45,364
Thousand Oaks DAR			86,332	86,214	86,332	86,214
Valley Express - DAR	<i>Not in operation</i>	121,790			<i>Not in operation</i>	121,790
VCTC - Fillmore, Piru, SP DAR	205,692	<i>Terminated</i>			205,692	<i>Terminated</i>
<i>Total Demand Response</i>	282,422	196,410	133,386	164,725	494,546 9%	482,925 8%
Vanpool						
Los Angeles Metro Vanpools		<i>Not available by area of county</i>		<i>Not available by area of county</i>	-	<i>Pass. trips not available</i>
CalVans Vanpools	<i>Not available</i>		<i>Not available</i>		-	2 vanpools
Thousand Oaks Rideshare Program					-	100 vanpools
UC Santa Barbara Vanpools					-	12-15 vanpools
					-	11 vanpools
Specialized Transit						
ARC of Ventura				33,000	-	33,000
Camarillo Healthcare District			10,221	<i>Not reported</i>	10,221	<i>Not reported</i>
County AAA ElderHelp Transportation		2,400			-	2,400
County HAS Children & Family Services		2,400			-	2,400
HELP of Ojai	9,700	10,500			9,700	10,500
Mobility Management Partners		0		0	-	18,420
<i>Total Specialized Transportation</i>	9,700	15,300	10,221	33,000	19,921 0.3%	66,720 1%
Total Trips, All Modes	4,626,283	5,097,513	1,019,060	952,888	5,724,081	6,276,101
Ventura County Total Population	499,610	507,378	323,708	328,412	816,034	835,790
% of total county population	61%	61%	40%	39%	% change	2.4%
Annual Trips per Capita, All Modes	9.3	10.0	3.1	2.9	7.0	7.5
% change		8.5%		-7.8%		7.1%

Note: Reported trip data is generally for the fiscal year preceding the year in which the Coordinated Plan was prepared.

* Valley Express service began in March 2015



Comparing the County’s two regions, the East County shows significantly lower trips-per-capita rates with 3.1 in 2012 and declining to 2.9 trips-per-capita in this 2016 COORDINATED PLAN’S reporting period. By contrast, the West County increased by 8.5% from 9.3 trips-per-capita in 2012 to 10.0 in this 2016 COORDINATED PLAN’S reporting period. This is a significant difference in the annual trips-per-capita of the East and West County jurisdictions. It is important to note that ridership for VCTC Intercity, which provides service in both East and West County, is only reported under the countywide column. As will be discussed later, the difference in market penetration can be partly explained by geography and land use patterns, but also by the differences in transit service levels available to residents in need of public transportation.

Themes in Mobility Needs and Gaps

Required under statute of this COORDINATED PLAN is an extensive public involvement process. Described in Chapter 5, this Plan’s outreach included two stakeholder workshops, four consumer and stakeholder focus groups, intercept surveying at the Ventura Transit Center, input from four years of Unmet Transit Needs Testimony, operator interviews, and an agency/organization survey. Almost 200 individuals or organizations directly contributed to the Plan development process.

Consumer and Stakeholder Outreach Findings

The findings brought back from dialogue with these stakeholders showed that mobility needs and gaps differed by area and target group, reflecting differences in available services and individuals’ unique mobility needs. However, the following common themes did emerge.

There is a confusing array of information resources.

In multiple settings riders and stakeholders noted that while a good number of transit information options exist, information is not always complete or easy to use. Because some transit operators do not yet have their data on Google Transit, it can be difficult to plan a cross-county trip. Riders have reported receiving contradictory information from Dial-a-Ride providers and dispatchers. Additionally, many stakeholders were unaware of important resources, such as the VCTC call center.

Some human service transportation projects can fill some mobility gaps.

Reported issues regarding human service transportation included: Specialized transportation is vital for the most frail seniors, however programs that rely on volunteers often face difficulty in recruiting volunteers and human service programs need more accessible vehicles; positive feedback was reported about the AAA taxi voucher program, the MMP mileage reimbursement and travel training for seniors.



There is inconsistency of span of service for weekday and weekend service.

There were multiple requests for later evening service across the County, particularly on Valley Express, in Ventura and to Santa Barbara. Requests for enhanced weekend service included in Santa Paula and Fillmore and on GO ACCESS and Oxnard Dial-a-Ride.

Coordination issues and mobility gaps exist related to fixed route services.

Outreach efforts revealed concerns about fixed-route services including a need for coordination among schedules and transit operators to improve wait times and increase ease of use; increased ease in transferring between East and West County; increased frequency; repeated driver sensitivity training; and increased wheelchair capacity.

Unserved areas exist.

Some identified unserved areas include: Mandalay Bay, Seaward towards Harbor; for seniors and for youth from Santa Paula and Fillmore to Ventura; Pleasant Valley near 101; Ojai. Additionally, riders and stakeholders reported difficulty in getting from Camarillo to Thousand Oaks and getting to out-of-county medical destinations.

There are fare coordination and affordability issues.

The desire for common fare media between transit operators was expressed in multiple outreach activities. Stakeholders expressed some confusion about pass times and difficulty affording some fares, especially for out-of-county medical trips. Finally, riders expressed appreciation for reduced fare programs such as GCTD's Senior 75+ free fare and Veterans half-price fare.

There is need for more pedestrian facilities, bus stop amenities, and vehicles.

Concerns related to facilities and amenities included requests for more bus stop benches and shelters, safe paths of access, and more lighting at bus stops. Bicyclists suggested a need for driver education about "sharing the road" with cyclists. Vehicle issues were also reported, including requests for more MV-1 vehicles and seatbelts on buses.

Coordination issues and mobility gaps exist related to dial-a-ride services.

Concerns about the dial-a-ride network included difficulty transferring between two different dial-a-Ride systems; riders using more than one dial-a-ride expressed confusion about differing policies; difficulty when riding dial-a-ride for out-of-county medical trips; and need for continued driver sensitivity training.



Agency Survey Findings

One element of this COORDINATED PLAN revision process was to undertake an organizational survey of Ventura County public transit agencies, public and non-profit agencies to better understand mobility needs and gaps. The 51 respondents represented 36 agencies.

As shown in Exhibit ES-5 twenty-one need areas were identified and respondents asked to indicate those where their clients communicated difficulty either “often”, “sometimes” or “rarely.” Exhibit ES-5 shows there are three top categories of need:

- essential shopping (70%)
- medical trips to local doctor or clinic (64%)
- accessibility/ path of travel to the bus stop (58%)

Exhibit ES-5, Organization Survey - Local Trip Needs

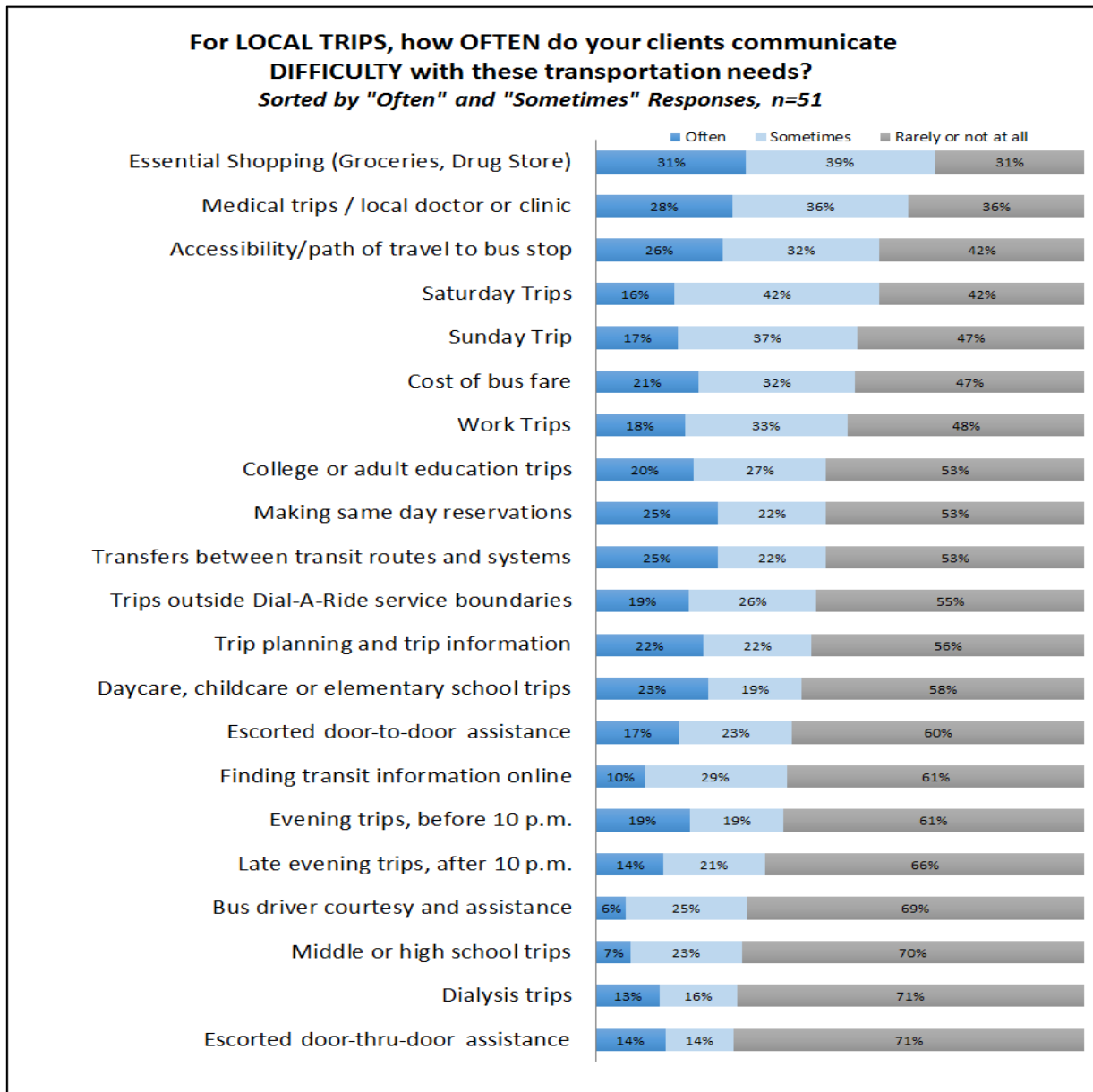


Exhibit ES-6 following shows how often clients of the human service agencies indicate difficulty with regional trips. The most profound finding is that stakeholders reported that **long trips within Ventura County** had the most degree of difficulty, with 69% of the agencies indicating this is “often” or “sometimes” difficult for their constituents. **Longer medical trips outside Ventura County** closely followed with 67% reporting this was often or sometimes a difficulty.

Exhibit ES-6, Organization Survey – Regional Needs

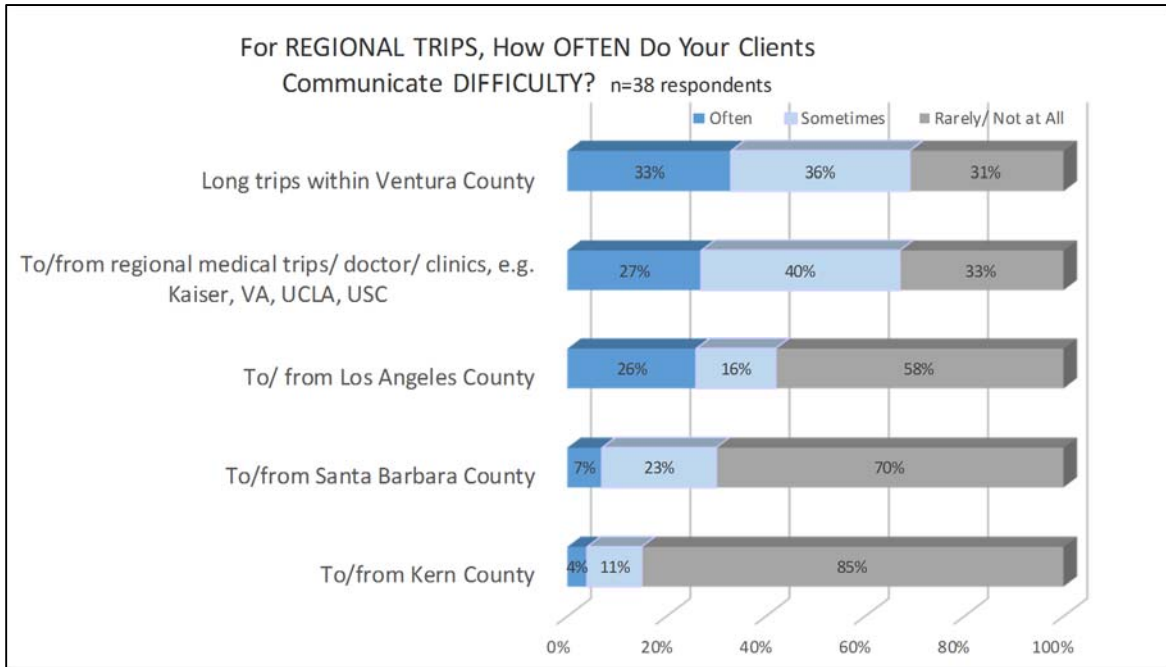
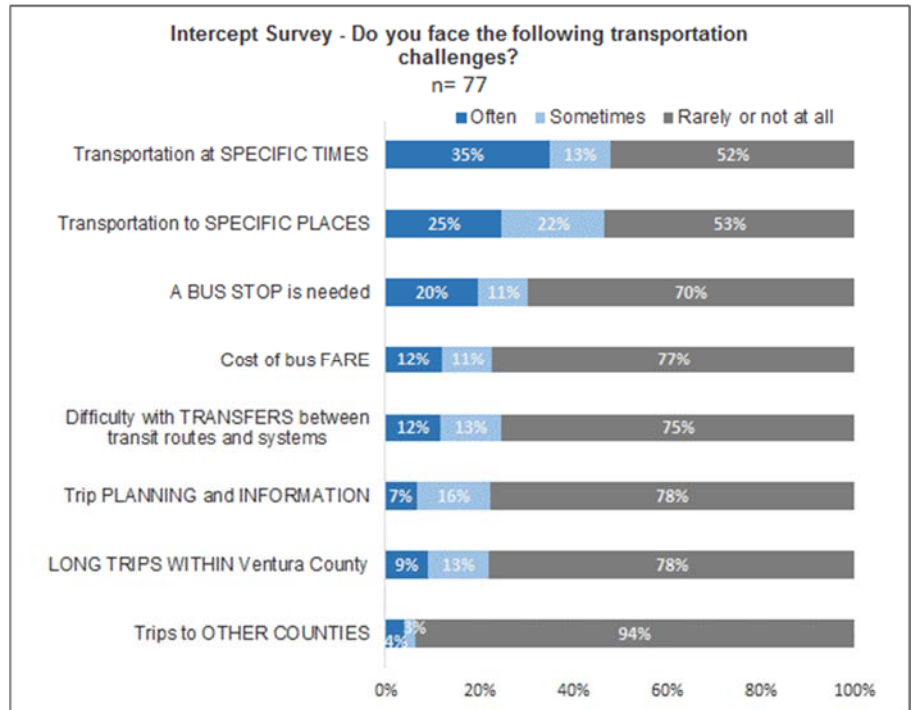


Exhibit ES-7, Intercept Survey – Mobility Challenges

In an intercept survey of riders at the Ventura Transit Center with 77 respondents, fixed route passengers reported facing various travel challenges. The top responses shown in ES-7 were that passengers faced difficulties “often” or “sometimes” in both travelling at specific times (48%) and to specific places they need to go to (47%).





Defining Responsive Strategies to Address Key Themes

Chapter 6 defines the six (6) themes and twenty-six strategies by which to address this COORDINATED PLAN's findings, mobility needs and gaps.

Given the COORDINATED PLAN's intent to improve the mobility of Ventura County residents who are older adults, persons with disabilities or persons of low-income, these six themes represent starting points from which VCTC and its partners can consider improvements so that the transit experience feels less burdensome or confusing for the user and that more choices are available to those whose mobility options are otherwise limited. These themes are:

1. Provision of fixed route transit information is piecemeal, making it difficult to plan and navigate intercity and multiple agency transit trips.
2. Capacity building of human service transportation can fill some mobility gaps.
3. Coordination issues and mobility gaps exist regarding fixed route services.
4. Transit affordability continues as a critical concern.
5. Capital and infrastructure investment is needed to enhance safety and mobility.
6. Coordination issues and mobility gaps exist related to Dial-A-Ride services.

Chapter 6 additionally presents the rationale for various strategies that can address the identified mobility challenges of the target populations. The responses described in this COORDINATED PLAN are summarized here, further detailed in Table ES-8 at the end of this section.

Responses to Information Gaps

Ventura County has many individual elements for providing good transit information. Trips planners, NextBus real time information, collateral materials on route and schedules, and a centralized call center are all very important building blocks for an effective fixed route transit information system. Near-term actions include ensuring Google Transit is fully functional, publicizing the availability of the VCTC Call Center for multiple agency trip coordination, integrating human service transportation information into the call center capabilities, and providing an interactive online map with all Ventura County transit providers. VCTC is already addressing Google Transit issues by contracting with a vendor to ensure functionality. These are each relatively low-cost steps that would significantly close the existing transit information gaps in Ventura County and help to make ***transit information more accessible and user-friendly***. Once these steps are taken, then consideration of a smart phone app tailored to and encompassing many of Ventura County transportation modes and services could be considered.

Responses to Need for Capacity Building of Human Service Agency Transportation

Among respondents to the COORDINATED PLAN's organization survey were just four (4) human service organizations reporting provision of some type of transportation service, as well as Ventura Transit



System, a for-profit transportation provider. Compared to other counties, this is a small respondent group, with collectively a small and potentially limited “carrying” capacity. **Promoting human service agency transportation projects** through the Section 5310 program is one means of growing the number and capacity of human service agencies directly providing transportation. Important, too, is the continued provision of specialized transportation through taxis, as well as volunteer driver mileage reimbursement programs and possibly ride hail services such as Uber and Lyft. These each serve to meet the individualized mobility needs of COORDINATED PLAN target group members.

Responses to Need for Improved Service Levels

There is need to upgrade transit service levels, particularly in East County. Some of this is being addressed in the short term with Short Range Transit Plan processes. Current SRTP processes are fiscally constrained and can only improve transit services levels marginally. Significantly improving existing service levels in the East County is particularly important, probably the single most important strategy that would improve mobility for the target populations of this COORDINATED PLAN. **Improved frequencies and span of service will require substantial additional resources that are currently not available.**

One strategy is to develop a countywide, long-range transit plan that would identify the needed funding resources necessary, and the existing projected deficit, by which to improve service levels to agreed-upon service standards. Although Measure AA didn’t pass this time, having a comprehensive and defensible Long Range Transit Plan with identified funding needs would provide a strong rationale for including a robust transit element in a future Ventura County transportation funding initiative and for developing constituent support around that.

Responses to Need for Improved Schedule Coordination

Issues also exist with the availability and timing of connections between local fixed route and VCTC Intercity Transit. These have been reported on within VCTC’S SHORT RANGE TRANSIT PLAN (SRTP) and by stakeholders and consumers. **Connectivity is an issue** among the different Ventura County systems. VCTC and the transit operators have a significant investment in existing public transportation services. There is a need to take full advantage of this investment by improving the ability of existing and potential transit riders to more effectively utilize the system with timed transfer between VCTC intercity buses and local buses. **It is going to take institutional leadership on the part of VCTC and the transit agencies to comprehensively establish schedule coordination standards.** This step is also vital to ensuring other investments, such as improving Google Transit related, trip planning information is successful. Once these are established, hiring a bus scheduling expert to develop an action plan to improve schedule coordination countywide is likely the most feasible strategy by which to address this issue. However, some transit operators argue that service frequencies need to be improved before greater schedule coordination is feasible.



Responses to Transit Affordability

The **affordability of transit and transportation services** was raised by stakeholders and riders alike, identified as “often” or “sometimes” an issue by over half (53%) Of organization survey respondents. GCTD’s “free fare” for those over age 75 is used and appreciated by seniors who travel regularly, including those participating in the El Concillio Family Services focus group. In fact, discounted fares for seniors and persons with disabilities are already provided by all fixed-route transit providers in the County—a service component that is relied upon by many riders.

A related strategy being tested in the region is discounted rail tickets for trips originating and ending within the County. Ensuring easy access to the purchase of bulk tickets and passes, including straightforward invoicing procedures and so forth, will facilitate the use of human service agency funds in the purchase of tickets that they can provide to their eligible constituents. Although Measure AA did not pass, the goal of the affordable fare program for Veterans, students, seniors and persons with disabilities would have been very beneficial to the target populations of COORDINATED PLAN. Since the **fare subsidies** provided by the sales tax measure would be included as local contributions under TDA regulations, it would help to boost the required farebox recovery ratios of Ventura County jurisdictions, a problem for some operators. In any proposed future sales tax measure for transportation, fare subsidies are important to retain.

Responses to Need for Capital and Infrastructure Development That Benefit Target Populations

Facilities, bus stops, vehicles and streetscape issues for pedestrians and bicyclists were among the infrastructure topics raised that support mobility for older adults, persons with disabilities and persons of low-income. Consumers reported that transit centers need facility upgrades and better routine maintenance and security. An important strategy would be to develop a capital plan and schedule to implement the needed improvements to transit centers identified in VENTURA COUNTY SHORT RANGE TRANSIT PLAN. A second strategy is to develop a prioritized list of needed bus stop improvements countywide and construct the necessary capital plan to fund a phased bus stop improvement program. Ensuring that all public transportation, including by private non-profit transportation providers, is using accessible vehicles is a third potential strategy. Particularly in “hot spot” and high use areas, a fourth strategy would identify and seek funding for those streetscape improvements that will protect and encourage pedestrian and bicyclist use. Finally, promoting share-the-road policies with an education campaign to both automobile drivers and bicyclists alike, as well as bike and bus programs, are all warranted as bike enthusiasm and the bike lane network grows.

Responses to Dial-A-Ride Service Coordination

For dial-a-ride trips, an **existing, good network** of services makes it possible to travel from most origins and destinations within the County, at least for those eligible for the respective services. While there



are some operational complaints by some consumers, and need for clarification of certain operational policies, for **local dial-a-ride trips** there was general satisfaction that users can make the trips they need to make. **Intercity demand response service** generates significantly more confusion and less customer satisfaction, particularly where intercity trips involve transfers between two transit operators. **Weekend demand response service availability** differs on Saturdays and Sundays, depending upon where one lives. Moving towards more standardized hours and days of operation for intercity trips is a strategy that is highly desirable, but will require additional financial resources. Similar to fixed route services, there is a need for an interactive map that shows how local and intercity demand response, dial-a-trips can be made and what fare(s) to anticipate.

For dial-a-ride trips outside-the-County, there is an important unmet need for medical trips to Kaiser Woodland Hills, Cedar Sinai, UCLA, USC and Children’s Hospital in Santa Barbara. While Thousand Oaks has tried unsuccessfully to run a shuttle service from Thousand Oaks to Kaiser Woodland Hills, it did not generate sufficient ridership. However, there are service delivery models such as Imperial County’s Med-Express that operates several days a week to medical facilities in San Diego and could be successful models for service between several common origins in Ventura County and travel to several predictable destinations, e.g. medical institutions, outside Ventura County on a demand response basis.

Ventura County has a long history of dialogue about **standardizing eligibility and dial-a-ride policies** (on-time window, dwell time, attendant and companion policies). One component of a larger information strategy could be a simple matrix of service policies and eligibility criteria to be shared on each of the County’s public transit websites, to help riders navigate across services. This matrix could present key operating policies of concern to riders for each service, such as dwell time and on-time performance, particularly important to riders using demand response programs for inter-city travel.

The COORDINATED PLAN themes and the twenty-six strategies are summarized in Exhibit ES-8 on the following pages.

Prioritizing Strategies

Workshop Approach to Prioritizing Strategies

VCTC hosted a workshop to which stakeholders from across the county to comply with FTA Circular 9070.1G, Chapter V Coordinated Planning, requiring that proposed strategies are prioritized.

Stakeholders from a broad range of constituents including public transit providers operating in the County, major human service organization personnel, medical facilities and consumer advocates attended the widely-noticed, two-hour workshop held at the Thousand Oaks Library in early January 2017. Following a presentation of Plan findings, participants rated strategies as “highest priority” and or “important, but second-level priority”. A prioritization of the twenty-six strategies was developed, using the workshop findings and establishing three priority levels to ensure a reasonable framework for action. The three categories are: “Very High Priority”, “High Priority” and “Medium Priority”.



While the strategy ranking process does establish higher and lower priorities, all the strategies identified are responsive to some type of mobility gap or need identified within this COORDINATED PLAN, 2016 REVISION. ***As such, each strategy has relevance and should be considered for implementation as resources allow and where there is a champion who is interested, willing and able to develop it.***

Specifically, those strategies that are lower ranked should be supported where such champions and opportunities for implementation present. Exhibit ES-8 presents the strategies prioritized within each thematic area. Also, information about project eligibility for FTA Section 5310 funding and the potential stakeholders for leadership are identified for each strategy. Those strategies categorized as “possibly” with regard to Section 5310 funding, may be eligible if the project is designed and the grant written in compliance with the programs guidelines.

Table ES-8 Strategy Priorities and Section 5310 Eligibility with Leadership Roles

Strategies	Priority	Potential Section 5310 Project?	Potential Leadership Role/ Responsible Parties
1. INFORMATION GAP			
1.1 One-Call/One-Click with trip planning for demand response service, e.g. 211VetLink.org	Very High	YES	VCTC, GCTD, CONNECT
1.2 GTFS for all providers	Very High	POSSIBLY	VCTC
1.3 Links to all transit services on each public operators’ website	Very High	POSSIBLY	VCTC and each of the operators
1.4 Interactive countywide web-based map showing routes	High	POSSIBLY	VCTC
2. CAPACITY BUILDING OF HUMAN SERVICE TRANSPORTATION PROGRAMS TO FILL GAPS			
2.1 Develop and support public transit and human service collaboratives and education	Very High	POSSIBLY	VCTC, GCTD, SSTAC, TransCom, human service programs
2.2 Support continued specialized transportation projects: taxi voucher, volunteer driver, etc.	Very High	YES	VCTC, GCTD, east county human service programs
2.3 Promote traditional human service transportation, vehicle based projects	Medium	YES	ARC of Ventura, CONNECT,
2.4 Annual mobility summit	Medium	YES	VCTC, GCTD, human service programs



Strategies	Priority	Potential Section 5310 Project?	Potential Leadership Role/ Responsible Parties
3. FIXED ROUTE SCHEDULE COORDINATION AND SERVICE LEVELS			
3.1 Travel training and education across all populations	Very High	YES	VCTC, GCTD, transit operators
3.2 Increased transit service levels	High	NO	VCTC, transit operators
3.3 Schedule Coordination Study	High	NO	VCTC, transit operators
3.4 Countywide Long Range Transit Plan	Medium	NO	VCTC
3.5 Schedule coordination standards	Medium	NO	VCTC
4. TRANSIT AFFORDABILITY			
4.1 Promote existing discounted fare policies that for the target populations.	Very High	NO	VCTC
4.2. Continue to pursue funding alternatives to maintain/reduce fares	High	NO	VCTC
4.3 Facilitate/ streamline procedures for human service agency bulk bus pass purchases.	Medium	NO	GCTD, VCTC, transit operators; human services
4.4 Explore potential for discounted intra-county Metrolink trips.	Medium	NO	VCTC
5. CAPITAL AND INFRASTRUCTURE INVESTMENT			
5.1 Prepare a capital funding plan to improve transit facilities	High	NO	VCTC, GCTD
5.2 Identify substandard bus stops and develop bus stop improvement capital plan and implementation	High	NO	VCTC and/or individual jurisdictions
5.3 Continued accessible vehicle procurement for demand response program	High	YES	VCTC, transit operators, human services agencies
5.4 Promote “share the road” polices for bicyclists and pedestrians and bike-and-bus programs to enhance safety, promote bike use	Medium	NO	Individual jurisdictions, the County
5.5 Promote street improvement counter measures improving pedestrian/ bike safety.	Medium	NO	Individual jurisdictions, the County, transit operators



Strategies	Priority	Potential Section 5310 Project?	Potential Leadership Role/ Responsible Parties
6. DIAL-A-RIDE SERVICE COORDINATION			
6.1 Interactive web-based map showing service areas and connections.	Very High	POSSIBLY	VCTC, transit operators
6.2 Standardized hours and days of service; alternatively, documenting where core service policies differ across transit systems	Medium	YES	VCTC, transit operators
6.3 Inter-County shuttle/ demand response NEMT service to LA County destinations	Medium	YES	CONNECT, other providers
6.4 Improved reliability of demand responsive services –technology projects and/additional revenue hours	Medium	YES	GCTD, CONNECT, each of the dial-a-ride providers

Funding and Moving this COORDINATED PLAN Forward

The Section 5310 program funds available to support this COORDINATED PLAN, 2016 REVISION are limited. Somewhere between \$1 and \$2 million may be available to competitive procurements for Ventura County’s urbanized areas. The rural and non-urbanized areas must compete in the statewide competitive process, with lesser amounts likely. For the two-year period FFY 12 and FFY 13 just \$2.3 million in Federal funds was provided to support projects. For FFY 14 and FFY 15 only \$1.1 million was provided as the JARC and New Freedom programs wound down.

These limited funds suggest that it will be critically important to seek **other funding sources** to address many of the proposed strategies. Such additional funding sources could include but are not limited to:

- ▶ Discretionary Federal grants
- ▶ State cap and trade funding
- ▶ Active Transportation funding

Additionally, this COORDINATED PLAN can be used to support discussion of a future self-help tax for transit in Ventura County, in light of the failure of Measure AA.

Comments in two final areas are of relevance to moving this COORDINATED PLAN, 2016 REVISION forward. First, this Plan provides guidance and a road map. In and of itself, the Plan is not funded but requires the interest, willingness and ability of potential grant applicants to pursue funding by which to implement projects. Finding and encouraging those partners is important to addressing the Plan’s findings.

Finally, while this Plan documents a developing transportation network across Ventura County that has made numerous improvements and enhancements since 2012, more work needs to be done, notably to



grow the transit trips-per-capita rate and increase the choices available to the Plan’s target groups of older adults, persons with disabilities and persons of limited means. As Ventura County grapples with the challenges of growth and charts its way towards improvements in the mobility of its residents as a whole, this COORDINATED PLAN, 2016 REVISION provides direction and specific activities by which VCTC, the County and municipalities, the public transit operators and human service organizations can help to realize greater mobility for those who, for various reasons, are unable to drive themselves to the places to which they need to travel.



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Ventura County Coordinated Public Transit – Human Services Transportation Plan, 2016 Revision

1. PURPOSE AND APPROACH

Introduction

This VENTURA COUNTY COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN, 2016 UPDATE addresses Congressional direction related to funding available through the Federal Transit Administration (FTA). The COORDINATED PLAN provides documentation that can be useful in pursuing this and other funding sources to address reported mobility concerns of older adults, persons with disabilities and persons of low-income living, traveling or working in Ventura County.

Authorization

The VENTURA COUNTY COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN, 2016 UPDATE (COORDINATED PLAN) documents ***mobility needs and gaps of seniors, persons with disabilities and persons of low-income.***

Required by Federal statute, Ventura’s County’s first COORDINATED PLAN in 2005 was responsive to *Public Law 109-059 Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)*. In 2012 the Coordinated Plan requirement was reaffirmed in authorizing legislation *Public Law 112-141 Moving Ahead for Progress in the 21st Century (MAP-21)* and a 2012 Ventura County Update prepared. Within the Federal context, direction narrowed from three SAFETEA-LU funding to just a single program under MAP-21, Section 5310, *Enhanced Mobility of Seniors and Individuals with Disabilities*. In January 2016, Congress authorized new transportation legislation with *Public Law 114-22 Fixing America’s Surface Transportation [FAST Act]* with five-year provisions that are now the first long-term transportation legislation in many years. As rules governing FAST Act implementation are still to be written, public transit providers and planning agencies continue to implement the guidance provided under MAP-21.

The Future is Here

This is a time of transformative change in mobility, change that is happening alongside of and, in some cases, despite regulatory direction and requirements. New service models, new information capabilities, new technology and new investment are shaping change and expanding individuals’ choices for travel to



work, school, medical, recreation and other key destinations. And autonomous vehicles, with all their unknown implications, loom. And yet how these will impact the COORDINATED PLAN'S target populations is not at all known.

New service models in the ride hail industry through Uber and Lyft are creating viable travel alternatives to driving oneself. The advantages of immediacy of pick-up – often within 5 minutes, the convenience of ordering and paying for the trip from one's smartphone, and the assurance of seeing the driver and approaching vehicle on one's phone are attractive ingredients. But whether these trips are priced within reach of the lowest income persons is less clear.

New information tools coupled with technology innovations empower a hand-held "mobile data terminal" to enable riders and prospective riders to plan trips according to criteria that shape their individual choices. Cost, speed of travel, distances to walk and the number of transfers are among the factors influencing individual choice. The proliferation of "apps" by which to discover and plan the trip are now making way to those by which real-time information is delivered as to when that vehicle will be at this stop. And while the growing ability to pay for the trip, via one's phone and on the Internet, increases the convenience of use, the use of such applications by older adults or those who cannot afford Internet access is less clear.

And so, **equity and accessibility implications exist**, in relation to these changes and for the populations of concern to this COORDINATED PLAN, even as they are disruptive to both the taxicab and public transit industries. The transportation network companies (TNC), Uber and Lyft, seek out high-density areas, not necessarily the low-density suburbs that typify Southern California and Ventura County. Reliably providing accessible vehicles to serve persons using mobility devices and ensuring that drivers are drug-free and appropriately trained are as yet unresolved challenges. Surge pricing during peak periods make the price of return trips uncertain, and often too costly for this Plan's target populations

The COORDINATED PLAN'S implementation process will need to monitor these changes, all happening at a very fast pace. The public transit industry is encouraged to move nimbly and with greater flexibility than it sometimes does, both to keep up with change and to craft its positions in the coming world of autonomous vehicles. While historically public transit has been largely reactive, the types and pace of change in mobility now make every setting a potential laboratory for proactive change, opportunities in which to introduce and test new models. Responding to these changes and monitoring their impacts from the **viewpoint of older adults, persons with disabilities and persons of low-income** will be critical to the COORDINATED PLAN'S multiple stakeholders.

Plan Goal and Requirements

The 2016 COORDINATED PLAN'S overarching goal is to **enhance the mobility of its target populations**, individuals with disabilities, seniors, people with low incomes, and military veterans, its target populations. MAP-21 regulation, currently the guiding regulation, requires that projects selected for funding be included in a **locally developed, coordinated public transit-human services transportation plan**, the COORDINATED PLAN. Regulation also requires that the COORDINATED PLAN be developed and

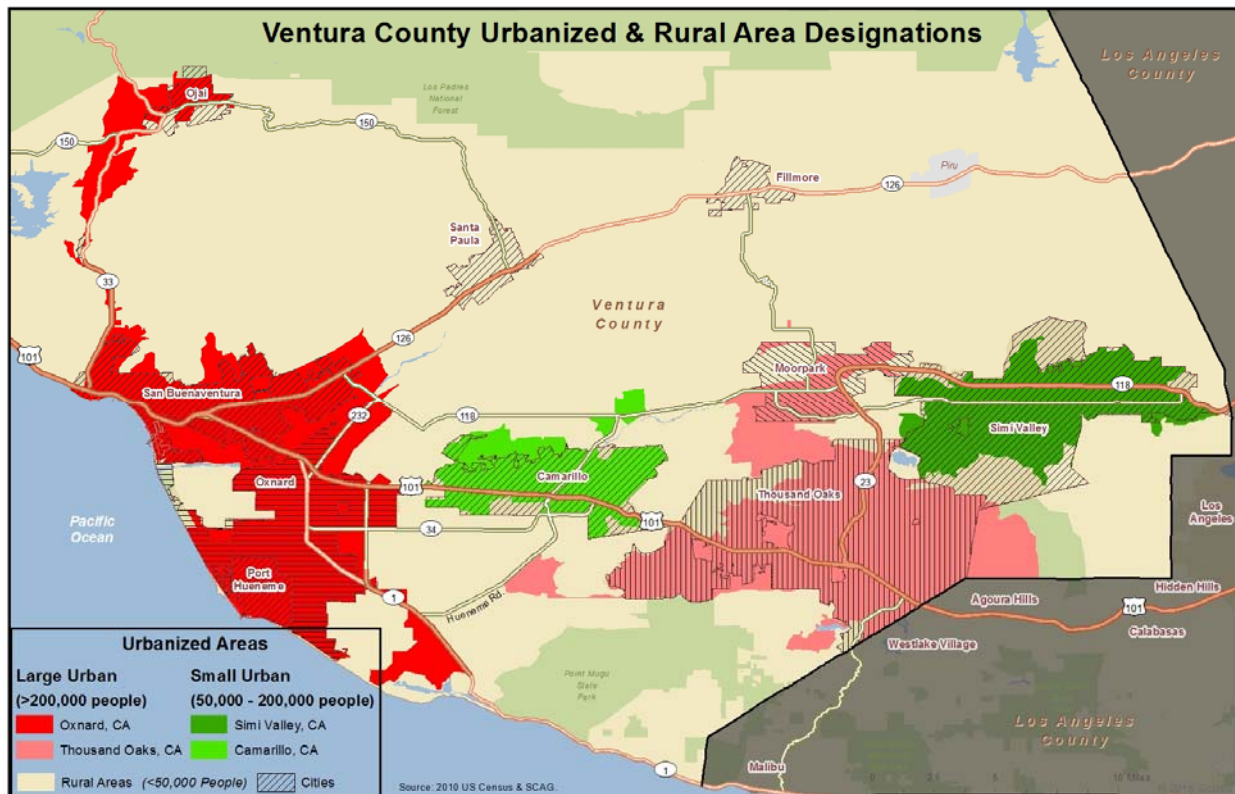
approved through a **process that includes participation** by seniors, individuals with disabilities, representatives of public, private and nonprofit transportation and human services providers, and other members of the public.

The Federal Transit Administration (FTA), as the implementing agency, maintains flexibility in how projects appear in a Coordination Plan. Projects may be identified as **strategies, activities, and/or specific projects** to address an identified service need or gap. **Local prioritization of strategies and projects** is required by statute, to ensure there is some local review. To the maximum extent feasible, services subsequently funded with Section 5310 dollars are to coordinate with transportation services assisted by other federal departments and local agencies.

Funding COORDINATED PLAN Projects in the County’s Urban and Rural Areas

The single funding source directly associated with this COORDINATED PLAN is informally overseen by the Ventura County Transportation Commission (VCTC), acting as the regional transportation authority. Caltrans provides the actual administration of the **Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities program**, for the rural and small urban areas of Ventura County. Caltrans is responsible for the Call for Projects every two to three years, the letting contracts and recipient of regular project reporting. As of this writing, the 2017 Caltrans Call for Section 5310 Projects is just being released, with future calls possible in 2019 and beyond.

