

MAKING THE BUS COOL FOR EVERYONE

...on a small budget



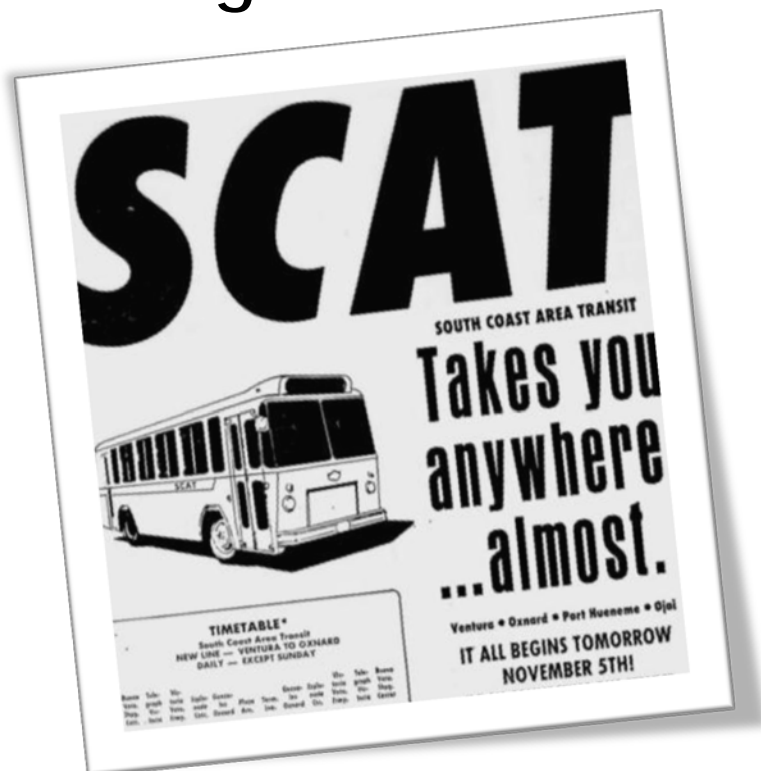
VANESSA RAUSCHENBERGER
DIRECTOR OF PLANNING AND MARKETING

HISTORY

MAKING THE BUS
COOL FOR EVERYONE

Formed in 1973 as South Coast Area Transit (SCAT).

In 2007 SCAT changed name to GOLD COAST TRANSIT to distinguish itself from the 12 other SCATS in the US.



