



Go Ventura Smartcard Discontinuation and VCTC Intercity (VISTA) Fare Pricing Title VI Analysis

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1.0 Introduction

1.1 Purpose

The Federal Transit Administration (FTA) established “Title VI” requirements to ensure that potential discriminatory impact on minority or low-income populations are considered in the transit decision making process. While VCTC’s Intercity (VISTA) service falls below the threshold that would require a Title VI analysis as part of a change in the fares (including fare media), VCTC, with assistance from transit operators in the county, has prepared the following information to comply with “best practices”. This report describes the evaluation process, analysis, and findings of the fare media change in accordance with the VCTC Title VI Program and methodology described in FTA Circular 4702.1B, and in compliance with 49 CFR Section 21.5(b)(2), 49 CFR Section 21.5(b)(7) and Appendix C to 49 CFR part 21.

1.2 Go Ventura Smartcard

What is the Go Ventura Smartcard and why is it going away?

The Go Ventura Smartcard is a regional smartcard program that allows a patron to use a single fare media on all Smartcard equipped transit operators in the county. These include the following: VCTC Intercity (VISTA), Gold Coast Transit District, Simi Valley Transit, Camarillo Area Transit, Moorpark City Transit, Thousand Oaks Transit and Heritage Valley Transit (Valley Express). In addition, Cal State University Channel Islands (CSUCI) subsidizes the cost of the pass for their students and faculty further promoting use of public transportation.

Unfortunately, the Smartcard has reached its life expectancy and, the system software and equipment can no longer be replaced or repaired. As outlet equipment has failed, the sales locations have been taken offline and closed. When the project started, almost 15 years ago, there were 18 sales outlet locations. Today there are only five locations still open. In June 2015, the Go Ventura Smartcard will be decommissioned on all of the Smartcard-equipped transit operators.

What will be replacing the Go Ventura Smartcard?

In May 2015, the VCTC Intercity (VISTA) service will begin transitioning to a GFI magnetic stripe system. The GFI farebox system has already been implemented by Gold Coast Transit, Simi Valley Transit, and Thousand Oaks Transit - the major transit providers in the county. Initially, the new VCTC passes will only be good on VCTC Intercity (VISTA) services and will be available in the form of a 31 Day Rolling Pass and 10-ride ticket; however, VCTC is working with several transit operators in the county to develop a new regional fare media. The GFI farebox system has the ability to provide a common technology platform to develop a new countywide fare media or smartcard.

1.3 VCTC Intercity (VISTA) Fares

The Ventura County Transportation Commission (VCTC) operates the VCTC Intercity (VISTA) system. Currently this is comprised of six bus routes. “Inter-county” fares are \$3.00 (Adult) and \$1.50 (Senior/Disabled) for the

Fares are \$1.25 (Adult) and \$0.60 (Senior 65+/Disabled) for the following routes: Highway 126, Highway 101, East County, CSUCI

As part of the VCTC Intercity (VISTA) surveys, several possible changes to the fare structure including fare media, pass types, and prices were included in the evaluation. There did appear to be some willingness, on the part of VCTC Intercity (VISTA) riders, to accept a future fare increase, which the Commission will be considering in line with the recommendations being developed in the VCTC Short Range Transit Plan.

2.0 Background

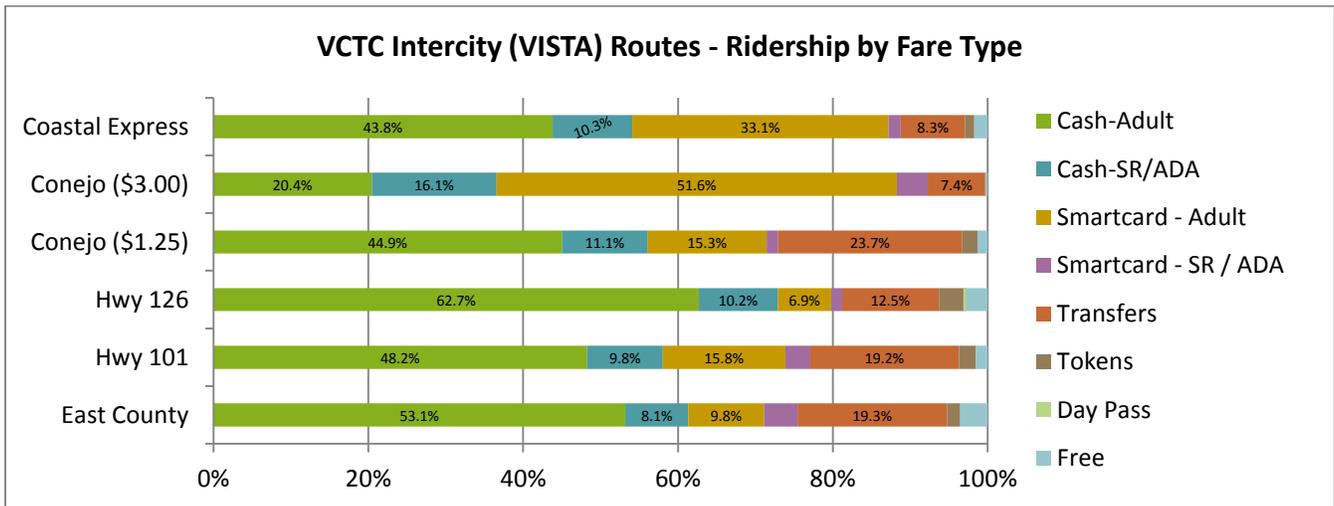
2.1 Go Ventura Smartcard Fare Media

Since 2000, patrons have been able to use their Go Ventura Smart card on the following Ventura County service providers: VCTC Intercity, Gold Coast Transit District, Simi Valley Transit, Camarillo Area Transit, Moorpark City Transit, Thousand Oaks Transit and Heritage Valley Transit (Valley Express). The Go Ventura Smartcard can be loaded with calendar monthly passes or an “e-purse”. An e-purse can be loaded with any dollar amount, up to \$200, for the payment of cash fares. E-purse holders receive a 10% discount over regular cash fare. Patrons can load product onto their card through a sales outlet, at the VCTC main office, or, by phone.

2.1.1 Go Ventura Smartcard Usage on VCTC Intercity (VISTA)

Currently, the Go Ventura Smartcard accounts for approximately 20% of all fare types used on VCTC Intercity (VISTA). Below is a breakdown of ridership by fare type – specific only to VCTC Intercity (VISTA).

Figure 1¹



¹ Source: VCTC FY13/14 Ridership Data – SRTP Fare Analysis

VCTC Intercity (VISTA) Routes – Ridership by Fare Type (Actuals)

	East County	Hwy 101	Hwy 126	Conejo (\$1.25)	Conejo (\$3.00)	Coastal Express
Cash-Adult	53.1%	48.2%	62.7%	44.9%	20.4%	43.8%
Cash-SR/ADA	8.1%	9.8%	10.2%	11.1%	16.1%	10.3%
Smartcard - Adult	9.8%	15.8%	6.9%	15.3%	51.6%	33.1%
Smartcard - SR / ADA	4.3%	3.2%	1.4%	1.5%	4.0%	1.6%
Transfers	19.3%	19.2%	12.5%	23.7%	7.4%	8.3%
Tokens	1.7%	2.2%	3.2%	2.0%	0.1%	1.2%
Day Pass			0.3%			
Free	3.5%	1.5%	2.8%	1.3%	0.2%	1.7%

Figure 1 illustrates how patrons paid during the FY13/14 year. Cash is the most common form of payment on VCTC Intercity (VISTA) services. Smartcard usage is highest on the Coastal Express and the Conejo Connection – this could be because the majority of riders are commuters making work-related trips. In addition, the aforementioned inter-county routes are more expensive – priced at \$3.00 per trip; the E-purse effectively discounts the trip to \$2.70.

2.1.2 Go Ventura Smartcard Usage Countywide

Figure 2

The Go Ventura Smartcard allows seamless travel throughout Ventura County on all smartcard equipped transit vehicles in Ventura County. Figure 2 illustrates a breakdown of the total amount of 328,104 tags made during July 2013 to June 2014. The majority of tags are used on the VCTC Intercity (VISTA) system followed by Heritage Valley DAR, Camarillo, Gold Coast Transit, Moorpark City Transit, Simi Valley Transit and Thousand Oaks Transit.