Figure 1, Ventura County Urbanized and Rural Area Designations





The Federal Section 5310 funding to Ventura County is modest. During each of the last two years, VCTC oversaw an average of \$1 million in annual expenditures for the urbanized areas, including some funds remaining from the Section 5316, Job Access and Reverse Commute and 5317, New Freedom programs. The Section 5310 program goal is to ***improve mobility for seniors and individuals with disabilities by removing barriers to transportation services and expanding the availability of transportation mobility options***. Section 5310 funds are available through competitively-awarded grants for capital and operating expenses and for many of the projects that may be identified within this COORDINATED PLAN.

Plan Objectives

This COORDINATED PLAN enables VCTC to comply with federal requirements and to address its overarching goal of ***enhancing the mobility of individuals with disabilities, seniors, people with low incomes, and military veterans*** through the following four elements:

1. An ***assessment of available services*** that identifies current transportation providers (public, private, and nonprofit) for the Target Populations;
2. An ***assessment of transportation needs*** for the Target Specialized Populations.
3. ***Strategies, activities, and/or projects*** to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery; and
4. ***Priorities for implementation*** based on resources (from multiple program sources), time, and feasibility for implementing specific strategies and/or activities identified.

Process and Public Engagement

The 2016 COORDINATED PLAN was developed in compliance with the federal requirements of public involvement and engagement. This included numerous activities: ***two stakeholder workshops*** at Ventura Hall of Justice and the Thousand Oaks City Hall; ***four consumer and stakeholder focus groups*** at Oxnard Senior Services, ARC of Ventura County, CAREGIVERS Ventura and El Concillio Family Services; ***intercept surveys*** from 71 transit riders at the Ventura Transit Center; ***agency/ organization survey*** distributed to overlapping lists of 450 agency email addresses and 330 physical addresses, with 51 respondents; ***four years of unmet transit needs testimony*** to VCTC reviewed.

Additionally, the Plan describes the target populations and their distribution across Ventura County and how the County's population, housing and employment is expected to change. The Plan summarizes relevant findings from studies for the region and for the individual municipal or provider transit services.

The public involvement activities, the review of demographics and of key studies are brought together to identify mobility needs and gaps of Ventura County's older adults, persons with disabilities, persons of limited income and veterans. These needs are then examined in relation to main thematic areas. Chapter 6 presents the strategies by which to address critical mobility needs and gaps.

2. CONTEXT: PEOPLE AND PLACES

This chapter identifies the populations of concern to this Coordinated Plan, changes in those populations and their distribution across the County. It presents projections for population and employment.

The Setting

Ventura County spans over 1,800 square miles of vast open space and agricultural land at the northern edge of Southern California. Large cities and small towns dot the landscape along the coastal areas or nestled in the valleys providing a diverse mix of opportunities for its residents. Yet because of the nature of development in the county, residents can travel significant distances to access services, employment, and shopping opportunities in different parts of the region. More so, those that depend on public transportation services must traverse these long distances to gain access to these same opportunities.

The following sections provide insight into the target populations of the COORDINATED PLAN, how they are distributed across the county and what future changes are likely in both population and employment. Growing populations will necessitate improved transportation services; especially those that depend upon public transit service the most.

Figure 2, Ventura County



Demographics

Persons of Concern to this COORDINATED PLAN and Population Changes

As noted, the Federal regulatory direction for the Coordinated Plans establishes three groups of interest:

- Older adults;
- Persons with disabilities; and
- Persons of low-income.

In addition, **military veterans** are included as a group whose transportation needs can be unique and so are of concern to this Coordinated Plan. A review of the County’s population groups reveals an aging population that is still recovering from the impact of the 2008 recession.



Figure 3 depicts proportions of Ventura County’s 836,000 residents by the population groups of interest to this COORDINATED PLAN. Among children, just about a quarter of the overall population or 33,152 (16%) are living in poverty which means living on \$24,250 annually for a family of four. There has been a slight increase in the proportion of children with disabilities, now 3.4% of children and youth under age 17. Among adults, now 63% of the overall population, one in ten are living at or below Federal Poverty levels and just under 5% have a disability that impacts daily living.

The senior population has been the fastest growing group, about 106,000 persons and now 12.6% of the overall population, increasing from just 10% in 2000. A full third of seniors (34%) report living with a disability that impacts daily living. The 7% of seniors living at or below poverty level, \$11,770 for a single person household, represents a 66% increase over the 2000 Census reported seniors’ poverty levels. Figure 1 also illustrates that 5.6% or 46,464 individuals are U.S. military veterans as indicated in the 2014 American Community Survey (ACS). Finally, more than 127,000 individuals or 16% of the Ventura County’s population fall within the Limited English Proficient (LEP) category.

Figure 3, Ventura County Target Populations

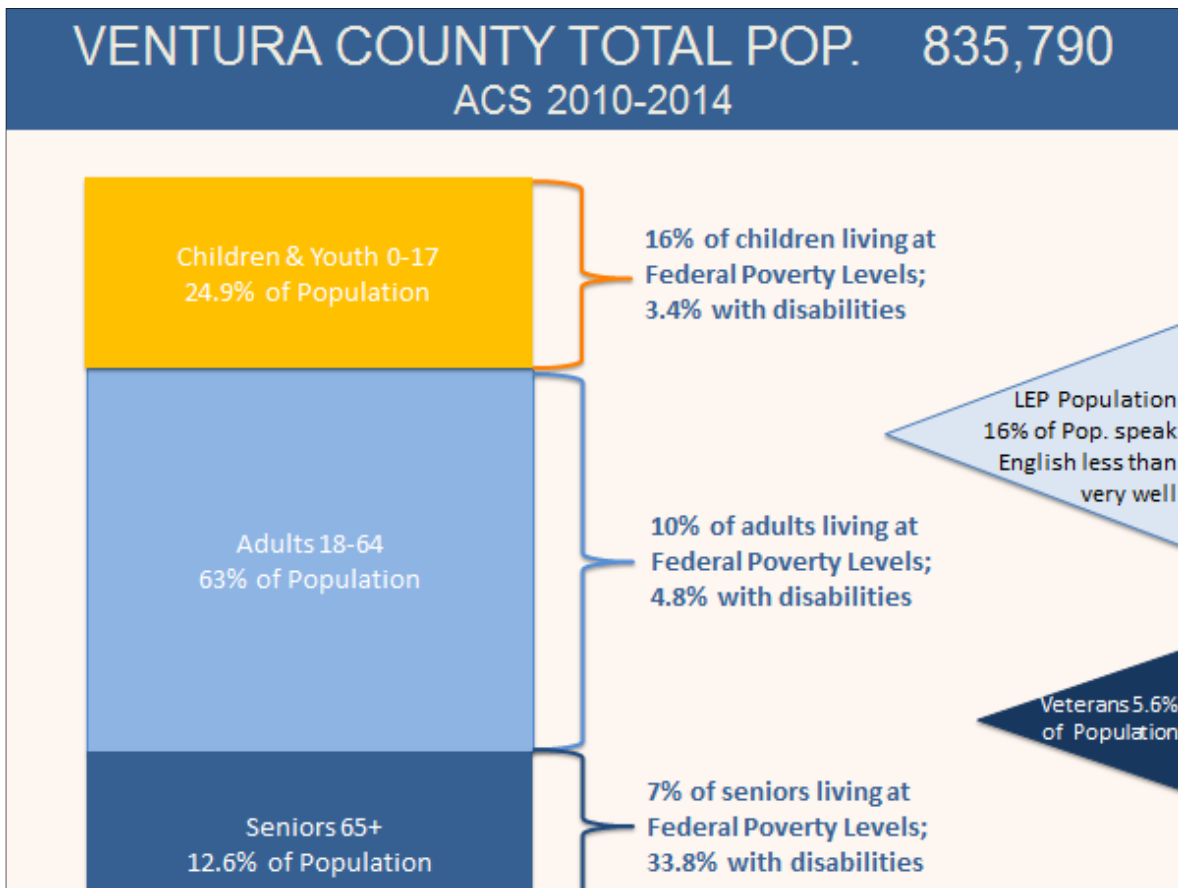


Table 1 following provides further detail on these groups, including percentage change since the 2000 U.S. Census. Data is gathered from the 2000 U.S. Census and the American Community Survey (ACS) for 2010. Based upon the 2010 – 2014 ACS, 5-year Estimate, Ventura County’s population grew by 11% since the 2000 Census to more than 835,000 residents.



Table 1, Overview of Ventura County Demographics for COORDINATED PLAN Populations

COORDINATED PLAN TARGET POPULATIONS IN VENTURA COUNTY								
Seniors, Persons with Disabilities, Persons of Low-Income and Veterans								
2000 Census Attribute, Summary File 3 2010 U.S. Census - 2010 ACS 1 Yr. Estimates 2010-2014 ACS Survey 5-Year Estimates	People by Category, 2000 Census	% of Total County Population	People by Category, 2010 Census	% of Total County Population	People by Category, 2010-2014 ACS 5-Year Estimates	% of Total County Population	% Change from 2000 to 2014	% Change from 2010 to 2014
	753,197	100%	809,080	100%	835,790	100%	11.0%	3.3%
CHILDREN AND YOUTH ages 0 -17	213,599	28.4%	212,329	26.2%	208,063	24.9%		
Children with a Disability, Ages 5 to 17	n/a		5,949	0.7%	7,151	0.9%		
% of Children age 17 and under			2.80%		3.4%			
Children living in poverty age 17 and under			29,796	3.7%	33,152	4.0%		
% Children living in poverty age 17 and under			14.03%		15.9%			
ADULTS 18-64 [2]	464,016	61.6%	516,774	63.9%	522,128	62.5%	12.5%	1.0%
Low-income Adults, Ages 18-64 - 100% Federal Poverty	38,489	5.1%	49,981	6.2%	51,056	6.1%	32.7%	2.2%
% of Adults 18-64	8.3%		9.7%		9.8%			
Disability [4] (non-institutionalized) Ages 16-64 "go-outside-home" disability (2000)	29,540	3.9%						
% of Adults 18-64	6.4%							
Disability [4] (non-institutionalized) Ages 18-64 (2014)			38,309	4.7%	40,098	4.8%		
with a hearing difficulty			8,165	1.0%	9,199	1.1%		
with a vision difficulty			4,940	0.6%	6,320	0.8%		
with a cognitive difficulty			17,547	2.2%	17,423	2.1%		
with an ambulatory difficulty			15,607	1.9%	17,781	2.1%		
with a self-care difficulty			7,116	0.9%	7,730	0.9%		
with an independent living difficulty			12,649	1.6%	14,220	1.7%		
SENIORS [2]	75,582	10.0%	96,603	11.9%	105,599	12.6%	39.7%	9.3%
Seniors, ages 65-74	39,661		51,510		58,421			
with % of all seniors	52.5%		53.3%		55.3%			
Seniors, ages 75-84	26,674		31,884		31,438			
with % of all seniors	35.3%		33.0%		29.8%			
Seniors, ages 85+	9,247		13,209		15,740			
with % of all seniors	12.2%		13.7%		14.9%			
Low Income Seniors, Ages 65+ - 100% Federal Poverty	4,644	0.6%	7,412	0.9%	7,704	0.9%	65.9%	3.9%
with % of all seniors	6.1%		7.7%		7.3%			
Disability [4] (non-institutionalized) Ages 65+ "go-outside-home" disability (2000)	13,576	1.8%						
with % of all seniors	18.0%							
Disability [4] (non-institutionalized) Ages 65+ (2010)			32,610	4.0%	36,301	4.3%		
with a hearing difficulty			12,727	1.6%	15,360	1.8%		
with a vision difficulty			5,860	0.7%	6,808	0.8%		
with a cognitive difficulty			8,031	1.0%	9,758	1.2%		
with an ambulatory difficulty			20,710	2.6%	24,078	2.9%		
with a self-care difficulty			8,093	1.0%	10,006	1.2%		
with an independent living difficulty			16,376	2.0%	17,419	2.1%		
VETERANS [5]			50,408	6.2%	46,464	5.6%	<i>n/a</i>	<i>n/a</i>
Civilian Population 18 years and over			609,333	75.3%	624,071	74.7%		
Veterans Period of Service								
Gulf War (9/2001 or later) veterans			9.8%		13.0%			
Gulf War (8/1990 to 2001) veterans			10.7%		14.1%			
Vietnam era veterans			38.1%		37.3%			
Korean War veterans			14.0%		12.7%			
World War II veterans			12.0%		9.8%			
Veterans ages 18 to 34 years			3,982	0.5%	3,903	0.5%		
Veterans age 35 to 54 years			11,241	1.4%	9,246	1.1%		
Veterans age 55 to 64			11,695	1.4%	9,804	1.2%		
Veterans age 65 to 74			10,485	1.3%	11,151	1.3%		
Veterans age 75 years and older			13,005	1.6%	12,359	1.5%		
Veteran population unemployment rate			7.4%		9.1%			
Veteran population poverty status in the past 12 months			3.8%		4.7%			

[1] Census 2000 Summary File 3, Total Population P001. / B01003 Total Population 2010 American Community Survey 1-Year Estimates / B01003 Total Population 2014 American Community Survey 5-year Estimates.

[2] Extrapolated from Census 2000 Summary File 3, Sex by Age P008 / B01001 Sex by Age, 2010 American Community Survey 1-Year Estimates / B01001 Sex by Age, 2014 American Community Survey 5-year Estimates.

[3] Extrapolated from Census 2000 Summary File 3, Poverty Status in 1999 by age P087 / B1701 Poverty Status in the Past 12 Months by Sex by Age, 2010 American Community Survey 1-Year Estimates / B1701 Poverty Status in the Past 12 Months by Sex by Age, 2014 American Community Survey 5-Yr. Estimates.

[4] Extrapolated from Census 2000 Summary File 3, Age by types of disability for the civilian non-institutionalized population 5 years & over with disabilities P041 / S1810 Disability Characteristics - 2010 American Community Survey 1-Year Estimates / S1810 Disability Characteristics - 2014 American Community Survey 5-year Estimates.

[5] Extrapolated from S2101 Veteran Status - 2010 American Community Survey 1-year Estimates / S2101 Veteran Status - 2014 American Community Survey 5-year Estimates.



When examining the different age groups through the datasets provided, it is evident that Ventura County’s population is shifting towards an older, aging population. For example, in the 2000 Census, seniors represented 10.0% of the total county population while children and youth accounted for 28.4% of the population. As of the 2014 estimate, the proportion of seniors grew and now account for 12.6% of the population while total county population of children decreased to 24.9%, a decline of 12%. This shift towards an aging Ventura County population has important implications for transportation.

Older Adults

When comparing the three age cohorts (children, adults, and seniors), seniors age 65 and older grew the fastest between the 2000 Census and the 2010 – 2014 ACS. In the 2000 Census, 75,582 individuals reported that they were 65 and older. As of the 2010 – 2014 ACS, 105,599 individuals reported that they were age 65 and over, a 39.7% increase. As noted previously, the percentage of the County’s total population that are seniors have shifted from 10% of the total population in 2000 to 12.6% of the total population.

Seniors living in poverty increased between the reporting periods with 4,644 seniors (6.1% of the senior population) reported living in poverty in the 2000 Census to 7,704 seniors (7.3%) living in poverty in the 2010 – 2014 ACS, an increase of 65.9%. Seniors’ income at this level for a one-person household is \$11,770 per the 2015 Federal Poverty Levels.

Seniors living with a disability constitute 34.4% of the senior population, or 36,301 individuals. Most seniors report having an ambulatory difficulty (22.8% of the senior population) followed by an independent living difficulty (16.5% of the senior population).

Persons of Low-Income

The number of adults age 18 to 64 who are living in poverty increased during the analysis period. In the 2000 Census, 38,489 adults (8.3% of the adult population) reported living in poverty. By the 2010 – 2014 ACS, the population grew to 51,056 (9.8%) adults reported living in poverty, a 32.7% increase over the two reporting years. As mentioned previously, the number of seniors living in poverty also increased from 4,644 individuals to 7,704 individuals (7.3% of the senior population) living in poverty.

Data for the number of children living in poverty in the 2000 Census was not available. However, data from the 2010 – 2014 ACS shows that 33,152, or 15.9% of children and youth live in poverty. Children living in four-person households that are at or below the Federal Poverty Level will have annual incomes of \$24,250 or less. The almost 16% of children living in poverty is highest when compared to adults and seniors in poverty in Ventura County.

Persons with Disabilities

The 2000 Census provides data on individuals with non-institutionalized “go-outside-home” disabilities. In Ventura County, 29,540 individuals ages 16 to 64 reported a non-institutionalized disability while



13,576 seniors age 65 and over reported having a non-institutionalized disability. Changes in the reporting structures in the U.S. Census makes it impossible to compare recent changes in disability status to the 2000 Census. However, it is possible to compare and report changes among adults from years 2010 and 2014. Under the ACS, disabilities are categorized under six disability types:

- Hearing difficulty – deaf or having serious difficulty hearing;
- Vision difficulty – blind or having serious difficulty seeing, even when wearing glasses;
- Cognitive difficulty – because of a physical, mental, or emotional problem, having difficulty remembering, concentrating, or making decisions;
- Ambulatory difficulty – having serious difficulty walking or climbing stairs;
- Self-care difficulty – having difficulty bathing or dressing;
- Independent living difficulty – because of a physical, mental, or emotional problem, having difficulty doing errands alone such as visiting a doctor’s office or shopping.

In 2010 ACS, 38,309 (7.4% of the adult population) individuals age 18 to 64 reported having a disability. This number slightly increases in the 2010 – 2014 ACS to 40,098 (7.6%) individuals during this year. The number of seniors also experienced an increase of those living with a disability. In the 2010 ACS, 32,610 (33.8% of the senior population) seniors reported having a disability. As of the 2010 – 2014 ACS, the number of seniors reporting a disability increased to 36,301 (34.4%). The ACS data also provides data for children living with a disability for ages 5 to 17. In the 2010 ACS, 5,949 (2.8% of the youth population) reported having a disability. As of the 2010 – 2014 ACS, this number increased to 7,151 (3.4%) individuals living with a disability.

Both ambulatory and independent living difficulties were highest among adults and seniors for both reporting periods. In the 2010 ACS, a total of 36,317 (5.9% of the adult and senior population) reported an ambulatory difficulty. By the 2010 – 2014 ACS, the number of people reporting an ambulatory difficulty increased to 41,859 (6.6%) individuals. Individuals reporting an independent living difficulty increase as well from a total of 29,025 (4.7%) in the 2010 ACS to 31,639 (5.0%) in the 2010 – 2014 ACS.

Veterans

The country’s 22.6 million veterans are of continuing concern to this COORDINATED PLAN as America winds down from two wars. While many are still in active military duty, individuals will gradually find their way to civilian lives. Ventura County’s veteran population as of the 2010 – 2014 ACS was 46,464 veterans, 5.6% of the total population. This is a decrease of almost 4,000 veterans when compared to the 2010 ACS figure of 50,408. Vietnam era veterans are the largest group, making up 37.3% of all County veterans. World War II era veterans are the smallest group at only 9.8% of all veterans.

As indicated in Table 1, the unemployment rate among the veteran population in Ventura County is 9.1%. This is higher than the national veterans’ unemployment rate of 7%. This is a significant increase in the unemployment rate reported in the 2010 ACS of 7.4% amongst Ventura County veterans. Moreover, the percentage amongst veterans reporting poverty status increased from 3.8% in the 2010 ACS to 4.7% in the 2010 – 2014 ACS. These changes may reflect both the declining numbers of oldest

veterans from the World War II, the Korean War, and Vietnam era conflicts coupled with the now returning younger veterans, some of whom struggle with employment.

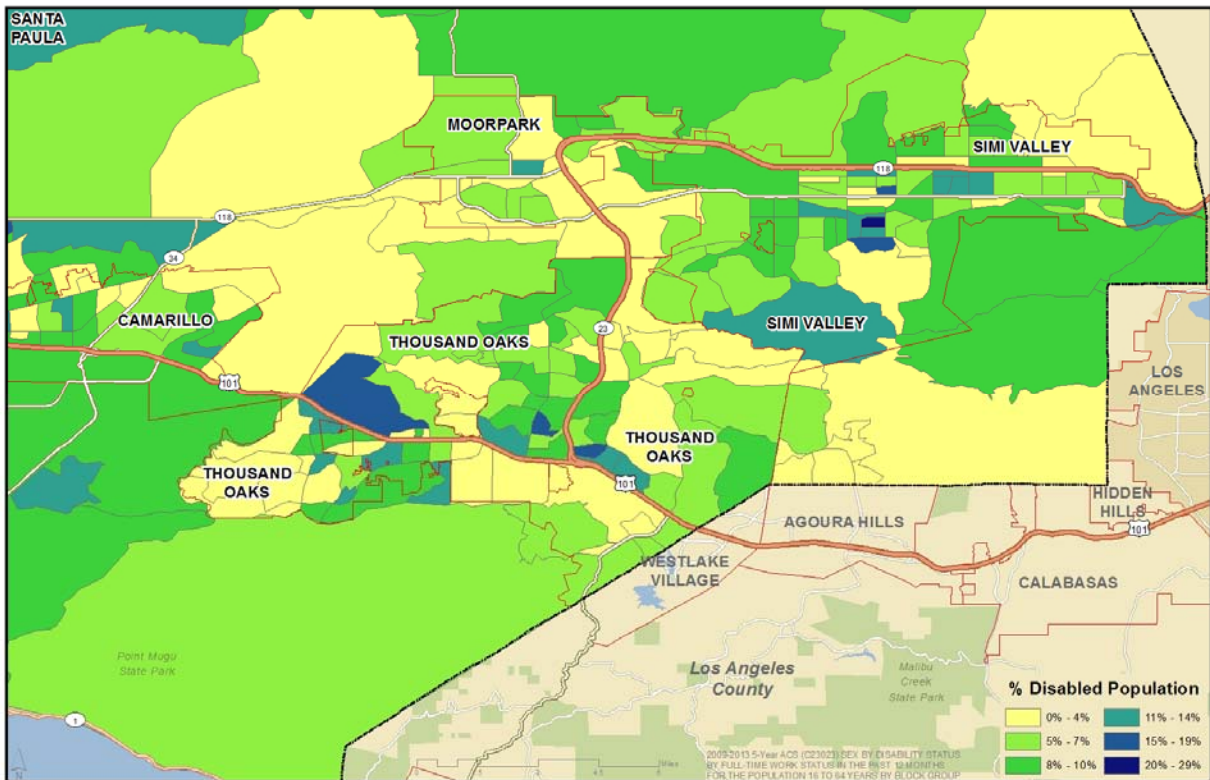
Geography

Target Population Distributions in East County

Persons with Disabilities

Persons with disabilities are spread out throughout the East County area (Figure 4). The highest concentration (20% - 29%) of persons with disabilities at the block group level is in Simi Valley. This can potentially be attributed to the fact that the ARC of Ventura County is in Simi Valley. Another area of note is in Thousand Oaks along the U.S. Highway 101 where the percentage of persons with disabilities is 15% - 19%. Within this area, Pathpoint is located, a nonprofit organization that assists persons with disabilities.

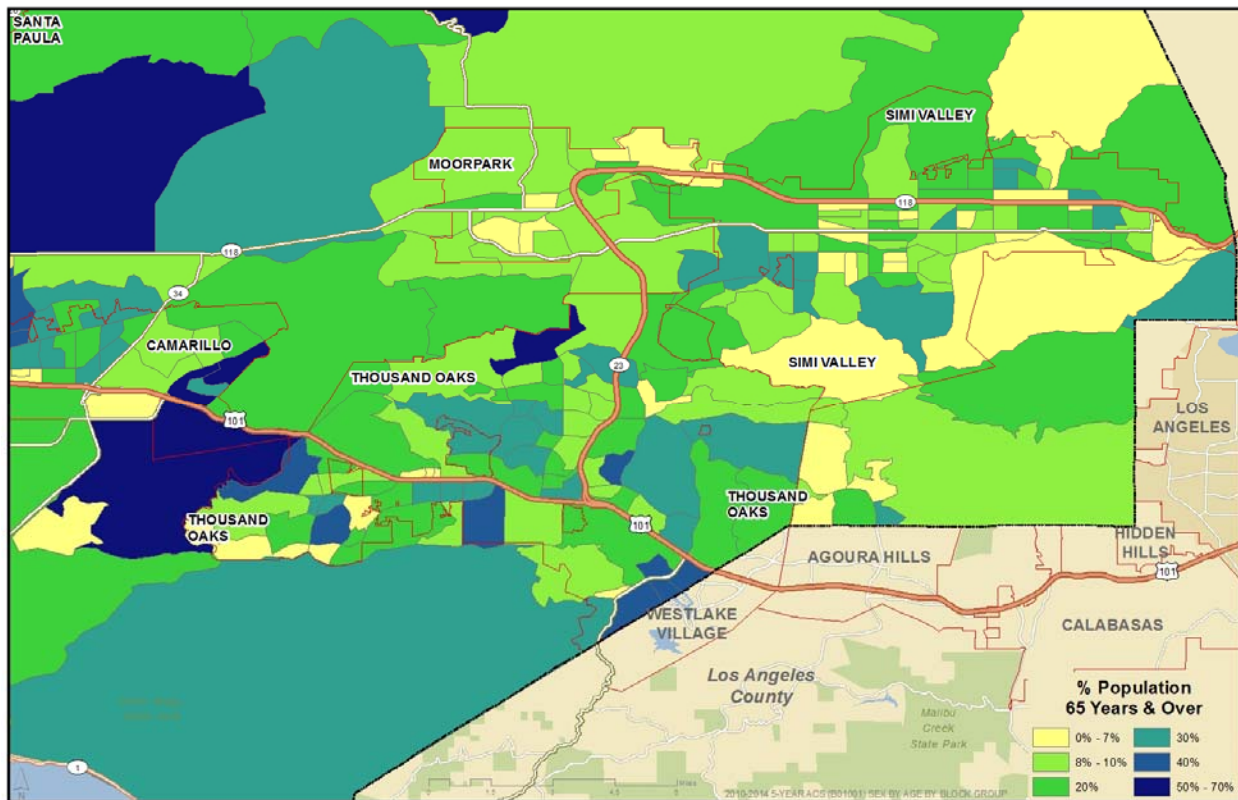
Figure 4, East Ventura County Density of Disabled Population



Older Adults

Areas with relatively high concentration (50% - 70%) are located in areas within Camarillo and Thousand Oaks (Figure 5). In both cases, several assisted living facilities are located within the block group area. For example, the Brookdale Camarillo and Sally Residential Care & Assisted Living Camarillo assisted living facilities are located within the block group showing a high concentration of seniors in the Camarillo Area. Assisted living facilities such as OakView and the Belmont Village Senior Living Thousand Oaks as well as the Reserve at Thousand Oaks retirement community can be attributed to the high concentration of seniors in Thousand Oaks. Interestingly, the block groups with a high concentration of seniors also have a high concentration of low-income individuals.

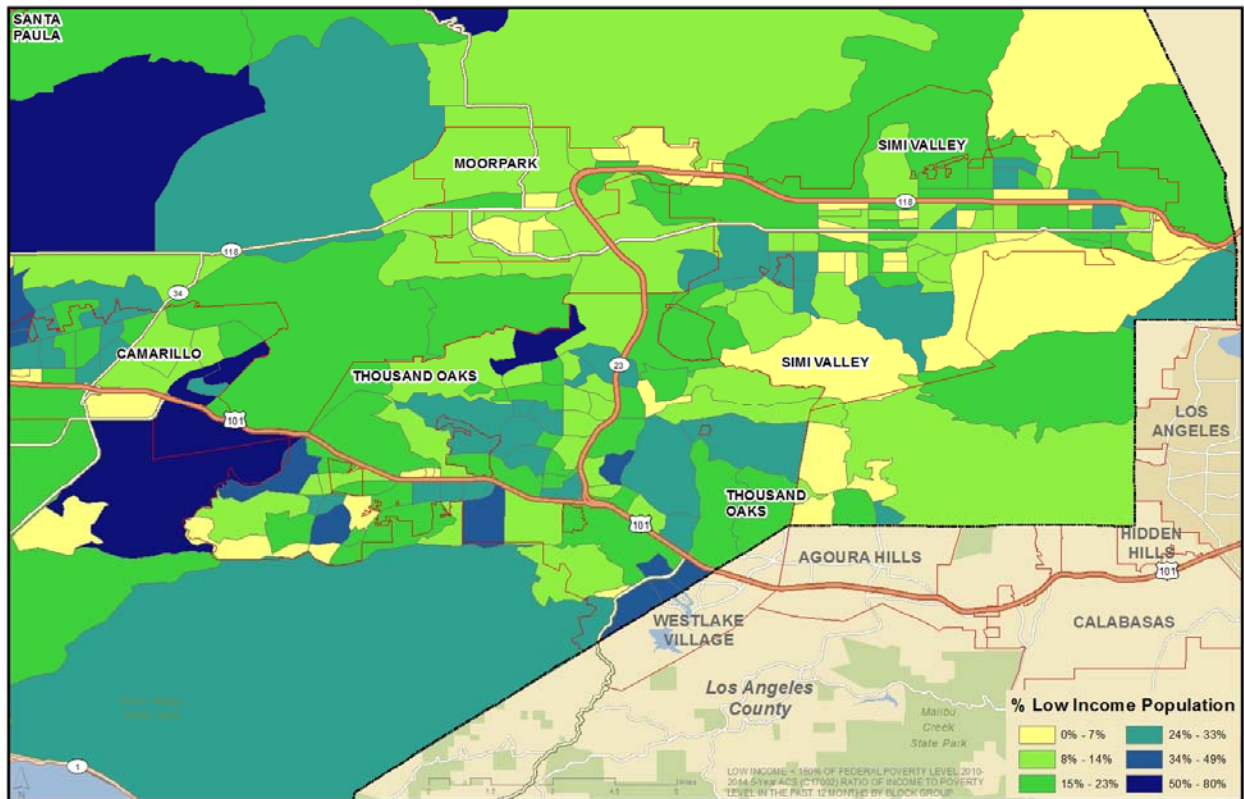
Figure 5, East Ventura County Density of Older Adults 65 and Over



Persons of Low-Income

Higher concentrations of low-income areas (50% or more) in the East County are few (Figure 6). Small pockets exist within Thousand Oaks and near Camarillo. The high proportion of low-income population in Thousand Oaks can be attributed to the area largely representing the Arroyo Conejo Open Space area and several multi-family complexes near California Lutheran University. Alternatively, the high concentration of low-income population near Camarillo can be attributed to numerous multi-family and mobile home parks in the area. California State University Channel Islands is also located in this area as well as several social service agencies. As stated in the Older Adults section above, it appears that block groups with a higher concentration of low-income adults also have a high concentration of seniors. This potentially suggests that seniors located in these areas are often living on fixed and low incomes.

Figure 6, East Ventura County Density of Low Income Population



Target Population Distributions in West County

Persons with Disabilities

Concentrations of the disabled population (20% - 29%) are spread throughout the West County (Figure 7). Several block groups with a high concentration of persons with disabilities are located in Oxnard at the Five Points Northeast section of the City. This area also has a high density of low-income population (50% - 80%) making this subregion of significance. Interestingly, the low-density areas just east of Ojai contain a relatively high percentage of persons with disabilities. This can potentially be attributed to the percentage of seniors in this block group (30% of the population).

Figure 7, West Ventura County Density of Disabled Population



Older Adults

Small pockets of older adults age 65 and over are spread out near the coastal areas in West County. In San Buenaventura, a high percentage (50% - 70%) of seniors live on the Mariana. A dense cluster of single-family homes and a mobile home park are located in this block group. A high concentration of older adults is also seen near the marina in Oxnard as well as the area east of the marina in Port Hueneme where the Carefree Living Association is located. Finally, a large concentration of seniors live just north of SR-118 spread along agricultural areas in the unincorporated area of Somis. Unlike East County, the higher concentration of seniors does not correspond to the high concentration of low-income individuals (Figure 8).

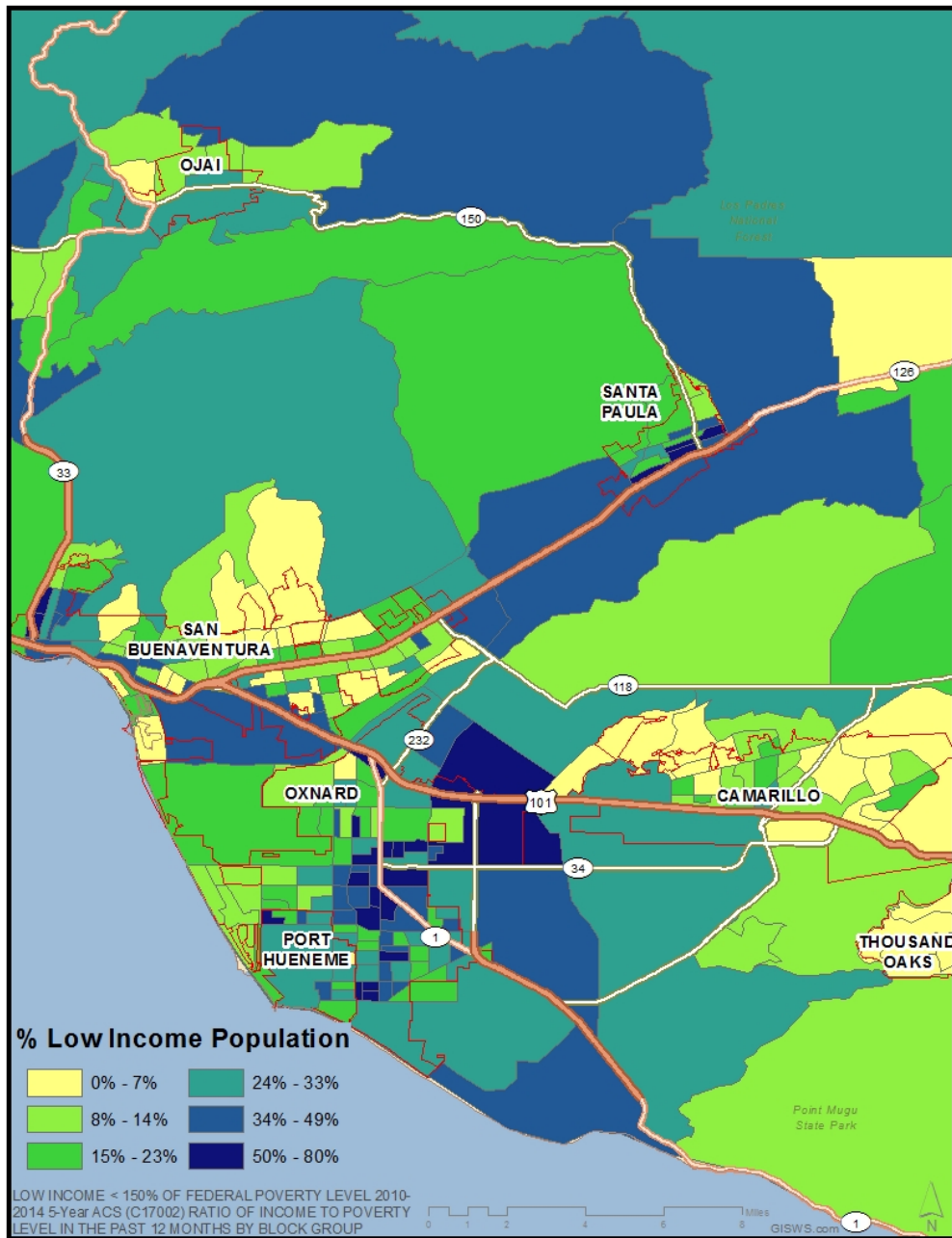
Figure 8, West Ventura County Density of Older Adults 65 and Over



Persons of Low-Income

Areas with higher densities of low-income individuals (50% and over) are located primarily throughout Oxnard. For example, the Ventura County Rescue Mission is located in the Five Points Northeast area of the City. Small pockets of low-income individuals are also located in Port Hueneme just north of the Naval CBC with several apartment complexes. In addition, a small area in San Buenaventura along SR-33 includes a high density of low-income individuals. The Housing Authority is located in this area, as well as a mobile home park along with a number of small lot residential homes (Figure 9).

Figure 9, West Ventura County Density of Low Income Population





Population and Employment Projections

Population Growth

Ventura County’s population will continue to grow in the upcoming years. It is important to note that the provision of public transportation service must continue to grow and evolve in relation to population growth, especially given changes within the target populations identified in the COORDINATED PLAN.

While it is difficult to predict the growth of low-income populations since a variety of factors contribute to economic status, the one group that is possible to forecast are seniors, persons age 65 and older. California’s Department of Finance provides population projections for each of the 58 counties. Table 2 provides population projections by age for Ventura County through 2040. During the next decade, seniors age 65 and over will constitute the largest percentage growth when compared to the other age groups.

Table 2, Population Projections for Ventura County (2010 – 2040)

	2010	2020	2030	2040
Age 17 and Under <i>Percentage Change</i>	208,063	197,204 -5.2%	202,635 2.8%	210,288 3.8%
Age 18-64 <i>Percentage Change</i>	522,128	536,319 2.7%	529,394 -1.3%	539,818 2.0%
Age 65+ <i>Percentage Change</i>	105,599	142,601 35.0%	195,275 36.9%	215,978 10.6%
Total Population <i>Percentage Change</i>	835,790	876,124 4.8%	927,304 5.8%	966,084 4.2%

Source: 2010 population figures – 2010-2014 American Community Survey (ACS) 5-year estimates. Years 2020, 2030, and 2040 figures – California Dept. of Finance, State and County Population Projections, Major Age Groups.

Employment in Ventura County

Employment sectors are spread throughout Ventura County, typically along major transportation corridors within the urban areas of the county. Based on the 2010- 2014 American Community Survey (ACS), 5-Year Estimates, a total of 303,594 jobs were reported during the reporting year. Figure 10 depicts the number of jobs in a one-mile square grid for East and Figure 10 for West County.

In East County, high concentrations of jobs are located along U.S. 101 highway. One high concentration of jobs exists along the Newberry Park area with commercial and retail uses are located along this corridor. Similarly, along SR-118 through Simi Valley there are various commercial and retail uses stretched this corridor.