HISTORY

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2014

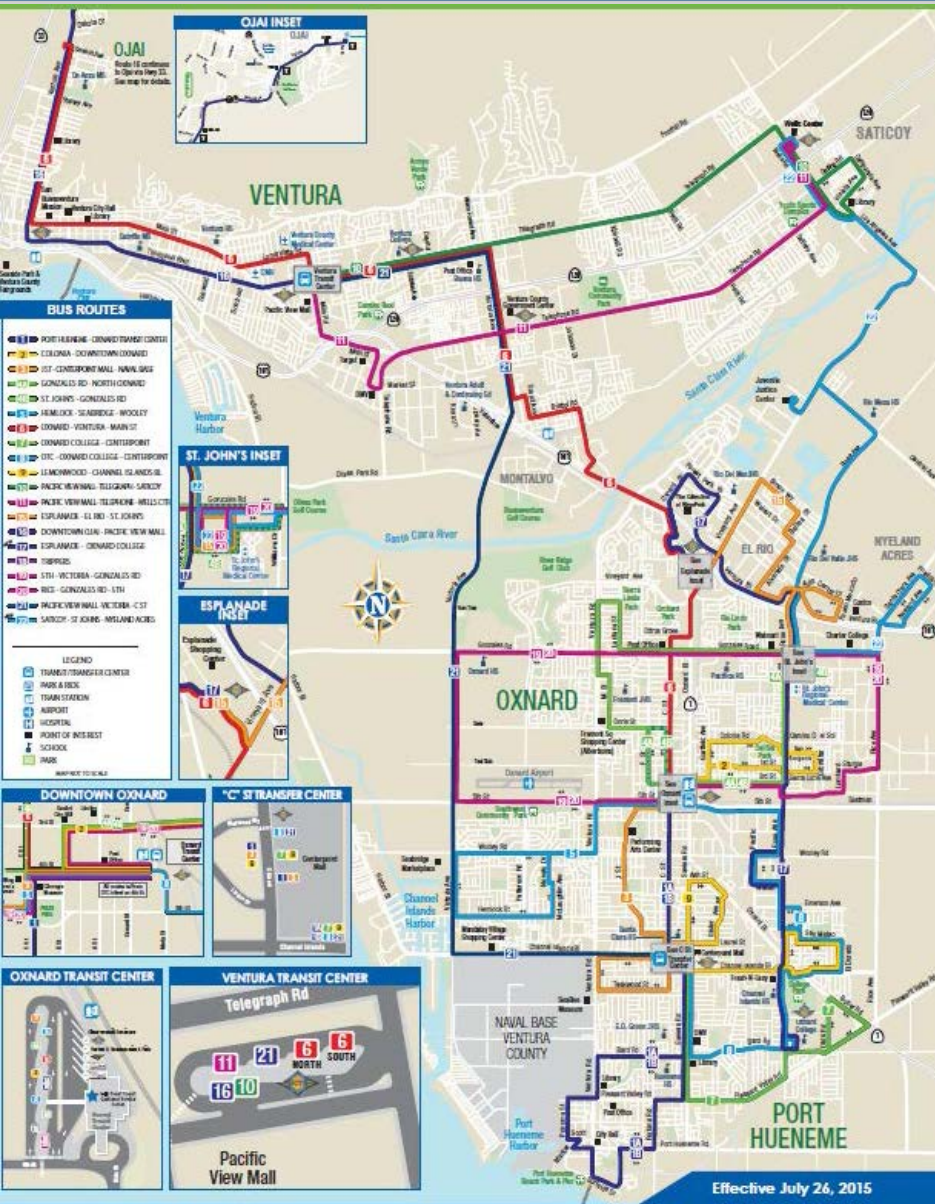
Formation of the **Gold Coast Transit District** to provide transit in Western Ventura County.

Same Name. New Look.



WHERE WE GO

MAKING THE BUS
COOL FOR EVERYONE



Western
Ventura
County...

Ojai
Oxnard
Port Hueneme
Ventura

and the unincorporated
areas between cities.



OUR SERVICES

MAKING THE BUS
COOL FOR EVERYONE



Fixed-Route

56 buses

20 Routes

4 am-10 pm (7-Days)

\$1.50 Full / .75 Reduced

3.9 million annual riders



Demand Response

For Seniors 65+ & ADA

\$3.00 One-Way Fare

89K annual riders

WHO WE ARE

MAKING THE BUS
COOL FOR EVERYONE



20 ROUTES

700 BUS STOPS

56 BUSES

23 PARATRANSIT VANS

3.9M ANNUAL PASSENGERS

CHALLENGES TO MAKING TRANSIT COOL

WHERE'S THE BUS?

MAKING THE BUS
COOL FOR EVERYONE

Many places that have high transit demand are located on the edges of town where land is cheap.



WHERE'S THE BUS?

MAKING THE BUS
COOL FOR EVERYONE

Suburban shopping centers are not easy to get to on foot making transit difficult.



Western Ventura County is sprawling
and there is no single central business
district.



Our Dilemma...

Coverage

Vs.

Frequency

WHERE'S THE BUS?

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Many of our neighborhood routes have just one bus and come by once an hour.



Travel times are often 4x what it would take to drive.

DEMAND IS UP

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Millennials are giving up driving in favor of transit, car sharing, walking and biking.

Seniors want to age in place but still maintain their freedom.