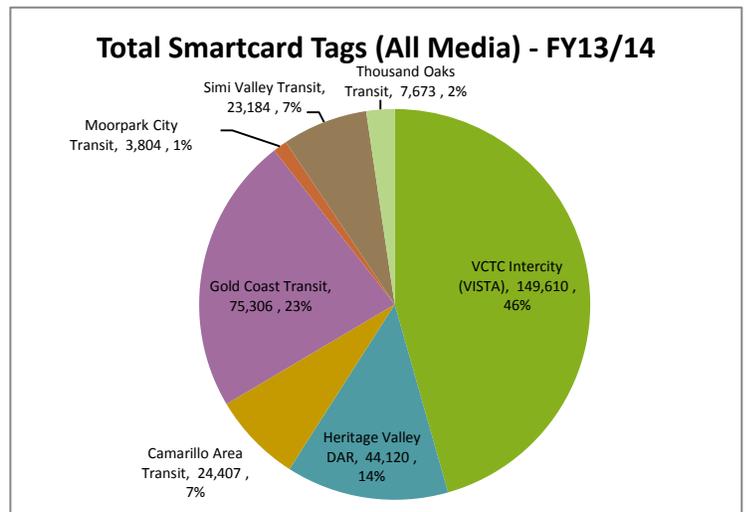


Figure 3 shows the percentage of smartcard card users relative to each agency’s overall ridership. For example, while Gold Coast Transit has an estimated 75,306 smartcard tags, it accounts for roughly 2.2% of their overall riders. This low percentage is accredited to the fact that Gold Coast Transit (like many other agencies within Ventura County) has its own set of fare media that is unique to its own system. Camarillo Area Transit riders, on the other hand, are heavily reliant on the Smartcard (49%) because there are no other fare media options that are specific to Camarillo Area Transit; the only fare media that can be used on their system is cash, smartcard, transfers or VCTC Social

Figure 3 Percentage of Each System Riders Using Smartcard

Agency	Percentage
VCTC Intercity (VISTA)	20%
Heritage Valley DAR ²	20%
Camarillo Area Transit	49%
Simi Valley Transit	5%
Moorpark City Transit	4.5%
Thousand Oaks Transit	4.2%
Gold Coast Transit	2.2%

² Premium Pass not sold after February 2015

Service Agency tokens.

It should be noted, however, that while the percentage of riders may seem low, the amount of tags is significant. For example, while GCT is the lowest at 2.2% (See Figure 3), that translates to approximately 75,000 annual tags (See Figure 2).

2.2 VCTC Intercity (VISTA) Fare Increases

“Between 1994 (when VCTC Intercity began operation) and 2011, fares for fixed-route VCTC Intercity bus services remained at \$1.00. During that period, annual intercity ridership increased by over 400% while annual operating costs increased 400% from \$400,000 to \$2,000,000. Over the last five years, numerous fare increases have been approved and implemented across fare categories and fare product. In November 2010, one-way fixed route fares were increased to \$1.25 for Adults in order to limit service cuts in the face of reduced state transit funding and rising operational costs. Fares for VCTC Intercity (VISTA) Inter-county Coastal Express and Conejo Connection services (at that time, \$2.00) were also increased in a phased implementation. A \$1.00 fare increase was adopted and was phased in two \$0.50 increments. The first increase occurred in the second quarter of 2009 where the fare increased from \$2.00 to \$2.50. It was again increased on October 1, 2010 from \$2.50 to \$3.00 (VCTC Short Range Transit Plan, 2015)”.

2.3 Ventura County Demographics

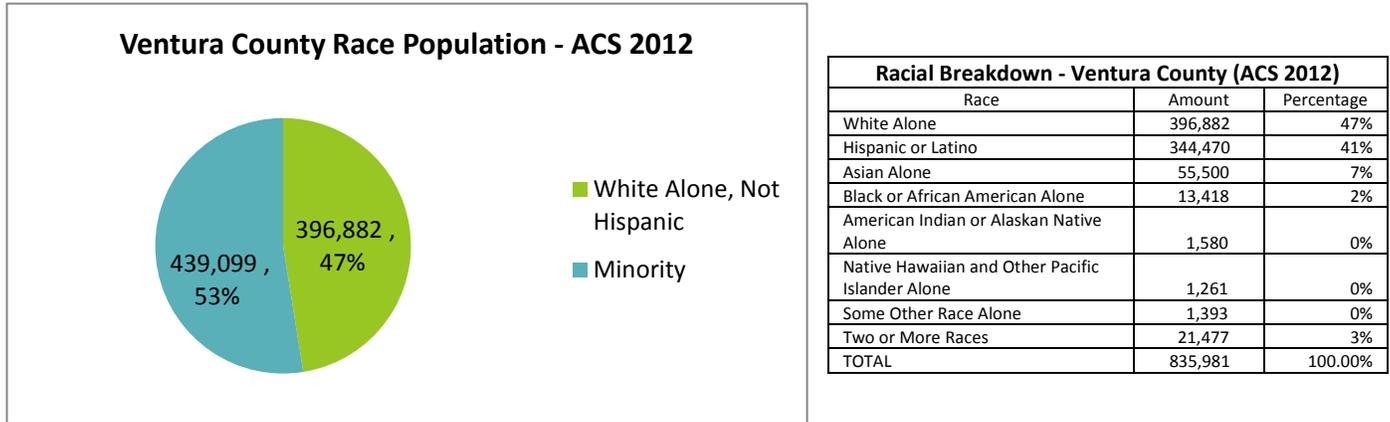
According to the US Census 2012 American Community Survey One-Year Estimates, the total population of Ventura County is 835,981. Approximately 49.7% are male compared to 50.3% female. The median age is 36.5

Per the FTA C 4702.1B, minority persons include the following:

- (1) American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
- (2) Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- (3) Black or African American, which refers to people having origins in any of the Black racial groups of Africa.
- (4) Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- (5) Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

Figure 4 provides a comparison of White, Not Hispanic to Minority populations in Ventura County as well as a breakdown of the Minority population by specific ethnicity/race.

Figure 4



Income

Per VCTC Title VI Program update (2009), low-income in Ventura County is defined as having an annual household income under \$49,000.

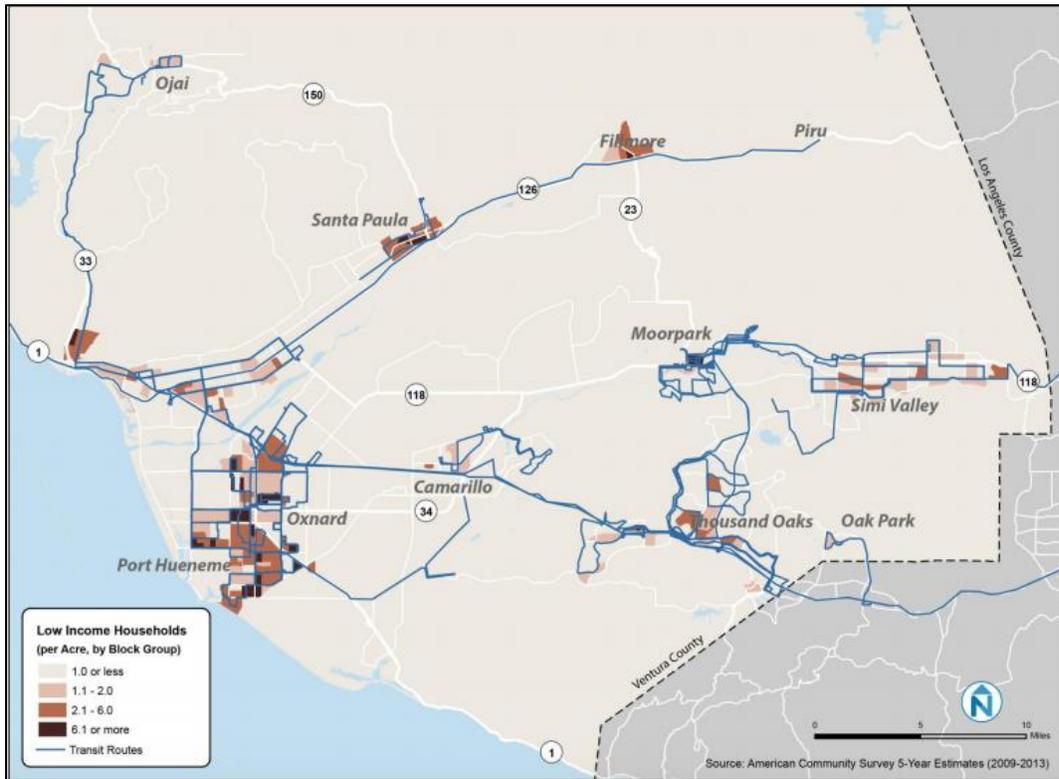
Poverty Status

In the VCTC Short Range Transit Plan (2015),³ “poverty status data [from] the U.S. 2010 Census was used to define and identify low income individuals. Because disposable income is largely a factor of household size and household income, the U.S. Census considers household income and the number of members in the household in classifying a household’s poverty status. The distribution of individuals with low incomes (those living in a household considered in poverty by the Census), is shown in [Figure 5]. The data is from the U.S. Census’ American Community Survey 5-Year Estimates 2008-2012 at the census block group unit of analysis. A number of findings are apparent:

- Areas with high concentrations of households living below poverty levels include Central Oxnard, South Oxnard, Westside Ventura, and Santa Paula.
- Additional areas with a moderate number of low income households include El Rio, Central Camarillo, Central Moorpark, and several neighborhoods in Simi Valley”.