Figure 10, East Ventura County Employment Estimates

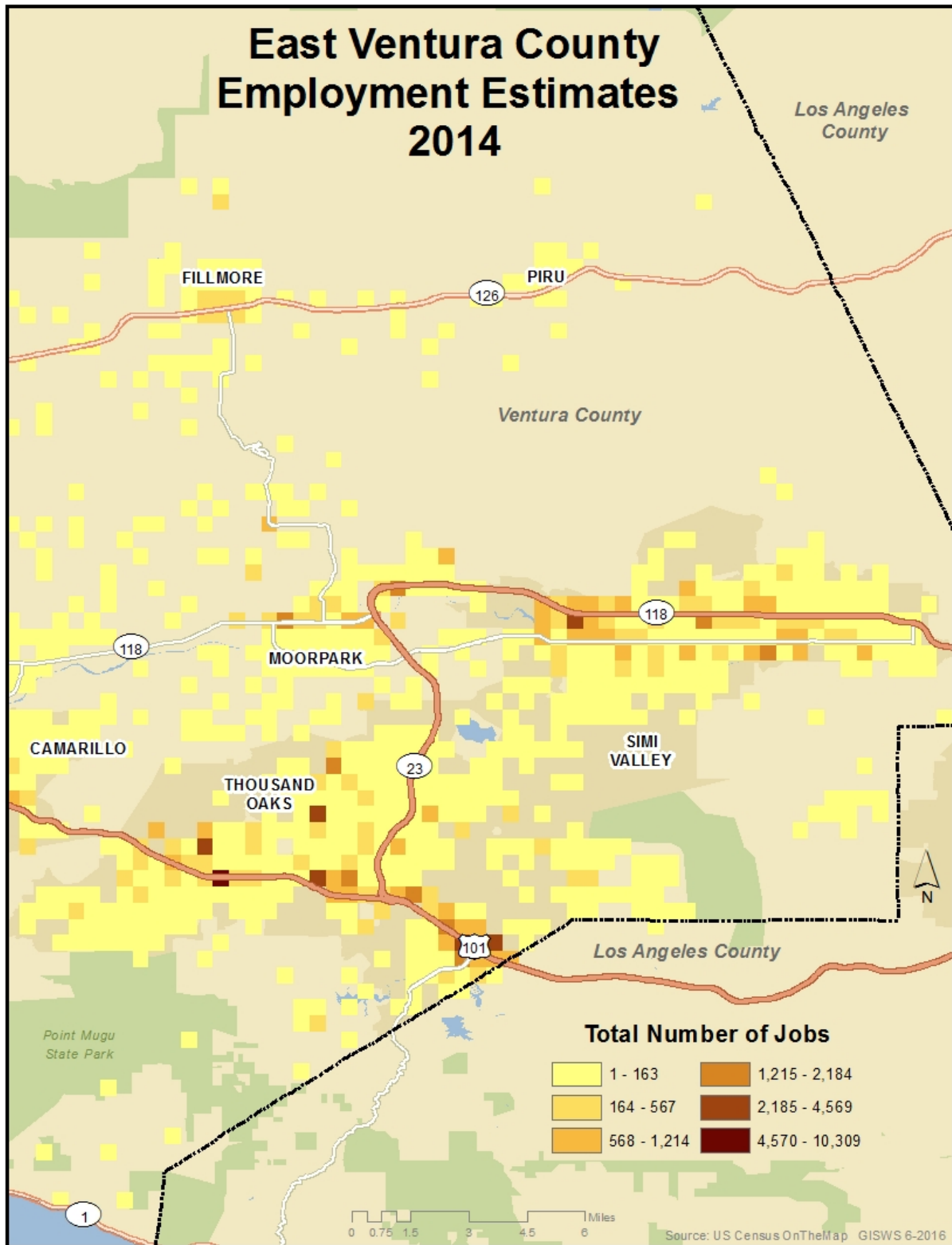
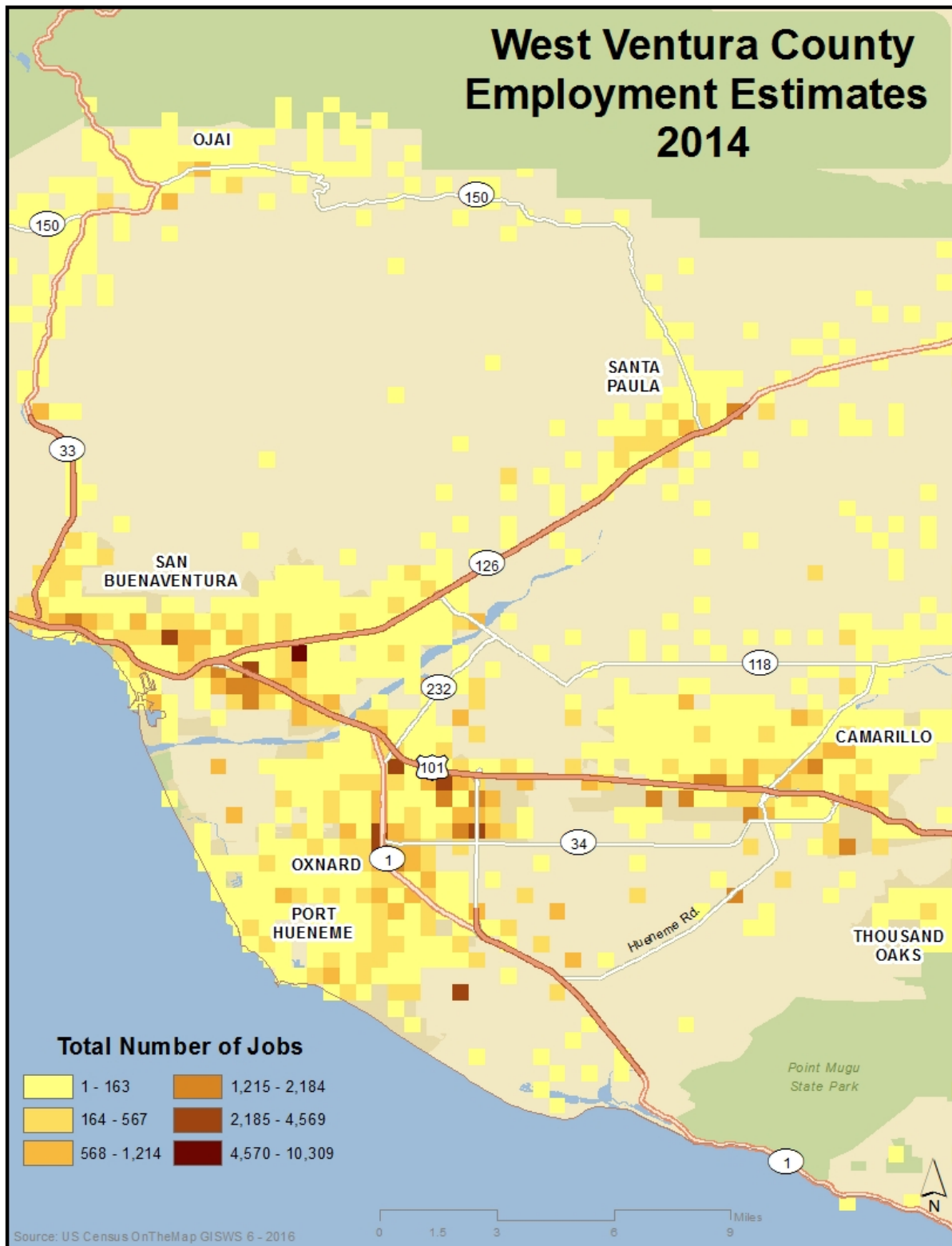


Figure 11, West Ventura County Employment Estimates





Similar to East County, employment opportunities in West County tend to occur along major corridors including U.S. Highway 101, SR-126, and the Pacific Coast Highway through Oxnard. Some areas away from major highways, such as agricultural areas south of Oxnard and major commercial and public uses in the middle of San Buenaventura, also provide a high number of jobs in the region (Figure 11).

Employment opportunities in Ventura County are starting now to grow in the wake of the Great Recession. According to SCAG's 2015 Local Profiles Report for Ventura County, data obtained from the California Employment Development Department indicates that the total number of jobs in the *Retail and Professional/Management* sectors have started to recover, beginning in 2010. However, jobs in the *Manufacturing and Construction* sectors have continued to decline since the beginning of the Great Recession.

Travel-to-Work Characteristics

An examination of journey-to-work characteristics is available through the 2014 ACS 5-year estimates. For purposes of this report, journey-to-work characteristics for Ventura County are compared to those of the State of California. The population of Ventura County's working age adults over the age of 16 is 386,259. This represents a small fraction (2.3%) of the 16.5 million people that are considered working age in the State. Of this population, workers in Ventura County traveled to work by car, truck, or van at a higher percentage rate (89.3%) than workers generally in the State (84.3%). Ventura County workers traveling by car, truck, or van mostly "drove alone" at a rate of 76.5% while 12.8% carpool. This is slightly higher than the State's share in which 73.2% of those traveling to work by car, truck, or van "drove alone". However, Ventura County workers have a slightly higher propensity to carpool, 12.8% reported compared to the 11.1% statewide average.

The percentage of those using public transportation in Ventura County is significantly lower when comparing to workers Statewide. In Ventura County, 1.4% of working age adults use public transportation versus 5.2% of working age adults in the State reporting using public transportation to travel to work. The Statewide higher percentage is attributed to the larger transit systems operating in urban centers such as Los Angeles, San Diego, and San Francisco, to name a few.

Interestingly, differences are not so great when comparing those that travel to work by walking or bicycling. Approximately 2.0% of workers walk to work in Ventura County, which is closer to the 2.7% of those throughout the State that walk to work. Bicycling to work, while low at both the County and State level, represents 0.7% of working age adults in Ventura County as opposed to the 1.1% of workers traveling to work at the State level.

Employment Projections

Data from the California Employment Development Department supports the changing jobs environment by showing a shift in certain job sections. When comparing job sectors between 2007 and 2013, the percentage share of jobs in agriculture, wholesale, retail, information, education, and leisure increased during this period. Other sectors such as construction, manufacturing, transportation, and



public sector jobs experienced a reduction the share of jobs for Ventura County. Interestingly, the percentage share of professional and finance sector jobs also decreased thus indicating that professional and managerial jobs have not recovered to levels before 2008.

Similar to SCAG’s population projections for the 2016 - 2040 RTP/SCS, employment for Ventura County is projected to grow. Depending upon numerous factors, it is difficult to predict which industries and job sectors are expected to grow. However, anticipating employment growth is important in determining how best to improve mobility and provide viable transportation options for those living in the County. Table 3 provides employment projections for each of the cities and the County up to 2040.

Table 3, SCAG Job Projections for Ventura County Cities

	2014	2020	2035	2040	Additional Jobs 2014 to 2040
Camarillo city	35,800	40,500	45,700	47,300	11,500
Percent Change		13.1%	12.8%	3.5%	32.1%
Fillmore city	3,000	4,100	5,000	5,300	2,300
Percent Change		36.7%	12.8%	6.0%	76.7%
Moorpark city	11,300	14,300	15,900	16,600	5,300
Percent Change		26.5%	11.2%	4.4%	46.9%
Ojai city	5,100	5,100	5,300	5,300	200
Percent Change		0.0%	3.9%	0.0%	3.9%
Oxnard city	58,100	68,000	78,200	79,200	21,100
Percent Change		17.0%	15.0%	1.3%	36.3%
Port Hueneme city	6,400	6,600	6,700	6,700	300
Percent Change		3.1%	1.5%	0.0%	4.7%
San Buenaventura	60,700	62,700	65,200	66,000	5,300
Percent Change		3.3%	4.0%	1.2%	8.7%
Santa Paula city	7,800	9,900	11,200	11,700	3,900
Percent Change		26.9%	13.1%	4.5%	50.0%
Simi Valley city	44,000	53,700	59,000	61,100	17,100
Percent Change		22.0%	9.9%	3.6%	38.9%
Thousand Oaks city	68,200	73,700	79,800	81,900	13,700
Percent Change		8.1%	8.3%	2.6%	20.1%
Unincorporated area	31,800	35,700	37,600	38,700	6,900
Percent Change		12.3%	5.3%	2.9%	21.7%
Ventura County Total	332,200	374,300	409,600	419,800	87,600
Percent Change		12.7%	9.4%	2.5%	26.4%

Source: Extrapolated from 2016 – 2040 REGIONAL TRANSPORTATION PLAN/SUSTAINABLE COMMUNITIES STRATEGY, Demographic Growth Forecast



For the period between 2016 and 2040, Ventura County is expected to add more than 87,600 new jobs, a 26.4% increase over the 24-year period. The City of Oxnard will add the most number of jobs during this period (21,100). Both the Cities of Fillmore and Santa Paula are projected to double the number of jobs during this time period, 76.7% and 50.0% respectively. This is consistent with the rate of population growth that both cities will experience in the coming years. With both population and employment growing in the coming years, it will be important to ensure that quality mobility options are available for those that work and live in Ventura County.

An examination of Journey-to-Work characteristics is available through the 2014 ACS 5-year estimates. The population of Ventura County’s working age adults over the age of 16 is 386,259. Of this population, workers in Ventura County traveled to work by car, truck, or van (89.3%). Of the working age adults that did not commute to work by automobile, 2.0% reported that they walked to work, followed by using public transportation (1.4%), using a taxi cab/motorcycle (1.0%), and bicycling last at 0.7%. Of working age adults that reported, 5.6% of working age adults worked from home.

To better understand travel patterns in Ventura County, both “Place of Work” and “Travel Time to Work” characteristics were queried from the U.S. Census database. Most Ventura County residents work in the same county (77.9%). Neighboring counties such as Santa Barbara and Los Angeles Counties do offer job opportunities for many living in Ventura County. Per the 2014 ACS 5-year estimates, 21.7% work outside of Ventura County. Most Ventura County residents (59.4%) reported that their travel time to work is less than 24 minutes. Only 13.7% reported that travel time to work ranged from 30 to 34 minutes. Only 8.1% of those that commute for work reported traveling for 60 minutes or more.

Depending on future economic conditions and other unforeseeable circumstances, the target populations identified in this plan will grow as population continues to increase. Growth in employment centers in Ventura County as well as in neighboring counties can impact the transportation network. Therefore, it will be important to ensure that the provision of public transit services continue to grow with this employment and work-related demand. However, the anticipated growth in older adults will also have specific land use and corridor of travel implications to address moving forward.



3. CONTEXT: REGIONAL PROCESSES, PLANS AND STUDIES

This chapter reports on Ventura County’s annual unmet needs process and on various studies and plans that have relevance to the mobility needs and gaps that this Coordinated Plan seeks to document.

Ventura County Unmet Transit Needs Processes

Requirement

As the designated Regional Transportation Planning Agency (RTPA) for Ventura County, VCTC is responsible for administering Transportation Development Act (TDA) funding for the cities and the County. According to Public Utilities Code (PUC) Section 99401.5 (c) VCTC is required to hold an annual public hearing to invite comments on the Unmet Transit Needs (UTN) that may exist within the jurisdictions/

Per the California Public Utilities Code (PUC) Section 99401.5 (d) the Commission must find make determinations about the testimony received by adopting a resolution that makes one of the following determinations:

- There are **no** Unmet Transit Needs;
- There are **no reasonable to meet** Unmet Transit Needs; or,
- There **are** Unmet Transit Needs that **are reasonable to meet**

All Unmet Transit Needs that are **reasonable to meet** must be funded before any allocation is made from TDA funds to the cities or County for streets and roads. To make such findings, the Commission adopted definitions of “**Unmet Transit Need**” and “**Reasonable to Meet**” at the January 5, 1996 VCTC meeting and revised these definitions at its December 6, 2013 meeting.

Revised Definitions

In 2013, In response to changing standards and local confusion, the Commission embarked upon revisions to its “Unmet Transit Need” and “Reasonable to Meet” definitions and a public engagement process around that. The goal of this undertaking was to reshape VCTC’s annual UTN process into a more positive and responsive activity engaging the public who uses, and the agencies providing, public transit services. This multi-year process included consultant assistance with reviewing and revising the existing public participation program; the development of findings and definitions; outreach to a variety of stakeholders; community training workshops and multiple listening sessions with Commissioners, local legislators, social service agencies and the public.



The revised definitions were adopted in December 6, 2013. A summary of the revised definitions and the purpose of adopted revisions is provided below:

“Unmet Transit Need”:

In response to past local confusion, the definition was expanded to give specific examples of what are or are not transit needs under the TDA, which is admittedly a narrower definition than might be assumed by the general public. Also, the definition now clearly quantifies the threshold for “substantial” community support, i.e., 15 requests from the general public and/or 10 requests for service for transit-challenged persons.

“Reasonable to Meet”:

The criteria used to determine if transit requests are “reasonable” has been simplified and more importantly quantified to remove the subjective elements. The quantified elements now include an analysis of service requests in terms of feasibility, timing, equity, cost-effectiveness and service effectiveness.

Past Unmet Needs Findings and Testimonies

FY 2014/2015

For Fiscal Year 2014/2015, VCTC found that there were no Unmet Transit Needs that were reasonable to meet. The Commission signed a resolution to this effect, dependent on eight (8) actions to be taken. The actions were developed in response to needs presented by written and verbal testimony at the annual public hearing and local planning documents. The actions and testimony are provided below. In addition to the recommended actions, VCTC will also continue efforts to meet goals from prior hearings.

Table 4, Unmet Transit Needs – FY 2014/2015

Action	Testimony (If Applicable/ Available)
Continue all existing bus services substantially as they exist.	<ul style="list-style-type: none"> - A number of comments requesting services which already existed. - 66 comments specific to GCTD. - People testifying considered all existing transit services as a “baseline” saying that the services needed to be kept.
Continue and improve all public senior and disabled services in all jurisdictions in the County substantially as they exist. Work to implement the recommendations of the VCTC Countywide Human Services Transportation and Transit Services Coordination Study.	<ul style="list-style-type: none"> - A number of requests for additional marketing and transit information.



Action	Testimony (If Applicable/ Available)
Monitor the service demonstrations on the VISTA 126 (expanded hours and extension to Piru), the GCTD Channel Islands Blvd./Victoria Ave. (Route 21), service expansions to northeast Oxnard/El Rio (Route 17) and service to East Oxnard (Routes 19/20) to determine if a transit need which is reasonable to meet exists.	- Requests for service at locations which are already served by the Heritage Valley Dial-a-Ride and in some cases the VISTA 126. - 66 comments specific to GCTD.
Continue the Ventura County interagency bus transfer program.	- A number of the comments did ask for more direct service, rather than taking transfers.
Monitor implementation of the planned modifications to the Heritage Valley transit service.	- Requests regarding local transit services in the Heritage Valley, including recommendations for stop locations on the planned fixed route local transit service. - Requests for service between the Heritage Valley and Santa Clarita (9 individuals plus a petition with 59 signatures);
Monitor the Saturday and expanded hours of service (including the Metrolink shuttle) in Thousand Oaks.	- Requests for operational improvements
Monitor the Saturday and expanded hours of service in Moorpark.	- Requests for operational improvements
Monitor the Sunday and expanded hours of service in Camarillo.	- Requests for operational improvements

FY 2015/2016

Following the Fiscal Year 2015/2016 Unmet Transit Needs Process, the Commission found no Unmet Transit Needs, including needs that are reasonable to meet. This finding was made after adopting the eleven recommendations below. The public testimony supporting these recommendations is also provided.

Table 5, Unmet Transit Needs – FY 2015/2016

Action	Testimony (If Applicable/ Available)
Continue all existing bus services substantially as they exist.	- A number of comments requesting services which already existed. - Support for the continuation of existing and programmed transit services and programs.



Continue and improve all public senior and disabled services in all jurisdictions in the County substantially as they exist. Work to implement the recommendations of the VCTC Countywide Human Services Transportation and Transit Services Coordination Study.	- Support for the continuation of existing and programmed transit services and programs. - Comments that all existing transit services are a “baseline” and all the services needed to be kept.
Monitor the service demonstrations on the VCTC 126 (expanded hours and extension to Piru), GCTD Route 22 (Wells Center-Nyeland Acres) to determine if a transit need which is reasonable to meet exists.	- Support for the continuation of existing and programmed transit services and programs.
Continue the Ventura County interagency bus transfer program.	- Support for the continuation of existing and programmed transit services and programs.
Monitor implementation of the Heritage Valley “Valley Express” transit service.	- Support for the continuation of existing and programmed transit services and programs.
Monitor the Saturday and expanded hours of service (including the Metrolink shuttle) in Thousand Oaks, and summertime beach shuttle bus service.	- Support for the continuation of existing and programmed transit services and programs.
Monitor the Saturday and expanded hours of service in Moorpark.	- Support for the continuation of existing and programmed transit services and programs.
Monitor the Sunday and expanded hours of service in Camarillo.	- Requests for the creation of transit service for workers, especially at the Camarillo Outlet Mall
Monitor Ojai trolley bus summertime Saturday service to Lake Casitas.	- Expanded Ojai Trolley service, specifically into Oak View
Monitor Camarillo CSUCI/Old Town Trolley.	- Support for the continuation of existing and programmed transit services and programs.

FY 2016/2017

For Fiscal Year 2016/2017, VCTC found that there are no Unmet Transit Needs that are reasonable to meet, based on the following actions:

Table 6, Unmet Transit Needs – FY 2016/2017

Action	Testimony (If Applicable/ Available)
Continue all existing bus services substantially as they exist.	Changes in the reporting format did not provide the specific testimony which prompted these actions. Comments received are however summarized in the text below.
Continue and improve public transit in the region. Update and work to implement the recommendations of the VCTC 2012 Countywide Human Services Transportation and Transit Services Coordination Study.	



Continue to monitor the new and demonstration services throughout the County to determine if an unmet transit need which is reasonable to meet exists.	
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Although no requests for service improvements or expansion were found to be unmet needs of needs reasonable to meet, the comments are important to note in relation to the COORDINATION PLAN process. These included:

- Comments on public transit services not currently provided to reach employment, medical assistance, shop for food or clothing, to obtain social services such as health care, county welfare programs and education programs in the following areas:
 - OTC - Harbor areas
 - Esplanade – Harbor areas
 - Hueneme - Victoria/Channel Islands
 - Oak View - Port Hueneme
 - Simi -Thousand Oaks (CLU)
 - Moorpark San Fernando Valley (118 corridor)
 - Simi Valley - LA (118 corridor)
 - Ventura - LA (101 corridor)
 - Camarillo-LA (101 corridor)
 - Fillmore - LA (126 corridor)
 - Oxnard – Lompoc
 - Train service to LAX

- The following comments on service expansions including new routes, significant modifications to existing routes, and major increases in service hours and frequency:
 - Weekend Simi Valley service
 - Weekend Simi Valley – Ventura
 - AM/afternoon Moorpark – Ventura
 - Ventura - Newbury Park
 - AM Ventura – Thousand Oaks/Westlake
 - Fillmore – Moorpark
 - Fillmore – Simi Valley
 - Ventura-East Ventura train service
 - Evening southbound Metrolink service
 - Weekend Metrolink service
 - Evening Southbound train service



Regional Transportation Plans

SCAG Regional Transportation Plan/Sustainable Communities Strategy (April 7, 2016)

The 2016-2040 REGIONAL TRANSPORTATION PLAN/SUSTAINABLE COMMUNITIES STRATEGY (RTP/SCS) is a federal mandated transportation plan that provides the framework for transportation projects in the six-county Southern California region. The regional vision, presented as part of the RTP/SCS, is a desire for more compact communities that is connected by “numerous public transit options, including bus and rail service”. Moreover, the region’s vision is to provide “more choices for getting around” which can lead to a higher quality of life. Broad-based goals and policies are established to develop transportation scenarios that improve mobility and reduce greenhouse gas emissions with a limited amount of transportation revenue. Development of the plan includes extensive input from the county transportation commissions, stakeholders, and the public. The RTP acknowledges that the goals and policies presented are consistent with county planning efforts, including the efforts identified in the COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLANS for the six individual counties in Southern California. Major initiatives of the RTP/SCS include “expanding [the] regional transit system to give people more alternatives to driving alone” and “focusing new growth around transit” meaning that the development of “complete” communities should be developed around high quality transit areas, livable corridors, and neighborhood mobility areas.

Ventura County Short Range Transit Plan (August 2015)

The purpose of the VENTURA COUNTY SHORT RANGE TRANSIT PLAN (SRTP) is to provide a set of strategies that improve regional coordination and connectivity between the different transit systems in the County. An examination of the provision of transit services provided by all transit operators assisted in identifying service gaps and which ultimately determined investment priorities. The plan was developed by VCTC with input from VCTC staff, Ventura County Transportation Commission Transit Operators Advisory Committee (TRANSCOM) members, community stakeholders, and the customers.

Service gaps in the area include infrequent and indirect transit service between Simi Valley and Moorpark College and South Oxnard and Camarillo, a lack of timed transfers at major transit facilities, and limited service spans across the county for those needing to commute at later shifts.

A list of capital projects is included in a Transit Investment Plan. These projects are expected to enhance customer satisfaction and convenience. These projects include improving amenities, lighting, and pedestrian access at the Ventura County Government Center specifically at the intersection of Hill Road and Thille Street, construction of a transit hub in Simi Valley, and construction of a VCTC Intercity maintenance facility. A vehicle acquisition plan for each agency is also provided for a 14-year period beginning in FY 2014/15. The vehicle acquisition plan presents a high-level vehicle replacement strategy and as well as the purchase of expansion buses.



SB 203 Report to the Legislature (October 2016, Draft)

Senate Bill 203 (SB 203), as introduced by Fran Pavley, requires VCTC to release an annual report on its website that provides a description of public transportation services provided in the County. The SB 203 VENTURA COUNTY REPORT is required to include information regarding any changes to transit routes, service levels, and ridership on agencies operating in Ventura County. The report would also need to include annual budget numbers for each of the transit operators. VCTC would be responsible for posting this annual report for a period of five years beginning in September 1, 2014 and until January 1, 2019.

As of July 2016, VCTC posted its DRAFT FY 13 – FY 15 SB 203 REPORT on the agency website. The report includes a summary of SB 203 and SB 716 (see Ventura County Regional Transit Study for further detail on SB 716), an overview of general public and social service transit providers, coordination efforts, service changes, operating budgets, and operating statistics up to FY 15. VCTC does state that “annual updates to this report are provided in November of each year, or as soon as the Transit Operators Financial Transactions Report is released by the State Controller’s Office.”

Ventura County Comprehensive Transportation Plan (August 20, 2013)

The VENTURA COUNTY COMPREHENSIVE TRANSPORTATION PLAN (CTP) is a policy document that provides a shared vision of **“A connected and integrated transportation system that provides convenient, safe and accessible options.”** The document emphasizes that the plan **“reflects local priorities”** which provides solutions for the transportation network. Three 30-year revenue scenarios were developed for the plan: 1) low scenario, which assumes that State and federal governments could implement funding cuts; 2) medium scenario, which funding revenues will not change and slightly increase over the 30-year period; and 3) a high scenario which assumes increased transportation investment based on recommendations from various studies. Of the three scenarios, VCTC staff adopted the medium scenario. Funding strategies were also outlined in this report to increase revenue and bridge the funding shortfall to pay for transportation system improvements and for the ongoing operations and maintenance of the system. Implementation actions were included for local roads, highways, and public transit. Actions for public transit include implementing recommendations from the Regional Transit Study which directly supports system integration and the formation joint power agreements between municipal operators within East County and in the Heritage Valley area, consolidation of ADA operations into two separate paratransit providers, an incentive program that rewards transit agencies for improving system connectivity, and evaluation of the “unmet needs” process.

Ventura County Regional Transit Study (April 2012)

The VENTURA COUNTY REGIONAL TRANSIT STUDY examines the potential to improve the provision of transit services by emphasizing the need for coordination between ten agencies providing public transportation options for the residents of Ventura County. Creation of the plan was in response to SB 716. SB 716 (Wolk) directed counties in the State with a population of over 500,000 to use local transportation funds exclusively for public transit. In addition, the bill included a provision that exempts VCTC from this new



provision but must submit to the California State Senate Committee on Transportation and Housing and the Assembly Committee on Transportation a report “analyzing options for organizing public mass transportation services in the county, for the expenditure of revenues deposited in the local transportation fund and a recommended legislative proposal for implementing the plan by December 31, 2011.”

Through the planning process, both VCTC and transit operators identified recommendations and items that needed further examination. Transit operators developed subsequent guiding principles that support continued local control of service provision and TDA and FTA funds, a lower farebox recovery ratio, and consolidation of ADA and DAR operations into a maximum of two regions. The study recognizes that the initial alternatives identified in this plan will need further examination but sets out to assure the California Legislature that transit operators in the County are working with VCTC to improve transportation services. The recommendations identified under this plan that VCTC would send to the State legislature, upon Commission approval include: creation of a West County transit district which encompasses GCTD and Heritage Valley, development of a Memorandum of Understanding between the municipal operators in East County, VISTA operation to transition over time to the new transit district and VISTA East integrated into East County, and continued role of VCTC’s functions as the Regional Transportation Planning Agency (RTPA).

2009 Ventura County Congestion Management Program (July 10, 2009)

The VENTURA COUNTY CONGESTION MANAGEMENT PROGRAM (CMP) provides public and private entities procedures and tools to manage and decrease traffic congestion in Ventura County. The CMP conforms to the following voluntary State congestion management regulations (65088-65089.10) and federal regulations that require development and implementation of a congestion management process (23 CFR Part 450.320). One key objective of the program encourages the involvement of public transit agencies in the planning and review process of new development and specific plans. In addition, the program recommends that transit performance measures should be included as part of the performance evaluation of the CMP road network. These performance measures include revenue service miles, revenue service hours, total passengers, passengers per hour, and passengers per mile. VCTC is in the process of updating the CMP.

City or Operator Transportation Plans

VCTC Intercity Five-Year Service Plan (August 2015)

Drafted in conjunction with the Ventura County SRTP, the VCTC INTERCITY FIVE-YEAR SERVICE PLAN provides a detailed plan for improving services. Community outreach findings include the lack of schedule coordination between VCTC Intercity and other service providers, buses assigned to Intercity routes vary significantly by model and quality, transfers are inconvenient with due to the limited number of frequent routes, and there is a desire for simplified and accessible transit information. Due to these



findings, the agency developed recommendations that improved schedules by introducing “clock face” headways, improved connections at major transit centers, and improved routes by eliminating underperforming routes and reducing service duplication.

Gold Coast Transit District (GCTD) Short Range Transit Plan, FY 15 – FY 19 (November 5, 2015)

Approved in by the Board of Directors in November 2015, GCTD’s SHORT RANGE TRANSIT PLAN (SRTP) provides details on the service and operational needs of the agency over a five-year period. The plan includes an analysis of the service area and agency characteristics, which, along with public input, helped develop system improvements based on available funding and resources. The plan also includes opportunities for service expansion should additional funding become available. Plan implementation recommendations are provided for four years with changes to the provision of services occurring in the first two years of the plan (i.e. FY 14/15 and FY 15/16). These include the addition of Ventura Tripper service, implementation of Route 22, extension of service on Routes 6, 8, and 17 for later service to community colleges and several schedule modifications.

City of Thousand Oaks Transit Master Plan, Draft Final Report (May 2016)

The CITY OF THOUSAND OAKS MASTER PLAN provides both short-term and long-term improvements for transit operations in the City of Thousand Oaks. Both capital and operations improvements are identified through community input and the development of transit goals, policies, strategies, and funding opportunities. System recommendations are identified through phases which can occur within 12-18 months (Phase 1) to as far out as 24-36 months (Phase 3) from plan approval. Examples of Phase 1 recommendations include exploration of a phone application to streamline scheduling for dial-a-ride service, expansion of the travel training program, introduction of a Metrolink Shuttle service, and to evaluate the formation of a transit district in eastern Ventura County.

A latent demand analysis was conducted to identify the level of existing transit service supply with the existing transit service demand to identify service gaps. To understand the potential demand for transit services, the study conducted a *transit-dependency index* and a *propensity of use index*. The transit-dependency index provides information on the level of intensity of transit dependent populations at the block group level. The populations examined include: senior population, youth (school-age) population, population with a disability, low-income population, and households with zero vehicles. The transit propensity index includes population density, employment density, and access to vehicles to account for trip origin, trip destination, and primary mode of access. The analysis also includes relative access to vehicles and identifies areas with limited automobile access thereby having the potential to encourage the use of alternative transportation options.

The analysis found that concentrations of transit-dependent populations and areas where there is a higher propensity to use public transportation (e.g. where there are more persons of driving age than the availability of automobiles) are located in the same areas. These areas include neighborhoods along



the Highway 101 corridor between Newbury Park and Westlake Village and along Hillcrest Drive and Thousand Oaks Boulevard. The analysis determined that areas with both high-to-moderate concentrations of transit dependent populations are served by fixed-route service. The study also found that as much as 50% of the population travel 15 to 50 miles to work, indicating that there is a strong need for regional connections and improved connectivity between major destinations within and outside of the City.

Heritage Valley Transit System Study (March 2013)

The HERITAGE VALLEY TRANSIT SYSTEM STUDY examined transit system performance in Heritage Valley. The systems included VISTA Hwy 126, Santa Paula Commuter Bus, and dial-a-ride services for Fillmore-Piru and Santa Paula. Passage of SB 716, approval of the Ventura County Regional Transit Study, bankruptcy of VISTA’s contract operator, and signing of a new federal transportation bill MAP-21 all affected the provision of transit services in the Heritage Valley. Several service scenarios were developed and analyzed resulting in a hybrid scenario that was constructed based upon public input, performance data, and demographic information. Titled the Modified Traditional scenario, fixed-route and ADA complimentary service would be provided in Santa Paula and Fillmore and a general public dial-a-ride service in Piru. In addition, community circulators would operate in Santa Paula and Fillmore and school services would be provided through a Fillmore-Piru shuttle service. Development of an ADA plan was deemed necessary under this scenario, as well as attention to an improved the DAR reservation process.

While the study acknowledges VENTURA COUNTY’S REGIONAL TRANSIT STUDY’S recommendation for Heritage Valley to join GCTD, the study recommended either entering into a joint powers agreement or forming a joint powers authority to administer service provision in Heritage Valley for purposes of maintaining local control of the transit decision making process and better administering the system to meet community-level needs.

4. ASSESSMENT OF AVAILABLE TRANSPORTATION

This chapter presents the statutorily required inventory of transportation services currently operating in Ventura County. It's assessment of transportation levels of service are characterized in a concluding section on trips-per-capita both countywide and in the east and west county areas.

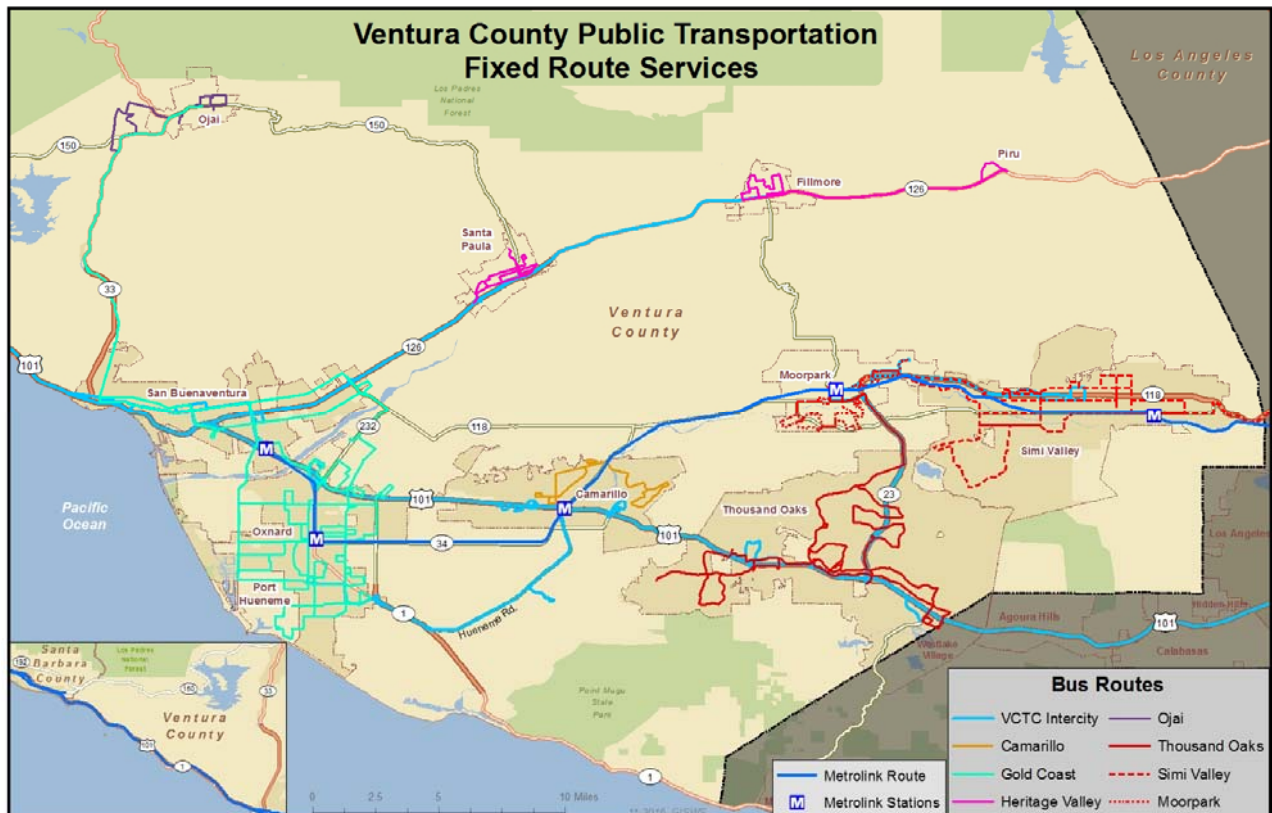
Inventory of Available Transportation Services

Public Transportation

Ventura County’s public transit network is inclusive of regional rail, fixed-route bus, and demand response dial-a-ride providers. These public systems are augmented by the services provided by human and social services providers that help to fill gaps and hard to serve needs in the public network. Presented alphabetically, this section summarizes each service and an informative, more detailed matrix of service characteristics is included as Appendix A.

Public Fixed-Route Services

Figure 12, Ventura County Fixed Route Services





Camarillo Area Transit

The City of Camarillo provides fixed-route transit service within its city limits on weekdays between 8:00 am and 4:30 pm. The fixed-route system includes the Camarillo Trolley that serves the Metrolink station local shopping and restaurant locations seven days per week, beginning at 10:00 am and ending at 6:00 pm on weekdays and 10:00 pm on weekends. The general cash fare is \$1.00 and is reduced to \$0.50 for seniors and persons with disabilities. The system reports and annual ridership of more than 53,000 trips.



Gold Coast Transit District (GCTD)

Gold Coast Transit District (GCTD) is the largest transit operator in Ventura County providing public fixed-route service in the cities of Ojai, Oxnard, Port Hueneme, Ventura and the unincorporated areas of Ventura County. GCTD provides almost 4 million passenger trips with a fleet of 56 vehicles. Weekday service is available between 4:45 am and 10:30 pm and 5:15 am to 10:00 pm on weekends. The one-way cash fare is \$1.50 and half price for persons with disabilities and older adults.



Kanan Shuttle

The Kanan Shuttle is a fixed-route service that travels within Oak Park and Agoura Hills serving Oak Park High School, Medea Creek Middle School and the residential areas near Kanan Road. Riders can transfer to Metro Route 161 at the Thousand Oaks Blvd. or Roadside Dr. bus stops for service to surrounding communities. The shuttle is free for all riders and operates on weekdays from 6:40 am to 6:20 pm and on Saturdays from 8:10 am to 6:20 pm.



Moorpark Transit

Moorpark Transit operates two fixed-routes, approximately 16 miles in length, throughout the city of Moorpark. Service begins as early as 6:00 am and continues until 6:00pm on weekdays. The general fare is only \$1.00 and is reduced for persons with disabilities and older adults. In FY 2014-15 Moorpark Transit delivered more than 71,000 one-way passenger trips. As of December 2016, the Moorpark City Council is exploring possible alignment changes to both off its fixed-routes in efforts to improve efficiency. Moorpark City Transit also offers the Beach bus during the summer months that takes riders to Zuma Beach on Tuesdays and Thursday for a \$5.00 round-trip or \$2.00 for seniors and persons with disabilities.