Bus Stop at Ventura College

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...not cool...



FREEDOM TO TRAVEL

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COOL FOR EVERYONE

Geared to
Seniors
Teens
(All Bi-lingual)



MAKING THE BUS COOL FOR EVERYONE



I'm an avid bus rider and I honestly love this transit system. The only thing I'd change is being able to have later routes, but I understand why it's not possible. Thanks for being great! I love the bus and the people who ride it. My buses are always on time!



Win a
FREE
T-Shirt!

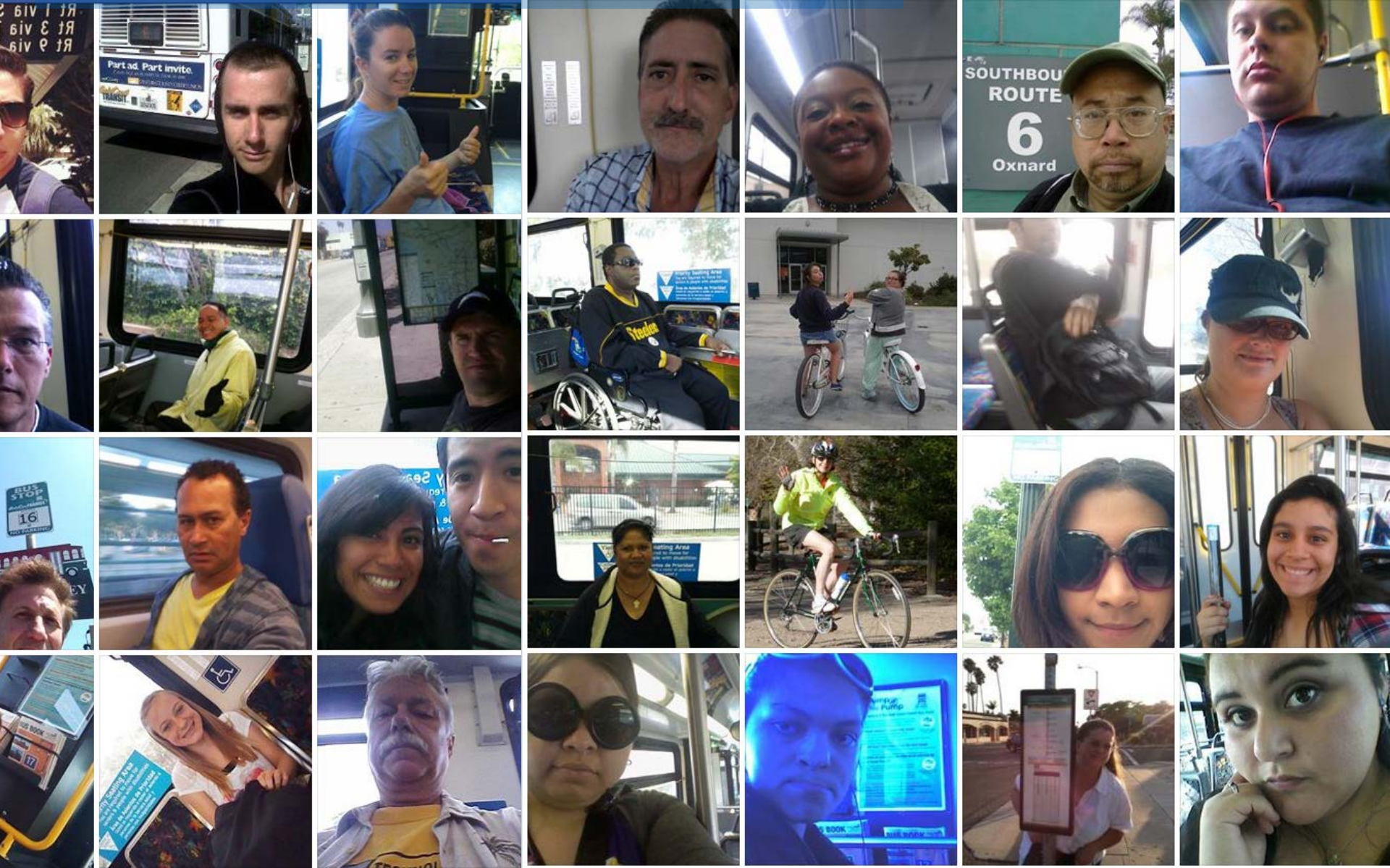


iRide GCT

GCT wants to hear from you! Are you a regular GCT rider? Had a positive experience aboard one of our routes? Or, do you simply want to share how GCT forms a part of your daily life? Submit your story to win a FREE t-shirt and show your GCT pride around town! Here's how:

Enter your photo. Get a free 1-Trip ticket!

MAKING THE BUS
COOL FOR EVERYONE



EDUCATION

MAKING THE BUS
COOL FOR EVERYONE



EDUCATION

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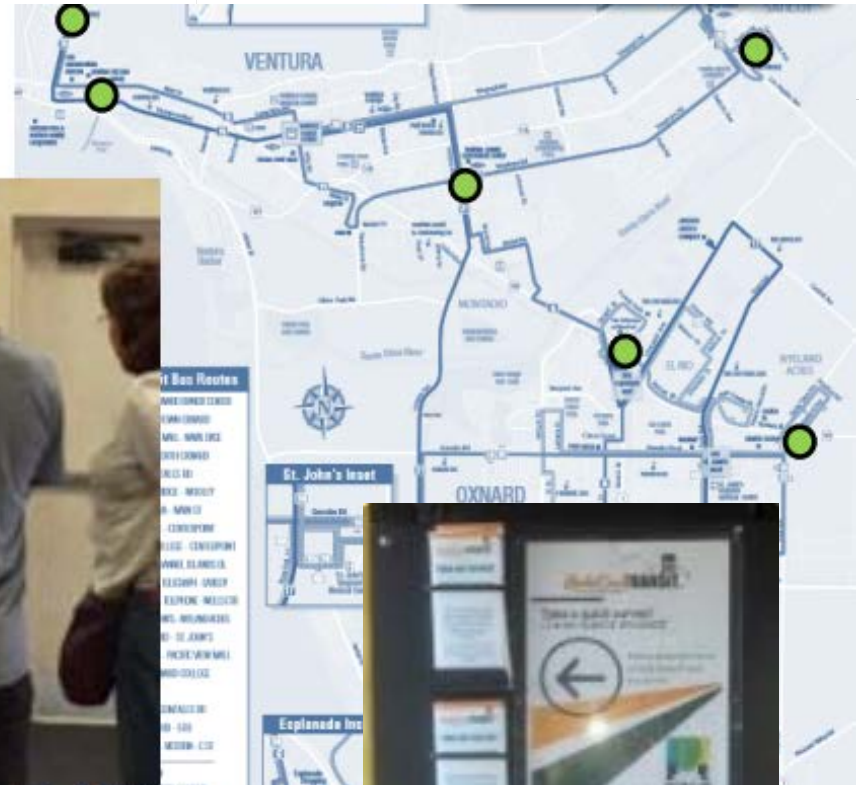