³ VCTC Short Range Transportation Plan was done by Nelson/Nygaard (2015)

Figure 5



3.0 Fare Change Evaluation Methodology

In order to comply with 49 CFR Section 21.9(b), VCTC is required to collect and analyze racial, ethnic, and low-income data showing the extent to which members of minority and low-income groups are beneficiaries of programs receiving Federal financial assistance. The data collected from the census are to help determine whether transit service is available to minority and low-income populations within the recipient’s service area.

To evaluate the impacts of the change in fare media and potential fare increases, the FTA recommends that the “transit provider analyze any available information generated from ridership surveys indicating whether minority and/or low-income riders are disproportionately more likely to use the mode of service, payment type, or payment media that would be subject to the fare change.”

4.0 Evaluation and Survey Findings

Assessing the Effects of the Proposed Fare Media & Fare Change

On-board passenger surveys were conducted, and available in both English and Spanish, over a series of days. Because VCTC was also analyzing the impact of fares on certain routes in addition to questions pertaining to the Go Ventura Smartcard, four different surveys went out: one specific to the Coastal Express route, one specific to the Conejo Connection route, one for all other VISTA services, and one for all other smartcard equipped operators in the County. To maintain consistency, the Smartcard questions were the same on each survey. Respondents were asked to only fill the survey out once to avoid double counting. A copy of the bilingual survey instruments can be found in **Attachment A**. All data was analyzed “as-is”, but, given that some patrons were not consistent in their answers, a contingency table (cross tabulation) of the smartcard questions has been included in this report (see **Attachment B**).

A total of 358 responsive surveys were received. Of the surveys received, 23 of the surveys were completed in Spanish and 335 were completed in English.

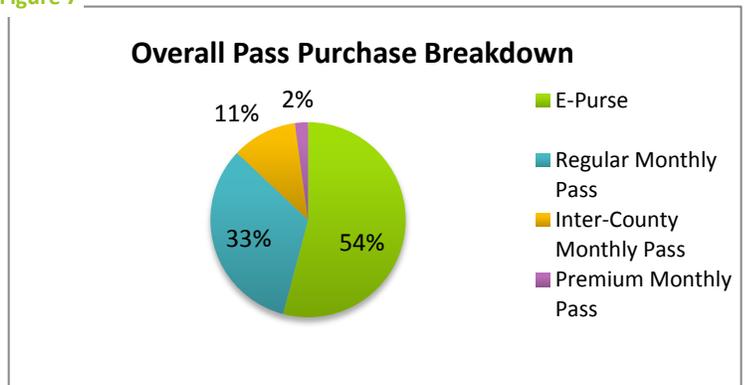
Figure 6 illustrates how many responsive surveys were received in comparison to those handed out. While the overall response rate was low at 10.5%⁴, according to the number of Smartcard tags, the total number of patrons countywide who use the Smartcard is not extremely high as each of the transit operators, with the exception of Camarillo, have their own agency fare media.

Of the 358 patrons surveyed, 231 answered the question regarding which pass type they purchase. Of the 231 responses, the Go Ventura E-Purse appears as the pass type most frequently purchased at 54%, followed by the Regular Monthly Pass (33%), Inter-County Monthly Pass (11%) and Premium Monthly Pass⁵ (2%). Based on the survey data, most of the E-Purse users are using it on the inter-county routes: Coastal Express and the

Figure 6

Survey Response by Agency		
Agency	Surveys Printed	Responses Received
VCTC	1,310	263
Moorpark City Transit	110	10
Camarillo Area Transit	200	37
Simi Valley Transit	680	5
Thousand Oaks	425	12
Gold Coast Transit District	1000	31

Figure 7



⁴ Coastal Express Survey Response Rate: 14.3%; Conejo Connection Survey Response Rate: 50%; All Other VISTA Survey Response Rate: 25%; Countywide Survey Response Rate: 2.4%

⁵ A bilingual rider survey was conducted in October 2014 on the Heritage Valley DAR that assessed the impact of the discontinuation of the Go Ventura Smartcard Premium Pass. It was found that the impact would be small given that from April 2014 to September 2014 an average of 16 Premium Passes were sold per month. The Premium Pass was discontinued in March 2015 at the time of the implementation of the new Valley Express service

Conejo Connection. Of those surveyed, 49% purchased a full fare (Adult/Student) pass, 18% purchased a reduced fare (Senior/Disabled) pass and 33% did not respond to the question.

Minorities accounted for the majority of passengers surveyed overall; of the surveys received, 50% were Minorities, 39% were White and 11% Declined to state their Race/Ethnicity.

Survey Response Breakdown by Race/Ethnicity

On the Conejo Connection survey, 40% of those surveyed self-identified as White, 53% as Minority and 7% marked Declined to State. On the Coastal Express survey, 46% of those surveyed self-identified as White, 44% as Minority and 10% marked Declined to State. On the Intra-County (All Other VISTA services) survey, 31% of those surveyed self-identified as White, 63% as Minority and 6% marked Declined to State. On the Countywide survey, 40% of those surveyed self-identified as White, 39% as Minority and 22% marked Declined to State.

4.1 Go Ventura Smartcard

How do you typically purchase your Go Ventura pass?

Staff asked this question to determine how riders would be impacted if they were no longer able to remotely load their fare media. The new GFI farebox system is currently not configured to provide media that can be recharged remotely.

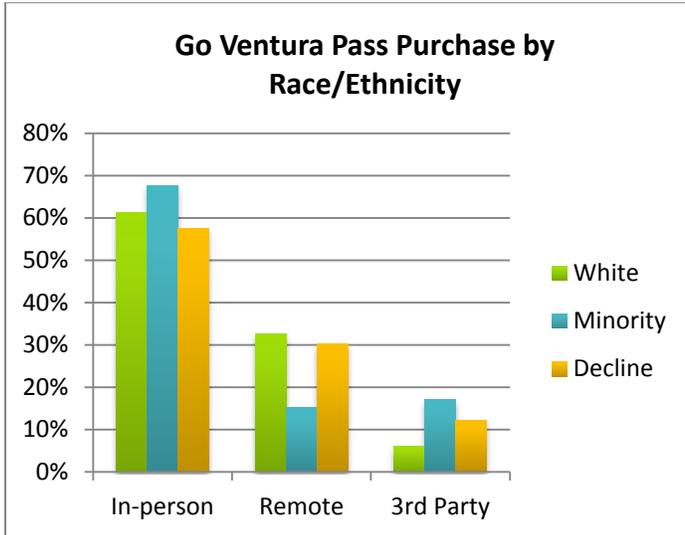
Overall, 146 (41%) patrons marked “In-person”, 57 (16%) marked “Remote”⁶, 27 (8%) marked that they received their pass through a “Third-Party” (e.g. employer) and 128 (36%) did not respond to the question.

Race/Ethnicity

The response to the question on “How do you typically purchase your Go Ventura Pass” was not proportionally similar between minority and White passengers. While both minority and White passengers seemed to prefer in-person (approximately 61% and 68% respectively) and third-party (approximately 6% and 17% respectively), there was a distinction with remote loading. Approximately 32 (33%) of the White passengers marked “Remote” compared to only 17 (15%) of the Minorities. Of those that declined to state a Race/Ethnicity, 19 (58%) marked “In-person”, 10 (30%) marked “Remote” and 4 (12%) marked that they received their pass through a “Third-Party”. Figure 8 illustrates the responses received.