Ojai Trolley

The Ojai trolley fixed-route serves the city of Ojai and the communities of Meiners Oaks and Mira Monte with two dedicated trolleys on weekdays, running 30-minute route frequencies between 5:30 am and 9:30 pm. Capacity is reduced to one vehicle on weekends and service is provided between the hours of 6:00 am and 8:30 pm. The one-way cash fare is \$1.00 and half price for seniors and only \$0.25 for ADA and Medicare card holders. Transfers can be made to GCTD where an Ojai trolley transfer provides a \$0.50 discount towards the GCT fare.





Simi Valley Transit

The Simi Valley Transit fixed-route service runs four routes that allow travel within Simi valley and provide connections to VCTC Intercity services on its west end and to LA Metro buses in the San Fernando Valley area of Los Angeles County. The bus service is available Monday through Saturday from 5:00 am to 8:00 pm and charges \$1.50 for the general adult cash fare. Unlimited day passes can be purchased for \$5.00 and unlimited monthly passes can be purchased for \$50.00. Discounts to all fares are available for seniors, persons with disabilities and Medicare card holders. Transfers between Simi valley buses are free. On an annual basis, Simi valley Transit delivers more than 378,000 one-way passenger trips.



Thousand Oaks Transit

The city of Thousand Oaks operates five routes which includes a connector for Thousand Oaks residents to travel to the Metrolink station in Moorpark. Weekday service is available from 5:00 am until 8:00 pm while weekends service begins at 8:00 am and runs until 8:00 pm. The cash fare for regular riders is \$1.50 with a half price discount for seniors over the age of 65 and Medicare card holders. ADA certified customers and Senior DAR cardholders ride for free. Riders can also purchase one-day, seven-day, 31-day and 10-ride passes. Thousand Oaks Transit connects with VCTC Intercity and LA metro buses and has more than 155,000 passenger boardings per year.



Valley Express

The Valley Express is a fixed-route service that operates throughout the Heritage Valley through a cooperative agreement between the Cities of Fillmore, Santa Paula, the County of Ventura, and the Ventura County Transportation Commission. Start and end times vary across the four routes that cover Fillmore, Santa Paula, Piru and surrounding county areas. The cash fare is \$1.25 for adults and \$0.60 for seniors, disabled and youth. Day passes and monthly passes can be purchased for unlimited rides.



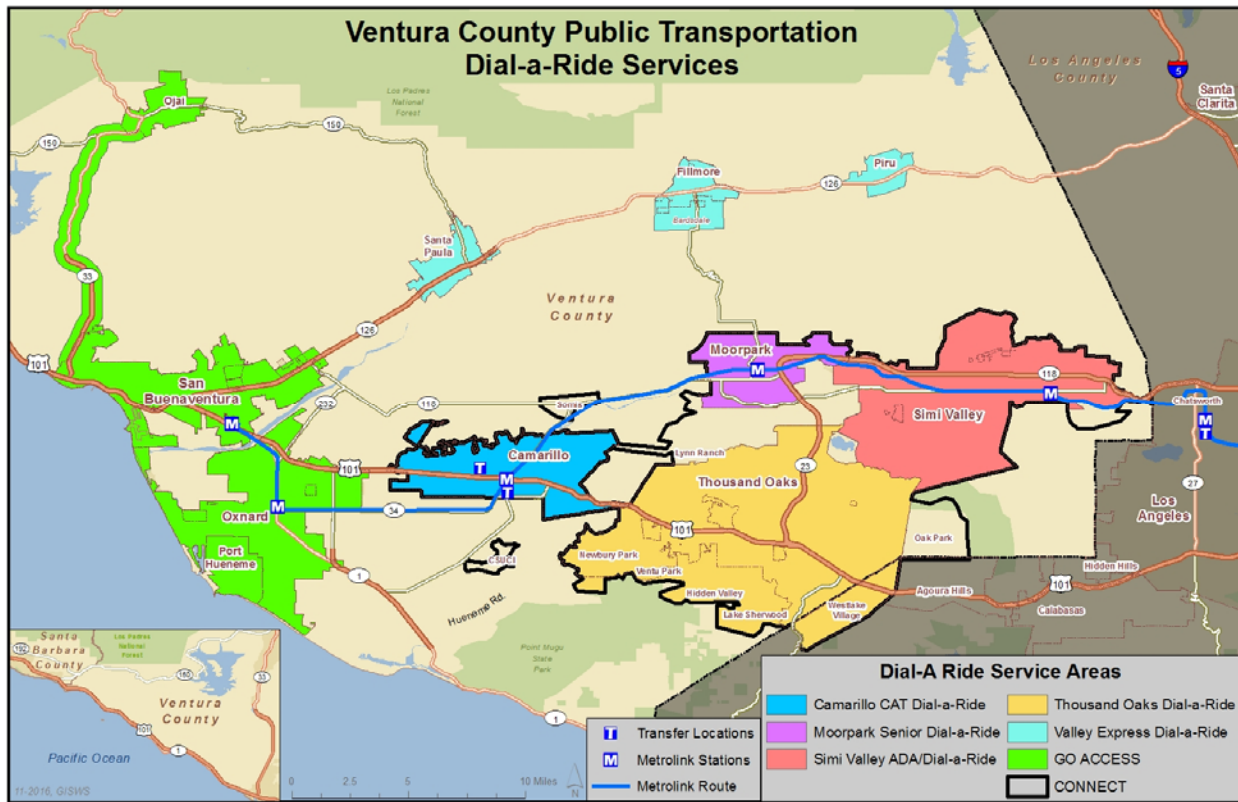
VCTC Inter-City Transit

VCTC Intercity bus service provides connections between the cities within Ventura County and between cities in neighboring Santa Barbara and Los Angeles Counties. VCTC currently operates seven routes that span from 4:30 am to 9:30 pm on weekdays and 6:45 am 6:00 pm on Saturdays. Only two routes operate on Sunday between 6:30 am and 6:00 pm. The fare structure is zone-based, requiring \$1.25 for Zone 1 travel and \$3.00 for longer trips in Zone 2. Monthly passes and 10-ride tickets are also sold in denominations based on zone fares. The VCTC 31-day pass can be used for free travel on GCTD, Simi Valley and Thousand Oaks buses. The VCTC intercity service delivers more than 782,000 one-way trips per year.



Public Demand Response Services

Figure 13, Ventura County Dial-a-Ride Services



Camarillo Area Transit Dial-a-Ride

CAT Dial-A-Ride is an origin-to-destination public bus service available to all residents and visitors within the City of Camarillo. Trips may be scheduled for any purpose except school trips. Service hours are Monday to Friday 6:00 am to 9:00 pm, Saturday 8:00 am to 9:00 pm, and Sunday 8:00 am to 5:00 pm. Seniors, persons with disabilities and Medicare users pay \$1.50 for a one-way trip. ADA cardholders and seniors (65 and older) can travel to East Ventura County cities for \$5.00 each way. 111,806 trips are provided each year.



Connect City-to-City

CONNECT is a new service offered by the cities of Moorpark, Simi Valley, Thousand Oaks, and County of Ventura that allows travel between most areas in eastern Ventura County and to make connections to other transit providers such as GCTD’s GO ACCESS and LA Access. Areas served include Moorpark, Simi Valley, and Thousand Oaks and the unincorporated areas of Oak Park, Westlake Village, Newbury Park, Lynn Ranch, Rolling Oaks, Ventu Park, Lake Sherwood, Hidden Valley, Santa Rosa Valley (traveling into Moorpark, Simi Valley and Thousand Oaks), Home Acres, Santa





Susana Knolls, and unincorporated areas between Simi Valley and Thousand Oaks and Simi Valley and Moorpark. ADA cardholders and seniors 65 years and older are eligible to ride. Service hours are Monday through Friday 6:00 am to 6:00 pm. The fare is \$5.00 each way, regardless of distance traveled.

Gold Coast Transit District's GO ACCESS



GCTD's GO ACCESS service is an origin-to-destination public transit service for seniors 65 and older and people with disabilities. Trips are provided to any location within the GCTD's service area: the Cities of Ojai, Oxnard, Port Hueneme and Ventura, and in the unincorporated County areas between the cities. Service hours are Monday through Friday 4:45 am to 10:30 pm, and 5:15 am to 10:00 pm on weekends. A one-way trip costs \$3.00. ACCESS provides 84,604 trips annually.

Moorpark City Transit ADA Paratransit & Senior Dial-A-Ride



Moorpark Transit provides local ADA Paratransit service and a Senior Dial-a-Ride service for seniors 65 years and older. The senior Dial-A-Ride service that uses the same vehicles as the Moorpark ADA service, and is available the same hours as the Moorpark City Transit bus. The service area includes Moorpark, Thousand Oaks, Westlake, Oak Park and Camarillo. Service hours are Monday to Friday 6:00 am to 6:00 pm. A one-way trip within Moorpark costs \$2.00. Intercity trips to Thousand Oaks/Westlake, Camarillo and Simi Valley are provided by CONNECT and cost \$5.00. 5,420 annual trips are provided between Paratransit and Senior Dial-A-Ride services.

Simi Valley Transit Dial-a-Ride



Simi Valley Transit provides both Americans with Disabilities Act and Dial-A-Ride Paratransit services (ADA/DAR) within Simi Valley on a "curb to curb" basis for ADA certified riders and seniors aged 65 and older. Transportation service is also available for ADA-certified passengers to the West San Fernando Valley communities of Chatsworth, Thousand Oaks and Moorpark. Service hours are Monday through Saturday 5:00 am to 8:00 pm. The fare for a one-way trip is \$2.00. Simi Valley Transit Dial-a-Ride provides 45,364 trips annually.

Thousand Oaks Transit Dial-a-Ride



Thousand Oaks operates a door-to-door Dial-A-Ride program for passengers 65 years of age or older or those who hold an ADA card. Dial-A-Ride transportation is available for errands, shopping, and medical appointments. ADA service is available to all areas within the city limits and the unincorporated areas of Newbury Park, Ventu Park, Lynn Ranch, Rolling Oaks, Hidden Valley, Lake Sherwood, Oak Park and Westlake Village. Thousand Oaks residents also have the option to travel to Agoura Hills. Service is provided weekdays from 5:00 am to 8:00 pm and from 8:00 am to 8:00 pm on weekends. Fare is \$3.00 per one-way trip. Thousand Oaks Dial-a-Ride provides 86,214 trips annually.



Valley Express Dial-a-Ride



Valley Express Dial-a-Ride general public Dial-A-Ride service in and between the cities of Fillmore and Santa Paula, Fillmore, Santa Paula, Piru, and other areas such as Rancho Sespe, Bardsdale, and Limoniera. The service is offered to people with disabilities that prevent them from using the Valley Express fixed-route bus service, seniors age 65 and over, as well as general public for some trips outside of the fixed-route service area. Weekday service is between 5:40 AM and 7:45 PM and weekend service is provided between 8:00 am and 6:00 pm. A one-way trip costs \$2.00. Monthly passes are available. Valley Express Dial-a-Ride provides 189,645 trips annually.

Regional Rail and Commercial Inter-City Bus

Metrolink



The Southern California Regional Rail Authority (SCRRA) operates Metrolink as a joint powers authority between five Southern California counties. Ventura County is served by Metrolink’s Ventura County Line, with stations in East Ventura, Oxnard, Camarillo, Moorpark and Simi Valley. The Ventura County Line terminates at Los Angeles – Union Station. The Ventura County Line operates Monday through Friday 5:02 am – 8:55 pm. There is no weekend Metrolink service on the Ventura Line. Metrolink fares are calculated with a distance-based formula using the shortest driving distance between stations, with an 80-mile maximum charge for Monthly Passes. Discounted fares exist for seniors and persons with disabilities exist, generally half the price of regular adult fares. There are 211,300 annual boardings at Ventura County Metrolink stations.

Amtrak



Amtrak intercity passenger rail operates 21,000 route miles in 46 states, the District of Columbia and three Canadian provinces, Amtrak operates more than 300 trains each day to more than 500 destinations. Amtrak also is the operator of choice for state-supported corridor services in 15 states and for four commuter rail agencies. In Ventura County Amtrak stations in Camarillo, Chatsworth, Moorpark, Oxnard, Simi Valley, and Ventura are served by the Pacific Surfliner. Oxnard and Simi Valley are also served by the Coast Starlight. Additionally, Amtrak Thruway Bus service that can be accessed at stations in Ventura, Santa Paula, Fillmore, and Oxnard. Its service hours are Monday through Sunday 6:45 am to 3:55 pm. The total system ridership is 29 million each year.

Greyhound



Greyhound is the largest provider of intercity bus travel in North America with access to more than 3,800 locations. Most Greyhound lines are regularly scheduled passenger services, but the company has recently added premium city-to-city service Greyhound Express and its Greyhound Connect service that connects rural communities with larger Greyhound markets. Amtrak passengers use Greyhound to make connections to cities not served by rail on Amtrak Thruway service, by



purchasing a ticket for the bus connection from Amtrak in conjunction with the purchase of their rail ticket. Fares are dependent upon the destination.

Transportes Intercalifornias



Transportes Intercalifornias is an intercity bus serving destinations from Mexicali and Tijuana Mexico to San Jose, CA and many points between. There is a bus station in Oxnard. Members of the general public use this service, though predominately Spanish-speaking riders. Service hours are Monday to Friday 4:30am to 8:00 pm and Saturday and Sunday 4:30 am to 8:00 pm.

Mobility Management

The concept of mobility management embraces the many approaches to manage and promote the transportation needs and demands for our target populations. These activities can include the dissemination of information of existing transportation programs, activities related to the training of potential transit users and the promotion of technology designed to coordinated transportation services.

Mobility Management Partners



The Mobility Management Partners operate a pair of specialized programs that that were launched in January 2015 in efforts to improve access to the existing fixed-route system and expands the choices for demand based origin-to-destination travel through Ventura County. These programs are coordinated with other agencies to promote participation and generate referrals.

Ventura County Travel Training

The travel training program for Ventura County teaches individuals how to navigate the existing public transit services that are available to them through a step-by-step curriculum that considers their physical and cognitive abilities as well as the barriers in the environment they might face while traveling. Individuals are provided with Transportation Assessment Plan that determines the most beneficial transportation option for them.

Ventura Catch-A-Ride

Ventura County residents that are ages 64 and over are eligible to participate in a mileage reimbursement program for in-county trips to destinations of their choice and out-of-county trips to verified medical locations. Program participants locate their own drivers and reimburse them \$0.35 per mile up to 100 miles per month in-county and up to 300 miles per month out-of-county. Out-of-county trips can be no longer than 60 miles in length for any single leg of a trip. The Catch-A-Ride program currently has 320 enrolled participants that are completing approximately 1,500 one-way trips per month.



Specialized Transportation

Ventura County public and human service agencies have continued to participate in the Federal Transit Administration specialized transportation funding programs through Section 5316 – Job Access and Reverse Commute (JARC), Section 5317 – New Freedom program for disabilities focused transportation and Section 5310 – Elderly and Individuals with Disabilities program. As noted in the introductory section to this COORDINATED PLAN, the JARC and New Freedom program funding did not continue with the recent Federal re-authorization of transportation funding, *PL 114-22, Fixing America’s Surface Transportation*.

Over the past four years, various public transit, municipal operators and human service organizations provided specialized transportation services to their target populations, using funding as subrecipients of these federal grants. Two, two-year cycles of funding awards are detailed in this subsection. The non-profit organizations included among the specialized transportation programs presented in Table 7 and Table 8 following are not subject to reporting to the State Controller and so financial operating information and trips provided are not included

Table 7 shows the FY 13 two-year funding cycle when a total of \$2.2 million was distributed across the three funding sources.



Table 7, FY 12/13-FY 13/14, Two-Year Cycle for Section 5316, 5317, 5310 Projects Funded, Urbanized Areas

Agency	Project Title	Description	JARC/5310	Federal share	
Gold Coast Transit	Route 20 - OTC/Lombard/Gonzales (op and capital) - 2 years	Establish new transit service by extending Route 20 to two-way service	JARC	\$409,595	
Ventura County Human Services Agency	RAIN Work Reliability Transport Project (2 years)	Transportation services for eligible adult homeless residents	JARC	\$120,000	
Simi Valley	Route C Fixed-Route Commuter Service (1 year)	Continue fixed-route service between Simi Valley and Chatsworth.		\$98,213	
Thousand Oaks	Employee Rideshare - 2 Replacement CNG vans	Purchase 2 replacement CNG vans for employee rideshare	JARC	\$68,000	
Thousand Oaks	Express Shuttle to Moorpark Metrolink Station (1 of 3 year demo)	Provide new shuttle service 6x/day to and from Metrolink Station	JARC	\$20,000	
Thousand Oaks	Employee Rideshare Operations (1 year)	Reimbursement of expenses for rideshare	JARC	\$15,000	
Thousand Oaks/Moorpark	Group Travel Training for Seniors and Disabled (1 year)	Provide group travel training at senior centers	JARC	\$10,000	
Thousand Oaks	Summer Beach Bus	Provides fixed-route service between T.O. and Malibu	JARC	\$10,000	
Two-Year Total for Section 5316, Job Access and Reverse Commute Program Funding					\$750,808
Mobility Management Partners	Mobility Management (2 years)	Travel training, information and mobility center and volunteer driver program	NF	\$586,984	
Ventura County Agency on Aging	Medi-Ride (1 year)		NF	\$199,926	
The Arc of Ventura County	Transportation Service (2 years)	Operating Assistance for transportation program	NF	\$137,016	
The Arc of Ventura County	Purchase 3 vehicles	Purchase 3 minivans to increase system capacity	NF	\$108,000	
Thousand Oaks/Moorpark	Senior DAR between TO and Moorpark (2 years)	Provides intercity DAR between Moorpark and Thousand Oaks	NF	\$55,000	
HELP of Ojai	Senior and Paratransit Program (1 year)	Purchase 1 replacement van with lift	NF	\$48,000	
Thousand Oaks	Free Rides for seniors and ADA on fixed-route (1 year)	Reimbursement of lost fare revenue for bus rides for DAR and ADA	NF	\$30,000	
Ventura County Agency on Aging	Transportation Assistance for Working Seniors (1 year)	Purchase monthly gas cards for 10 participants and bus passes for elderly job seekers	NF	\$21,550	
Thousand Oaks	Reduced Cost Passes for Low Income Seniors (1 year)	Allows social service agencies and nonprofits to buy half-price bus passes for qualifying low income seniors	NF	\$20,000	
Two-Year Total for Section 5317, New Freedom Program Funding					\$1,206,476
Moorpark	Moorpark Civic Center Improvements	Enhancement to vehicle entrances and parking locations		\$163,000	
Moorpark	Two DAR Vehicles	Purchase 2 new DAR vehicles		\$110,000	
Two-Year Total for Section 5310, Elderly and Disabilities Transportation Program Funding					\$273,000
Total All Programs - This Two-Year Funding Cycle, Federal Share					\$2,230,284

During the FFY 13 and FFY 14 two-year cycle, VCTC awarded \$750,808 in Section 5316, JARC contracts for eight projects (Table 7). Operations and capital projects included support to GCTD for a two-year demonstration of Route 20, to Simi Valley for its Route C Commuter Service and to Thousand Oaks for a summer Beach Shuttle and for a Metrolink shuttle on behalf of Moorpark. Other projects included support to the Ventura County Human Services Agency for a transportation initiative geared towards homeless persons and to rideshare programs support for the city of Thousand Oaks.

In the most recent two-year cycle, FFY 14 and FFY 15, a smaller total of just \$1,193,000 was awarded (Table 8). No additional New Freedom program funds were available; \$997,869 was awarded in JARC funding and \$195,000 in urbanized area Section 5310 funding was awarded. JARC funding was spread across a broad range of projects. These included the travel training and mileage reimbursement program provided by Mobility Management Partners across the county and a travel training program for Thousand Oaks and Moorpark. Operating funds for a door-through-door transportation project were



awarded to the Ventura County Area Agency on Aging for MediRide, to Thousand Oaks and Moorpark for a senior intercity demand response service and to the Simi Valley Senior Transportation sponsored by the Conejo Valley Senior Concerns. Capital funding was provided to Ventura Transit Systems to secure accessible taxi cabs. And the City of Thousand Oaks sought and secured funding to subsidize its ADA riders on fixed-routes service.

Table 8, FY 14/15-FY 15/16, Two-Year Cycle for Section 5316, 5317, 5310 Projects Funded, Urbanized Areas

Agency	Project Title	Description	JARC/5310	Federal Share
Mobility Management Partners	VenCAR - Catch-A-Ride Program	Provides services to the Senior and Disabled population of Ventura County, including travel training and mileage reimbursement programs.	5310	\$407,335
VC Area Agency on Aging	MediRide	Providing disabled, homebound adults and seniors in Ventura County door-through-door non-emergency medical transport.	5310	\$289,420
Ventura Transit Systems	Purchase Accessible Taxicabs	Capital Funding for six (6) wheelchair accessible taxi cabs	5310	\$220,000
Thousand Oaks and Moorpark	Senior DAR Intercity between TO and Moorpark (2016-17)	Intercity DAR Services	5310	\$40,000
Thousand Oaks	Free Rides for Senior DAR and ADA Cardholders	Free Rides on TO fixed route buses for ADA cardholders.	5310	\$20,000
Conejo Valley Senior Concerns	Operating Assistance	Simi Valley Senior Transportation	5310	\$11,114
Thousand Oaks and Moorpark	Group Travel Training	Provide group travel training at senior centers	5310	\$10,000
Two-Year Total for Section 5310, Elderly & Disabilities Transportation Program Funding				\$997,869
Ventura County Human Services Agency	RAIN Work Reliability Transport (2 Years)	Transportation services for eligible adult homeless residents	JARC	\$120,000
CalVans	Vanpool Operating Assistance	VanPool transportation serving low-income populations, especially farmworkers, and disabled populations in	JARC	\$50,000
Thousand Oaks	Summer Beach Bus	Provides fixed-route service between T.O. and Malibu	JARC	\$25,000
Two-Year Total for Section 5316, Job Access & Reverse Commute Program Funding				\$195,000
Total All Programs - This Two-Year Funding Cycle, Federal Share				\$1,192,869

Assessment of Service Levels – Trips-per-Capita

Trips-per-capita is an important performance measure that reflects transit utilization and presenting demand in relation to population. As population grows, the demand for public transit should increase and presumably service levels as well. As presented in Chapter 2, Ventura County’s population is expected to continue to grow over the upcoming decades. Monitoring annual trips-per-capita rates as transit demand increases and service provision changes will allow VCTC to determine if transit service is adequate and the extent to which it is keeping pace with the County’s growing population. It is also a tool by which to compare Ventura County levels of transit services to those of other, comparably sized areas and regions.

Table 9 provides a comparison of the trips-per-capita measure from the 2012 UPDATE TO THE PUBLIC TRANSIT – HUMAN SERVICES TRANSPORTATION COORDINATION PLAN with ridership information from Fiscal Year 2014/15. Including all public transit modes of regional rail service, the county’s eight fixed route services and its dial-a-ride, demand response services, as well as those specialized transportation programs for which data was reported through the Organization Survey.



Table 9, Ventura County Annual Public Transit Trips-Per-Capita: West, East and Countywide

MODE and SERVICE	WEST COUNTY Passenger Trips - 2012 Coordinated Plan	WEST COUNTY Passenger Trips - 2016 Coordinated Plan	EAST COUNTY Passenger Trips - 2012 Coordinated Plan	EAST COUNTY Passenger Trips - 2016 Coordinated Plan	COUNTYWIDE Passenger Trips - 2012 Coordinated Plan	COUNTYWIDE Passenger Trips - 2016 Coordinated Plan
Rail						
Metrolink	69,666 <i>at 75% of 2012 total</i>	61,074 <i>at 75% of 2016 total</i>	178,972 <i>at 25% of 2012 total</i>	150,448 <i>at 25% of 2016 total</i>	248,638 4%	211,522 3%
Fixed Route						
Camarillo Area Transit			15,000	12,517	15,000	12,517
Gold Coast Transit	3,353,539	3,908,847			3,353,539	3,908,847
Kanan Shuttle			<i>Not in operation</i>	72,973	<i>Not in operation</i>	72,973
Moorpark Transit	<i>Not available</i>	<i>Not available</i>	65,033	71,170	65,033	71,170
Ojai Trolley	108,000	103,673			108,000	103,673
Simi Valley Transit			435,416	378,452	435,416	378,452
Thousand Oaks Transit			181,032	155,093	181,032	155,093
Valley Express*	<i>Not in operation</i>	29,828			<i>Not in operation</i>	29,828
VCTC Intercity	802,956	782,381			802,956	782,381
<i>Total Fixed Route</i>	4,264,495	4,824,729	696,481	604,715	4,960,976 87%	5,514,934 88%
Demand Response						
Camarillo Area Transit - DAR		111,806			55,000	111,806
ECTA - CONNECT			<i>Not in operation</i>	15,778	<i>Not in operation</i>	15,778
Gold Coast Transit - ACCESS	76,730	84,604			76,730	84,604
Moorpark Transit Senior DAR				16,169	2,138	16,169
Oak Park/ Agoura Hills DAR				1,200	21,600	1,200
Simi Valley Transit DAR			47,054	45,364	47,054	45,364
Thousand Oaks DAR			86,332	86,214	86,332	86,214
Valley Express - DAR	<i>Not in operation</i>	121,790			<i>Not in operation</i>	121,790
VCTC - Fillmore, Piru, SP DAR	205,692	<i>Terminated</i>			205,692	<i>Terminated</i>
<i>Total Demand Response</i>	282,422	196,410	133,386	164,725	494,546 9%	482,925 8%
Vanpool						<i>Pass. trips not available</i>
Los Angeles Metro Vanpools		<i>Not available by area of county</i>		<i>Not available by area of county</i>	-	2 vanpools
CalVans Vanpools	<i>Not available</i>		<i>Not available</i>		-	100 vanpools
Thousand Oaks Rideshare Program					-	12-15 vanpools
UC Santa Barbara Vanpools					-	11 vanpools
Specialized Transit						
ARC of Ventura				33,000	-	33,000
Camarillo Healthcare District			10,221	<i>Not reported</i>	10,221	<i>Not reported</i>
County AAA ElderHelp Transportation		2,400			-	2,400
County HAS Children & Family Services		2,400			-	2,400
HELP of Ojai	9,700	10,500			9,700	10,500
Mobility Management Partners		0		0	-	18,420
<i>Total Specialized Transportation</i>	9,700	15,300	10,221	33,000	19,921 0.3%	66,720 1%
Total Trips, All Modes	4,626,283	5,097,513	1,019,060	952,888	5,724,081	6,276,101
Ventura County Total Population	499,610	507,378	323,708	328,412	816,034	835,790
% of total county population	61%	61%	40%	39%	% change	2.4%
Annual Trips per Capita, All Modes	9.3	10.0	3.1	2.9	7.0	7.5
% change		8.5%		-7.8%		7.1%

Note: Reported trip data is generally for the fiscal year preceding the year in which the Coordinated Plan was prepared.
* Valley Express service began in March 2015

NOTES:

- ¹ Total trip data obtained from 2012 Update to the Public Transit – Human Services Transportation Coordination Plan for Ventura County unless noted otherwise.
- ² Total trip data obtained from FY 14/15 State Controller’s Report unless noted otherwise.
- ³ Metrolink trip data obtained from VCTC and Metrolink Station Boardings (Average Weekday FY 15)
- ⁴ Ventura County Population obtained from 2010 Census Summary File 1, Universe Total Population. Note value may be higher.
- ⁵ Ventura County Population from 2014 American Community Survey, 5-year estimate

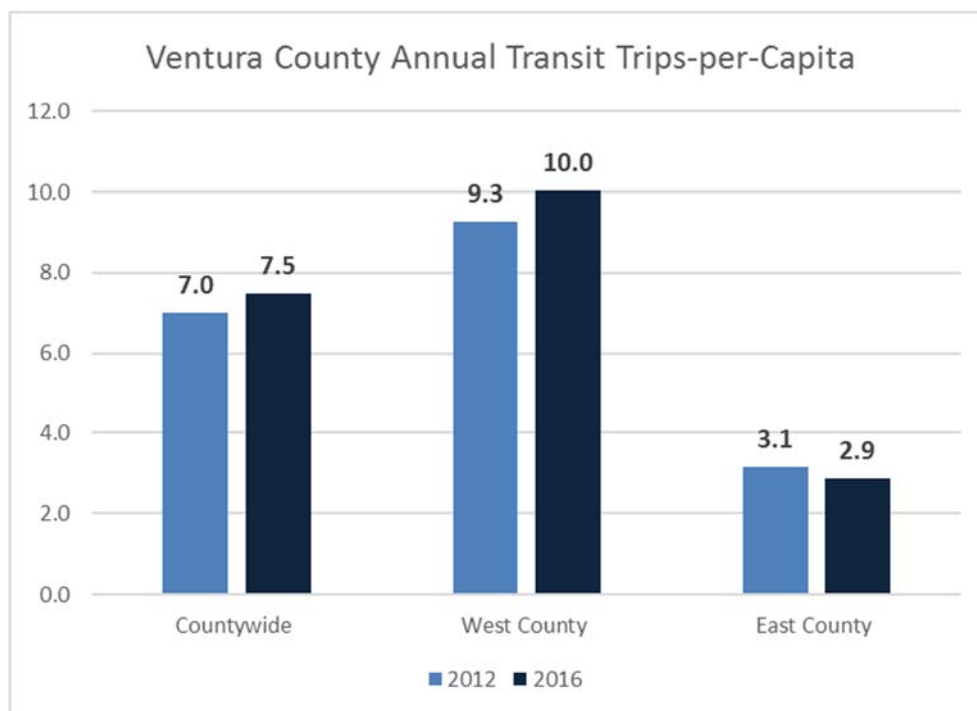
Comparison to data from the 2012 PUBLIC TRANSIT – HUMAN SERVICES TRANSPORTATION COORDINATION PLAN shows that the almost 6.3 million annual public transit trips represented a trips-per-capita rate



countywide of 7.5, the right-most columns in Table 9 on the next page. This was an increase of 7.1% over the two reporting periods, from 7.0 to 7.5 annual trips per Ventura County resident. Ventura County is not immune to declining ridership occurring among public transit nationally and several Ventura programs reported declining ridership. The inclusion in this 2016 COORDINATED PLAN of more Specialized Transportation trips reported – through the Organization Survey – helped to offset some ridership decline in public paratransit programs.

Table 9 and Figure 14 below delineate trips-per-capita rates for both East and West County.¹ The public transit trips-per-capita rate is substantially higher in West County, in part a reflection of the regional services provided by GCTD. The West County current trips-per-capita rate of 10.0 increased by 8.5% from its 9.3 trips-per-capita derived from 2012 data. For the East County, its current rate of 2.9 is substantially below that of the West County and represents an -7.8% change, declining from the 2012 rate of 3.1 public transit trips per annum, per East County resident. This is a consequence of the declining public transit ridership among the municipally operated services, coupled with some increase in population and changes in service levels.

Figure 14, Ventura County Annual Transit Trips-per-Capita



¹ As of this writing, all VCTC Intercity passenger trips are presented in Table 9’s countywide column. With the provision of boarding data by stop, this ridership can be appropriately distributed across East and West County. This is likely to improve both the East and West County trips-per-capita rate.

5. ASSESSMENT OF MOBILITY NEEDS AND GAPS

Outreach Approach

VCTC initiated the COORDINATED PLAN process with a series of public participation activities to invite comment on unmet transit needs and gaps throughout Ventura County of older adults, persons with disabilities and persons of low-income. These included two stakeholder workshops for agency personnel; four focus groups with riders, potential riders and limited English proficient individuals; an organizational mail-back/ e-survey to stakeholder agencies; and interviews with transit operators.

Two stakeholder workshops were held in different locations to ensure agency personnel from multiple agencies could attend. A workshop was held on Wednesday, August 29 at the Ventura County Government Center, Hall of Justice and included 17 representatives from various county, social service, human service and non-profit organizations. The second workshop was held on Thursday August 30 at Thousand Oaks City Hall and included 6 representatives from various agencies. These were promoted through several email blasts to the 310 agencies for whom we had solid email addresses with further recruitment solicited by telephone contacts from the consultant team to encourage participation.

Consumer focus groups were conducted with multiple groups across the County to ensure diverse perspectives from those using the system. The locations were: ARC of Ventura County staff and program participants; Caregivers staff; LEP participants of El Concillio Family Services; and Wilson Senior Center staff and participants. Flyers advertising the workshops were developed in English and Spanish and these were displayed at each location.



Is transportation a challenge for your clients?
We want to address their needs.

Ventura County Coordinated Public Transit – Human Services Transportation 2016 Revision

This important Plan will provide direction for transportation services for:
Older Adults | Persons with Disabilities | Persons of Low Income | Veterans | Persons with Limited English Proficiency

Join us for a COORDINATION PLAN STAKEHOLDER WORKSHOP to help us:
Assess transportation services to the target groups
Assess gaps in these services
Develop strategies and projects to address gaps

Opportunities to Participate:

Monday, August 29, 2016 10:00 am - 12:00 am Ventura County Government Center, Hall of Justice, Pacific Meeting Room 800 South Victoria Avenue Ventura, CA 93009	Tuesday, August 30, 2016 2:00 pm – 4:00 pm Thousand Oaks City Hall, Oak Room 2100 E. Thousand Oaks Boulevard Thousand Oaks, CA 91362
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Invited Audiences: General Public + Human Services Agencies + Public Agencies
For questions or to request special accommodations, contact: AMMA Transit Planning – (951) 784-1333





Intercept surveying was conducted on a Wednesday in late October at the Ventura Transit Center. A survey asking riders about their usage of the transit system and any challenges was developed in English and Spanish. An interpreter was present to assist Spanish or LEP individuals in completing the surveys, soliciting input from 4 riders.

Additionally, interviews were conducted with staff at Camarillo Transit, ECTA, GCTD, and Thousand Oaks Transit. Some of their comments are included below.

An **Organization survey** was prepared with VCTC staff input and distributed countywide to solicit stakeholders' perspectives on mobility needs and resources. The three-page, 24 question survey was mailed to 330 physical addresses and emailed to 467 staff email addresses, of which 310 proved to be solid email addresses. A total of 51 surveys were received from a total of 36 agencies, by the time of this writing. Responses were either provided via the e-survey link online or the paper copy of the survey mailed back to the consultant team.

Between participation at VCTC workshops and focus groups, intercept surveying, agency survey and interviews, almost 250 individuals or organizations provided direct input to this COORDINATED PLAN development process.

Consumer Focus Groups and Stakeholder Workshops Summary Findings

This section reports on general themes emerging from the various outreach discussions with consumers and stakeholders across the County. Comments made by consumers and stakeholders are provided below.

1. Confusing array of information resources

- Stakeholders and consumers at most settings were not aware that VCTC runs a call center and can provide transit information and trip planning.
- The County Library helps clients with trip planning as they are able, but has not have any training into what information sources are available, even what Google Transit provides. Some library branches provide transit schedules and brochures, but there is no coordination between branches and transit systems about getting information.
- Not all transit operators have their information provided on Google Transit.
- Consumers get their information from multiple sources: The information on Camarillo Transit's website is wrong, but staff understands that riders get service information from Leisure Village or senior centers.



2. Inconsistency of fixed-route span of service for weekday and weekend service availability

- An ARC participant found traveling on GCTD Paratransit on Sundays difficult. The rider reported that the bus arrives late or the schedule is too busy to get the rider to church on time.
- Multiple intercept survey respondents requested later VCTC service on weekends. One rider reported, “I get stranded on Wells Road because the VCTC bus stops running at 5 pm and I have no way back home to Santa Paula.”
- The intercept survey found that “Time transportation is needed” was most common need (35% of respondents).
- Thousand Oaks staff reported that most needed service improvement would be longer hours on Thousand Oaks Transit: possible operating from 6 am to 8 pm Monday to Friday and 8 am to 8 pm on weekends. Sunday service should also be added.
- A CAUSE staff member reported that youth jobs are largely retail and end at 10 pm or 11 pm in main cities. There’s no transit back home to Fillmore at that time.

3. Coordination Issues and Mobility Gaps Related to Dial-Ride Services

Difficulties with Intercity Dial-a-Ride Trips

- Caregivers staff report that for transfers to Camarillo Dial-a-Ride it is a challenge for seniors to transfer and pay twice. This is an issue for about 6% of clients
- Stakeholders at the Thousand Oaks Workshop reported that intercity Dial-a-Ride service is available, but it’s very complicated and confusing. Riders must know who to call and there is a lack of good communication
- Multiple transit operators suggest that a resolution of transfers in Camarillo is needed.
- Seniors 65 and older can travel within Ventura County, but there are no dial-a-Ride services available outside of the County.

Demand Response Travel to Out of Area Destinations

- Caregivers staff report that many seniors use Kaiser Woodland Hills and its really complicated to get there because it takes multiple transfers, Seniors are dropped off 6 blocks from Kaiser entrance by Los Angeles ACCESS.
- Caregivers clients go to the following out-of-county destinations at least once per month and usually use Roadrunner MediRide for these trips: Cedar Senai; UCLA; and USC.
- The Ventura County AAA provides door-to-door transit service, which can cost up to \$600 for medical trips to Kaiser Woodland Hills.
- Agency stakeholders at the Ventura workshop suggested that mileage reimbursement could be an alternative for some individuals.



- Consumers and agency staff report the following common out of county destinations for medical trips:
 - Kaiser Woodland Hills
 - USC Medical Center
 - Westlake
 - Agoura Hills
 - Calabasas
 - Children’s Hospital, Santa Barbara
 - Children’s Hospital, Los Angeles

Confusion about Paratransit Operating Policies

- ARC participants report that Driver assistance policies need to be clarified to riders, especially as they differ between the various services. They especially want to know if drivers are supposed to get out and help rider get to the bus.
- One ARC participant requested more clarity about the pick-up window; they aren’t sure what is the policy as the bus is sometimes 10 minutes early and other times 10 minutes late.
- A rider at Wilson Senior Center has seen a change in Camarillo Dial-a-Ride driver assistance policy from how it used to be and prefers drivers to be able to escort riders, particularly for dialysis patients and others who may need help getting to the vehicle.

Dial-a-Ride Service Reliability and Quality

- A Wilson Senior Center rider reported that the bus was one hour late and she didn’t receive a call. They also reported that drivers don’t wait long enough when picking up. This rider has seen vehicles leaving as she was approaching the pick-up spot.
- Wilson Senior Center staff reported that some riders are picked up too early, even before their event ends. Some riders are picked up at 7 pm (for ride home) for a program that ends at 7:30 pm.
- An ARC participant reported on an event when no bus was waiting for her at a trip she had confirmed. She arranged a Camarillo Dial-a-Ride to transfer onto GCTD’s GO ACCESS Paratransit and was told by dispatch that the trip was confirmed. When Camarillo dial-a-Ride brought her to the transfer point, there was no bus waiting. She had to call both operators to eventually get her ride.
- Caregivers staff report that many clients are concerned about being late if they take Paratransit. After one bad experience, they are too afraid to use it again.

Types of Buses

- Riders at Wilson Senior Center requested more MV-1 vehicles as they are a smoother ride than the buses.
- Rider in multiple locations suggested that bigger vehicles don’t make sense when there are few passengers. It wastes gas.