EDUCATION

MAKING THE BUS
COOL FOR EVERYONE

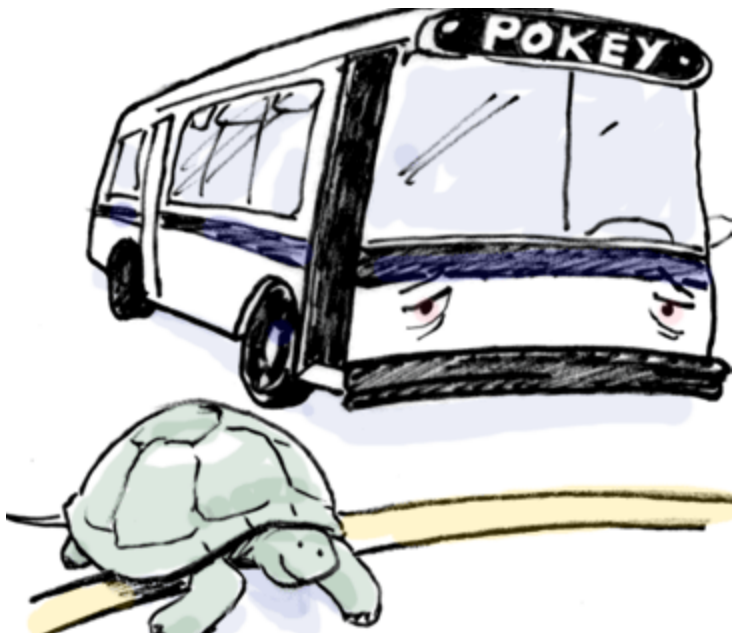


PUBLIC INPUT



**BE AS RELIABLE AS
POSSIBLE**
(EVERY MINUTE COUNTS)

NOTHING COOLER THAN BUS BEING ON TIME



We started using APC data to tell us where buses are late.

Bus Operators never tell us where they have too much time.

ON TIME

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Getting people to work and school helps them improve their lives.

Always trying to improve schedules..

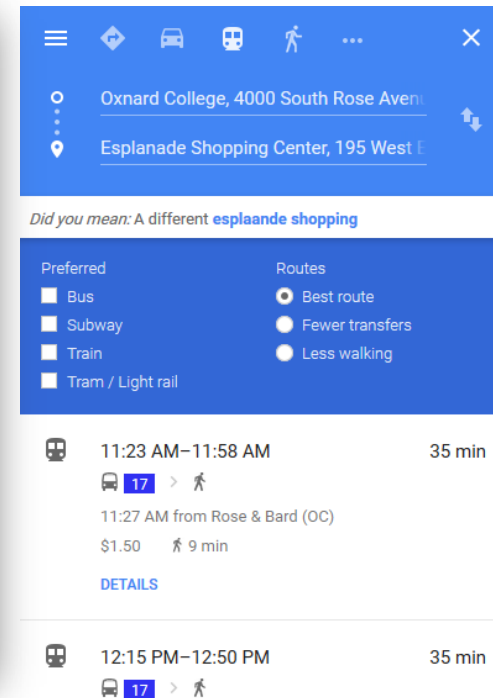
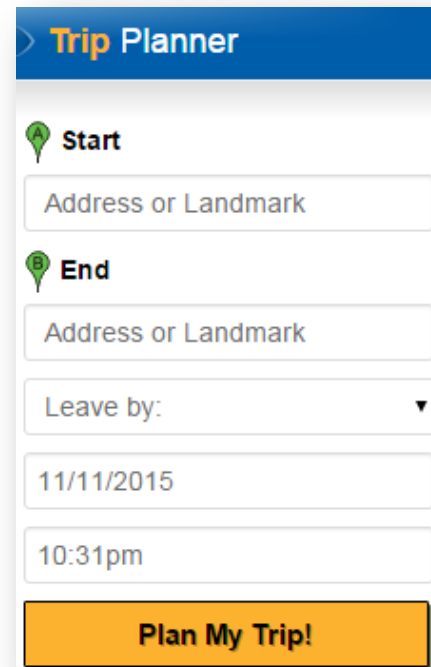
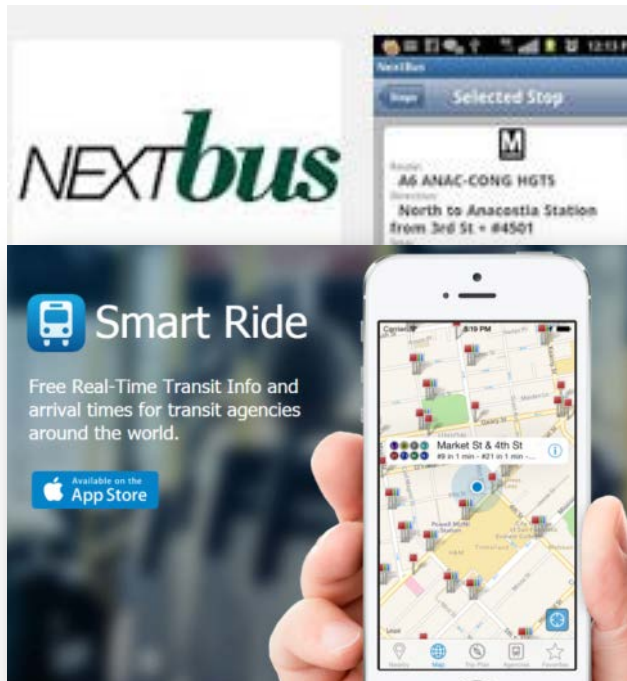