⁶ Remote purchases are conducted over the phone, paid via credit card.

Figure 8

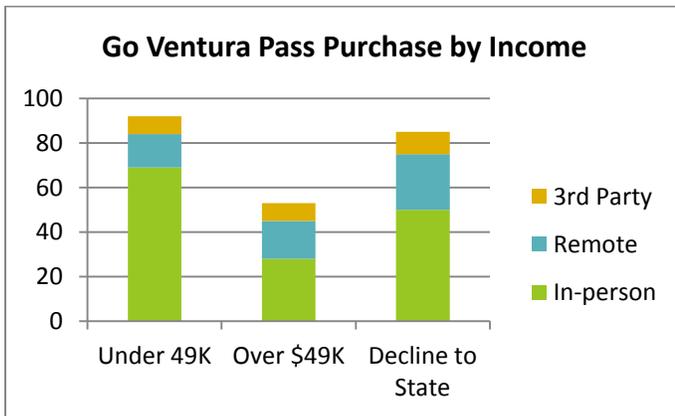


Go Ventura Pass Purchase by Race/Ethnicity (Actuals)				
	White	Minority	Decline	Total
In-person	60	67	19	146
Remote	32	15	10	57
3rd Party	6	17	4	27
Total	98	99	33	230

Income

Of the passengers surveyed, 230 out of 358 responded to the question related to annual household income (see Figure 9). Passengers with an annual household income under \$49,000 were more likely to purchase their pass in-person compared to those passengers who made over \$49,000. In terms of remotely loading and/or third-party the responses were similar between the income levels. It should be noted that a significant amount of passengers declined to specify their annual household income. Of those that declined to state their income, 58 (59%) purchased in-person, 25 (29%) loaded remotely, and 10 (12%) received their pass through a third party.

Figure 9



Go Ventura Pass Purchase by Income (Actuals)				
	Under 49K	Over \$49K	Decline to State	Total
In-person	69	28	50	147
Remote	15	17	25	57
3rd Party	8	8	10	26
Total	92	53	85	230

How affected would you be if you were no longer able to remotely load money onto you bus pass?

Although only 57 patrons marked that they loaded their Smartcard remotely, 66 patrons marked that they would be moderately affected and 100 marked that they would be severely affected if they could no longer load

their card remotely. From September 2014 to February 2015, an average of 214⁷ Smartcards per month were remotely loaded. This indicates that patrons would likely be affected by the inability to remotely recharge their Smartcards.

If your current Go Ventura Pass could only be used on VISTA services how would you be affected?

Staff asked this question to determine how riders would be impacted if there were no longer a regionally accepted fare media available in Ventura County.

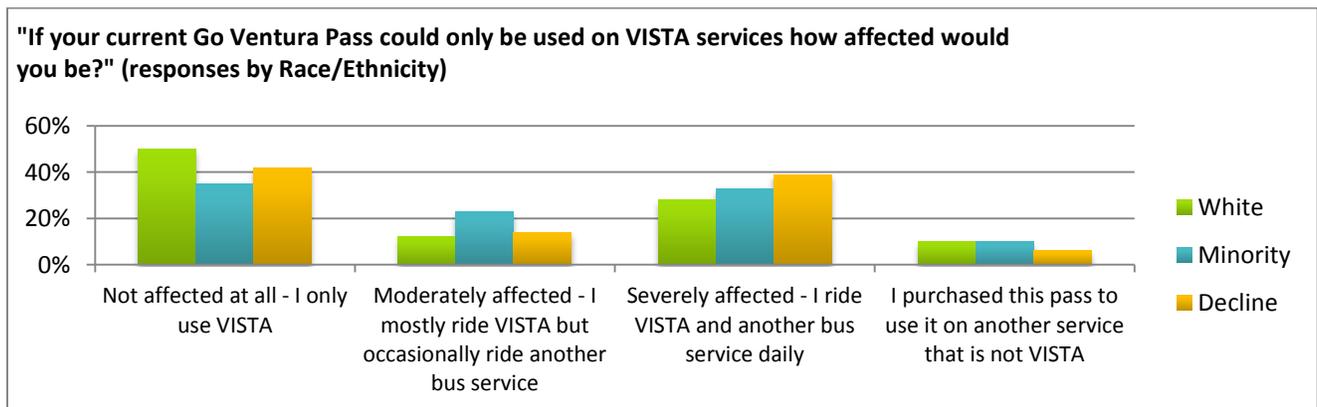
Overall, 108 (30%) patrons marked that they would not be affected at all since they only use VISTA, 43 (12%) patrons marked that they would be moderately affected as they usually ride VISTA but occasionally ride another bus service, 81 (23%) patrons marked that they would be severely affected as they ride VISTA and another bus service daily, 24 (7%) patrons marked that they purchased the pass to use on a system that was not VISTA and 102 (28%) patrons did not respond to the question.

Race/Ethnicity

Based on the survey results of the amount of patrons who marked moderately/severely affected, it appears that the discontinuation of the regional Go Ventura Smartcard will have a greater impact on Minority passengers than on White passengers. Figure 10 illustrates the data collected.

55 (50%) of the White passengers compared to 38 (35%) of the Minority passengers marked that they would not be affected at all as they only ride VISTA; 13 (12%) of the White passengers compared to 25 (23%) of the Minority passengers marked that they would be moderately affected as they occasionally ride another bus service; 31 (28%) of the White passengers compared to 36 (33%) of the Minority passengers marked that they would be severely affected as they ride VISTA and another bus daily. Lastly, the proportional percentage between the two groups was identical (10%) for passengers who had purchased the Go Ventura Smartcard for use on another system (Not VISTA).

Figure 10



⁷ Includes ALL remote recharges either individual, agency or third party (i.e. employer)

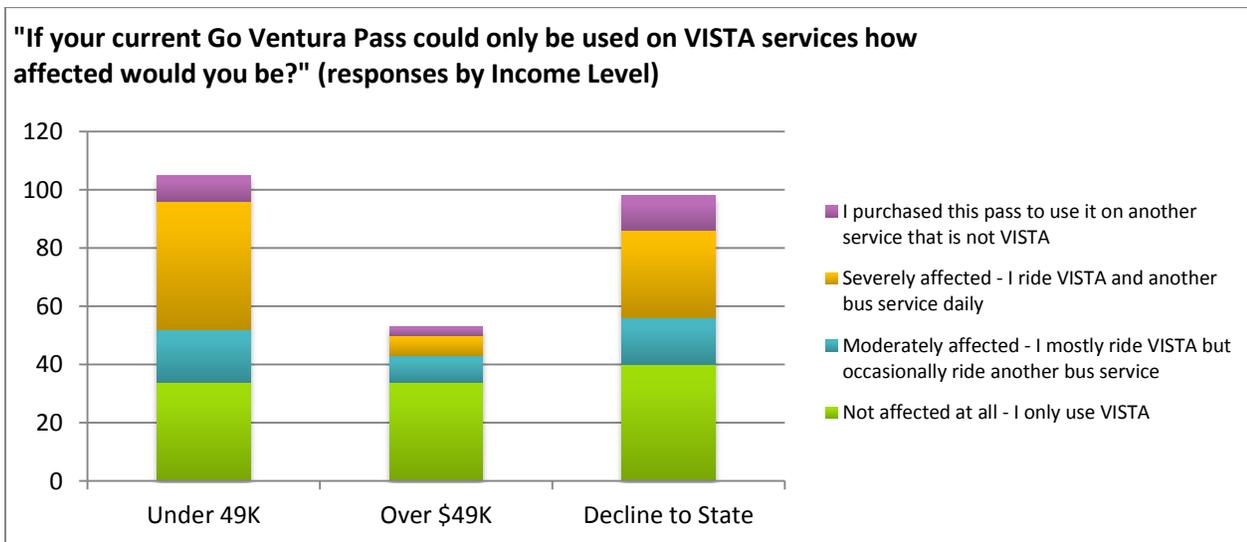
If your current Go Ventura Pass could only be used on VISTA services how affected would you be? by Race/Ethnicity (Actuals)				
	White	Minority	Decline	Total
Not affected at all - I only use VISTA	55	38	15	108
Moderately affected - I mostly ride VISTA but occasionally ride another bus service	13	25	5	43
Severely affected - I ride VISTA and another bus service daily	31	36	14	81
I purchased this pass to use it on another service that is not VISTA	11	11	2	24
Total	110	110	36	256

Income

Of the 358 patrons surveyed, 256 responded to the question related to income; 160 patrons marked that they made under \$49,000, 68 patrons marked over \$49,000 and 130 patrons declined to state their income level. While some patrons noted that they would not be affected as they only ride VISTA, a handful of passengers used another bus service in addition to VCTC Intercity (VISTA).