4. Coordination Issues and Mobility Gaps Related to Fixed Route Services

Service Connectivity

- ARC riders report that transfers aren't always timed correctly:
 - VCTC Intercity (towards Thousand Oaks) runs late to connect with GCTD #6 at the Mall.
 - Sometimes riders must wait for their bus, other times the bus riders need leaves just as the bus they're on arrives.
- Stakeholders report that it can take clients up to 3 hours to get to an interview in East County and the intercity schedule doesn't often line with their appointment, so they can't get there when they need to.
- A driver commented during the intercept survey that GCTD and VCTC need to coordinate. They are not using the same radio and when one of them runs late, they can't call each other. GCTD drivers will wait, but VCTC drivers are not good at waiting for late buses when passengers need to transfer.
- In most settings, riders and stakeholders commented on transfer inconsistencies between services. Some transfers expire in 90 minutes and others in 2 hours. Multiple requests for making them consistent were received.

Fixed Route Service Frequencies

- Stakeholders suggest that in order to utilize transit, it must be easy, convenient, reliable and available. Then seniors could give up their car. This isn't the case in East County.
- The Draft Thousand Oaks SRTP recommends that service be improved to every 60 minutes on most routes.
- Narrative comments from the intercept survey included multiple requests for increased service frequency, including in Casitas Springs, on GCTD Route 16, Route 17, and VCTC Highway 101.

Service Coverage Gaps

- El Concilio Family Services participants reported that service is needed in Mandalay Bay as there is no transit there.
- El Concilio Family Services participants reported that there is no bus service in Pleasant Valley near Highway 1.
- CAUSE reported that youth need transit to get to the outlets in Oxnard and Camarillo.
- Stakeholders at the Ventura stakeholder workshops reported that Oxnard residents need transit to get to the Camarillo industrial area.
- Stakeholders at the Ventura workshop reported that many youth in Fillmore can't get to jobs in Moorpark.
- Respondents on the intercept survey requested transit service to Santa Monica and Malibu; increased service to Oxnard; and better connections to Los Angeles County.



Accessibility, Bus Stops, and Transit Centers

- Riders from the ARC program reported that additional shelters are needed; GCTD benches are too close to the street in some locations; and the Trolley isn't accessible.
- Stakeholders at the Thousand Oaks workshop reported that the intersection at Sprouts in Thousand Oaks is not senior friendly.
- A staff member at El Concilio Family Services reported at times being unable to ride a fixed-route bus because both wheelchair spots were full. They had to wait one hour for the next bus.
- Stakeholders at the Ventura workshop report that the Simi Transit bus stop is too far away from the East County intake center.
- Comments from the intercept survey include complaints about the lack of shelter at the Ventura Transit Center, the dirty bathrooms there, the need for additional security and the people loitering there who harass riders.

5. Fares and Fare Affordability

- A rider from Thousand Oaks reported that the \$5 CONNECT one-way fare is too high
- Stakeholders at the Ventura workshop report that the County pass only allows one transfer, so youth must buy another pass on the way home and that the VCTC intercity pass is accepted by some operators, but not Valley Express.

Valley Express Monthly Pass

- Stakeholders reports that the Valley Express monthly pass is complicated to order for clients, because they must be ordered a month in advance and if a client starts partway through the month, they are wasting the pass.
 - The 31-day pass doesn't work for clients who aren't traveling every day. The pass is wasted if it isn't used every day.
 - They'd prefer a pass like Simi Valley's
- Respondents to the intercept survey requested a reduced fare for low-come riders, a free fare for seniors, that children be allowed to ride free longer.

6. Service Appreciation

At each setting, there comments expressing appreciating for the existing transit services. A brief survey of these comments is provided here.

- One rider from Wilson Senior Center commented, "Paratransit provides Freedom. I am glad and happy to use GCTD."
- One rider from Wilson Senior Center stated that she's never had a rude driver.
- Several Riders from the senior center report that travel training is helpful and they like the one-on-one contact.
- Stakeholders at the Ventura workshop report that Dial-a-Ride is greatly improved. CONNECT has made connections easier.



- During the intercept survey, one rider said they have no complaints about transit and the bus, “gets me where I need to go.”

Rider Intercept Survey Summary Results

An intercept survey of riders at the Ventura Transit Center was conducted by the consultant team on Wednesday, October 26, 2016. This effort provided another avenue for riders to participate in the coordination plan process and for the study team to learn about gaps and needs from individuals who often use the transit network. A summary of results is provided below.

Seventy-eight (78) total surveys completed. Four of these were completed in Spanish using a Spanish-language survey and assistance from an interpreter. Several riders did not complete surveys, but did offer comments. These comments are reported below in the Narrative Comments section.

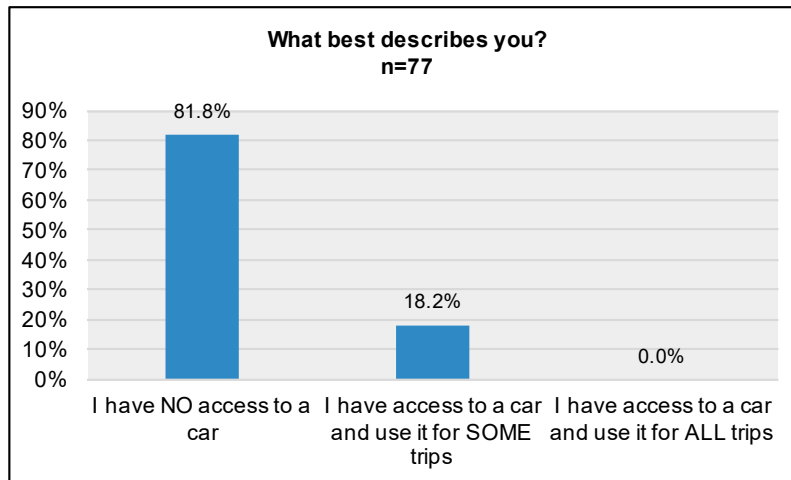
About the Survey Respondents

Most riders who completed surveys (80%) were adults between 18 and 64. Seven individuals over 65 and four individuals aged 17 and younger completed surveys. Riders surveyed represented a mix of employment categories, with 30% working part-time and nearly a quarter unemployed. Students were also among those surveyed, accounting for 17% of responses (Table 10).

Table 10, Intercept Survey - Respondents

Which best describes you:		
Answer Options	Response Percent	Response Count
Employed part-time or seasonally	29.9%	23
Not employed	24.7%	19
Employed full-time	18.2%	14
Student	16.9%	13
Retired	10.4%	8
<i>answered question</i>		77
<i>skipped question</i>		1

Figure 15, Intercept Survey – Car Access



Most respondents reported that they did not have access to a car, as detailed below. This included some individuals who couldn’t drive due to a disability. However, only nine respondents reported using a mobility device (Figure 15).

Asked about where riders get bus information, most (83%) reported having a cell phone. Of those, 75% reported that their cell phone is a smart phone with Internet access.

However, when asked how they get transit information, only 11% are using cell phone applications, and only one respondent reported using social media sites for transit information. The most common ways these riders reported getting information was from the bus book (64%), from websites (43%), or from bus stops (32%) (Table 11).

Several respondents commented on “other” ways of getting information. These methods included calling customer service of the transit providers and asking bus drivers.

Table 11, Intercept Survey – Bus Information Access

How do you get information about bus services?		
Answer Options	Response Percent	Response Count
Bus Book	63.6%	42
Websites	42.4%	28
Bus stops	31.8%	21
Family & friends	16.7%	11
Other / Customer Service Phone	15.15%	10
Cell phone applications	10.6%	7
Facebook	1.5%	1
Employers	0.0%	0
Twitter	0.0%	0
answered question		66
skipped question		12

Transit Service Used by Respondents

Most of the riders encountered were using primarily both GCTD (82%) and VCTC services (53%), with small numbers also using municipal providers and other services. Other services riders reported using include the Downtown Ventura Trolley and Metrolink (Figure 16).

Figure 16, Intercept Survey – Transit Services Used

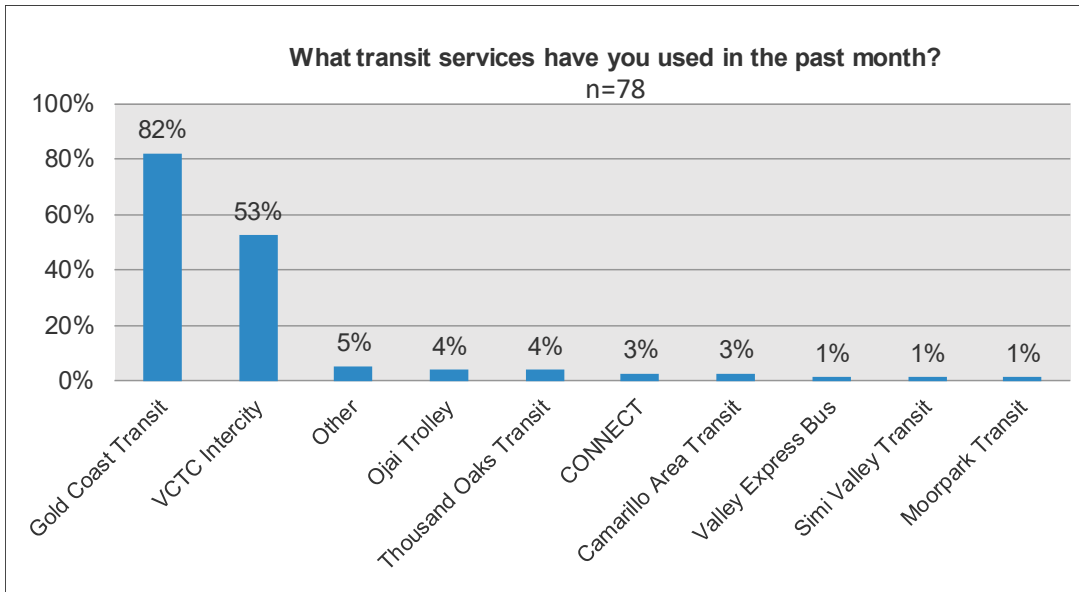
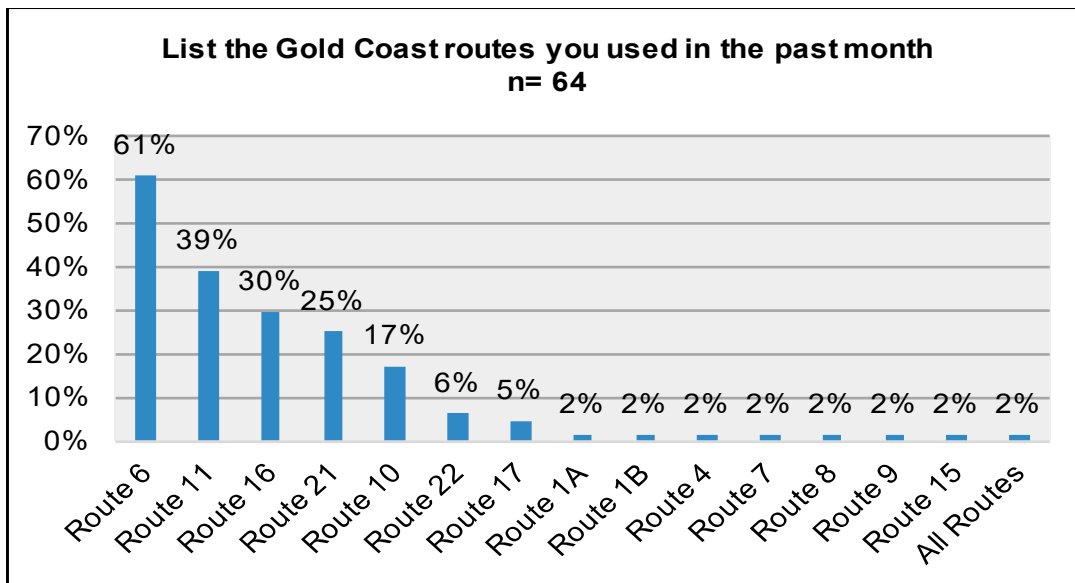


Figure 17, Intercept Survey – GCTD Routes Used



Respondents were asked to report on which VCTC routes and GCTD routes they are using (Figure 16). The most popular routes for GCTD riders were Routes 6 (used by 61% of responding GCTD riders), Route 11 (39%), and Route 16 (30%) (Figure 17).



For VCTC, the most commonly ridden routes were Highway 126 (37%), Highway 101(27%), and Coastal Express (22%) (Figure 17) Two individuals indicated they are using a route to Cal State University Channel Islands but didn't indicate which. Some respondents did not provide route information, choosing just to indicate that they rode GCTD and/or VCTC (Figure 18).

Figure 18, Intercept Survey – VCTC Routes Used

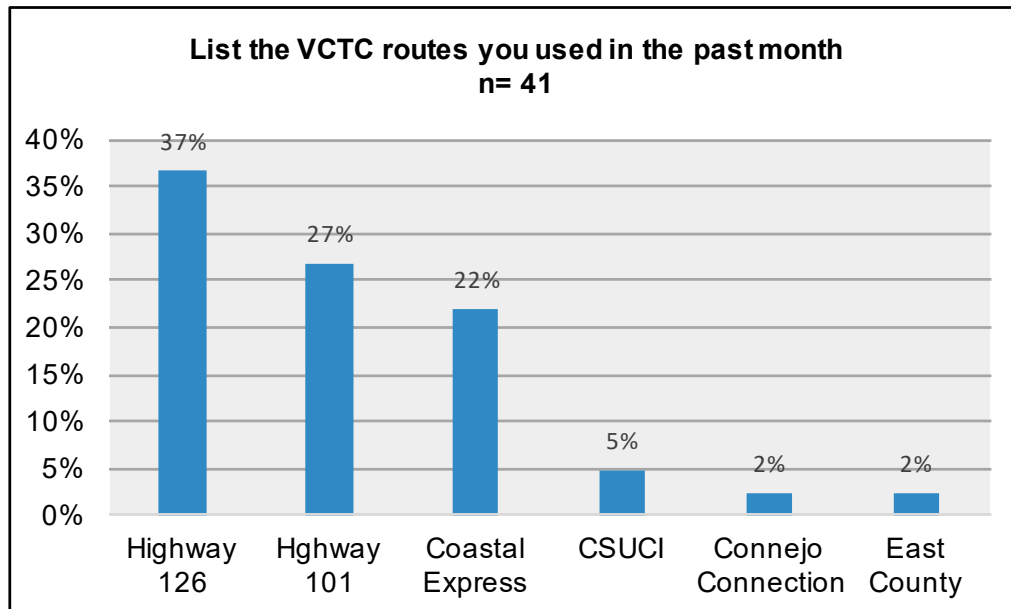
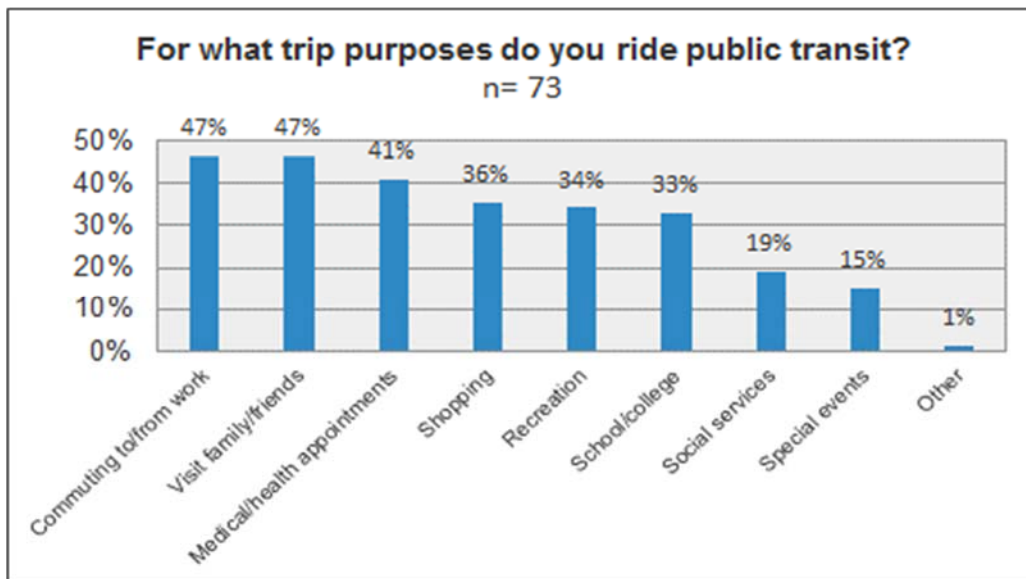


Figure 19, Intercept Survey – Trip Purposes on Public Transit



Riders are using public transit for a variety of trips (Figure 19). The most commonly reported reasons for using transit were commuting to work (47%), visiting family or friends (47%), or to get to medical or health-related appointments (41%).



About Riders’ Mobility Needs

Riders were asked to report on the types of mobility challenges they face, as well as how frequently they encounter such challenges. While most respondents reported that they “rarely or not at all” encounter the listed challenges, some riders are dealing with mobility issues. Riders reported difficulty with **transportation at specific times**, with 35% of respondents encountering this problem often and 13% sometimes facing this issue. **Transportation to specific places** was a problem often for 25% of respondents and sometimes for 22% of respondents. The third most reported problem was **needing a bus stop**. This issue surfaced often for 20% of respondents and sometimes for 11% of respondents.

Additional challenges are detailed below in Figure 20 and in Table 12 on the page following. Some riders provided details about the specific times of day, specific places, and specific locations where they saw needed.

Figure 20, Intercept Survey – Transportation Challenges

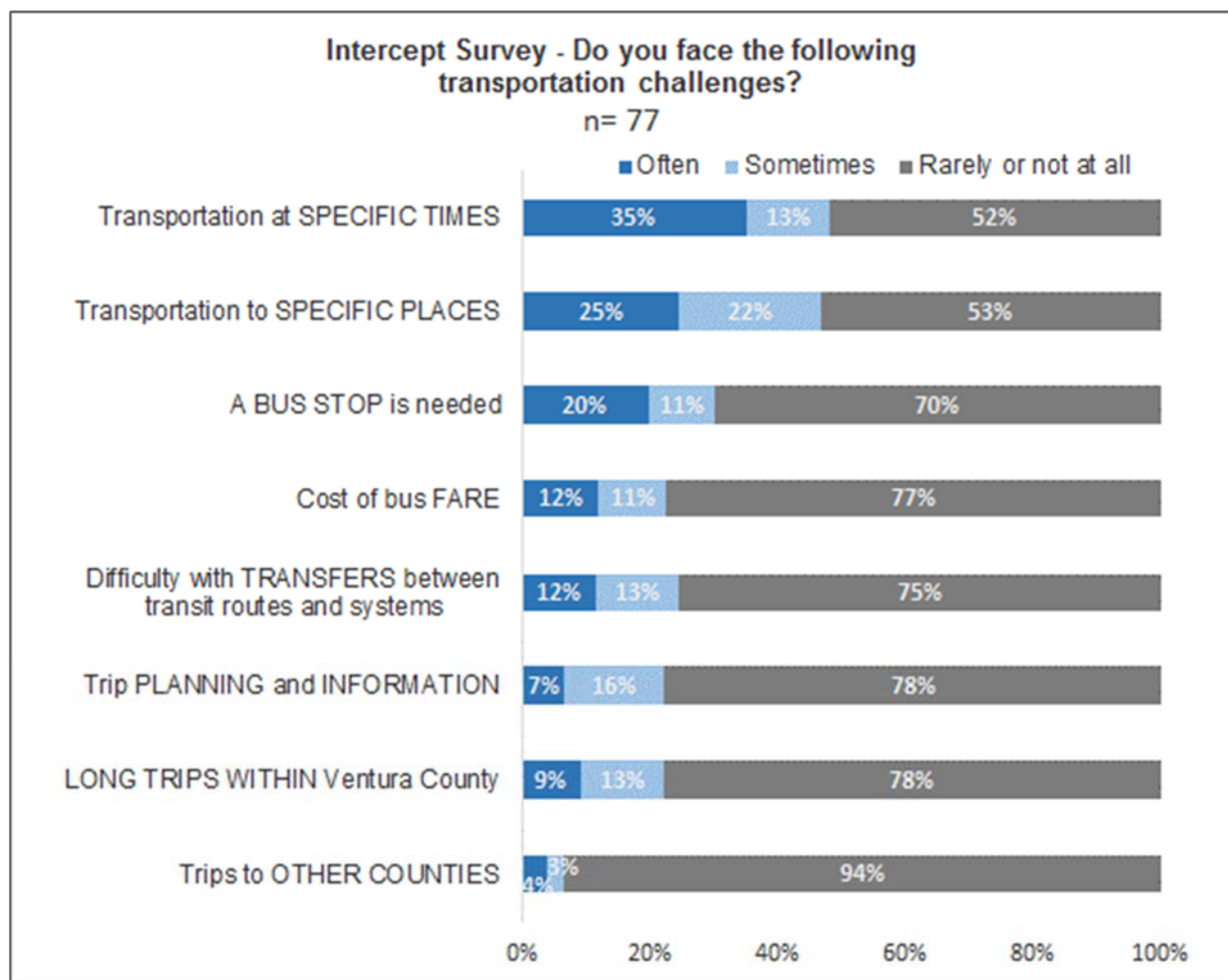




Table 12, Intercept Survey – Challenges by Time of Day and Destinations

Do you face the following transportation challenges?	
Time of Day/ Week Transportation is Needed	Count
Later evening service	4
Service after 10 pm	5
Morning	5
Afternoon (between 12 pm and 3 pm)	4
VCTC after 5 p.m. on weekends	3
Weekend evenings	2
Early mornings on VCTC	1
Destinations Difficult to Reach by Transit	Count
Thompson and Main, Ventura	5
County	2
Los Angeles	2
Camarillo Outlets	1
Clinics in Fillmore	1
Harbor Blvd.	1
Dodge Dealership in Oxnard	1
Housing Authority	1
Victoria Shopping Center	1
CSUCI on VCTC. Needs more frequency	1
Pacific View Mall	1
Santa Paula and Fillmore on weekends	1
Santa Barbara on VCTC Highway 126	1
Locations Where a Stop Is Needed	Count
A VCTC stop is needed at Wells Road	2
County Hospital	2
downtown restaurants in Camarillo	1
Community Memorial Hospital	1
Hermosa Rd. in front of Theosophy Center, Ojai	1
Foothill Road by Arroyo Verde Park.	1
Camarillo medical building or Jack 'n the Box	1
Pier Point	1
More bus stops on GCTD Route 16	1
Central Ave	1
Fillmore in front of McDonald's	1



Narrative Comments

The survey asked riders to comment on improvements that would improve mobility for them and their families. Forty-three (43) survey respondents provided narrative comments. These responses, along with additional comments provided during the intercept survey effort, are summarized here and provided in full in Appendix B.

Amenities / Safety

Comments about rider safety and amenities related to lack of enough tree clearance for buses, a need for lighting at bus stops and benches that are placed too close to the curb. Riders requested restrooms on VCTC buses, and Wi-Fi on all buses.

Transfers

Riders expressed concerns about inconsistent transfer policies across the various transit providers.

Coordination and Consistency

Comments included a need for coordination between VCTC and GCTD, particularly with connections and a need for consistency on VCTC signage.

Transit Center Safety

Reported concerns about the Ventura Transit Center include a need for better shelter and security, especially to deter loitering. Riders also noted that VCTC's restrooms need cleaning.

Wheelchair Capacity

One rider reported having to wait for the next bus when wheelchair spaces were taken.

Later VCTC evening hours

Riders requested later VCTC Intercity service on weekends, particularly to Santa Paula (Wells Road) and returning from Santa Barbara.

Fares and Fare media

Comments about fare includes reports that bus fare is very high, especially for those with no income. Riders requested free rides for seniors, reduced fares for persons with low-incomes, and increasing the age that children can ride free.



Expanded service / New bus stops

Riders requested more service in Oxnard better connections and service to LA County. Bus stops were requested in various locations such as in Fillmore, at Highway 126 and Palm, and for GCTD's Route 16.

Transit Information

Riders reported that important destinations, such as medical clinics, should have transit information. One rider reported getting wrong information from transit call centers.

Drivers

Drivers were complimented by several riders. One rider requested that drivers enforce priority seating rules.

Increased Frequency

There were requests for increased frequency across the county, including to Casitas Springs, on GCTD Route 16 and 17, and on VCTC Highway 101 service.

Reliability and Safety

Comments were received about the need for better on-time performance, particularly for routes that make connections with other services. One rider reported that drivers pull away as riders are running to the bus.

Rider's Safety

Riders reported some drivers who drive unsafely and some riders who make other riders feel unsafe.

Agency E-Survey Mobility Need and Gap Responses

About the Respondents

Organizations and Agency Types

As noted previously, one element of this COORDINATED PLAN revision process was to undertake an organizational survey of Ventura County public transit agencies, public and non-profit agencies to better understand mobility needs and gaps. The 51 respondents represented 36 agencies. Multiple responses from the same agency were included as these reflected various programs within large agencies or organizations.

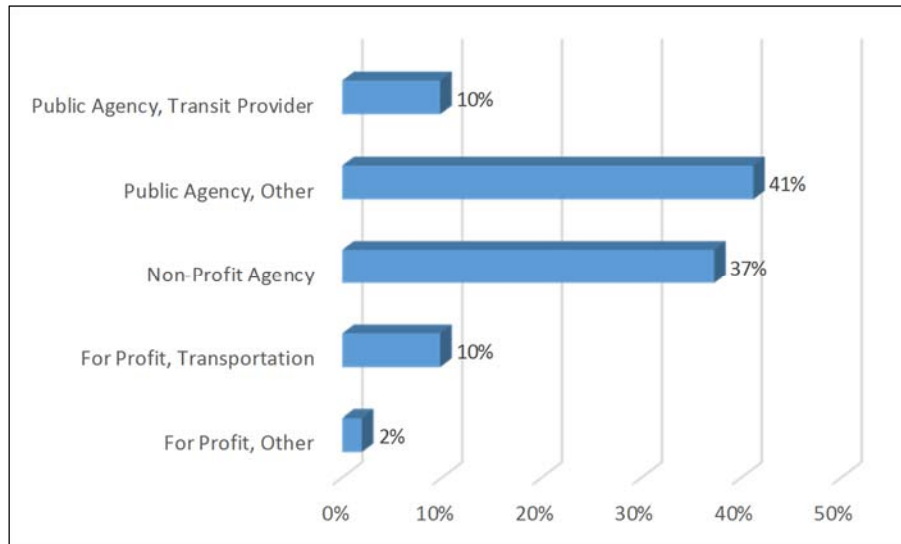


Agency/ Organization survey respondents were:

- ACTION
- Advanced Adult Day Health Care
- California Lutheran University
- City of Agoura Hills
- City of Camarillo
- City of Moorpark
- City of Thousand Oaks
- City of Ventura
- Clinicas del Camino Real, Inc.
- Community Action of Ventura County
- County of Ventura, Children and Family Services
- County of Ventura Area Agency on Aging
- County of Ventura, Human Services Agency
- Cypress Place
- First 5 Ventura
- GCTD District
- HELP of Ojai
- Independent Living Resource Center
- Jewish Family Service
- Mobility Management Partners
- One Step a la Vez
- Pleasant Valley Neighborhood for Learning
- St. John’s Lutheran Church
- Santa Paula Foursquare Church
- Somis Union School District
- The ARC of Ventura County
- Thousand Oaks Library
- University of California, Santa Barbara
- VC Air Pollution Control District
- Ventura County Jewish Family Service
- Ventura County Library System
- Ventura County Transportation Commission
- Ventura Transit System
- Veterans Rideshare, Inc.
- Villanova Preparatory School
- Westminster Free Clinic & Community Care Center

Respondents reflected the following mix of respondent types, depicted in Figure 21. Public transit providers were five of the County’s eight agencies providing some form of public transportation and representing 10% of the respondents. The largest group represents public agencies (41%), followed closely by non-profit agency respondents (37%) which included three libraries, two churches, and one university, as well as numerous community-based organizations. A total of five for-profit transportation companies responded, as well as an additional for-profit adult day health care agency.

Figure 21, Organization Survey – Survey Respondent Types



Clients and Consumers Served

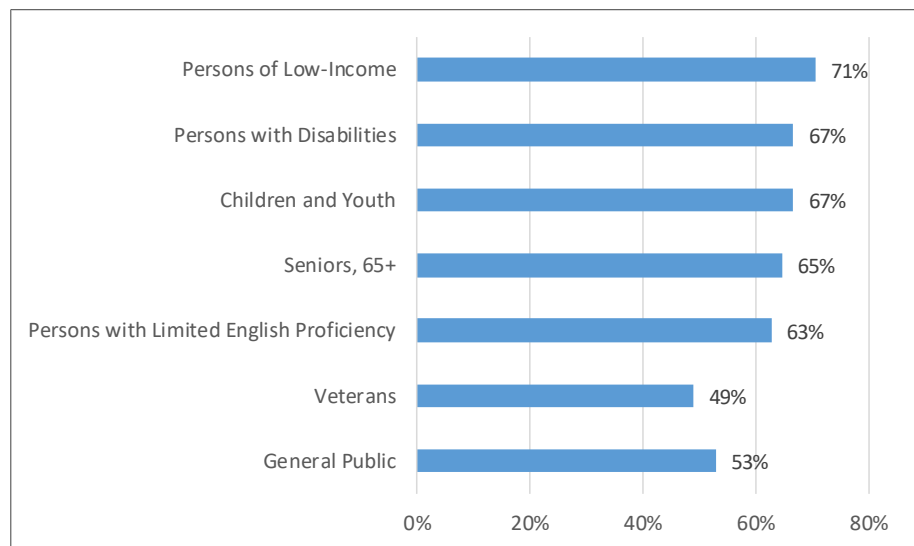
Figure 22, Organization Survey – Client/ Consumer Populations Served

In terms of who these responding agencies and organizations serve, Figure 22 presents responses regarding the entities’ client or consumer base.

Almost three out of four responding organizations (71%) are serving persons of low-income. Persons with disabilities (67%) and those serving children and youth (67%) were equally represented, at about two-thirds of responding organizations.

Those serving older adults, seniors age 65 and older were close behind at 65% of respondents. Similarly, those serving persons of limited English proficiency, at 63%, were essentially two-thirds of respondents as well.

Veterans organizations were just under half (49%) of respondents, while those serving the general public, notably cities and public transportation providers were just over half (53%). Other groups served by respondents included migrant farm workers, library staff and library patrons and pre-school aged children.





Caseload and Transportation Needs

Combined these, organizations report serving 270,000 persons on their collective caseloads or client lists, with two-thirds of respondents reporting caseload counts, shown in Table 13. An estimated 12% of these consumers travel daily, almost 32,000 persons. Of these, an estimated 17% or 5,375 persons are estimated to need assistance with transportation.

Table 13, Organization Survey – Respondents’ Reported Caseload/ Client/ Population Numbers

Total reported enrolled clients/ consumers (32 agencies)	270,126		
Total daily traveling to agency sites (29 agencies)	31,986	12%	- % of Total Enrolled
Total daily on-site needing transportation (22 agencies)	5,375	17%	- % Daily Travelers
Total daily on-site in wheelchairs (17 agencies)	399	7%	- % of Daily Travelers

About Transportation Functions

Assisting with Information

When about their transportation functions, respondents were asked whether they provide information assistance to consumers around transportation. As presented in Figure 23, only 6% indicate that they do not assist with transportation information. Most organizations, over 80%, reported providing information in one of many forms. Almost two-thirds (59%) refer individuals to transit websites. Almost as many (55%) provide clients or consumers with paper guides or schedules.

More active roles are reported by some respondents, with more than a third (31%) indicating they make telephone calls on behalf of consumers or actually planning trips using the paper guides or agency websites. About a quarter (24%) are assisting persons with trip planning using Google Transit.

The same proportion of 24%, although not necessarily the same respondents, are referring individuals to travel training resources and opportunities to assist them in using public transportation.

Smaller proportions indicate using information lines to find transportation resources, 16% reporting use of the 211-social service telephone information and referral service while just 6% report using 511, the regional traffic and rideshare information resource.

Figure 23, Organization Survey – How does your agency assist with transportation Information? Subsidizing Trips

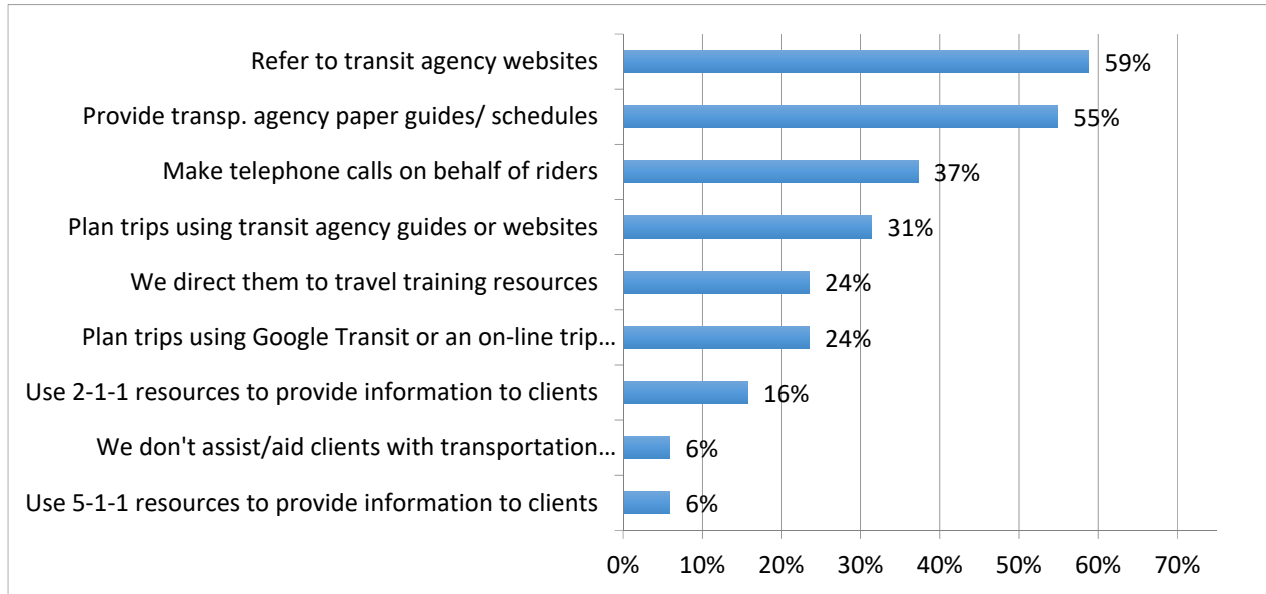
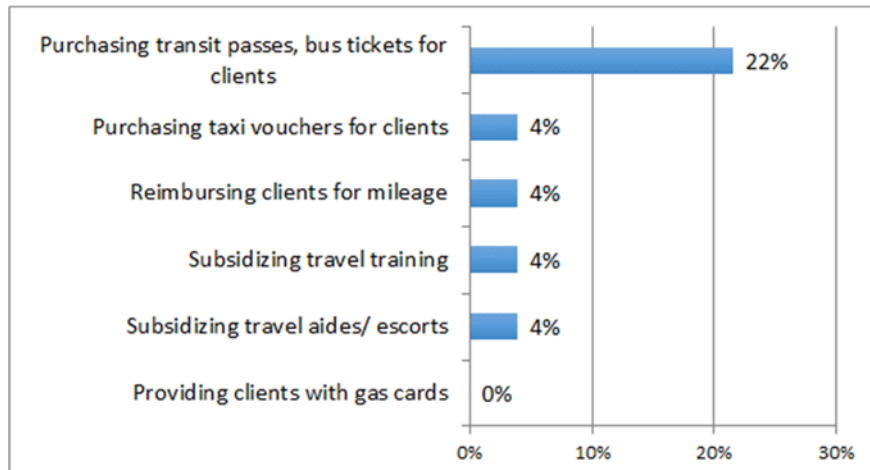


Figure 24, Organization Survey – Do you provide any type of transportation subsidy?



Eleven organizations (22%), are purchasing transit passes or bus tickets on behalf of their clients or consumers (Figure 24). These include: Ventura County Area Agency on Aging, the ARC of Ventura, City of Ventura, County of Ventura Human Service Agency and the County Children and Family Services, One Step a la Vez, advanced

Adult Day Health Care, Clinicas del Camino Real and the University of California at Santa Barbara which is subsidizing VCTC Coastal Express bus passes

Other transportation support includes travel training, taxi vouchers and mileage reimbursement. Travel training was reported by Mobility Management Partners and the City of Thousand Oaks. Subsidizing taxi trips or providing taxi vouchers were reported by the County of Ventura Children and Family Services Dept. and the Clinicas del Camino Real. Mobility Management Partners reimburse some consumers for mileage. ARC Ventura subsidizes bus fares and provides some support to travel aides or escorts.

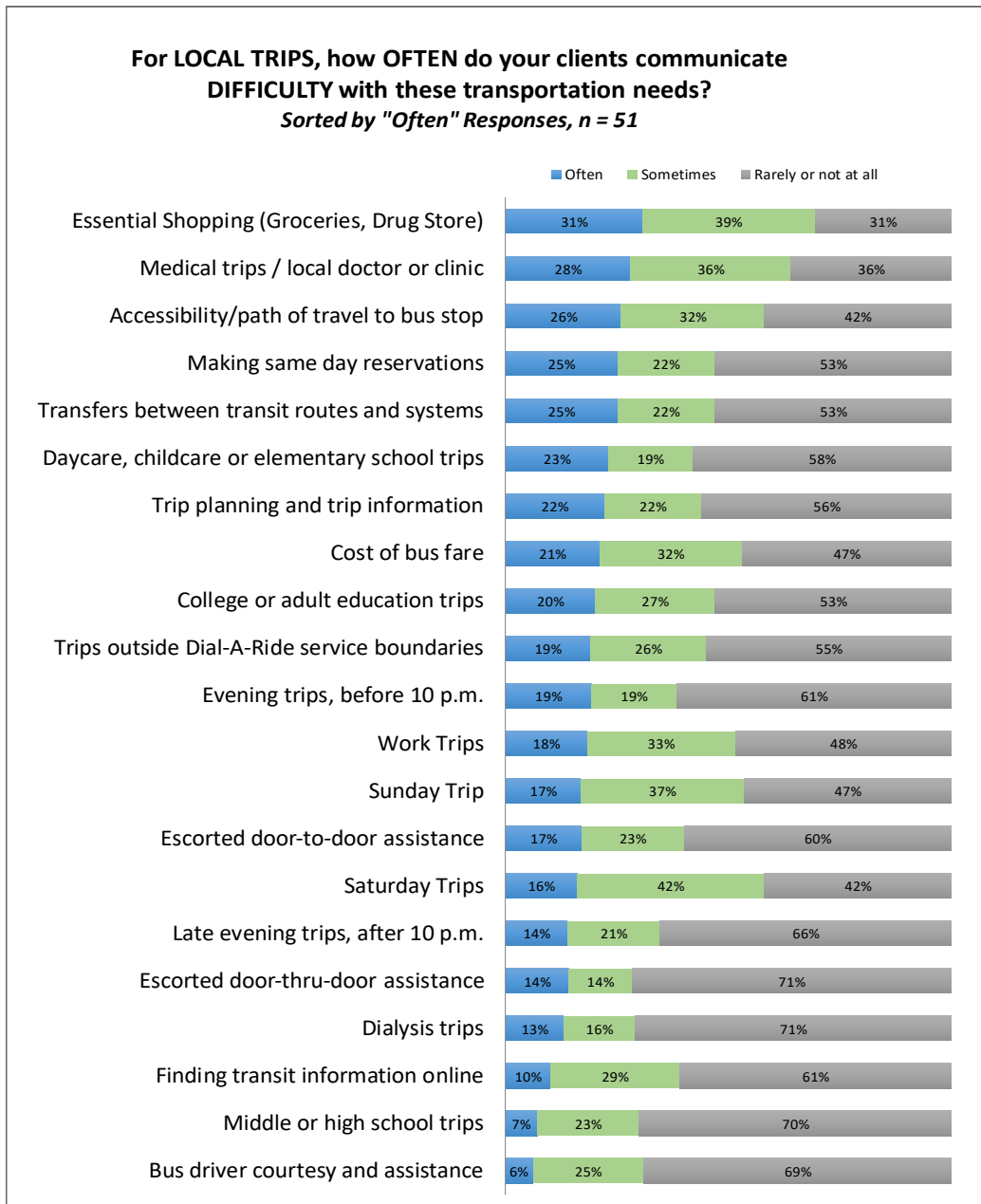


About Transportation Needs

Ranked Trip Needs for Local Trip-Making

Central to the organization survey was soliciting input regarding the transportation difficulties expressed to respondents by their clients and consumers.

