



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.