18 (17%) of the passengers with an annual household income under \$49,000 noted that they would be moderately affected compared to 9 (17%) of the passengers with higher income and 16 (16%) of the passengers who declined to state their income; 44 (42%) of the passengers with household incomes under \$49,000 noted that they would be severely affected compared to 7 (13%) of the passengers with higher income and 30 (31%) of the passengers that declined to state their income. Based on the survey results, it appears that the impact on low-income passengers is greater than the impact to passengers living in households with an annual income of at least \$49,000.

Figure 11



"If your current Go Ventura Pass could only be used on VISTA services how affected would you be?" By Income Level – (Actuals)				
	Under 49K	Over \$49K	Decline to State	Total
Not affected at all - I only use VISTA	34	34	40	108
Moderately affected - I mostly ride VISTA but occasionally ride another bus service	18	9	16	43
Severely affected - I ride VISTA and another bus service daily	44	7	30	81
I purchased this pass to use it on another service that is not VISTA	9	3	12	24
Total	105	53	98	256

If your Go Ventura Pass could only be used on VISTA would you continue to purchase the pass?

Overall, 113 (32%) of the patrons marked "Yes, because I only use it on VISTA"; 65 (18%) of the patrons marked "Yes, but I would have to use transfers to complete my trip"; 39 (11%) of the patrons marked "No, I would no longer purchase the pass, but I would purchase another agency's bus pass"; 32 (9%) of the patrons marked "No, I would stop taking public transit because it would be too inconvenient". 109 (30%) of the patrons did not respond to the question.

Race/Ethnicity

Of the 249 passengers that answered this question, 108 self-identified as White and 104 self-identified as a Minority group. The response to the question was proportionally similar between minority and White passengers. 26 (24%) of the White passengers compared to 31 (30%) of the Minority passengers marked that they would need transfers to complete their trip; 17 (16%) of the White passengers compared to 14 (13%) of the Minority passengers marked that they would no longer purchase a VCTC Intercity (VISTA) bus pass but that they would purchase another agency's pass; and 9 (8%) of the White passengers compared to 14 (13%) of the Minority passengers marked that they would stop taking public transportation as it would no longer be convenient.

Figure 12



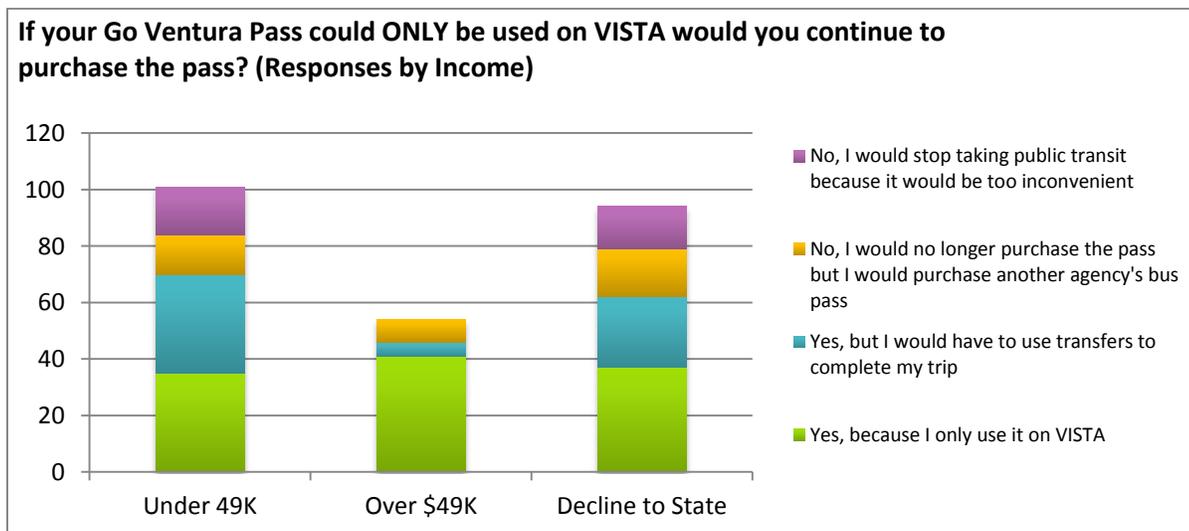
If your GoVentura pass could ONLY be used on VISTA would you continue to purchase the pass?				
	White	Minority	Decline	Total
Yes, because I only use it on VISTA	56	45	12	113
Yes, but I would have to use transfers to complete my trip	26	31	8	65
No, I would no longer purchase the pass but I would purchase another agency's bus pass	17	14	8	39
No, I would stop taking public transit because it would be too inconvenient	9	14	9	32
Total	108	104	37	249

Income

Of the 358 patrons surveyed, 249 responded to the question related to income; 101 patrons marked that they made under \$49,000, 54 marked over \$49,000 and 94 declined to state their income level. While some patrons noted that they would not be affected as they only ride VISTA, a handful of passengers used another bus service in addition to VCTC Intercity (VISTA).

It appears that the impact on low-income passengers is greater than that of passengers with a household income of at least \$49,000. 35 (35%) of the passengers with household incomes under \$49,000 noted that they would be moderately affected compared to 5 (9%) of the passengers with higher income and 25 (27%) that declined to state their income; 14 (14%) of the passengers with household incomes under \$49,000 noted that they would be severely affected compared to 8 (15%) of the passengers with higher income and 17 (18%) that declined to state their income; 17 (17%) of the passengers with household incomes under \$49,000 noted that they use the Smartcard for a system that is not VISTA compared to 0 (0%) passengers with higher income and 15 (16%) that declined to state their income.

Figure 13



If your Go Ventura Pass could only be used on VISTA would you continue to purchase the pass (Responses by Income) - Actuals				
	Under 49K	Over \$49K	Decline to State	Total
Yes, because I only use it on VISTA	35	41	37	113
Yes, but I would have to use transfers to complete my trip	35	5	25	65
No, I would no longer purchase the pass but I would purchase another agency's bus pass	14	8	17	39
No, I would stop taking public transit because it would be too inconvenient	17	0	15	32
<i>Total</i>	<i>101</i>	<i>54</i>	<i>94</i>	<i>249</i>

Summary of Results – Go Ventura Smartcard

Overall, it appears that the discontinuation of the Go Ventura Smartcard program will have an impact on minority or low-income populations. Certain mitigation measures can be put into place to help off-set these impacts (See Section 4.4)

4.2 VCTC Intercity (VISTA) – Fare Increase

4.2.1 Conejo Connection

Of the 60 surveys distributed on the Conejo Connection route, 30 responded representing a 50% response rate.

Patrons were asked “Would you continue to ride VISTA Conejo Connection if the fare increased from \$3.00 to (Check all that apply)”. Patrons were given the following options: \$3.25, \$3.50, \$3.75, \$4.00, \$4.25 and \$4.50. For purposes of this analysis, a non-response was categorized as “would not support a fare increase”.

This question was asked in order to gauge riders’ willingness to accept a fare increase on the Conejo Connection.