Figure 25, Organization Survey – “Often” Needed



As show in Figure 25, twenty-one need areas were identified and respondents asked to indicate those where their clients communicated difficulty either “often”, “sometimes” or “rarely.” Needs top rated as

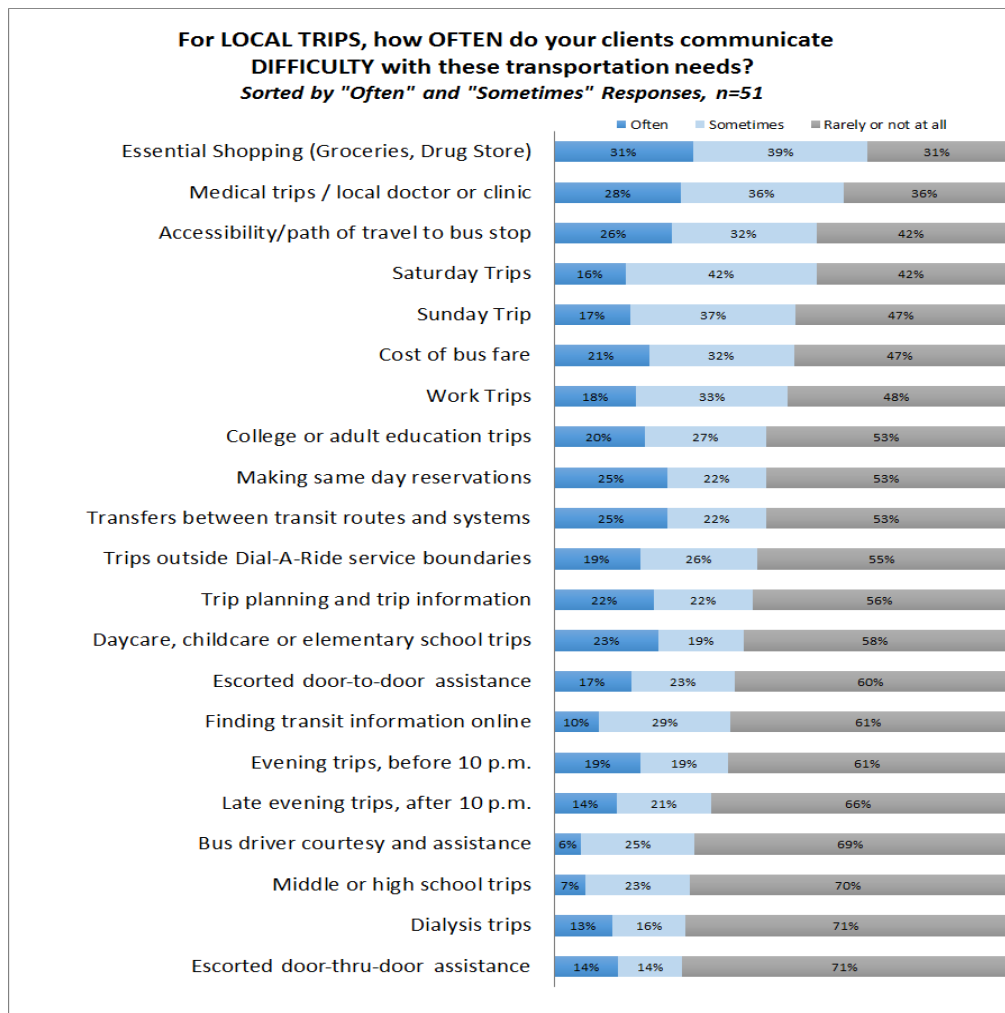


“often” difficult by a third to a quarter of survey participants were: **essential shopping for groceries or pharmacy** (31%); **medical trips to local doctor or clinic** (28%); **accessibility or path of travel to the bus stop** (26%); **making same day reservations** (25%); and **transfers between transit routes and systems** (25%).

A middle group of categories termed “often” difficult by at least a fifth of respondents included **daycare and elementary school trips** (23%), **trip planning and trip information** (22%), **cost of bus fare** (21%) and **college or adult education trips** (20%). Lowest ranked needs communicated as “often” difficult included **finding transit information online** (10%), **middle or high school trips** (7%), **bus driver courtesy and assistance** (6%).

Figure 26 presents the same twenty-one responses but ranked by combining “often” difficult and “sometimes” difficult. A somewhat different ranking emerges.

Figure 26, Organization Survey – Local Trips “Often” and “Sometimes” Needed



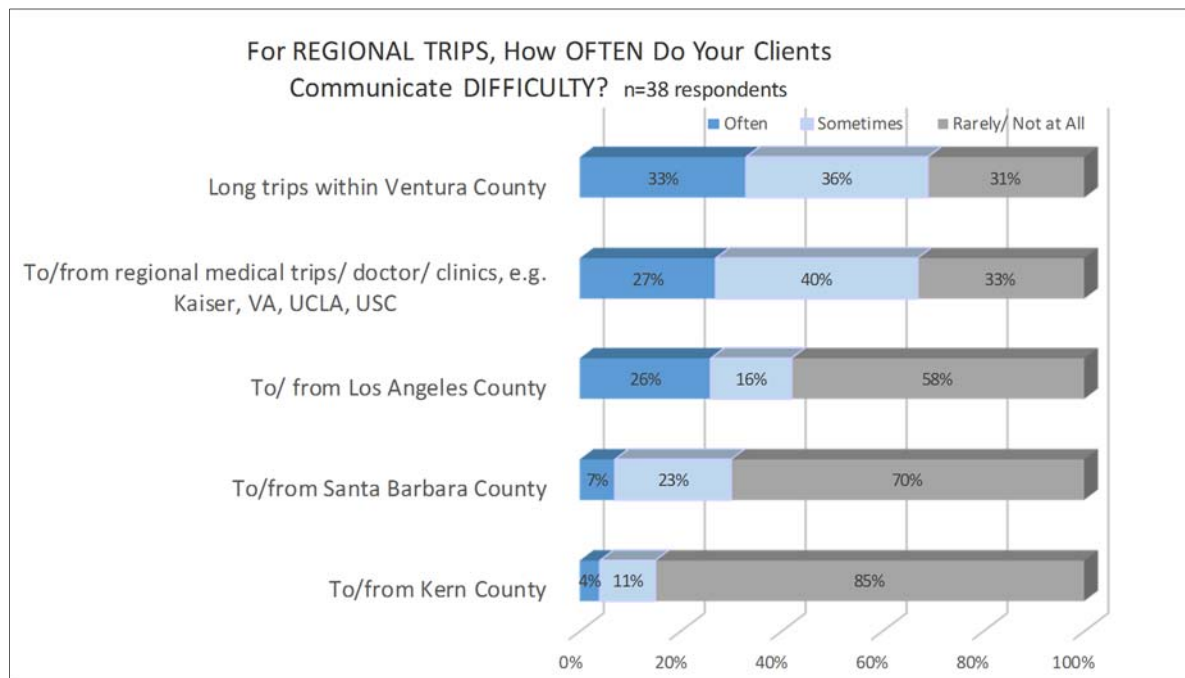
In Figure 26, the top three categories remain the same: **essential shopping** (70%), **medical trips to local doctor or clinic** (64%), and **accessibility/ path of travel to the bus stop** (58%). Differences emerge with

the following now in the top nine categories, adding **Saturday trips** (58%), **Sunday trips** (54%) and **work trips** (53%) to the list that still also includes **cost of bus fare** (53%), **making same day reservations** (47%) and **college or adult education trips** (47%).

Bus driver courtesy (31%) moves up somewhat among the lowest ranked need areas, where a quarter of respondents do indicate this is sometimes a need, as well as **middle or high-school trips** (30%). The **dialysis trips** (29%) and **escorted door-through-door trips** (28%) – trip types that are critically important but to small proportions of the population – are at the lowest ranked positions, in terms of frequency of indicated need by survey respondents.

Ranked Needs for Regional Trip-Making

Figure 27, Organization Survey – Regional Trips “Often” and “Sometimes” Needed



The frequency with which respondents heard about regional, longer-distance trips needs was sought. As presented in Figure 27, **long trips needs within Ventura County** were “often” reported by 33% of the respondents and 36% of them “sometimes.” Combined, this means that two of three organizations (69%) report hearing often or sometimes about regional trip needs **within** Ventura County.

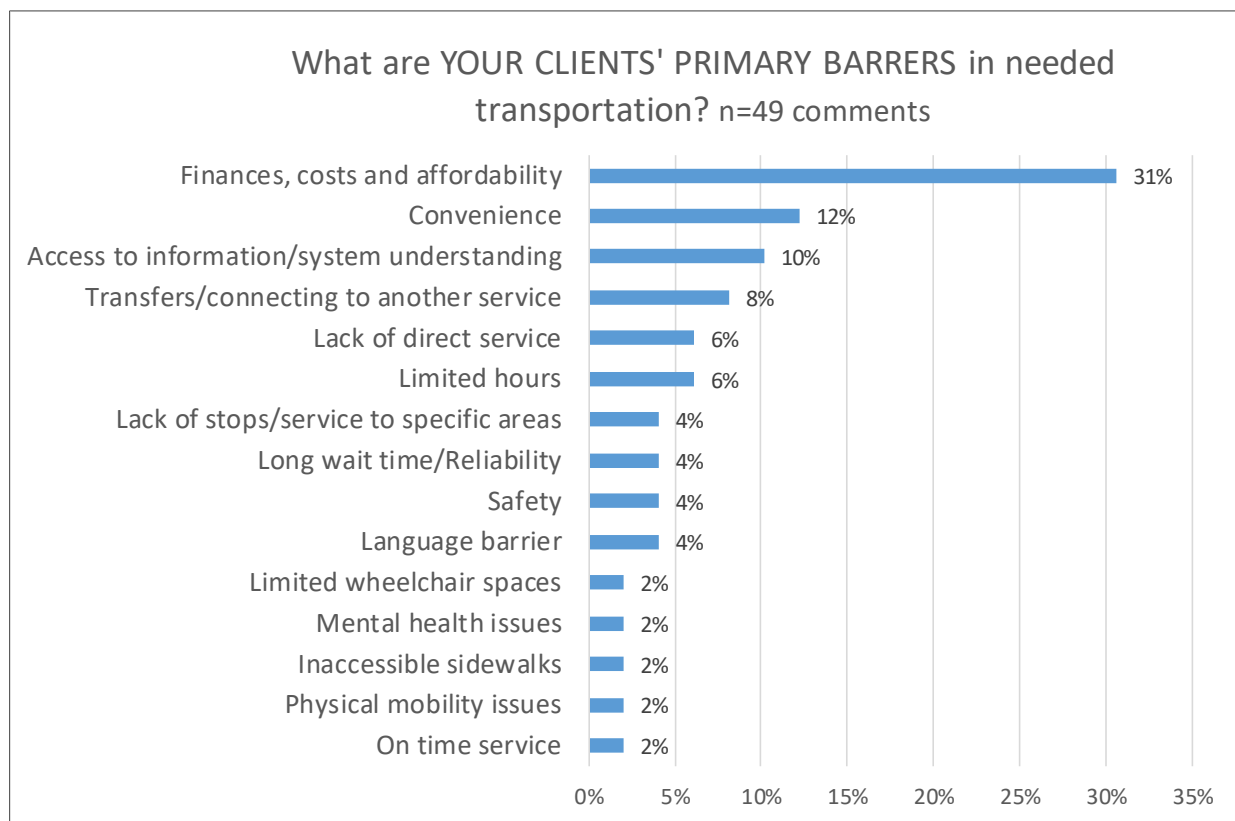
Travel needs to large medical facilities or to doctor or **medical clinics in neighboring counties** were similarly reported by two thirds of respondents (67%), with “often” reported by 27% and “sometimes” reported by 40%. Trip needs **into Los Angeles County** were reported by a combined proportion of 42%, “often” by 26% and “sometimes” by 16%. Much smaller trip need levels were reported for Santa Barbara and Kern, with trips **into Santa Barbara County** (30%) somewhat more frequently reported than **into Kern County** (15%).

Barriers to Accessing Transportation

Agency and organization respondents were asked as open-ended question as to what they perceive to be their clients’ primary barriers in accessing transportation. The full text of these comments is included in Appendix B while Figure 28 presents 49 categories comments received from 28 individual respondents. The largest proportion (31%) identified **cost** as a barrier, not always indicating whether that related to the costs of owning a car or of purchasing a bus pass.

After that followed **convenience** (12%), **access to information and understanding the system** (10%), **transfers and connecting to other systems** (8%), **lack of direct service** (6%) and **limited hours** (6%).

Figure 28, Organization Survey – Primary Barriers to Access



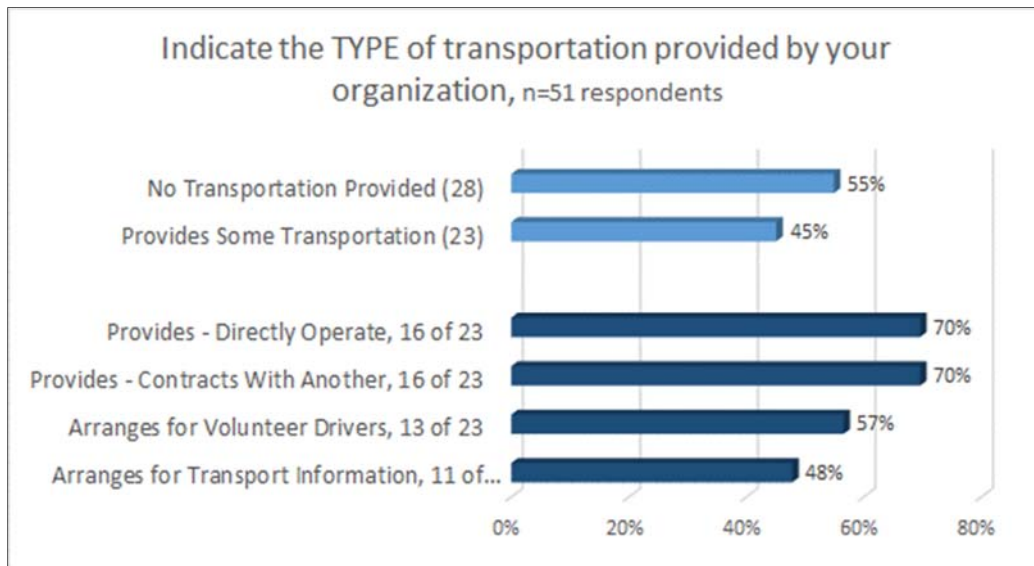
About Transportation Programmatic Needs

A final area of inquiry involved questions about the specific transportation programs provided. In Figure 29, just over half the respondents (55%) indicated they provided *no transportation* and these agencies did not provide further information.

Twenty-three (45%) did operate, contract or in some manner oversee some type of transportation program. As noted previously, this includes five of Ventura County’s public transportation agencies, as well as other programs. Seven in ten of the transportation-providing respondents (70%) are **directly**

operating transportation programs with full responsibility for all operating elements. A comparable number (70%) indicate they **contract with another entity** for the daily operation of their transportation service.

Figure 29, Organization Survey – Transportation Provided



Among those reporting transportation programs are thirteen (57% of providers) who arrange for transportation with volunteer drivers, one of which is the vanpool program operating out of UC Santa Barbara, with eleven vanpools originating within Ventura County. Another eleven organizations (22% of providers) indicate that they provide transportation information – this group was not identified as a transportation-providing agency unless they also had service directly operated or contracted or provided with volunteer drivers.

Vehicles Reported

Responding agencies reported control of over 1,100 passenger transport vehicles of which 971 (88%) were owned by respondents and 132 (12%) were owned by the contractors providing transport (Table 14). Asked about lift-equipped capacity, just 237 vehicles were identified as lift-equipped but presumably a far larger number are in fact accessible. Comments indicated that the USCB vanpool program and a responding church in Ventura have no wheelchair lifts on their vehicles.

Table 14, Organization Survey – Vehicles Reported

Agency Type	# of Vehicles					
	Total Vehicles		Owned		Contracted	
Commercial transit provider	300	27%	200	21%	100	76%
Public transit provider	165	15%	134	14%	31	23%
Social service transit provider	641	58%	637	66%	1	1%
Total	1,106		971	88%	132	12%

6. COORDINATED PLAN NEED THEMES, STRATEGIES AND PRIORITIZATION

This chapter brings together the Coordinated Plan elements, summarizing identified mobility needs and gaps to propose strategies by which Ventura County’s multiple stakeholders can improve mobility.

Mobility Needs and Gap Themes and Strategies

Six thematic areas are described here, providing the rationale for the proposed strategies. The concluding Table 15 highlights both the mobility need and gap themes and the responsive strategies.

1. Provision of fixed route transit information is piecemeal, making it difficult to plan and navigate intercity and multiple agency transit trips.

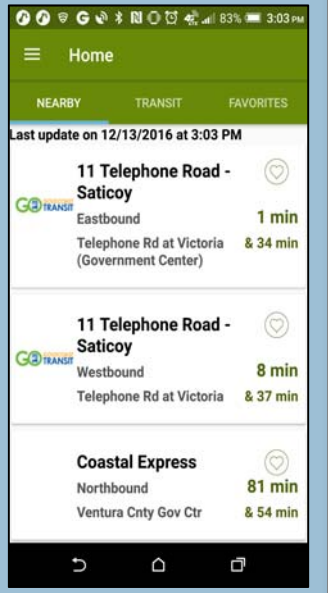
Information Gap Themes

Ventura has a good array of information resources available on fixed route transit services. Each Ventura County transit agency has published route and schedule guides and bus books in some cases. Information is provided in different forms on individual transit agency websites. The focus of the information is on what transit services that agency provides. All transit agency websites provide information on routes and schedules information for their service area, and links to NextBus real time information. However, aside from the VCTC website, there is very little information on how to make intercity trips involving more than one transit agency. While some agencies provide trip planners on their websites, the trip planners are essentially non-functional for intercity trips, as well as some local trips, because they are not linked to Google Transit.

A few examples illustrate the problems and confusion caused by existing website information:

What is NextBus?

The NextBus android smart-phone app and website provides real-time arrival & departure information for all Ventura County transit operators. It is free to download and it is easy for riders to keep track of the when their next bus is arriving based on the location of the bus stop they are waiting at.





- The Simi Valley website has good information on its fixed route services and dial-a-ride services, but there is no information or any link to the VCTC intercity service East County service that provides service to Simi Valley. NextBus real time information is available for both Simi Valley Transit and VCTC services, but on the Simi Valley website, it's listed on a link for trip planning, but that link goes to Muni NextBus real time information in San Francisco.
- From the Go511 site on the VCTC website, to plan a trip between the Simi Valley Town Center and the Thousands Transit Center, it comes up as "Route not available" even though the VCTC East County route serves this trip.
- On the VCTC website various resources for trip planning are listed, including the information call center phone number and its hours operated by VCTC. The call center information hours and phone numbers are not available on the other transit operator sites.

Even though more than half of agency survey respondents assist prospective riders with transit ride guides (54%) or transit websites (56%) and 39% indicate they make transit telephone calls on behalf of riders, there is nonetheless a lack of knowledge among key stakeholders and consumers alike on how to access the information for the trip they need to make. The Ventura stakeholder group found that many of the County agencies that work with transportation agencies were not aware of the call center that VCTC operates for transit information. The lack of information regarding the VCTC call center on other transit system websites limits its effectiveness and reflects a lost opportunity for coordination.

Stakeholders reported that the current status is information provided on a piecemeal basis. Agencies asked for a way "to see the whole trip plan with all transfer and providers." Another said "The Ventura County multiple city and county bus systems are not integrated enough, an app and digital access to an integrated system would make travel easier." One stakeholder summed up the information need very concisely, "Clients and staff want the freedom of being able to check online for the trip they need to make."

Information challenges are more complicated for those with limited English proficiency although there were positive comments about Spanish-language resources in the GCTD bus book and with some drivers who speak Spanish.

Overall, the information available on both fixed route and dial-a-ride services in Ventura County *is in many different information silos*, controlled by many different agencies throughout Ventura County. Coordination of information resources could be significantly improved. The following are potential strategies for addressing these issues.

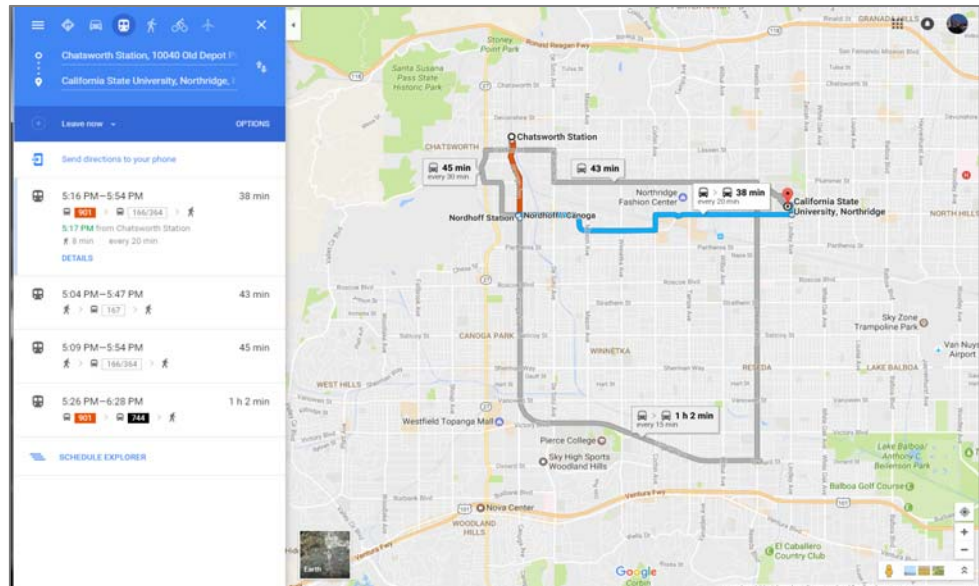
[Strategies to Address Information Gaps](#)

Integrate Information – In the past there has been no single institution that has ensured that transit information is easily accessible to plan and make public transportation trips residents and visitors in Ventura County want to make. However, VCTC is currently taking steps to have Google Transit completely functional throughout Ventura County by February or March 2017. An important strategy going forward is for VCTC to coordinate with transit agencies throughout Ventura County to integrate all

information resources. Most of the elements are there or being developed, but need to be communicated and coordinated more effectively.

Ensure All Operators Are Using Standardize Information Tools, e.g. Google Transit –

An important low cost strategy would be for one institution to provide simple standards for ensuring that the riding public has consistent and easily accessible information on public transportation. Implementation of this strategy is already underway: VCTC has contracted with a GTFS vendor to ensure functionality of Google Transit for each public transit operator in the near future. NextBus provides real time



Google Transit Feed Specification (GTFS) is a computer programming technology that enables internet users to plan the fastest route to their destination using the road network, transit, or even bike and walking routes.

information for most trips, but there is not widespread knowledge of its availability and how to access the information. As one stakeholder suggested, it may be important to have a public education campaign on the availability of Google Transit and NextBus when both are completely functional.

Promote Trip Planning Capabilities, Including Promoting the VCTC Call Center – When Google Transit is completely functional, the existing VCTC call center will have an invaluable tool for trip planning countywide. Broadly advertising in a public education campaign that the VCTC call center can assist passengers with the trips they need to make throughout Ventura County, including trips that involve multiple transit agencies would be a significant benefit to the riding public since many residents are not familiar with Google Transit.

Develop Interactive Map – One stakeholder asked for an interactive online map with all providers in the County. Having routes and schedules integrated on a centralized map with a trip planner integrated on the home page is a relatively simple and low cost means of providing this information. Many agencies have achieved this objective. Mendocino Transit is a good example of how this might look and feel on the VCTC website: <http://mendocinotransit.org/>. Its home page has a trip planning function, driven by Google Transit. If the customer clicks the route on the map, the transit user can obtain detailed schedule information for both intercity and local routes.



Support Demand Response Trip Planning – The existing call center could also be a repository of information on human service transportation information, so individuals can receive referrals to human service agencies or for a volunteer mileage reimbursement trip offered through Mobility Management Partners, more so if linked to a powerful web portal that brings back demand responsive trip planning information. For example, the One-Call/ One-Click information capabilities, specifically www.211VetLink.org in the San Bernardino / Riverside area provides fixed route, demand response and human service transportation information and uses both call center and website capabilities to assist prospective users in trip planning.

Integrate Trip Planning with Real Time Transit Information – With the growth of smartphone utilization, even by transportation disadvantaged populations, having a app that integrates the trip planning and real time transit information is becoming increasingly popular. The Eastern Sierra Transit Authority (ESTA) has a network of intercity services and local services in Mammoth Lakes: <http://www.estransit.com/> ESTA has retained Swiftly [<https://goswift.ly/>] to provide the phone app with its real-time transit information, one of several vendors providing such a service.

Ventura County has many individual elements for providing good transit information. Trips planners, NextBus real time information, collateral materials on route and schedules, and a call center are all very important building blocks for an effective fixed route transit information system. Near-term actions include ensuring Google Transit is fully functional, publicizing the availability of the VCTC Call Center for multiple agency trip coordination, integrating human service transportation information into the call center capabilities, and providing an interactive online map with all Ventura County providers. These are four relatively low cost steps that would significantly close the existing transit information gaps in Ventura County. Once these steps are taken, then consideration of a smart phone app tailored to and encompassing many of Ventura County transit services could be considered.

2. Capacity building of human service transportation can fill some mobility gaps.

Among respondents to the COORDINATED PLAN’s organization survey were just four (4) human service organizations reporting provision of some type of transportation service, as well as Ventura Transit System, a for-profit transportation provider. The human service respondents included an adult day health care transportation provider, the ARC of Ventura County, a One-Stop youth and low-income persons’ oriented program in the Heritage Valley and HELP of Ojai, a non-profit but providing public transportation services. While these are not all the human service transportation programs within Ventura County, they are a small respondent group, with collectively a small and potentially limited “carrying” capacity.

Human service transportation ranks have been depleted since the 2012 COORDINATED PLAN by the departure of the Camarillo Health Care District transportation, which was providing about 10,000 trips annually, inter-city non-emergency medical transportation trips, across jurisdictions. Camarillo Health Care District ceased provision of its medical transportation service during 2013, because of a desire to



terminate all Federal requirements that were associated with the funding it had received through VCTC and the FTA Section 5310 program, among others.

Actual directly-operated transportation by human service providers – the classical focus for coordination between public transit and human service organizations – is fairly limited at present in Ventura County. Only the ARC of Ventura and the Adult Day Health Care agency report directly operating vehicles. Attention to the age and accessibility of these fleets may be indicated.

Travel training within Ventura County has been an area of investment, provided both by the private sector agency Mobility Management Partners (funded in part by VCTC), by the Ventura County Office on Aging and a senior center-focused effort with the cities of Thousand Oaks and Moorpark. Travel training is also provided by GCTD with its Freedom to Travel video training program. These options were not so readily available at the time of the 2012 COORDINATED PLAN and consumers noted during the outreach that such travel training increased their confidence and willingness to use public transportation, particularly for older adults who had previously been driving themselves. Comments as to the value of both one-to-one contact with travel trainers and the group training experiences, such as at Senior Centers were offered by stakeholders

Taxi subsidies were identified as in use by two agencies and with the proliferation of ride hailing services such as Uber and Lyft and its ability to meet individualized transportation needs, this may be an important capability to protect and extend, albeit within available funding.

The individualized mobility needs of constituents were commented upon by several stakeholders, particularly older adults for whom the aging process is one of declining function and increased dependency. For the frailest persons, use of public transportation – even GCTD’s GO ACCESS or the municipal dial-a-rides – becomes increasingly out of reach with the passage of time.

Strategies to Address Human Service Transportation Capacity Building

Promote Traditional Human Service Transportation Projects through Section 5310 – Thirteen human service agencies (32%) responded to the Agency/Organization survey indicating they provide some type of transportation service, although the bulk of these are information and bus-pass-type programs. Just a handful are directly-operating or contracting for transportation services for their consumers. Growing the number and capacity of human service agencies that are directly-providing transportation will help to fill important and individualized mobility needs among Ventura County’s older adults, persons with disabilities and persons of low-income.

Support Continued Provision of Specialized Transportation –

What is the Mileage Reimbursement Program?

This is a program sponsored through Mobility Management Inc. (MMP) to connect older adults who can no longer drive with a “driver buddy” who can drive them to appointments and general trips throughout the area. Participating in the program is voluntary for “carless” riders and their driver buddy, but most riders are reimbursed by MMP for their mileage spent driving their rider. The intent of the program is to provide an alternative option to persons who are unable to take other transportation services offered in the area.



These will include taxi and hail-ride services, such as on Uber and Lyft, as well as volunteer driver mileage reimbursement programs. These are important to meeting individualized needs and filling gaps.

3. Coordination issues and mobility gaps exist regarding fixed route services.

Fixed Route Coordination Issues and Mobility Gaps Themes

Issues exist with the availability and timing of connections between local fixed route and VCTC Intercity Transit have been reported by the VCTC Short Range Transit Plan (SRTP), stakeholders, and consumers. **Connectivity is an issue** among the different Ventura County systems. The Ventura County SRTP on p. 5-3 clearly defines the scheduling issue reported by consumers and stakeholders:

“Existing VCTC routes are not clock-faced headways, so connections between local and regional services are random and often very time-consuming. The average wait time between VCTC Intercity routes is 15 minutes during peak hours and 28 minutes during off-peak hours. Designing route schedules with common headways and departure times at major transfer points such as Ventura Transfer Center route schedules at common endpoints would allow for timed connections and potentially interlined bus service. GCTD and Thousand Oaks have established bus hubs, however, their route schedules do not allow for timed connections throughout the day.”

In the intercept survey, a consumer reported the following:

“GCTD and VCTC need to coordinate. They are not using the same radio and when one of them runs late, they can’t call each other. GCTD drivers will wait, but VCTC drivers are not good at waiting for late buses when passengers need to transfer.”

Another noted:

“I get stranded on Wells Road because the VCTC bus stops running at 5 pm on weekends and I have no way back home to Santa Paula.”

At the ARC Ventura consumer workshop, a regular transit user complained that **transfers aren’t timed correctly** and too often the bus has just left when bus on which they are traveling arrives. Overall, the stakeholder interviews and consumer input confirmed the important schedule coordination finding from the SRTP cited above.

Service levels are the second mobility gap theme for fixed route transit service. Stakeholders and consumers reported that particularly in the East County the **existing bus frequencies greater than one hour and lack of connectivity when there is a need to transfer** makes it very difficult to utilize fixed route transit for the trips they need to make. There are efforts underway among East County cities to improve service levels for their constituencies, where there is less public transit service available than in West County. The draft Short Range Transit Plan for the City of Thousand Oaks has recommendations for consistent one-hour frequencies. And VCTA implemented the Oxnard-Camarillo Connector on October



15, 2017 to improve connectivity. The overall result of the lack of schedule coordination and low service levels in East County was summarized succinctly in the Ventura stakeholder meeting: “It can take 3 hours for a client to get to an interview in East County.”

Some areas are still unserved by public transit, although the fixed route network provides significant coverage throughout Ventura County as reported by stakeholders and consumers. Some of the areas cited by consumers included the lack of service in Mandalay Bay, Pleasant Valley near Highway 101. Several consumers reported poor connections into Los Angeles County. The new Oxnard-Camarillo Connector has closed some of the gaps cited by stakeholders.

Potential Strategies to Address Fixed Route Coordination and Mobility Gap Issues

Prepare a Long-Range Transit Plan – One strategy is to develop a long-range transit plan that would identify the needed funding resources necessary, and the existing projected deficit, by which to improve service levels to agreed-upon service standards. Although Measure AA didn’t pass this time, having a comprehensive and defensible Long Range Transit Plan with identified funding needs would provide a strong rationale for including a robust transit element in a future Ventura County transportation funding initiative.

Schedule Coordination / Service Coordination Standards – Riders and their representatives identifies examples of where timed services do not meet sufficiently to make transfer connections. These were often between services, for example VCTC Intercity and Heritage Valley services or between bus and Metrolink connections. Schedule coordination, so that the meet and transfers at key locations are well-timed for riders, is going to take institutional leadership on the part of VCTC and the transit agencies to comprehensively establish schedule coordination standards. While schedule coordination issues were readily reported by riders, coordination between multiple transit operators presents a real barrier to addressing this gap. However, this is a critical step in improving transit information countywide. As GTFS information and enhancements rely on actual schedules, those improvements (some currently being implemented) will only be as successful as the underlying schedules and the connections between transit systems. While timed transfers between transit systems are important to riders, at present establishing schedule coordination standards is not a priority of the multiple transit agencies in Ventura County. GCTD notes that effectively coordinating schedules among multiple operators will only be possible through increased service frequencies

If schedule coordination standards are established in the future, hiring a bus scheduling expert to develop an action plan to improve schedule coordination countywide is likely the most feasible strategy to address this issue. Each individual operator schedule has “drivers” of schedules that often make schedule coordination difficult, including internal connections, route run times, geography and a host of other issues. There will need to be trade-offs as to how schedules are adjusted to provide convenient transfers between fixed route systems. This can best be accomplished with a comprehensive schedule coordination study led by bus scheduling expert.



VCTC and the transit operators have a significant investment in existing public transportation services. There is a need to take full advantage of the investment by improving the ability of existing and potential transit riders to more effectively utilize the system.

Increased Transit Service Levels – There is also need to upgrade transit service levels, particularly in East County. Some of this is being addressed in the short term with Short Range Transit Plan processes. These planning processes can address some of the bus stop and facility upgrades on a countywide basis. The SRTP processes can also evaluate the financial feasibility of minor expansions to service areas not served by the existing transportation network.

Current SRTP processes are fiscally constrained and can only improve transit services levels marginally. Significantly improving existing service levels in the East County is probably the single most important strategy that would improve mobility for the target populations of this COORDINATED PLAN. Improved frequencies and span of service would require substantial additional resources that are currently not available.

4. Transit affordability continues as a critical concern.

The ***affordability of transit and transportation services*** was raised by stakeholders and riders alike, identified as “often” or “sometimes” an issue for four in ten (41%) of organization survey respondents. Responses have been various to the difficulties of the lowest income in the County in paying the bus fare. GCTD’s “free fare” for those over age 75 is used and appreciated by seniors who travel regularly and participated in the El Concillio Family Services workshop. GCTD has been working to promote this and the half price fare for veterans through targeted outreach, such as postcards, car cards and social media.

A rider from Thousand Oaks commented that the new CONNECT service with its \$5 fare is too high for her regular use. Agency stakeholders spoke to the expense to individuals travelling between communities where VTCTC’s pass is not accepted as a transfer, specifically to Valley Express.

A quarter of respondents to the agency/ organization survey report that they are purchasing bus passes on behalf of their constituents, to help address the fare affordability challenge that presents to some households. Just two agencies indicate they are buying taxi vouchers; only one reports support for a mileage reimbursement program and one agency is supporting travel aides or escorts.

Strategies to Promote Transit Affordability

Promoting Existing Discounted Fare Policies that Support Target Group Members – All Ventura County transit operators currently provide discounted fares older adults and persons with disabilities. Those fares should be widely promoted.

Facilitating Agency Bulk Purchase of Bus Passes and Bus Fares – Ensuring easy access to the purchase of bulk tickets and passes, including straightforward invoicing procedures and so forth, will help to facilitate the use of human service agency funds in the purchase of tickets and that they can provide to



their eligible constituents. This strategy does not presume that tickets would be sold at a discount as that policy erodes mandated fare box recovery ratios, an issue for several Ventura County public transportation programs.

Continue to Pursue Funding Alternatives to Maintain Affordable Fares – Although Measure AA did not pass, the goal of the affordable fare program for Veterans, students, seniors and persons with disabilities would have been very beneficial to the target populations of COORDINATED PLAN. Since the fare subsidies provided by the sales tax measure would be included as local contributions under TDA regulations, it would help to boost the farebox recovery ratios of Ventura County jurisdictions. If a future sales tax measure for transportation is proposed in the future, this is an important element that should be retained.

In the past, some grant funding has been sought and received by Thousand Oaks, for example, to provide additional fare discounts to seniors and the disabled. Measure AA funding was not successful but would have further subsidized transit fares for the target populations of the Coordinated Plan. When grant funding is available, grant applications to make fares more affordable for seniors and the disabled on fixed income should be encouraged. Notably though, such fare subsidies are not an eligible expense of the FTA Section 5310 program as Federal funds cannot be used to subsidize a fare for federally-funded public transportation.

Explore Metrolink Discounted Fare Possibility for In-County Rail Trips – Discounted rail fare has been instituted in Riverside County and Metrolink is exploring elsewhere in the region modest fare discounts to promote rail use for selected trips and shorter intra-county trips.

5. Capital and infrastructure investment is needed to enhance safety and mobility.

Facilities, bus stops, vehicles and streetscape issues for pedestrians and bicyclists were among the topics raised related to infrastructure support to improve mobility for older adults, persons with disabilities and persons of low-income.

About facilities, consumers reported that transit centers need facility upgrades and better routine maintenance and security. Intercept survey respondents reported that bathrooms at the Ventura Transit Center are dirty and there is a lack of shelter and security. Ventura County has several improvements for transit center facilities in the Transit Investment Plan. The SRTP notes that “Despite its high level of customer activity and bus volumes, passenger amenities are severely lacking.... The facility has poor pedestrian circulation due to narrow walkways and physical obstructions.” This is very consistent with the first-hand input we received from the intercept survey. Unfortunately, there was a not a capital plan in the SRTP nor a schedule by which to proceed with making needed upgrades. Additionally, the Ventura Transit Center, like many transit facilities and bus stops, does not belong to the operator, adding another layer of difficulty in making improvements.



About bus stops, while Ventura County has adopted bus stop guidelines, consumers reported a need for additional bus shelters, a lack of accessibility on some services, and poor location of some bus stops for wheelchair accessibility. Several consumers who rely on public transportation pointed to bus stops where benches are too close to the street and are not safe. Several locations for new bus stop benches and shelters were suggested.