TECHNOLOGY

MAKING THE BUS
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Made our schedule data more easily accessible.

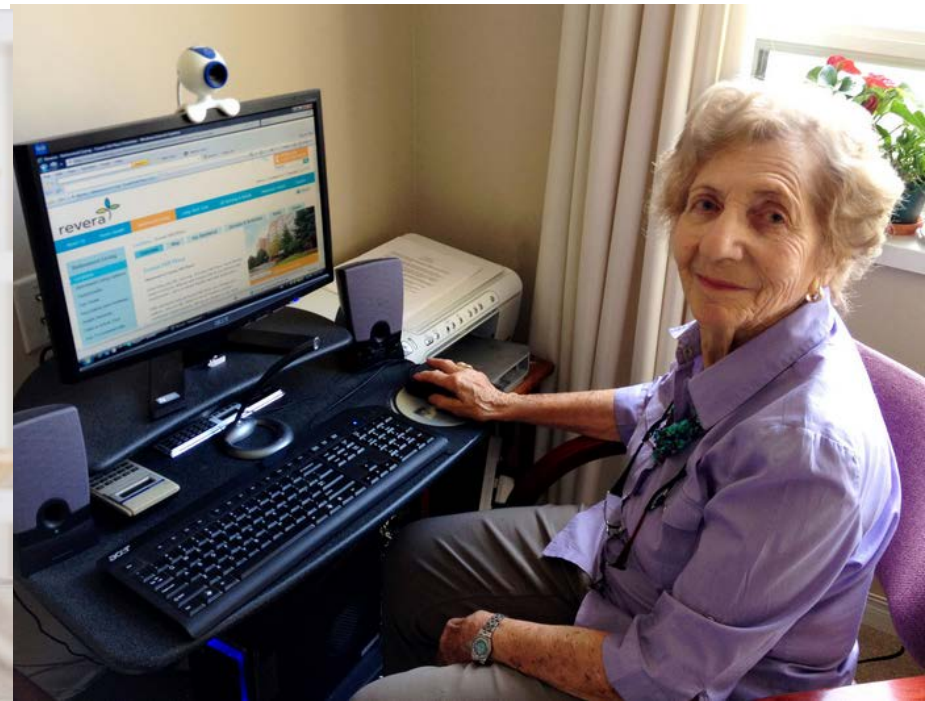
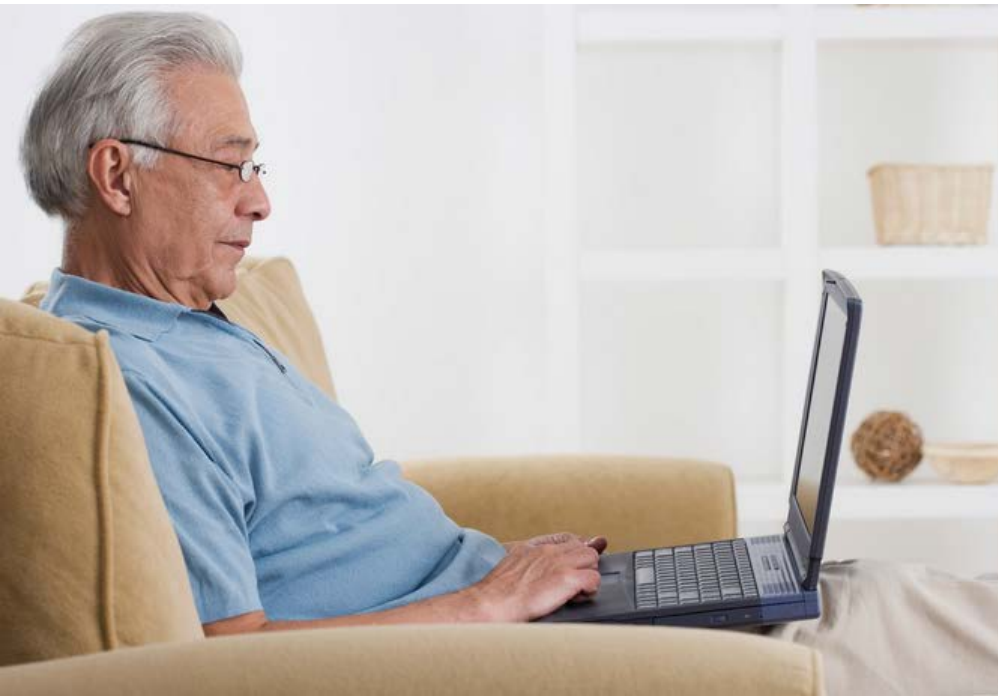
Transit Trip Planner
by Google