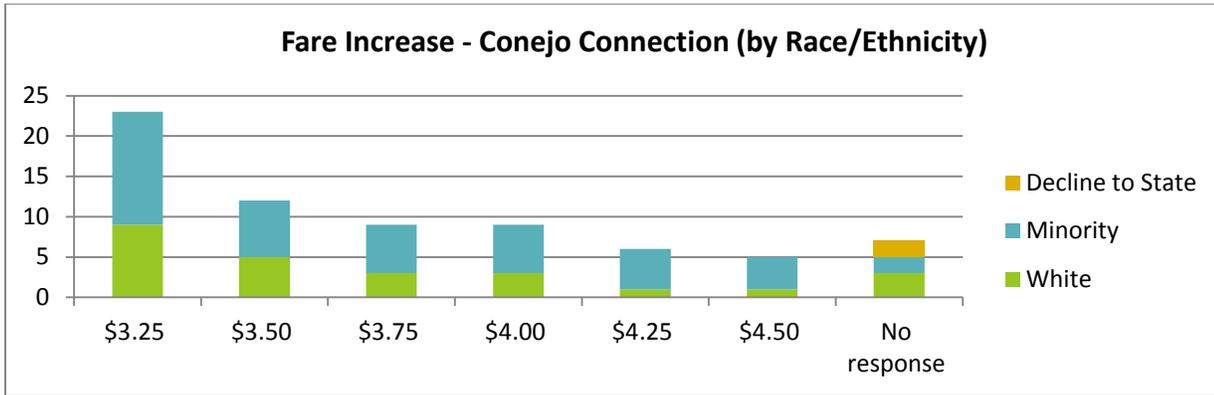
Overall, of the 30 patrons surveyed, approximately 32% were willing to accept an increase up to \$3.25, 17% were willing to accept an increase up to \$3.50, 13% were willing to accept an increase up to \$3.75, 13% were willing to accept an increase up to \$4.00, 8% were willing to accept an increase up to \$4.25, 7% were willing to accept an increase up to \$4.50 and 10% of the those surveyed did not respond/would not support a fare increase.

Race/Ethnicity

On the Conejo Connection survey, 40% of those surveyed self-identified as White, 53% as Minority and 7% marked Decline to State. The cumulative response to the fare question was proportionally similar between Minority and White passengers.

The results shown below are cumulative as patrons selected multiple options (see Figure 14).

Figure 14



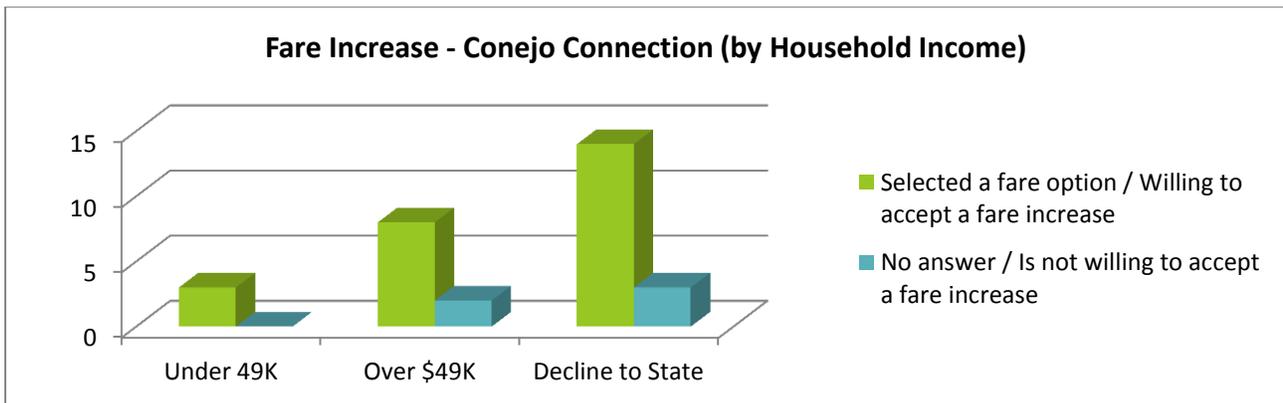
Based on the survey data, the impact of the proposed fare increase to minority passengers as a group is similar to that of White passengers:

36% of the White passengers compared to 32% of the Minority passengers were willing to accept an increase up to \$3.25; 20% of the White passengers compared to 16% of the Minority passengers were willing to accept an increase up to \$3.50; 12% of the White passengers compared to 14% of the Minority passengers were willing to accept an increase up to \$3.75; 12% of the White passengers compared to 14% of the Minority passengers were willing to accept an increase up to \$4.00; 4% of the White passengers compared to 11% of the Minority passengers were willing to accept an increase up to \$4.25; 4% of the White passengers compared to 9% of the Minority passengers were willing to accept an increase up to \$4.50. 12% of the White passengers compared to 5% of the Minority passengers declined to provide an answer.

Income

Based on the survey results, it appears that there is a willingness to accept a future fare increase. Of the 30 individuals who completed the Conejo Connection Survey, 3 patrons reported having a household income below \$49,000, 10 patrons reported having a household income above \$49,000 and 17 patrons did not state.

Figure 15



Of the passengers surveyed, 3 of the 3 passengers with an annual household income under \$49K noted that they would consider some type of fare increase; similarly 8 of 10 passengers with an annual income over \$49K conveyed that they would consider some type of fare increase. Of the 17 passengers that did not respond to the question on annual household income, 14 passengers selected one or more of the fare options; 3 passengers did not respond.

4.2.2 Coastal Express

Of the 750 surveys distributed on the Coastal Express route, 107 responded representing a 14.2% response rate.

Patrons were asked “Would you continue to ride VISTA Coastal Express if the fare increased from \$3.00 to (Check all that apply)”. Patrons were given the following options: \$3.25, \$3.50, \$3.75, \$4.00, \$4.25 and \$4.50. For purposes of this analysis, a non-response was categorized as “would not support a fare increase”.

This question was asked in order to gauge riders’ willingness to accept a fare increase on the Coastal Express.

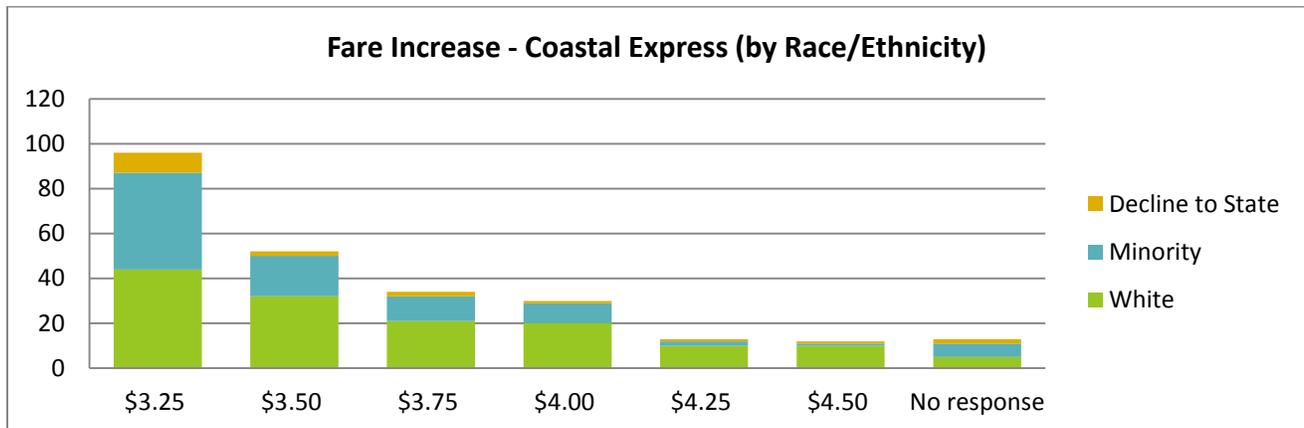
Overall the results were similar to the Conejo Connection. Of the 107 Coastal Express patrons surveyed, approximately 38% supported an increase up to \$3.25, 21% supported an increase up to \$3.50, 14% supported an increase up to \$3.75, 12% supported an increase up to \$4.00, 5% supported an increase up to \$4.25, 5% supported an increase up to \$4.50 and 5% of the those surveyed did not respond/did not support a fare increase.

Race/ Ethnicity

On the Coastal Express survey, 46% of those surveyed identified as White, 44% as Minority and 10% Decline to State.

The results shown below are cumulative as patrons selected multiple options.