About vehicles and accessible vehicles, one rider from the LEP consumer workshop reported that the two wheelchair slots available were taken and the consumer had to wait a full additional hour for the next bus. It was noted that the Ojai Trolley service does not have an accessible bus. Human service agencies, particularly the ARC of Ventura County, have a continuing need for replacement vehicles.

About paths of access and the pedestrian environment, one rider commented: “the intersection at Sprouts in Thousand Oaks is not senior friendly,” suggesting the need for intersections that allow sufficient time to cross, good lighting and well demarcated pedestrian crossing/ pedestrian islands may be indicated. Almost four in ten agency/organization survey respondents (39%) indicated that their consumers “often” or “sometimes” report difficulty on the accessibility concerns with the path of travel to their bus stop. This suggests more work is needed on the physical accessibility of Ventura County’s streets and roads.

The National Association of City Transportation Officials (NACTO) published Transit Street Design Guide, the most recent version published in April 2016 and available through its website, www.NACTO.org, and addressing many design issues that promote good pedestrian access. This manual incorporates transit, pedestrian and bicycle friendly elements into street and site design. Agency officials should all have a copy of this Manual, possibly also the Urban Street Design and Urban Bikeway Design Guide also published by NACTO.

Pedestrians and bicyclists will be served by continued investment in accessibility and in the traffic mediations that protect the safety of those walking and biking about their community. The Ventura County journey to work by bicycle is 0.7% mode share, contrasted with 1.1% statewide. And while pedestrian commuting is generally low, at 2.0% while the statewide walk-to-work mode share is 2.7%, nonetheless all transit users are also pedestrians and will benefit from many of the same streets and road safety counter measures that service bicyclists. Bicyclists commented that the three-bicycle rack on GCTD buses has been a great boon for bike-to-bus transportation.

The intersection of healthy aging with support of active transportation choices, including more walking by seniors is a message of increasing volume among aging services stakeholders. Bicyclist advocates also report a desire for continued attention to bicycle lane demarcation and the expansion of Class I, II and III bike trails and bike lanes, one rider noting the bus drivers don’t give the bicyclists three-feet of space, which meant the individual had no room to signal.

Strategies to Address Capital and Infrastructure Investment

Provide a Capital Funding Plan to Improve Transit Center Facilities – Develop a capital plan and schedule to implement the needed improvements to transit centers identified in the Ventura County Short Range Transit Plan.

Identify Substandard Bus Stops and Develop Bus Stop Improvement Capital Plan—Develop a prioritized list of needed bus stop improvements countywide and develop the necessary capital plan to fund a phased bus stop improvement program. GCTD’s approach, for example, can be adopted countywide. GCTD has completed a comprehensive bus stop inventory and is in the process of prioritizing bus stop needs in terms of ADA compliance, lighting issues and other issues. During this process, it would be useful for operators to encourage public feedback and identification of substandard bus stops.

The referenced NACTO manuals and design guides are tools useful to this as well.

Continued Accessible Vehicle Procurement – Ensure that all public transportation, including by private non-profit transportation providers, is using accessible vehicles. It is critically important that Section 5310 grant applicants be encouraged from those agencies still operating non-accessible vehicles.

Promoting Share-the-Road Policies – Sharing the road with bicyclists, with appropriate policies and education oriented to both automobile drivers and bicyclists alike, is warranted as bike enthusiasm and the bike lane network grows. One rider’s comment about “buses traveling within the bike lane three-foot clearance” suggests that bus drivers too are an important audience for Share-the-Road safety campaigns, even as Ventura County transit operators are encouraged to strengthen their bike programs.

Promoting Street Improvement Counter Measures to Improve Pedestrian/ Bicyclist Safety – Particularly in “hot spot” and high use areas, identify and seek funding for those streetscape improvements that will protect and encourage pedestrian and bicyclist use. These may include demarcated bike lanes, lighting, crosswalk treatments and pedestrian-oriented signalization, among other remediation projects.

6. Coordination issues and mobility gaps exist related to Dial-A-Ride services

Dial-a-Ride Service Coordination and Mobility Gap Themes

For dial-a-ride trips, a good network of services is available that make it possible to travel from most origins and destinations within the County. While there are some operational complaints by some consumers, and need for clarification of certain operational policies, for local dial-a-ride trips there was general satisfaction that they can make the trips they need to make. It appears generally clear to consumers as to how to arrange local demand response trips.





Intercity demand response service generates significantly more confusion and less customer satisfaction, particularly where intercity trips involve transfers between two transit operators. A few stakeholders expressed concerns about the inefficiencies and overlap between CONNECT and Camarillo intercity services. Camarillo operates its own service separately from CONNECT and provides trips to and from cities within the CONNECT service area and mixes intercity trips with local trips to encourage efficiencies. CONNECT operates a dedicated fleet for the intercity Dial-A-Ride service. At a public workshop attended by transit operators and consumers in Thousand Oaks, significant confusion was expressed among consumers regarding: who to call to make inter-city demand response trips; how the transfer arrangement was made; whether companions would be able to escort passengers on the trip; and how trips are being made to and from Camarillo from adjacent communities.

Follow-up interviews with the individual transit operators provided guidance on how both CONNECT and Camarillo intercity services are operated. The bottom line is that from the customer perspective, both the service configuration and available information brochures make understanding some intercity trips confusing. As just one example, the CONNECT brochure does not explain that if an eligible CONNECT passenger wants to make a trip to Ventura, that one call to the CONNECT number enables the dispatcher to make the trip arrangements in both directions for the passenger. It also doesn't explain that passengers would need to also pay the GCTD's GO ACCESS driver a second fare for the trip between Camarillo and Ventura. One ARC Ventura consumer told of a trip from Ventura to Thousand Oaks, where GCTD's GO ACCESS took them to Camarillo, but a CONNECT bus was not waiting for them and they had to make a trip arrangement on the spot with their arrival to their destination significantly delayed.

Weekend demand response service availability differs on Saturdays and Sundays, depending on where you live. A 65-year-old senior living in Camarillo can travel anywhere in the CONNECT service area on Saturdays from 8 am to 9 pm and Sunday from 8 am to 5 pm. But a senior living in Simi Valley and desiring to travel to Thousand Oaks on Saturday or Sunday, there is no service available. However, if you live in Thousand Oaks, you have service from 8 am to 8 pm on weekends. The different span of services in different jurisdictions just adds to the confusion.

Fare and other service policy inconsistencies exist. While the formation of CONNECT has led to more consistency on fares for intercity trips and consistent eligibility for those eligible for ADA Complementary Paratransit and seniors 65 and older in most jurisdictions, the City of Camarillo has retained eligibility of 55 and older because the eligibility for Leisure Village is 55+.

Consumers reported confusion on basic operating policies, including: the window for passenger pick-ups; how long a dial-a-ride will wait before departing; the degree of passenger assistance offered; and type of vehicle riders can expect for the ride they are making. These policies differ among the array of transit agencies providing dial-a-ride service Ventura County. Policies for trips involving multiple systems are particularly confusing to consumers.

Varying service hours and days of service operation make service coordination difficult for inter-city trips. For example, Camarillo is a member of the East County Transit Alliance, but per Camarillo staff

they do not participate because their residents receive a higher service level at a much lower cost than is provided by CONNECT. The argument is supported by long span of service available to seniors 55+ on weekends.

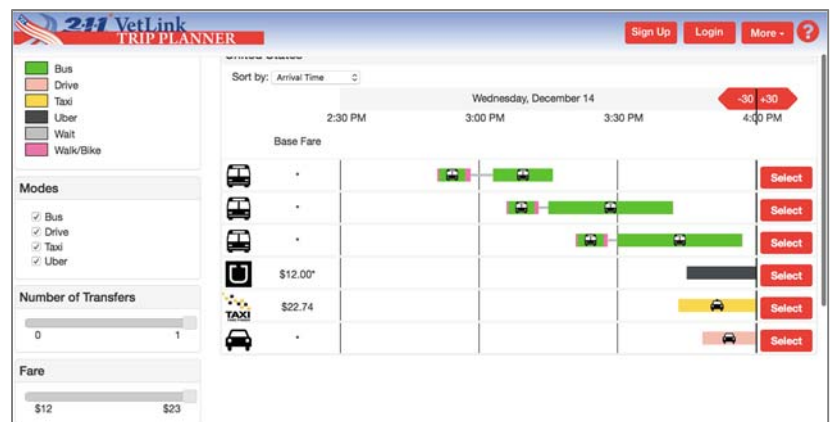
For dial-a-ride trips outside the County, there is an important unmet need for medical trips to Kaiser Woodland Hills, Cedar Sinai, UCLA, USC and Children’s Hospital in Santa Barbara. This was a common theme at all the stakeholder meetings and focus group sessions held with consumers.

Strategies to Address the dial-a-Ride Coordination and Mobility Gap Issues

Demand Response Interactive Map – Like fixed route service, there is a need for an interactive map that shows how local and intercity dial-a-trips can be made and what the fare would be. While there is lots of very good information in the CONNECT brochure, there needs to be clearer instructions on how to book a trip, and what the fares would be if travel goes outside of East County. When this basic information infrastructure is in place, a public education campaign targeted at seniors and person with disabilities should be utilized to clearly communicate the service availability and how to book trips on the service.

Standardized Hours and Days of Operation for Dial-a-Ride Services with Intercity Trip-Making – Given Camarillo’s different service levels, detailed above, the strategy of Camarillo joining CONNECT, which several stakeholders had hoped for, is very unlikely. If there was consensus of providing the same span of service on weekends throughout the ECTA service area that Camarillo currently operates, then it might open the door to discussions on how to deliver a combined Camarillo-CONNECT service in a more cost effective manner.

Enhanced Dial-a-Ride Information Strategies are Important to Communicating about Existing Services and How to Use Them – For both local community-level trips and dial-a-ride trips between communities, it is important to improve information access to these programs. Much transit information is fixed-route oriented and at present, until GTFS-Plus exists which will



VetLink is an open-source, multi-modal trip planning application developed in San Bernardino and Riverside Counties through a One-Call/One-Click grant from the FTA *Veterans Transportation and Community Living Initiative* (VTCLI). Searches, for veterans or non-veterans, brings back a range of transportation choices for a particular trip, including demand response trip choices and provides users with comparative cost and other details of the trip.

211 Ventura was part of early discussions during 2015 with 211 VetLink and with L.A. Metro in relation to 511 to establish a region-wide One-Call/One-Click capabilities. While the 511 option did not make operational sense, the potential for incorporating the 211 VetLink program can be considered if funding for the software components can be found, a potentially eligible 5310 project.

incorporate demand responsive transportation, web-based tools must work harder to present this information in ways that can be easily understood by users and prospective users and their agency advocates.

Effective Rider Communication Tools Could Include Coordinated Dial-a-Ride Rider Policies to Share Common and Differentiating Policies – Ventura County has a long history of dialogue over standardizing eligibility criteria and other policies (on-time window, dwell time, attendant and companion policies). One component of a larger information strategy could be a simple matrix of service policies and eligibility criteria to be shared on each of the County’s public transit websites, to help riders navigate across services. This matrix could present the basic operating policies of concern to riders for each service, such as dwell time and on-time performance. These are particularly important for the demand response programs providing inter-city services and where policies enable inter-city travel.

Equally important is the need to communicate the “shared-ride” nature of public paratransit. Helping to shape rider expectations takes careful and clear language to communicate – for example, *that this is not a taxi ride, but a shared ride, generally advance reservation service with on-time performance that is a “window” and not a specific pick-up time.*

Inter-County Shuttle / Demand Response Service to County Medical Facilities – In the past, Thousand Oaks has tried unsuccessfully to run a shuttle service from Thousand Oaks to Kaiser Woodland Hills. There was insufficient ridership. However, there are service delivery models like the Med-Express in Imperial County that operates several days a week to medical facilities in San Diego that might be successful if there are several common origins in Ventura County and travel to several predictable destinations including Kaiser Woodland Hills, UCLA Medical Center, Cedar Sinai Medical Center and USC Medical Center. This has the potential of being an excellent FTA 5310 grant application.

Improved Reliability of Demand Responsive Services – Operational strategies that support improved dial-a-ride on-time performance may include technology tools (mobile data terminals, automatic vehicle locators or updated/enhanced scheduling software.) It may require additional capacity to improve trip scheduling and schedule adherence. It may involve different procedures and communication with riders, such as through customer callback capabilities to alert riders of that their vehicle is arriving.

Imperial County’s IVT MedTrans is operated by the ARC of Imperial County and is a successful inter-county, non-emergency medical transportation program, making long-distance trips between Imperial and San Diego Counties.



Defining Strategies

The preceding discussion has identified six (6) thematic areas for attention and discussed strategies by which to improve Ventura County mobility for its older adults, persons with disabilities and persons of



low-income, including military veterans. Table 14 following enumerates the twenty-six (26) proposed strategies in relation to each of the six COORDINATED PLAN themes.

Table 14, Ventura County COORDINATED PLAN Themes and Strategies

Major Topic Themes	Strategies
1. INFORMATION GAP	1.1 One-Call/One-Click with trip planning for demand response service, e.g. www.211VetLink.org
	1.2 Promote GTFS (General Transit Feed Specifications) capabilities for trip-planning for all providers
	1.3 Links to all transit services on each public operators’ website
	1.4 Interactive Countywide web-based map showing routes
2. CAPACITY BUILDING OF HUMAN SERVICE TRANSPORTATION PROGRAMS TO FILL GAPS	2.1 Develop and support public transit and human service collaboratives and education
	2.2 Support continued specialized transportation projects: taxi voucher, volunteer driver, etc.
	2.3 Promote traditional human service transportation, vehicle based projects
	2.4 Annual mobility summit
3. FIXED ROUTE SCHEDULE COORDINATION AND SERVICE LEVELS	3.1 Travel training and education across all populations
	3.2 Increased transit service levels
	3.4 Schedule Coordination Study
	3.4 Countywide Long Range Transit Plan
	3.5 Schedule coordination standards
4. TRANSIT AFFORDABILITY	4.1 Promote existing discounted fare policies for the target populations.
	4.2. Continue to pursue funding alternatives to maintain/reduce fares
	4.3 Facilitate/ streamline procedures for human service agency bulk purchases of bus passes
	4.4 Explore potential for discounted intra-county Metrolink trips.
5. CAPITAL AND INFRASTRUCTURE INVESTMENT	5.1 Prepare a capital funding plan to improve transit facilities
	5.2 Identify substandard bus stops and develop bus stop improvement capital plan and implementation
	5.3 Continued accessible vehicle procurement for demand response

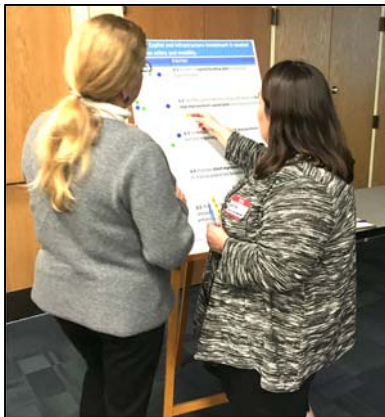


Major Topic Themes	Strategies
	program 5.4 Promote “share the road” polices for bicyclists and pedestrians and bike-and-bus programs to enhance safety and promote bike use 5.5 Promote street improvements counter measures to improve pedestrian and bicyclist safety.
6. DIAL-A-RIDE SERVICE COORDINATION	6.1 Interactive web-based map showing service areas and connections. 6.2 Standardized hours and days of service; alternatively, documenting where core service policies differ across transit systems 6.3 Inter-County shuttle/ demand response NEMT service to LA County destinations 6.4 Improved reliability of demand responsive services –technology projects and/additional revenue hours

7. PRIORITIZING STRATEGIES

Workshop Approach to Prioritizing Strategies

To comply with FTA Circular 9070.1G, Chapter V Coordinated Planning, it is necessary to prioritize proposed strategies. To do so, VCTC hosted a workshop to which stakeholders from across the county were invited through its consolidated email database, developed through the Plan development process. In advance of the workshop, VCTC widely distributed a “Strategies Working Paper” which presented key findings of the Coordinated Plan outreach and analysis and detailed strategies by which to address the identified mobility gaps and themes.



Twenty-seven persons attended the two-hour workshop held at the Thousand Oaks Library in early January 2017. They represented a broad range of constituents including the public transit providers operating in the County, major human service organization personnel, medical facilities and consumer advocates. After a presentation summarizing the Coordinated Plan, 2016 Revision findings and recommendations, participants were invited to “vote” for strategies believed to be of greatest import to their constituents.



Provided with six sticky dots marked “#1” and six sticky dots marked “#2”, participants distributed their total of twelve “votes” onto large boards displaying the strategies within each thematic area. In order to identify differences in preferences, public transit agency personnel were provided with one color and human service agency representatives with another. There was a fairly equal distribution in the numbers of persons representing both groups, among workshop participants.

During discussion, it was determined to add two strategies to those developed by the consultant team. One added strategy was the conduct of an **annual mobility summit** to bring together human services managers and front line staff with public transit providers. The second was related, to **develop and support public transit and human service collaborative** for opportunity for education and exchange among these service providers, both providers of public transportation and of social services. These additional strategies were written onto the workshop boards and individuals voted upon them as well.





Arriving at Prioritized Strategies

From the “votes” cast, a prioritization of the twenty-six strategies was developed, presented in Table 15 following. The ranked order includes: “Very High Priority”, “High Priority” or “Medium Priority”.

One dimension of strategy prioritization is important. While the ranking process does establish higher and lower priorities, all of the strategies identified are responsive to some type of mobility gap or need identified within this COORDINATED PLAN, 2016 REVISION. As such, every strategy has relevance and should be considered for implementation as resources allow and where there is a champion who is interested, willing and able to develop it. Lower ranked strategies should be supported where such champions and opportunities for implementation present. Table 15 presents the strategies prioritized within each thematic area, as well as providing information about project eligibility for FTA Section 5310 funding and the potential stakeholders who could provide leadership to any given strategy. Strategies categorized as “possibly” a 5310 project may be eligible projects for 5310 funding if the project is designed and the grant written in compliance with the programs guidelines.

Table 15, Strategy Prioritization, 5310 Potential and Leadership Roles

Strategies	Priority	Potential Section 5310 Project?	Potential Leadership Role/ Responsible Parties
1. INFORMATION GAP			
1.1 One-Call/One-Click with trip planning for demand response service, e.g. 211VetLink.org	Very High	YES	VCTC, GCTD, CONNECT
1.2 GTFS for all providers	Very High	POSSIBLY	VCTC
1.3 Links to all transit services on each public operators’ website	Very High	POSSIBLY	VCTC and each of the operators
1.4 Interactive countywide web-based map showing routes	High	POSSIBLY	VCTC
2. CAPACITY BUILDING OF HUMAN SERVICE TRANSPORTATION PROGRAMS TO FILL GAPS			
2.1 Develop and support public transit and human service collaboratives and education	Very High	POSSIBLY	VCTC, GCTD,SSTAC, TransCom, human service programs
2.2 Support continued specialized transportation projects: taxi voucher, volunteer driver, etc.	Very High	YES	VCTC, GCTD, east county human service programs
2.3 Promote traditional human service transportation, vehicle based projects	Medium	YES	ARC of Ventura, CONNECT,
2.4 Annual mobility summit	Medium	YES	VCTC, GCTD, human service programs



Strategies	Priority	Potential Section 5310 Project?	Potential Leadership Role/ Responsible Parties
3. FIXED ROUTE SCHEDULE COORDINATION AND SERVICE LEVELS			
3.1 Travel training and education across all populations	Very High	YES	VCTC, GCTD, transit operators
3.2 Increased transit service levels	High	NO	VCTC, transit operators
3.3 Schedule Coordination Study	High	NO	VCTC, transit operators
3.4 Countywide Long Range Transit Plan	Medium	NO	VCTC
3.5 Schedule coordination standards	Medium	NO	VCTC
4. TRANSIT AFFORDABILITY			
4.1 Promote existing discounted fare policies that for the target populations.	Very High	NO	VCTC
4.2. Continue to pursue funding alternatives to maintain/reduce fares	High	NO	VCTC
4.3 Facilitate/ streamline procedures for human service agency bulk bus pass purchases.	Medium	NO	GCTD, VCTC, transit operators; human services
4.4 Explore potential for discounted intra-county Metrolink trips.	Medium	NO	VCTC
5. CAPITAL AND INFRASTRUCTURE INVESTMENT			
5.1 Prepare a capital funding plan to improve transit facilities	High	NO	VCTC, GCTD
5.2 Identify substandard bus stops and develop bus stop improvement capital plan and implementation	High	NO	VCTC and/or individual jurisdictions
5.3 Continued accessible vehicle procurement for demand response program	High	YES	VCTC, transit operators, human services agencies
5.4 Promote “share the road” polices for bicyclists and pedestrians and bike-and-bus programs to enhance safety, promote bike use	Medium	NO	Individual jurisdictions, the County
5.5 Promote street improvement counter measures improving pedestrian/ bike safety.	Medium	NO	Individual jurisdictions, the County, transit operators



Strategies	Priority	Potential Section 5310 Project?	Potential Leadership Role/ Responsible Parties
6. DIAL-A-RIDE SERVICE COORDINATION			
6.1 Interactive web-based map showing service areas and connections.	Very High	POSSIBLY	VCTC, transit operators
6.2 Standardized hours and days of service; alternatively, documenting where core service policies differ across transit systems	Medium	YES	VCTC, transit operators
6.3 Inter-County shuttle/ demand response NEMT service to LA County destinations	Medium	YES	CONNECT, other providers
6.4 Improved reliability of demand responsive services –technology projects and/additional revenue hours	Medium	YES	GCTD, CONNECT, each of the dial-a-ride providers

Ranked Priorities Within Themes

1. Information Gap

Among the highest ranked were Information Gap themed strategies, reflecting the challenges of aiding target group members in finding their way to available public transportation. Two relate to the trip planning information function.

- **Strategy 1.1 One-Call/One-Click demand response trip planning** strategy is patterned after one led by the 211 organizations in San Bernardino and Riverside Counties who won a federal grant, *Veterans Transportation and Community Living Initiative (VTCLI)* to create an open-source, demand response trip planner. Building upon VCTC’s centralized call center and in partnership with the Ventura County’s 211 organization who participated significantly in the 2012 COORDINATED PLAN UPDATE, work towards this strategy could leverage the existing Southern California VTCLI 211 initiative through local leadership and possible Section 5310 funding.
- **Strategy 1.2 Google Transit development of General Transit Feed Specifications [GTFS]** is already underway, led by VCTC, with the assistance of a GTFS vendor who will ensure that each of the public operators’ fixed route services are accurately detailed, and regularly updated, within Google Transit. This will enable persons to plan their entire trip, working across modes (rail and transit) and across jurisdictions. At present the GTFS specifications do not include demand response services but only fixed-route.

An additional ranked “very highly” in the Information Gap **Strategy 1.3 interactive countywide web-based maps** is related. With the roll-out of Google Transit across all Ventura County transit providers, some aspects of system-wide web information will become available. However, the ready accessibility of web-based maps enabling the user to click on a route segment and from there to easily identify the provider will



require the coordinated development of countywide information tools. Integrating this with real-time information, already in place with GCTD, will be another feature of a countywide, integrated information capability. One Step a La Vez reported that their clients would greatly appreciate increased digital ease, and are particularly interested in the potential of an app to see transit in real time and across jurisdictions.

Second-tier, “high” ranked Information Gap **Strategy 1.4 links to all transit services on each public operators’ website**. This is effectively a no-cost option that can be easily implemented, even as the Google Transit capabilities grow for countywide trip planning. Simply ensuring useable links to other operators on each transit providers’ website will help those making inter-jurisdictional trips more easily connect to available public transportation.

2. Capacity Building of Human Services Transportation Programs to Fill Gaps

Top ranked as “very highly” was Capacity Building theme **Strategy 2.1 to develop and support collaboratives** to promote exchange among public transit planners and operators and the human services personnel representing target group constituents. Some of these collaboratives and opportunities for exchange already exist, as with VCTC’s *Social Services Transportation Advisory Council* (SSTAC) and various human service groups that meet regularly. This strategy posits that it is incumbent upon each of these to periodically broaden their reach and include more agency stakeholders in dialogue between those providing public transportation and those representing the existing and potential riders on these services.

Ranked “highly” is Capacity Building themed **Strategy 2.2 support continued specialized transportation** with the recognition that not all of the mobility needs of the Coordinated Plan’s target groups can be met by public transportation. Some persons are too frail. Others live outside the network of existing services or have trip chaining and other needs that underscore the importance of alternative options such as taxis, mileage reimbursement and volunteer driver programs, including those supported by the Ventura County Area Agency on Aging, Caregivers organization and others.

Two Capacity Building theme strategies are ranked as “medium” priority:

- **Strategy 2.3 Promote traditional human service transportation**, vehicle-based projects which encourages the sustaining of existing and development of additional programs such as Help of Ojai and the Arc of Ventura County. These agencies are eminently qualified to apply for FTA Section 5310 funds.
- **Strategy 2.4 Annual mobility summit** is a strategy that can dovetail with the very high priority 2.1 strategy of promoting collaboration, possibly an activity promoted through or sponsored by VCTC’s SSTAC or via other collaborative groups within the human services industry. Continued attention to the exchange of information about new transit services, to promote existing services and fare policy and to educate human services personnel as to how best to advise their consumers regarding mobility options was deemed important and worthy of continued focus, in part because the transit network changes and evolves and in part because of staff turnover among human services personnel.



3. Fixed Route Schedule Coordination and Service Levels

Fixed Route Coordination theme **Strategy 3.1 travel training and education** ranked as “very high”. In recognition that seniors in particular, but other potential riders, need support in considering public transportation there was continued interest in travel training and the education of non-riders or dial-a-ride users to consider the broader mobility choices available to them in using Ventura County’s fixed-route network. GCTD reported the need for further travel training, especially for youth with disabilities as one way to manage demand on its Access paratransit. The FTA funded² travel training program run by Mobility Management Partners has been providing some education opportunities since January 2015 with group, fixed-route travel training of about 300 participants and individual fixed-route training of about 50 participants. to annually. Thousand Oaks and Moorpark had a joint group travel training program based out of senior centers that was also FTA funded. Continuing these and expanding other such travel training initiatives was rated as a very high priority.

Theme Fixed Route Coordination “high” ranked priority is **Strategy 3.2 increased transit service levels** which transit professionals and human services personnel alike concurred were important to providing more people with improved transit service levels. Some new services have been added during since the last COORDINATION PLAN, including adding hours and days of service at the direction of the short range transit plan processes of GCTD and VCTC Intercity. The Heritage Valley service was initiated since the 2012 COORDINATED PLAN, providing local fixed-schedule service to residents of Santa Paula, Fillmore and Piru. But there is recognition of need for more frequent service and Sunday service in various parts of the county, but particularly in the East County were levels of service – and resultant trips-per-capita – are significantly lower than in West Ventura County. However, significant increases in service levels would require significantly more funding that is currently not available in Ventura County. While is an important priority, it cannot be fully implemented due to the lack of funding.

Also ranked as a “high” priority is **Strategy 3.3 Schedule Coordination** reflecting the need reported by existing Ventura County’s public transit users to improve schedules so that buses schedules are better timed to meet and connectivity is improved. With eight (8) public transit programs and innumerable connections among these important to travelers going between cities, focused attention on these meets to coordinate schedules will speed travel and help to grow ridership. Importantly, once the GTFS is operating and trip planning is fully functional, it will clearly show that transfers between transit systems are not easy or seamless, a concern commonly reported by riders and human service representatives during outreach activities. GCTD notes that effectively coordinating schedules among multiple operators will only be possible through increased service frequencies, as described in Strategy 3.2.

Ranked as a “medium” priority within theme Fixed Route Coordination is **Strategy 3.4 of a Long Range Transit Plan**, recommended to quantify the long-terms needs for transit in light of Ventura County’s projected 6% growth in total population and a senior population increasing by 47% by 2020 with growth

² The Mobility Management Partners travel training program was funded with FTA Section 5317-New Freedom. The Section 5317 program was not continued in the FAST ACT reauthorization so once these funds are fully expended, Section 5317 will no longer be an funding option. The Thousand Oaks/Moorpark program was funded with FTA Section 5316-Job Access and Reverse Commute, also a program not continued in the FAST ACT reauthorization.



continuing beyond that through 2040. Such a long range plan builds upon countywide work that VCTC and its partners have done in its 2013 COMPREHENSIVE TRANSPORTATION PLAN and complements SCAG’s REGIONAL TRANSPORTATION PLAN/SUSTAINABLE COMMUNITIES STRATEGY, 2016. With the aim of projecting both future demand and the resources to meet that demand, the County will be in a stronger position to plan effectively for the future.

Finally, within the theme Fixed Route Coordination and also ranked as “medium”, **Strategy 3.5 Schedule coordination standards** supports efforts to improve connectivity and the timing of transit connections, something important to riders and current users of the service who identified a number of areas where services do not meet in a timely way. Development of schedule coordination standards – such as seeking clock face departure or arrival times at key hubs – and applicable to all services across the county would help to support connectivity over time. Consumers provided input that seamless transfers were very important to making transit more attractive Ventura County, resulting in higher transit ridership. However, for a number of reasons, individual transit operators have not ranked this as a high priority.

4. Transit Affordability

Top-ranked in the Transit Affordability theme was **Strategy 4.1 promoting existing discounted fare policies** where these are appropriate to different target group members. Each of Ventura County’s public providers have varying discounted fares, some of which are not known to the human services personnel who work regularly with seniors, persons with disabilities and persons of low-income.

Transit Affordability theme includes “high” ranked **Strategy 4.2 pursue funding alternatives to maintain/reduce fares**, in stakeholders’ recognition that for the lowest income Ventura County residents which often include seniors and persons with disabilities, the need for continued fare discounts continues to be important. With the recent failure of the transit and transportation Measure AA, there is not a local dedicated funding source to implement this recommendation.

Ranked as “medium” priority within the Transit Affordability theme is **Strategy 4.3 Facilitate/ streamline procedures for human service agency bulk bus pass purchases**. Anything that eases the ability of human service organizations to purchase bus passes will contribute to farebox. Often these agencies have funds that can go to bus pass purchase. This strategy recognizes the need to ensure that existing procedures make it as easy as possible for agencies to purchase blocks of tickets or passes – ideally at a discount but often not a possibility given concerns by many transit providers in Ventura County of meeting minimum, state-required farebox contribution rates.

The final “medium” ranked strategy within Transit Affordability is **Strategy 4.4 Metrolink fare discounts**. During the period of this COORDINATED PLAN development, Metrolink has instituted intra-county fare discounts, on certain lines and for certain trip segments establishing a discounted fare for this shorter trip. Determining what the Ventura County implications of this policy are and promoting any discount with regard to Metrolink trips made within Ventura County would be of value to Coordinated Plan target group members.



5. Capital and Infrastructure Investment

In the Capital Investment theme, three strategies were rated as “high” priority:

- **Strategy 5.1 prepare capital funding plan to improve transit facilities** recognizes both the need for improved transit facilities and transfer locations, as well as the critical importance of developing a multi-year plan by which existing funds are programmed and additionally-needed capital funds are documented. Municipalities, the County, GCTD and VCTC Intercity all share varying responsibilities for the infrastructure and capital facilities that support public transportation. For example, because stops and transit centers are owned by the cities and county, non-municipal operators are not necessarily able to direct the jurisdictions to make improvements. The VCTC Short Range Transit Plan identified capital needs, but did not include capital cost and revenue plan. Articulating a facilities capital plan will help to clearly delineate those responsibilities and detail needed capital improvements that are either funded or not yet funded. Human service agencies, such as One Step a la Vez, reported the need for bus stop amenities, such as benches at key bus stops.
- **Strategy 5.2 Identifying substandard bus stops** and developing bus stop improvement capital plans, across the county, akin to the facilities capital plan which defines responsible parties and documents both available funding and needed funding.
- **Strategy 5.3 Continued accessible vehicle procurement** for demand response programs, this traditional Section 5310 capital program to provide accessible vehicles to dial-a-ride and specialized transportation programs can provide new and replacement vehicles to such programs as the municipal dial-a-ride programs, Help of Ojai and other human service programs such as RAIN - Ventura County Human Services Agency, the Arc of Ventura and others.

Two related strategies were rated as “medium” priority, recognizing the need to enhance the safety of active transportation users in the community, with all transit users a pedestrian at some point and increased numbers of bike-to-bus users as well:

- **Strategy 5.4 Share-the road policies to protect bicyclist and pedestrian safety** was identified as important with increased enthusiasm for bicycling which remains an important mode for low-income individuals to extend their trip and to make that first mile, last mile connection to other modes.
- **Strategy 5.5 Street improvement counter-measures to improve bicyclist and pedestrian safety** are also important to build the hard-scape within cities and neighborhoods that protects the pedestrian walking to a bus stop and bicyclists traveling to or from work, recreation or other modes of transportation.

6. Dial-a-Ride Service Coordination

The theme of Dial-a-Ride Coordination included the “very high” rated **Strategy 6.1 Interactive countywide map showing dial-a-ride** service areas and connections. Over Ventura County experiences at the time of the 2012 COORDINATED PLAN, there is currently greater paratransit service choice in the East County, with the CONNECT services, but riders, prospective riders and their agency advocates are not always clear about service areas or how to connect for inter-city demand responsive travel. Countywide web-based information, including an interactive map much as with fixed-route services will better inform paratransit users.



A final group of strategies were rated as of “medium” priority through the workshop process, in the bottom tier of priorities but not unimportant. Rather, they are necessary and useful strategies but were pre-empted by others with greater urgency in ranking process. Within the theme Dial-a-Ride Coordination, strategies ranked of “medium” priority include:

- **Strategy 6.2 standardizing paratransit hours and days of service** is both a long-standing goal and one of continuing importance to those dial-a-ride users who make inter-community trips. With the advent of the CONNECT service, this is somewhat less critical in the East County although it remains an issue in terms of coordination between Camarillo Dial-a-Ride and CONNECT for inter-city travelers. Improved general coordination between transit agencies and programs is encouraged to ensure the rider’s experience is seamless.
- **Strategy 6.3 inter-county shuttle / demand response for non-emergency medical transportation** was an identified mobility gap for these medically oriented trips into Los Angeles County. The Area Agency on Aging has been addressing this gap to some degree with a taxi-based program although less-expensive alternatives can be considered. Partnerships with medical organizations, including hospitals that participated in the Coordinated Plan development could lead to new solutions for medical transportation.
- **Strategy 6.4 improved reliability of demand responsive services** is an area of for continuing attention, even as each of the county’s seven dial-a-ride operators routinely grapples with the challenges of on-time performance for demand response services. This strategy embraces the technology, including computer-aided scheduling, mobile data terminals and automatic vehicle locators as well as automatic call-back to consumers to help reduce no-shows and late cancels – each of which support different features of a reliable paratransit program. Also important are adding revenue to hours to those services, as in some areas of the GCTD’s GO ACCESS program, where capacity demands suggest more service may be needed.

Funding and Moving the Plan Forward

Section 5310 Funding

The Section 5310 program funds available to support this plan are limited. Somewhere between \$1 and \$2 million will be available to competitive procurements for Ventura County’s urbanized areas. The rural and non-urbanized areas must compete in the statewide competitive process. For the two-year period FFY 12 and FFY 13 just \$2.3 million in Federal funds was provided to support projects. For FFY 14 and FFY 15 only \$1.1 million was provided as the JARC and New Freedom programs wound down.

This COORDINATED PLAN is necessary, per Statute, to the use of those funds as funded projects must be “within the locally-developed Coordinated Plan”. The preceding Table 15 identified which among the twenty-six strategies proposed could be eligible for funding with FTA Section 5310 funds.

These limited funds suggest that it will be critically important to seek other funding sources to address many of the proposed strategies. Such additional funding sources could include but are not limited to:



- **discretionary Federal grants** including those coming out of the Mobility as a Sandbox group within the Federal Transit Administration which will include annual calls to the Rides to Wellness program;
- **State Cap and Trade funding** that is solely responsible for expanding public transit services and also provides opportunities that promote alternative transportation use which reduce greenhouse gas emissions and improve disadvantaged communities
- **Active Transportation funding** for infrastructure-related projects supporting bicyclist and pedestrians.

This COORDINATED PLAN can also be used to support discussion of a future self-help tax for transit in Ventura County, in light of the failure of Measure AA. Now one of an ever shrinking number of counties without a local transit and transportation sales tax, Ventura County is likely to be revisiting some type of sales tax measure to again put before the voters. This Plan has identified needs and gaps of the key target groups of seniors, persons with disabilities and persons of low-income. The SCAG population projections for Ventura County anticipate substantially more seniors in number and proportion by 2020 and these persons along could become an important constituent group for renewed sales tax effort.

Prioritization of Strategies

The Coordinated Plan’s priorities (see Table 15) were determined and identified through a process that included input from multiple stakeholders to assist in moving the plan forward. While the prioritization of strategies is useful in providing VCTC with a framework for distribution of discretionary grant funding, successful projects still require strong partners that are interested, willing and able to design, propose and administer strong and sustainable projects. The suggested prioritization serves as a guideline but not a requirement and there may be projects that may not have risen to highest level of priority but can be moved forward where funding and ability support such an activity.

Responsibilities of Ventura County Stakeholders

Comments in two final areas are of relevance to moving this COORDINATED PLAN, 2016 REVISION forward. First, this is a plan that provides guidance and a road map. In and of itself, the plan is not funded but requires the interest, willingness and ability of potential grant applicants to pursue funding by which to implement projects. Leadership within the theme areas and for individual strategies will come from a range of stakeholders, some of whom are identified in Table 15.

This Plan documents a developing transportation network across Ventura County that has made numerous improvements and enhancements since its last iteration, the 2012 COORDINATED PLAN. More work needs to be done, notably to grow the transit trips-per-capita rate and increase the choices available to the Plan’s target groups of older adults, persons with disabilities and persons of limited means. Population projections indicate substantial increases in Ventura County’s senior population and continued overall population growth anticipated. As Ventura County grapples with the challenges of growth and charts its way towards improvements in the mobility of its residents as a whole, this COORDINATED PLAN, 2016 REVISION provides direction and specific activities by which VCTC, the County and municipalities, the public transit operators and human service organizations can help to realize greater mobility for those who, for a number of reasons, are unable to drive themselves to the places to which they need to travel.



APPENDICES

Appendix A – Inventory Matrix of Ventura County’s Public Transportation Services

[Services are presented by mode and listed alphabetically within each mode.]