EMBRACE TECH

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People of all ages embrace technology, or their kids do it for them.



MAKE IT EASIER TO PAY...

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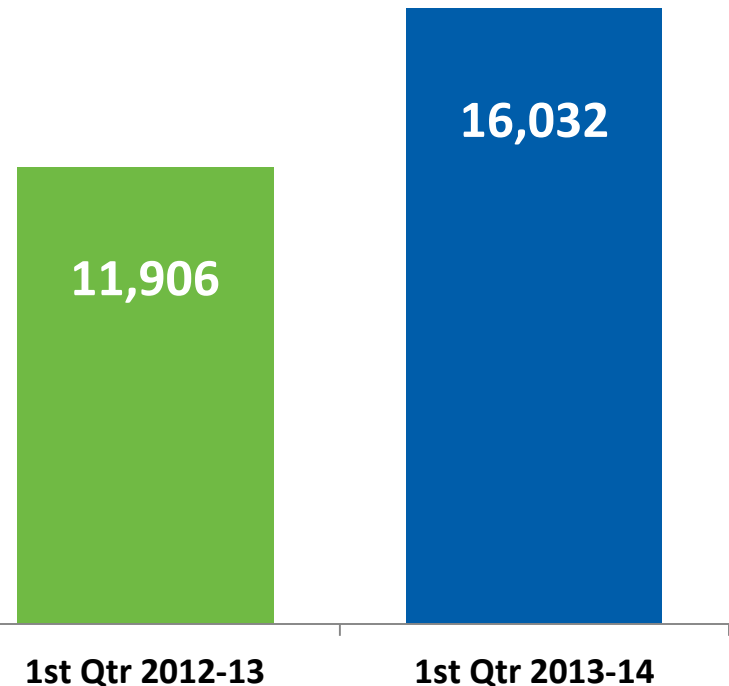
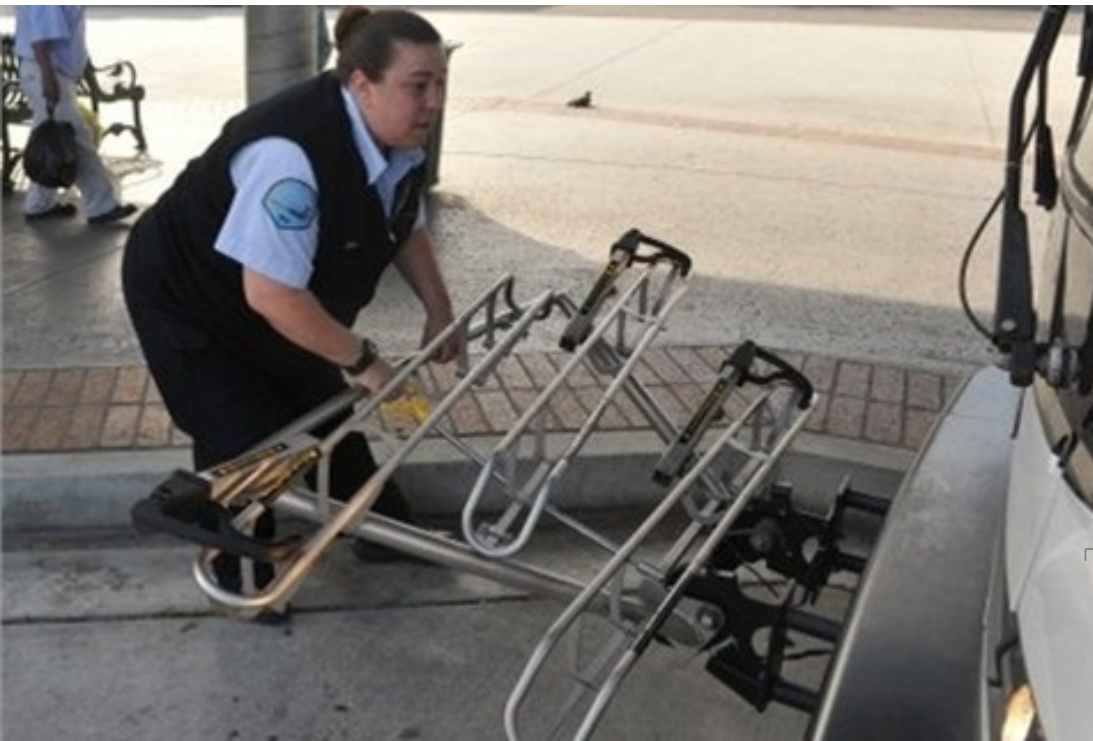
“We only accept cash.”
No longer acceptable.



BIKES ON BUSES

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Bike usage on buses has increased almost 35% due to new bike racks and better bike infrastructure. **Biking is cool!**



Weekday Bike Boardings

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A FRESH LOOK...

A FRESH LOOK...

MAKING THE BUS
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To coincide with bus replacements, we introduced a new look!

We asked our Social Media followers to get involved in the process.



Gold Coast Transit

Yesterday at 2:50pm · 🌐

New Year, New Look! GCT will be introducing a new, revitalized logo and we want your help choosing a winner. We will be posting one design a day for the rest of the week. Like your favorite! Stay tuned...

Like · Comment · 🍷 11



Gold Coast Transit

8 hrs · 🌐



We're revealing one logo option today. Presenting Logo A...LIKE or comment with #ilikeA

ASK FOR INPUT

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Local bus riders and youth group engaged in the process through focus groups.



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Old buses didn't highlight
our best asset very well!



POWERED BY...

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New buses highlight our clean fuel.



A FRESH LOOK...

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A modern look that better reflects the community we serve and our vision for more efficient service!



ROUTES/RUTAS	
2	COLONIA - OTC
4A	GONZALES ROAD NORTH ONXNARD
17	OTC - 5TH STREET GONZALES ROAD
19	OTC - 5TH STREET GONZALES ROAD

GOLD COAST TRANSIT.ORG 805.487.4222





Thank you!

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