Figure 16



Based on the survey data, the impact of the proposed fare increase to minority passengers as a group is similar to that of White passengers:

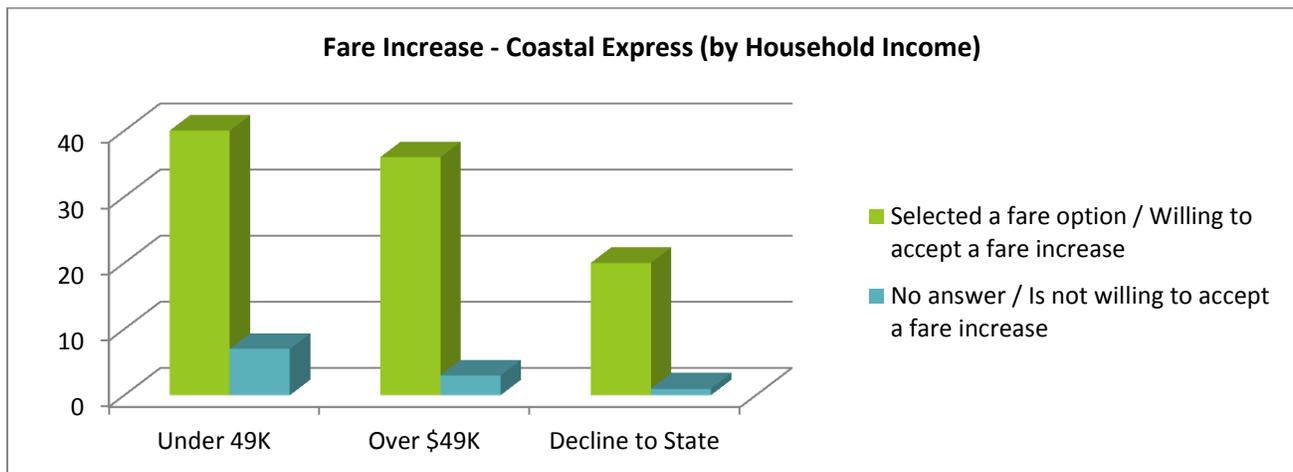
31% of the White passengers compared to 48% of the Minority passengers were willing to accept an increase up to \$3.25; 23% of the White passengers compared to 20% of the Minority passengers willing to accept an increase up to \$3.50; 15% of the White passengers compared to 12% of the Minority passengers were willing to accept an increase up to \$3.75; 14% of the White passengers compared to 10% of the Minority passengers were willing to accept an increase up to \$4.00; 7% of the White passengers compared to 2% of the Minority passengers were willing to accept an increase up to \$4.25; 7% of the White passengers compared to 1% of the Minority passengers were willing to accept an increase up to \$4.50; 4% of the White passengers compared to 7% of the Minority passengers declined to provide an answer.

Of the patrons that marked Decline to State for Race/Ethnicity, cumulatively, 50% were willing to accept an increase up to \$3.25; 11% were willing to accept an increase up \$3.50; 11% were willing to accept an increase up \$3.75; 6% were willing to accept an increase up \$4.00; 6% were willing to accept an increase up \$4.25; 6% were willing to accept an increase up \$4.50. 11% of patrons who marked decline to state did not respond to the fare question.

Income

Of the 107 individuals who completed the Coastal Express Survey, 47 reported that having a household income below \$49,000, 39 reported having a household income above \$49,000 and 21 did not state. Based on the survey results, it appears that there is a willingness to accept a future fare increase.

Figure 17



4.2.3 All Other VISTA Services

Of the 500 surveys distributed on “All other VISTA Services”), 126 riders responded representing a 25.2% response rate.

Patrons were asked “Would you continue to ride VISTA if the fare increased from \$1.25 to (Check all that apply)”. Patrons were given the following options: \$1.50, \$1.75, \$2.00 and \$2.25. For purposes of this analysis, a non-response was categorized as “would not support a fare increase”.

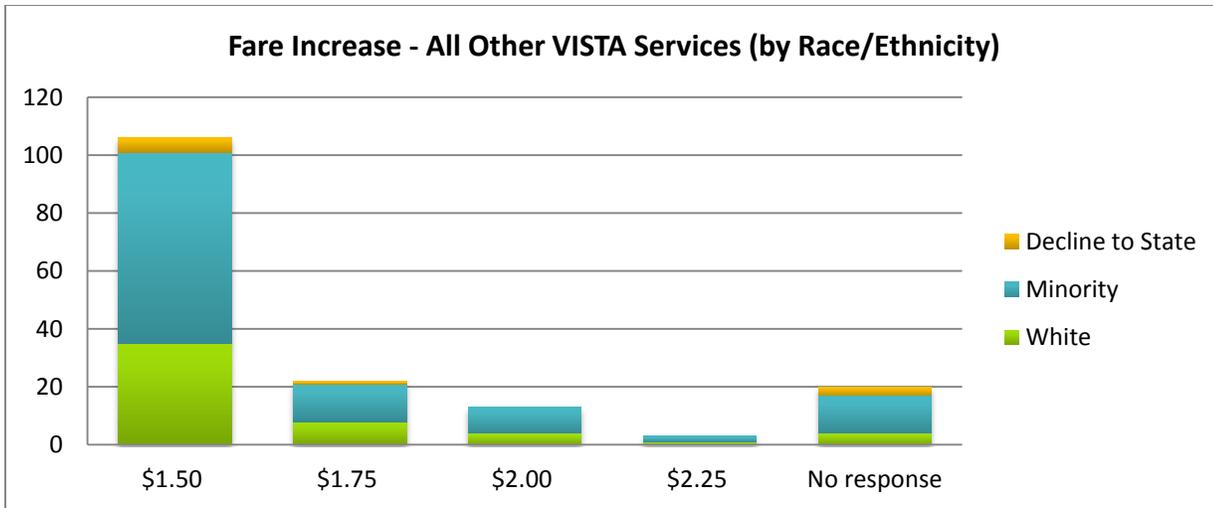
This question was asked in order to gauge riders’ willingness to accept a fare increase on intra-county routes.

Overall, of the 126 patrons surveyed, approximately 65% were willing to accept an increase up to \$1.50, 13% were willing to accept an increase up to \$1.75, 8% were willing to accept an increase up to \$2.00, 2% were willing to accept an increase up to \$2.25, and 12% of those surveyed did not respond/were not willing to accept a fare increase.

Race/Ethnicity

On the All Other VISTA survey, 31% of those surveyed self-identified as White, 63% as Minority and 6% did not respond. The results shown below are cumulative as patrons selected multiple options.

Figure 18



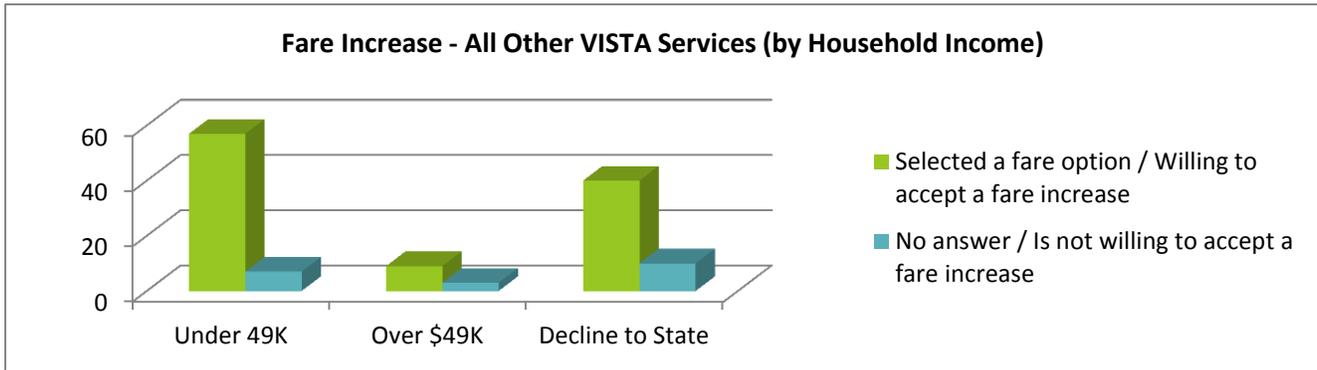
Based on the survey data, the impact of the proposed fare increase to minority passengers as a group is similar to that of White passengers:

67% of White passengers compared to 64% of Minority passengers were willing to accept an increase up to \$1.50; 15% of White passengers compared to 13% of Minority passengers were willing to accept an increase up to \$1.75; 8% of White passengers compared to 9% of Minority passengers were willing to accept an increase up to \$2.00; 2% of White passengers compared to 2% of Minority passengers were willing to accept an increase up to \$2.25; 8% of White passengers compared to 13% of Minority passengers declined to provide an answer/were not willing to support a fare increase.

Income

Of the 126 individuals who completed the All Other VISTA Services Survey, 64 reported having a household income below \$49,000, 12 reported having a household income above \$49,000 and 50 did not state their income level. Based on the survey results, there appears to be a willingness to accept a future fare increase.