Public Fixed-Route Providers *(listed alphabetically)*

Gold Coast Transit District (GCTD) – Fixed Route Bus | www.goldcoasttransit.org | (805) 487-4222

Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
GCTD provides fixed-route bus service stopping at predetermined locations.	Cities of Ojai, Oxnard, Port Hueneme and Ventura, and in the unincorporated County areas between the cities General Public is eligible to ride	Monday - Friday: 4:45 am to 10:30 pm Weekends: 5:15 am to 10:00 pm Hours vary by route	Upon paying initial fare, passengers may request a transfer that is valid for 2 hours.	Cash Fare Adult/Youth - \$1.50 Seniors - age 65-74 - \$0.75 Disabled - \$0.75 Seniors age 75+ - Free Children under 45" tall - Free with paid fare Adult Day Pass - \$4.00 15-Ride Pass - \$20.00 31-Day Pass - \$50.00 (unlimited rides) Youth (18 and under with school ID or proof of age) Day Pass - \$4.00 15-Ride pass - \$15.00 31-Day Pass - \$40.00 (unlimited rides) Reduced Fare (Seniors Age 65-74 and disabled) Day Pass - \$2.00 15-Ride Pass - \$10.00 31-Day Pass - \$25.00 (unlimited rides)	3,751,476

Kanan Shuttle | www.kananshuttle.com | (805) 375-5467

Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
The Kanan Shuttle is the free, practical way to travel to neighborhood schools and residential areas near Kanan Rd. in Oak Park and Agoura Hills.	The Kanan Shuttle serves Oak Park High School, Medea Creek Middle School and the residential areas near Kanan Road General Public is eligible to ride	Weekdays 6:40 am to 6:20 pm Weekends 8:10 am to 6:20 pm	Transfers can be made to the Metro 161 on Roadside Drive by the Burger King. The Metro 161 and the Kanan Shuttle share the same bus stop there. Transfers can also be made at Kanan Road and Thousand Oaks Boulevard by crossing the street.	Free Service	72,973



Moorpark Transit – Fixed Route Bus www.ci.moorpark.ca.us (805) 517-6315					
Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
The local fixed route bus for general transportation. There are two fixed routes. Each route consists of a one-way loop of approximately sixteen miles, with about forty stops per route.	City of Moorpark General Public is eligible to ride	Monday - Friday 6 am to 6 pm	Free transfers are available between Moorpark City Transit and VCTC Intercity bus services.	Regular (Ages 5-61): \$1.00 Senior Citizen(Age 62 +): \$0.50 Disabled: \$0.50 Child: Free Monthly bus passes for adults and students are \$50.00 each. Monthly bus passes for seniors and the disabled are \$25.00 each. Discount ticket books for adults and students are \$10.00 for a pack of eleven tickets. Discount ticket books for seniors and the disabled are \$5.00 for a pack of eleven tickets.	71,170

Ojai Trolley www.ojaitrolley.com (805) 646-5581, ext. 207					
Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
The Trolley provides daily fixed-route transportation.	Throughout Ojai, Meiners Oaks, and Mira Monte General Public is eligible to ride	Monday - Friday: 5:36 am to 9:27 pm Saturday: 6:06 am to 8:27 pm Sunday: 7:06 am to 8:27 pm	Main weekday transfer points from the Ojai Trolley and GCTD happen at the Y Memorial Garden stop and the Maricopa Hwy at Vons stop. If you are transferring from the trolley, ask the driver for a transfer, which will save you \$.50 off the GCT fare. Riders transferring from GCT to the Trolley that have a transfer can ride the Trolley for free.	General Fare \$1.00 Seniors (65 and over) \$0.50 ADA \$0.25 Medicare Card Holders \$0.25 Children 5 and under Free Discounted Trolley Tokens are available from the driver or at Ojai City Hall for \$20.00 for 25 Tokens. Trolley Service offers Day Passes for twice the regular fares.	103,673



Thousand Oaks Transit – Fixed Route Bus www.toaks.org (805) 375-5473					
Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
Fixed-route bus service consisting of four routes and one commuter shuttle.	<p>Thousand Oaks and Newbury Park</p> <p>General Public is eligible to ride</p>	<p>Monday - Friday 5 am - 8 pm</p> <p>Saturday 8 am – 8 pm</p>	Free transfers between Thousand Oaks Transit routes, VISTA, and Metro 161	<p>Adult: \$1.50 Seniors 65+: \$0.75 DAR/ADA/ Age 5 and under /Transfer between TOT: Free</p> <p>Regular Fare Passes 10-Ride Pass \$12.00 1-Day Pass \$4.00 7-Day Pass \$12.00 31-Day Pass \$42.00</p> <p>Discounted (65+/Dis/Medicare) Passes 10-Ride Pass \$6.00 1-Day Pass \$2.00 7-Day Pass \$6.00 31-Day Pass \$21.00 31-Day Student \$20.00</p> <p>MetroLink Commuter Shuttle: The regular fare is \$2.50; \$1.25 for seniors, disabled, and Medicare and no charge for MetroLink pass and ticket holders. Transfers to TO buses are FREE.</p>	155,093



Simi Valley Transit – Fixed Route Bus | www.simivalley.org | (805) 583-6456

Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
SVT's fixed-route service provides service within the city of Simi Valley and connections with Los Angeles County's METRO in the San Fernando Valley community of Chatsworth. Transportation to communities within Ventura County is made possible through connections with the Ventura County VISTA-EAST at the Simi Valley Town Center Mall	In and around the City of Simi Valley General Public is eligible to ride	Monday - Saturday 5 am to 8 pm	Simi Valley Within City Transfer: Free Simi Valley to/from Chatsworth Transfer: Free Has a transfer agreement with Metrolink. Transfers available for connections to Ventura County Transportation Commission InterCity Bus and Los Angeles Metro upon request	Adult/Student: \$1.50 Senior (60+): \$0.75 Disabled: \$0.75 Medicare: \$0.75 Age 5 years and under: Free Unlimited Day Pass Adult \$5.00 Sen/Dis/Med \$2.50 Unlimited Monthly Pass Adult \$50.00 Sen/Dis/Med \$25.00	378,452

Valley Express – Fixed Route Bus | www.valleyexpressbus.org | (805) 933-2267

Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
Valley Express fixed-route service is provided by a cooperative agreement between the Cities of Fillmore, Santa Paula, the County of Ventura, and the Ventura County Transportation Commission. It is managed and administered by the Ventura County Transportation Commission.	Cities of Santa Paula, Fillmore, and Piru General Public is eligible to ride	Weekdays Fillmore: 6:05 am – 7:45 pm River Central: 9:45 am – 7 pm Piru: 5:40 am – 7:45 pm Santa Paula Route A: 6:45 am – 6:45 pm Santa Paula Route B: 6:30 am – 7:20 pm Weekends Fillmore: 8:30 am -3:05 pm River Central: 9:45 am - 5:10 pm Piru: 8 am – 5:40 pm Santa Paula Route A: 8:00 am – 5:30 pm Santa Paula Route B: 8:35 am – 4:55 pm	Free transfers between the Dial-A-Ride and VISTA Highway 126 fixed-route service are available for travel to Ventura and beyond. Return transfers from the VISTA Highway 126 service to Dial-A-Ride are 50 cents. ADA-certified passengers may transfer to GCTD ACCESS at Saticoy (Wells Road) for travel to Ventura and beyond. Reservations for rides with transfers to GCT ACCESS must be made one day in advance of desired travel date.	Adult: \$1.25 Youth (under 18): \$0.60 Senior (65+)/Disabled/Medicare: \$0.60 Child under 5:FREE Day Pass: \$3.75 Adult Monthly Pass: \$20.00 Youth (under 18) Monthly Pass: \$10.00 Senior (65+)/Disabled/Medicare Pass: \$10.00	29,828



VCTC Intercity – Fixed Route Bus | www.goventura.org | (800) 438-1112

Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
<p>VCTC Intercity services are provided primarily between communities:</p> <p>Zone 1: Highway 101, Highway 126, east County, CSUCI</p> <p>Zone 2: Coastal Express and Conejo Connection</p>	<p>Between the cities of Ventura County and between neighboring Santa Barbara and Los Angeles Counties</p> <p>General Public is eligible to ride</p>	<p>Monday - Friday 4:30 am - 9:30 pm CSUCI routes operate until 10:40 p.m.</p> <p>Saturday 6:45 am - 6 pm Conejo Connection does not operate on Saturdays</p> <p>Sunday - Only VCTC 126 and Coastal Express provide service between 6:30 am - 6 pm</p>	<p>As part of continued efforts towards a regional bus pass solution the VCTC 31-Day Pass is now accepted as payment on-board GCTD Fixed Route Service, Simi Valley Transit Fixed Route Service, Thousand Oaks Transit Fixed Route Service.</p>	<p>Zone 1 Cash Fare Adult/Student \$1.25 Senior/Disabled/Medicare \$0.60 Child under 5: Free</p> <p>Zone 2 Cash Fare Adult/Student \$3.00 Senior/Disabled/Medicare \$1.50 Child under 5:Free</p> <p>Zone 1 Monthly Pass: Adult/Student \$50.00 Senior/Disabled/Medicare \$25.00</p> <p>Zone 2 Monthly Pass Adult/Student \$105.00 Senior/Disabled/Medicare \$52.00</p> <p>Zone 1, 10-Ride Ticket: Adult/Student \$11.00 Senior/Disabled/Medicare \$5.50</p> <p>Zone 2, 10-Ride Ticket: Adult/Student \$27.00 Senior/Disabled/Medicare \$13.50</p>	<p>782,381</p>



Public Demand Response Providers

Camarillo Area Transit – Dial-a-Ride www.ci.camarillo.ca.us (805) 988-4228							
Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	# of Annual One-Way Trips
CAT Dial-A-Ride (DAR) is an origin-to-destination public bus service. It is available to all residents and visitors within the City of Camarillo. Trips may be scheduled for any purpose except school trips.	City of Camarillo General Public is eligible to ride	Monday - Friday: 6 am to 9 pm Saturday: 8 am to 9 pm Sunday: 8 am to 5 pm	Monday - Friday: 7 am to 5 pm Saturday: 8 am to 4 pm	Reservations may be made from 2 hours to 2 weeks in advance. Rides may be made for any purpose, such as medical appointments, work, shopping or other personal business, with the exception of rides to and from school.	No formal transfers to other systems.	Adults and Students: \$2.00 Seniors, Disabled & Medicare: \$1.50 cash fare. ADA cardholders and seniors (55+) can travel to East Ventura County cities for \$5.00 each way.	111,806

CONNECT – Intercity Regional ADA/DAR East County Transit Alliance (805) 375-5467							
Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Fare	# of Annual One-Way Trips	
A service offered by the cities of Moorpark, Simi Valley, Thousand Oaks, and County of Ventura that allows travel between most areas in eastern Ventura County and to make connections to other transit providers such as GCTD's GO ACCESS and LA Access.	The city limits of Moorpark, Simi Valley, and Thousand Oaks and the unincorporated areas of Oak Park, Newbury Park, Lynn Ranch, Rolling Oaks, Ventu Park, Lake Sherwood, Hidden Valley, Santa Rosa Valley (traveling into Moorpark, Simi Valley and Thousand Oaks), Home Acres, Santa Susana Knolls, and unincorporated areas between Simi Valley and Thousand Oaks and Simi Valley and Moorpark. ADA cardholders and seniors age 65+ are eligible to ride	Monday - Friday: 6 am to 6 pm	Your reservation must be made no later than 8:30 p.m. the day before you need a ride. Do not accept same day requests for this service. (Rides to/from the GO ACCESS transfer point must be made by 4:30 p.m. the day before)	Rides are scheduled the day before to maximize the availability of the service. Standing reservations can be made for up to 3 months in advance.	The fare is \$5.00 each way, regardless of distance traveled. ADA cardholders with a personal care attendant endorsement can bring their personal care attendant at no charge.	12,913 (11 months of service FY 15/16) 15,778 (CY 2016)	



Gold Coast Transit District – GO ACCESS | www.goldcoasttransit.org | (805) 485-2319

Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	# of Annual One-Way Trips
GO ACCESS is origin-to-destination public transit service for seniors 65+ and people with disabilities that prevent them from using fixed route bus service. Trips are provided to any location within the GCT service area.	Cities of Ojai, Oxnard, Port Hueneme and Ventura, and in the unincorporated County areas between the cities. Seniors, 65+, people with disabilities that prevent them from using fixed route bus service can ride	Monday - Friday: 4:45 am to 10:30 pm Weekends: 5:15 am to 1:00 pm	Call daily between 8 am & 5 pm	GO ACCESS riders reserve their trips by phone one day in advance.	N/A	Cash Fare One Way - \$3.00 Senior Nutrition - Free Book of 10 Tickets - \$30.00 Personal Care Attendants (PCA's) ride free.	84,604

Moorpark Transit – Paratransit & Senior Dial-A-Ride | www.ci.moorpark.ca.us | (805) 517-6257

Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	# of Annual One-Way Trips
Local ADA (Americans with Disabilities Act) Paratransit in the form of a subsidized van for persons with disabilities who are certified by City and VCTC to use the system. Senior Dial-A-Ride service that uses the same vehicles as the Moorpark ADA service, and is available the same hours as the City bus.	Moorpark, Thousand Oaks, Westlake, Oak Park and Camarillo. Available to any person qualified with a disability regardless of age and Seniors 65+	Monday - Friday 6 am to 6 pm	Monday - Friday 6 am to 6 pm	Call at least a day in advance for Inter-City travel between Camarillo, Oak Park, Simi Valley, Thousand Oaks, or Westlake Village. Call at least a day or more in advance if you want to transfer to an adjoining ADA service such as GCTD GO ACCESS, or Los Angeles County Access Paratransit Service. You may call the same day at least 2 hours in advance of needing the ride for travel inside Moorpark unless you are traveling with a wheelchair or scooter (requires a day's notice).	CONNECT arranges transfers for ADA riders or seniors connecting to GO ACCESS at the transfer point in Camarillo. Service to Westlake Village transfer point for LA Access is available for ADA cardholders traveling to LA County. Riders must make their own reservations with LA Access.	\$2.00 for one-way travel within Moorpark. \$5.00 each way for trips to Thousand Oaks/Westlake, Camarillo and Simi Valley.	5,420 between Paratransit and senior DAR services



Simi Valley Transit – Dial-a-Ride www.simivalley.org (805) 583-6464							
Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	# of Annual One-Way Trips
<p>Americans with Disabilities Act/Dial-A-Ride Paratransit services (ADA/DAR) are provided within Simi Valley on a "curb to curb" basis.</p> <p>"Door to door" service is provided upon request during the reservation process.</p>	<p>ADA/DAR service is provided within the Simi Valley City limits, within a ¾-mile corridor along Simi Valley Transit's Fixed Route Services. Transportation service is also available for ADA-certified passengers to the West San Fernando Valley communities of Chatsworth, Thousand Oaks and Moorpark.</p> <p>Available to ADA certified individuals and seniors 65+</p>	Monday - Saturday 5 am – 8 pm	Requests for DAR Service can be placed between the hours of 8 am – 5 pm, Monday through Friday for next-day service.	<p>ADA/DAR transportation requests are accepted 1 to 14 days in advance.</p> <p>Same-day requests are accepted on a space available/stand-by basis.</p>	CONNECT arranges transfers for ADA riders or seniors connecting to GO ACCESS at the transfer point in Camarillo. Service to Westlake Village transfer point for LA Access is available for ADA cardholders traveling to LA County. Riders must make their own reservations with LA Access.	\$2.00 for each one-way trip.	45,364

Thousand Oaks Transit – Dial-a-Ride www.toaks.org (805) 375-5467							
Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	# of Annual One-Way Trips
<p>The City operates a door-to-door Dial-A-Ride program for passengers 65 years of age or older, or for those who hold an ADA (Americans with Disabilities) card. With Dial-A-Ride you can receive transportation to do errands, go shopping, or for medical appointments.</p>	<p>ADA service is available to all areas within the city limits and the unincorporated areas of Newbury Park, Ventu Park, Lynn Ranch, Rolling Oaks, Hidden Valley, Lake Sherwood and Oak Park.</p> <p>Available to seniors 65+ and persons with disabilities</p>	<p>Monday – Friday 5 am – 8 pm</p> <p>Saturday & Sunday 8 am – 8 pm</p>	<p>Weekdays 4:30 am to 8:30 pm</p> <p>Weekends 7:30 am to 8:30 pm</p>	<p>Subscription – Available for individuals needing transportation at the same time of day, to the same location on a regular basis.</p> <p>Advanced – Reservations made at least the day prior, up to two weeks in advance.</p> <p>Time Call – Same day reservation for a specific time, requested at least two hours in advance.</p> <p>On Demand – A request for ride with no prior notice. Limited to two requests per day. Dispatchers will take reservation calls 30 minutes before to 30 minutes after scheduled hours.</p>	CONNECT arranges transfers for ADA riders or seniors connecting to GO ACCESS at the transfer point in Camarillo. Service to Westlake Village transfer point for LA Access is available for ADA cardholders traveling to LA County. Riders must make their own reservations with LA Access.	<p>Fare: \$3.00 for each one-way trip</p> <p>A City-issued DAR card is required to use the service. Cards are \$4.00 and have no expiration date. Replacement cards are \$2.00.</p>	86,214



Valley Express – Dial-A-Ride | www.valleyexpressbus.org | (805) 933-2267

Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Policy	Fare	# of Annual One-Way Trips
<p>Valley Express also provides general public Dial-A-Ride service in and between the cities of Fillmore and Santa Paula.</p>	<p>Fillmore, Santa Paula, Piru, and other areas such as Rancho Sespe, Bardsdale, and Limoniera</p> <p>People with disabilities that prevent them from using the Valley Express fixed-route bus service and Seniors Age 65+ and over.</p> <p>Limited service is available to General Public for trips to or from locations outside the fixed-route bus service area.</p>	<p>Weekdays 5:40 am – 7:45 pm</p> <p>Weekends 8 am – 6 pm</p>	<p>Reservations may be made up to seven days in advance and in no case less than 24 hours in advance for a guaranteed reservation. Same-day reservations may be requested but will be provided on a space-available basis only.</p>	<p>Cash Fare: \$2.00 per trip</p> <p>Monthly Super Pass: (Unlimited trips on both fixed-route and Dial-A-Ride Services):</p> <p>Adult/Youth (under 18): \$30</p> <p>Senior (65+) / Disabled/ Medicare Cardholder: \$25</p> <p>*Children under 5 ride free accompanied by a paying rider.</p>	<p>121,790</p>



Regional Rail and Commercial Inter-City Bus

Metrolink www.metrolinktrains.com (800) 371-LINK (5465)						
Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	Fare Policies	# of Annual One-Way Trips
<p>Ventura County is served by Metrolink's Ventura County Line, with stations in East Ventura, Oxnard, Camarillo, Moorpark and Simi Valley.</p> <p>The Ventura County Line terminates at Los Angeles – Union Station.</p> <p>Additional stations include; Chatsworth, Northridge, Van Nuys, Burbank-Bob Hope Airport, Downtown Burbank, and Glendale.</p> <p>The Ventura County Line operates Monday through Friday.</p>	<p>Ventura County</p> <p>General Public is eligible to ride</p>	<p>Monday – Friday 5:02 am – 8:55 pm</p>	<p>VCTC allows a free transfer to and from Metrolink with a valid Metrolink fare medium (good on VISTA bus – Metrolink monthly pass to Metrolink station). Simi Valley Transit has a transfer agreement, gets you on the bus, not on Metrolink. VCTC does not offer a transfer pass from its buses to Metrolink.</p>	<p>Metrolink fares are calculated with a distance-based formula using the shortest driving distance between stations, with an 80-mile maximum charge for Monthly Passes.</p> <p>Discounted fares exist for seniors and persons with disabilities exist, generally half the price of regular adult fares.</p> <p>To find out exactly what the price will be for your trip, check out the Price Finder at Metrolink's website.</p>	<p>7-Day Pass Valid for unlimited travel during a seven-day period between station pairs starting on the day when the pass is purchased. Note: there is no weekend Metrolink service on the Ventura Line.</p> <p>Monthly Pass Valid for unlimited travel between the origin and destination stations during the calendar month printed on the pass. Monthly Passes are also valid for unlimited systemwide travel after 7:00 p.m. on Friday until 11:59 p.m. Sunday. Monthly Pass holders can take advantage of the Rail 2 Rail® program, to ride both Metrolink and Amtrak Pacific Surfliner trains between Oxnard and LA Union Station at no additional charge. Monthly Passes are sold from the 15th of the current month to the 14th of the new month.</p>	<p>211,300 Boardings at Ventura County Metrolink stations</p>



Amtrak | www.amtrak.com | (800)-872-7245

Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	Fare Policies	Annual Boardings
<p>As the nation's intercity passenger rail operator, Amtrak connects America in safer, greener and healthier ways. With 21,000 route miles in 46 states, the District of Columbia and three Canadian provinces, Amtrak operates more than 300 trains each day — at speeds up to 150 mph — to more than 500 destinations. Amtrak also is the operator of choice for state-supported corridor services in 15 states and for four commuter rail agencies.</p>	<p>Amtrak provides passenger rail service to 46 states, the District of Columbia, and Canada. Amtrak stations in Camarillo, Chatsworth, Moorpark, Oxnard, Simi Valley, and Ventura are served by the Pacific Surfliner. Oxnard and Simi Valley are also served by the Coast Starlight.</p> <p>Also provides Amtrak Thruway Bus service that can be accessed at stations in Ventura, Santa Paula, Fillmore, and Oxnard.</p> <p>General Public is eligible to ride</p>	<p>Rail: 24/7</p> <p>Thruway Bus: Ventura County Monday -Sunday 6:45 am to 3:55 pm</p>	<p>Transit transfer pass: Free round trip ticket on GCTD when you present a paid Amtrak ticket.</p>	<p>Determining Fares: Rail Fare: We charge each passenger a rail fare, whether you are traveling in Coach class, Business class or have reserved a sleeping accommodation.</p> <p>Charge for Business Class and Sleeping Accommodations: We charge a separate amount for accommodations when you purchase an upgrade to Business class or to sleeping accommodations.</p> <p>Total Price (with Sleeping Accommodations): The total price for a trip with sleeping accommodations is a combination of Coach class rail fare (usually the lowest available rail fare) plus the accommodations charge. When two or more passengers share a sleeping car, each passenger must pay a rail fare, but only one accommodations charge applies. In other words, the passengers occupying a sleeping car share the accommodations charge.</p> <p>Charges for Other Accommodations: Other accommodations charges may include charges for bringing your vehicle with you (on the Auto Train), or for bringing a bike with you (where permitted).</p>	<p>The California Rail Pass: Allows for up to 7 days of travel in California over a 21-day period for \$159 (adults) \$80 (children 2-15)</p> <p>USA Rail Passes: Passes are available in three travel durations and travel segments throughout the entire United States: 15 days/8 segments 30 days/12 segments 45 days/18 segments</p> <p>Multi-Ride Tickets: Monthly Ticket: The monthly ticket is valid for unlimited travel for an entire calendar month.</p> <p>Ten-Ride Ticket: The ten-ride ticket is valid for ten rides within a 45-day, 60-day or 180-day period depending on your origin and destination cities.</p> <p>Due to state law, tickets for California Thruway services are sold only as part of a rail trip.</p>	<p>29 Million Systemwide Ridership</p>



Greyhound www.greyhound.com (800) 231-2222						
Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	Fare Policies	Annual Boardings
<p>Greyhound Lines, Inc. is the largest provider of intercity bus transportation, serving more than 2,300 destinations with 13,000 daily departures across North America.</p>	<p>United States of America, Canada, and Mexico</p> <p>General Public is eligible to ride</p>	<p>Greyhound buses travel around the clock, so you can travel by day and enjoy the scenery through wide panoramic windows. Or, select a night service, and relax in a reclining seat with reduced interior lighting.</p>	<p>Amtrak passengers use Greyhound to make connections to cities not served by rail on Amtrak Thruway service, by purchasing a ticket for the bus connection from Amtrak in conjunction with the purchase of their rail ticket.</p>	<p>Fares dependent upon destination</p> <p>Adults: ages 12 and above Passengers 15 and older may ride unaccompanied by an adult.</p> <p>Children (2-11) will be charged twenty-five percent (25%) less than the full adult fare when accompanied by a passenger paying the full adult fare.</p> <p>One (1) child who has not reached his or her second (2nd) birthday when accompanied by a passenger 15 years of age or older will be carried free when not occupying a seat to the exclusion of another passenger.</p> <p>Seniors (62+) Tickets sold to adults age sixty-two (62) or older will, upon request, be discounted five percent from the unrestricted adult fare.</p>	<p>Tickets can be purchased online, by phone, at a Greyhound terminal or at a Greyhound agency.</p> <p>U.S. Military, 10% Off 10-percent discount off a walk-up (unrestricted) fare</p> <p>U.S. Military, \$198 Round Trip Travel for a maximum fare of \$198 round trip anywhere in the continental United States.</p> <p>Veterans Advantage Discount Card, Save 15 percent on walk-up fares with card. Valid card number and expiration date must be entered.</p> <p>Companion Fare, Companion's ticket is 50-percent off adult fare, when purchased with an adult fare at least 3 or more days in advance of travel.</p> <p>Student Advantage Discount Card, Save 15 percent on unrestricted walk-up fares with card. Valid card number and expiration date must be entered.</p>	<p>25 Million Systemwide Ridership</p>



Transportes Intercalifornias | www.intercalifornias.com | (805) 486-9805

Service Description	Area Served & Eligibility	Days and Hours of Service	Transfer Policy	Fare	# of Annual One-Way Trips
Intercity bus serving destinations from Mexicali and Tijuana Mexico to San Jose , CA and many points between.	<p>San Ysidro, Tijuana, Aeropuerto de Tijuana, Central de Autobuses, Santa Ana, Centro y Este LA, Oxnard, Fresno, Stockton, San José, El Monte, Ontario, Colton, Coachella, Calexico, Mexicali</p> <p>Bus station in Oxnard</p> <p>General Public is eligible to ride</p>	<p>Monday - Friday 4:30am to 8 pm</p> <p>Saturday -Sunday 4:30 am to 8 pm</p>			<p>For more information and reservations contact by telephone: (800) 486-7208</p>



Specialized Transit

ARC of Ventura County www.arvc.org							
Service Description	Areas Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	Fare Policies
The Arc of Ventura County utilizes federal grant- cycle funding to provide transportation to individuals with disabilities. Specifically, ARC uses the grant funding to purchase vehicles to support its transportation programs that make it possible for individuals who cannot drive or use public transit to have safe and reliable transportation to and from medical appointments, business errands, shopping and other activities. The program runs fixed route- like service (with scheduled stops and routes) and “on demand” (i.e., taxi service with door-to-door service) upon request. The Arc of Ventura County’s Transportation Program provides clients with transit services to and from employment sites, as well as volunteer sites that provide job skills training.	Employment sites and work destinations in Ventura County as needed by ARC clients Available to ARC clients	N/A	Transportation to work sites is arranged by ARC Staff		N/A		

Camarillo Healthcare District www.camhealth.com						
Service Description	Area Served	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare
The Camarillo Health Care District provides door-to-door transportation for non- emergency medical appointments and other activities of daily living, including to and from District programs throughout Ventura County and to Kaiser Hospital in Woodland Hills.	All rides must originate within District boundaries or sphere of influence which includes the Greater Camarillo Area, Somis, and parts of the Las Posas and Santa Rosa Valleys. General Public is eligible to ride	Monday - Friday 8:20 am to 4:00 pm	Monday - Friday 8 am to 4:30 pm (805) 388-2529	It is necessary to make your reservation at least 2-3 days in advance, and as much as two weeks in advance.	N/A	General Fares: Camarillo\$10.00; Oxnard - \$15.00; Ventura - 20.00 Thousand Oaks, Westlake Village - \$15.00; Agoura Hills - \$25.00 West Hills, Woodland Hills Kaiser - \$30.00 ADA Fares: Camarillo -\$3.00; Newbury Park - \$3.00; Thousand Oaks, Moorpark, Simi - \$4.50; Westlake Village - \$6.00; Agoura Hills - \$15.00' West Hills, Woodland Hills Kaiser - \$20.00; Newbury Park - \$4.50; Thousand Oaks - \$6.00; Westlake Village - \$7.50



HELP of Ojai www.helpofojai.org (805) 646-5122							
Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	# of Annual One-Way Trips
Door-to-Door paratransit service	Within the Ojai Valley Available to Senior 60+ and people with disabilities that prevent them from using fixed route bus service	Monday - Friday: 8 am to 4 pm	Reservation required. Same day rides accommodated if space is available.	HELP riders reserve their trips by phone one day in advance.	N/A	Round Trip: \$5.00 Round Trip if wheelchair lift is required: \$7.00	9,700

Ventura County Area Agency on Aging – ElderHelp and MediRide Program www.ventura.org/vcaaa							
Service Description	Area Served & Eligibility	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	Fare Policies
<p>The Ventura County Area Agency on Aging provides an Elder Help program with transportation service to non-emergency appointments for seniors. The Medi-Ride program expands access to medical appointments for Ventura County’s homebound adults by providing specialized transportation to non-emergency medical appointments, for ADA-certified adults who due to age are not qualified for Elder Help program, and who cannot navigate the existing paratransit system. The MediRide program does not require the use of an escort.</p> <p>The program is grant cycle funded and subject to changes based on grant availability.</p>	<p>Ventura County</p> <p>Available to County residents 60+, ADA certified residents younger than 60, seniors and disabled adults referred from a social service agency and/or discharged from a hospital</p>		N/A	<p>No reservation required for Fixed Route or Dial- A-Ride voucher</p> <p>5-day advance reservation required for MediRide Transportation</p>			N/A



Ventura County Behavioral Health Services (VCBH) Transportation Services www.vchca.org/behavioral-health							
Service Description	Area Served	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	Fare Policies
<p>VCBH provides transportation for clients to and from their homes to facilitate mental health recovery by their attendance at therapeutic treatment groups, meetings and appointments. The transportation services provide transportation to the Behavioral Health clinics in Ventura, Oxnard, Santa Paula and Simi Valley and Thousand Oaks. VCBH contracts with an operator (Roadrunner Shuttle) to provide transportation services 3 days a week for the Ventura area; 3 days a week for the Oxnard area; Simi and Santa Paula clinics two days a week and Conejo provides limited service, usually 1-2 days per week to transport clients from Camarillo.</p> <p>The program is grant cycle funded and subject to changes based on grant availability.</p>	<p>VCBH Behavioral Health Clinics in Ventura County</p> <p>Ventura County Behavioral Health Clinic patients are eligible to ride</p>	N/A	N/A – Rides are requested by a case manager		N/A		

Ventura County Human Services – RAIN Transitional Living Center (RAIN TLC) www.raincommunities.org							
Service Description	Area Served	Days and Hours of Service	Reservation Hours	Reservation Policy	Transfer Policy	Fare	Fare Policies
<p>This grant funded program provides enhanced transportation services to eligible adult homeless residents and families of the RAIN Transitional Living Center (RAIN TLC) in order for them to have a safe, efficient and reliable access to job training, school attendance and work. Under this grant-funded program, RAIN TLC conducts a series of travel trainings that assist residents in increasing their knowledge and skills on how to access public transportation, money management and buying and maintaining a vehicle.,. Case Managers provide case management and other supportive services to residents to assist them in attaining the overarching goal of maintaining or increasing earned income or benefits to achieve self-sustainability.</p>	<p>Destinations in Ventura County as needed by program residents</p> <p>Transportation services are provided to all eligible RAIN TLC residents for all eligible activities as needed</p>	24 hours a day, seven days a week	Ride requests are available through the RAIN Center, which is staffed 24/7		N/A		



Appendix B: Intercept Survey Narrative Comments

The survey asked riders to comment on improvements that would improve mobility for them and their families. Forty-three (43) survey respondents provided narrative comments. These responses, along with additional comments provided during the intercept survey effort, are provided here.

Amenities / Safety

- Tree Clearance is an issue. Trees damage our buses.
- Bus stops need to be lighted.
- Benches need to be placed away from curbs. Passengers can be too close to the street because of benches.
- Need restrooms in VCTC buses to Camarillo.
- Need Wi-Fi on buses.

Transfers

- There should be a standard pass that is good for all VCTC transportation.
- Some transfers expire in 90 minutes and some in 2 hours. They should be consistent.
- Transfer policies are not consistent. VCTC and GCTD have different times allowed to transfer and use the same pass.

Coordination and Consistency

- VCTC bus time and direction signage needs to be consistent.
- GCTD and VCTC need to coordinate. They are not using the same radio and when one of them runs late, they can't call each other. GCTD drivers will wait, but VCTC drivers are not good at waiting for late buses when passengers need to transfer.
- There isn't enough communication between buses.

Transit Center Safety

- Kids smoke at the transfer center. More security is needed. Riders use vulgar language when they hang out inside the red structure.
- Bathrooms at Ventura Transit Center are gross, terrible.
- Ventura Transit Center is ugly and impractical. There's no shelter. We're treated like we are animals.
- VCTC's bathrooms are really dirty.
- There should be a smoking area at the transit center.
- There are too many people hanging out at the transit center harassing riders.



Wheelchair Capacity

- I often have to wait for the next bus if both wheelchair spots are full.

Later VCTC evening hours

- I can't get home to Ventura from Wells on weekends because VCTC stops at 5 pm.
- VCTC buses stop running at 5 pm on weekends.
- The last VCTC bus on weekends from Ventura to Santa Paula is at 5 pm. It needs to run until at least 8 pm.
- Need later weekend service.
- Service from Ventura to Santa Barbara should run later. Leave after 5:15 pm from Ventura.
- VCTC buses are very crowded on weekends because it doesn't run late enough.
- I get stranded on Wells Road because the VCTC bus stops running at 5 pm and I have no way back home to Santa Paula.

Fares and Fare media

- Bus fare is very high, especially for those with no income.
- Seniors should ride for free
- Low-income riders need a reduced fare.
- Augment the age that children can ride for free. My children are tall even though they are young, so we are always charged for them.
- Bus passes shouldn't expire

Expanded service / New bus stops

- More service to Oxnard is needed.
- Need a stop at Highway 126 and Palm.
- Fillmore needs a second stop in town. It could be near the church in the beginning of town. I have to walk at least 1.5 miles to where I'm going.
- There needs to be a stop at Main for the trip back from Santa Barbara. It's a long walk to the Vons parking lot.
- More bus stops along GCTD Route 16.
- Public transportation in Ventura County has much to be desired, primarily, the buses drive in the bike lanes; at the transit centers there are many destinations, but once you get to the periphery, there aren't many options. On the contrary, in Central America, going through "third-world" countries, it's possible to travel everywhere by bus.
- A bus stop is needed by the Vons in Ojai.
- A stop by Tico Road.
- A bus stop is needed at Central and Vineyard.
- Inter-county - Need a VCTC stop on Thompson on the way to Santa Barbara. Riders have to come all the way downtown to get the bus.
- Inter-county - Need better connections into Los Angeles County, including Valencia.
- Inter-county - Need transit to Santa Monica and Malibu.



Transit Information

- The medical center in Fillmore doesn't have info about the bus going there.
- The downtown clinic has no transit info or knowledge. They should have information about GCTD Routes 16 and 6 and VCTC routes that go there.
- I got incorrect information from the GCTD call center at least two times. Especially about Oxnard routes. Sometimes drivers also aren't clear about Oxnard routes.
- The GCTD app doesn't work with all phones, especially the ZTE.
- Businesses, especially health care clinics, should have information on public transportation. They should have bus schedules available at county medical centers and should educate the staff about the transit available for their location.
- There should be an approximate arrival time on an app or the bus book.
- Businesses, especially health care clinics, should have information on public transportation. They should have bus schedules available at county medical centers and should educate the staff about the transit available for their location.

Drivers

- Most drivers are phenomenal.
- Drivers don't enforce the priority seating rule, especially with young students who don't know they should move to the back. Drivers need to educate them.
- GCTD bus drivers are very good!

Increased Frequency

- There is a need for more frequency and more buses.
- Need more frequent service in Casitas Springs.
- Need more frequency on GCTD Route 16. GCTD Route 6 is so crowded; there is no place to sit. I would rather ride 16, but it needs to run more often.
- Transit near Camino del Sol on Route 17 should run more often. Route 17 runs late.
- VCTC Highway 101 should have more trips for students traveling to CSUCI. It stops running from Metrolink to Ventura at 6 pm. That is way too early. There is a break between 12 pm and 3 pm. That's three hours of not getting to Metrolink. Please improve frequency.

Reliability and Safety

- Buses should be on time
- GCTD drivers don't always stop when riders are waiting at a stop.
- GCTD runs late to make connections at the transit center then leaves people who are needing to make a connection.
- Drivers don't always let people on when they are running to catch the bus, even if they are right beside it.
- GCTD's Route 16 connection Route 6 doesn't work.
- Route 17 runs late.
- Route 21 is always late and it takes a long time to get to Ventura Transit Center.



Rider's Safety

- GCTD drivers drive unsafely.
- People that get on the bus that start fights do not get kicked off when needed.
- There is a lot of foul language on buses



Appendix C – Comments on Transportation Challenges from the Agency Survey

1. Financial means, information access and language barriers.
2. On Time Service and length of time of commute by bus...Some trips are milk runs that take more time than they are willing to spend on their commute
3. Time waiting for transportation to arrive and the cost of transportation.
4. Transportation not reliable or available when needed. Currently, there are limited hours and routes.
5. Cost
6. Bus routes do not go where they need to go for work, our clinic, etc.
7. Convenience and scheduling
8. Our clients regularly have issue with cost due to being low income, have issues with travel time, and could benefit from a more all encompassing transit system countywide.
9. Frail elderly with mobility problems -low income -need attendant/assistance -concerns about ability to wait for long periods of time for a driver -lack of confidence in ability to understand how to access or read
10. Inaccessible sidewalks and poor street lighting make it difficult and unsafe for pedestrians and passengers. Low-income households find it difficult to pay round-trip fare.
11. Safety -- traffic and directions getting to and from bus stop; harassment from other riders; enough wheelchair access.
12. No direct transportation access to the public library. Cost of fares and transfers.
13. Knowledge of how to arrange transportation and ride fares are the two main concerns from senior and disabled clients. Secondly, seniors are very afraid to attempt routes independently without prior training.
14. Income, personal circumstances
15. Reliability and more service is most needed in the Fillmore area. People who need to be somewhere on time like a job or school classes, doctor appointments, etc. cannot rely on the current bus service to be consistent.
16. Many of the families have several small children including infants which makes it difficult to travel on public transit. Many indigenous families such as the Mixtecos are illiterate and some do not speak English or Spanish.
17. The barrier is that there are no stops in the town of Somis so parents can get children to doctor appointments or to shop for food or clothing. I was told that there is now a bus that stops in Somis. I have not confirmed this but the families need frequent stops to and from Somis. These families have to rely on friends that can take them into Camarillo or Oxnard.



18. We deal with a lot of homeless/low-income users, so cost is a barrier. Complexity of the transportation system regarding switching between providers is reported as a barrier, as well as a lack of routes to or through certain areas. Access to information is also a barrier, though one we try to assist with as best as we can.
19. The Ventura County multiple city and county bus systems are not integrated enough, an app and digital access to an integrated system would make travel easier. Youth do not know to call: their world is all on their
20. Understanding what is available and how to access it. Finances.
21. The previous question asked about difficulty with transportation before 10pm and after 10pm. For the communities of Fillmore and Piru it is not 10pm. but 8pm and that is only eastbound. For westbound it is
22. Connecting with other transit services, senior and low income families need transportation. Taxicab subsidies
23. Takes too long to get anywhere. Added expense of childcare taking into account the added travel time to work.
24. Low income, mental health issues, scheduling conflicts and location conflicts with public transportation availability.
25. Limited number of wheelchair spaces, last buses, and low income.
26. Cost
27. None. This community is served by the free Kannan shuttle.
28. The primary barriers we encounter with our clients are when they need to transfer between systems to get from one city within the County to another, or to cross County lines (mostly into LA County) to get to medical appointments