Figure 19



Summary of Results – VCTC Intercity (VISTA) Fare Increase

Overall, there did appear to be some willingness, on the part of VCTC Intercity (VISTA) riders, to accept a future fare increase. It should be noted that no other factors were included in this analysis e.g. gas prices, inflation etc.

4.3 Assessing Transportation Alternatives

Based on a review of available transportation alternatives, none are comparable to the Go Ventura Smartcard in terms of service provided and value. Some potential cost-competitive options include:

- Purchasing multiple agencies passes: For those riders that use more than one transit system daily, they would now have to purchase two or more agency passes in place of the current regional Go Ventura Smartcard. This would allow the patron to continue using the countywide bus system; although, at a much higher cost. Figure 18 lists the estimated monthly cost for an Adult rider. Depending on which systems/ how many systems the patron rides the cost ranges significantly.
- Carpool/ Vanpool: Cost varies depending on the number of occupants per vehicle and driving distance

Agency	Type of Pass	Estimated Monthly Cost for an Adult ⁸
VCTC Intercity (VISTA)	<ul style="list-style-type: none"> • 31 Day Rolling Pass – Zone 1/ Zone 2 • 10-Ride Ticket – Zone 1 / Zone 2 	<ul style="list-style-type: none"> • \$50.00 / \$105.00 • \$11.00 / \$13.50
Moorpark City Transit	<ul style="list-style-type: none"> • 11-Ticket Booklet 	<ul style="list-style-type: none"> • \$40.00
Camarillo Area Transit	<ul style="list-style-type: none"> • \$2.00 (DAR) • \$1.00 (Fixed Route) 	<ul style="list-style-type: none"> • \$80.00 • \$40.00
Simi Valley Transit	<ul style="list-style-type: none"> • 42-Ticket Booklet 	<ul style="list-style-type: none"> • \$40.00
Thousand Oaks Transit	<ul style="list-style-type: none"> • 31 Day Pass • 10-Ride Pass 	<ul style="list-style-type: none"> • \$42.00 • \$48.00
Gold Coast Transit	<ul style="list-style-type: none"> • 31 Day Rolling Pass • 15-Ride Pass 	<ul style="list-style-type: none"> • \$50.00 • \$53.00

⁸ Assumes forty rides per month for ride-based fare media

4.4 Actions to Minimize Adverse Effects

There was a significant level of concern received over the termination of the Go Ventura Smartcard program, which was uniform across race and income groups. While the impacts associated with the alternative fare increase are limited to a few fare types, certain mitigation measures are in place or can be expanded to off-set these impacts. The following sections discuss existing and potential mitigation measures and alternatives for riders.

Timing of Fare Increases

While there did appear to be a willingness to accept a fare increase, it is recommended that no fare increase be implemented in FY15/16 given the transition to the new fare media system. It should be noted that no other factors were evaluated in this analysis e.g. gas prices, inflation etc.

Fare Alternatives

Alternative fare types and discount passes provide an opportunity to reduce the impacts of the proposed fare increase by providing an opportunity for riders to reduce their costs. The following are a list of options that will be included in the new GFI fare structure:

- 31 Day Rolling Pass: This will replace the calendar month pass; it is valid for 31 consecutive days from first use.
- 10 ride ticket: This will replace E-purse product and still offer a 10% discount to riders
- Single-ride tickets: Will replace the red tokens used by social service agencies.
- Discount Passes for Senior/Disabled: The VCTC Intercity (VISTA) passes will continue to provide reduced fares on all services for the Senior/Disabled.
- Children under five will still ride free with a paying adult.

It is recommended that VCTC Staff implement a countywide Senior/Disabled photo ID card to facilitate travel between the systems for those riders.

Purchase Alternatives

Currently, the Go Ventura Smartcard remote recharges take 3-5 business days to load onto the patron's card. The new GFI farebox system is currently not configured to provide media that can be remotely reloaded. It is recommended that VCTC establish guidelines for mail orders; this would allow patrons to continue to place orders over the phone via credit card. Patrons would receive a physical card in the mail within a similar timeframe.

Transfer Policy

Currently, transfers are valid for 90 minutes from the time issued. Transfers are generally free but there are exceptions: Transfers to VCTC Intercity (VISTA) Conejo Connection and Coastal Express require an upcharge of \$1.50 for Adults (\$0.75 for Senior/Disabled); Transfers to Camarillo Dial-a-ride require an upcharge of \$1.00; Transfers to Valley Express Dial-a-ride require an upcharge of \$0.50.

VCTC should consider increasing the time of use for transfers from 90min to 120min. This will increase the ease of use of transfers between systems.

Stop Gap Measure

VCTC staff has met with member agencies and has agreed to work toward development of a new regional fare media. In the meantime, VCTC hopes to implement a “stop-gap” measure by summer 2015 which would allow the VCTC mag-stripe passes to be accepted by other bus services in the County.

ATTACHMENT A**Go Ventura Smartcard Bilingual Survey Instruments****Countywide****Coastal Express****Conejo Connection****All Other VISTA Services**



GO VENTURA SMARTCARD SURVEY



The Go Ventura Smartcard system has reached its life expectancy and, the system equipment and software can no longer be replaced or repaired. VCTC (VISTA) will be replacing the smartcard with a new system. Please take a few moments to complete this survey. If you have already completed a survey, do NOT complete another one.

PLEASE ONLY COMPLETE THIS SURVEY IF YOU USE THE GO VENTURA SMARTCARD PASS:



- Which GoVentura bus pass do you usually purchase?
 - E-Purse
 - Regular Monthly Pass (\$50 Adults; \$25 Senior/Disabled)
 - Inter-County Monthly Pass (\$105 Adults; \$52 Senior/Disabled)
 - Premium Monthly Pass (\$60 Adults; \$38 Senior/Disabled)
- What kind of pass do you purchase?
 - Adult/ Student
 - Senior/ Disabled
- How do you typically purchase your GoVentura pass?
 - In-person at a Sales Outlet Remotely over the phone
 - Purchased by a 3rd Party (i.e. Employer)
- How affected would you be if you were no longer able to remotely load money onto your bus pass?
 - Not affected at all Moderately affected
 - Severely affected
- What bus systems do you typically ride (check all that apply)
 - VISTA
 - Gold Coast Transit
 - Thousand Oaks Transit
 - Simi Valley Transit
 - Moorpark Transit
 - Camarillo Fixed Route/ Dial-a-ride
 - Heritage Valley Dial-a-ride
 - Other _____
- Typically how many buses does it take to complete your trip one-way?
 - 1 2 3 or more
- How often do you typically ride the bus?
 - 4-5 days/week Less than 4 days/month
 - 1-3 days/week First Time
- If your current GoVentura Pass could **only be used on VISTA services** how would you be affected?
 - Not affected at all – I only ride VISTA
 - Moderately affected – I mostly ride VISTA but occasionally ride another bus service
 - Severely affected – I ride VISTA and another bus service daily
 - I purchased this pass to use it on another system that is **not** VISTA
- If your GoVentura pass could **ONLY be used on VISTA services** would you still continue to purchase the pass?
 - Yes, because I only use it on VISTA
 - Yes, but I would have to use transfers to complete my trip
 - No, I would no longer purchase the pass but I would purchase another agency's bus pass
 - No, I would stop taking public transit because it would be too inconvenient

If you marked that you would stop taking public transit how would you complete your trip?

 - Drive Alone Bike Friend/Family Train
 - Carpool/ Vanpool Walk Would not make trip
- Annual Household Income
 - Under \$49,000 \$49,000 and over Decline to state
- Race/Ethnicity (Check all that apply)
 - African American Asian
 - American Indian or Alaskan Native Hispanic/Latino
 - Native Hawaiian or Pacific Islander White
 - Other (specify): _____ Decline to state

Please write any additional comments below:

Thank you for your participation. All information will be kept confidential.



Encuesta de Tarjeta GO VENTURA SMARTCARD

La expectativa de vida del sistema para la tarjeta Go Ventura Smartcard ha llegado a su término, el sistema y equipo electrónico ya no puede ser sostenido ni reparado. VCTC (VISTA) estará reemplazando la tarjeta SmartCard con un nuevo sistema. Por favor tome un momento para completar esta encuesta. Si ya completó una encuesta, no llene otra.

POR FAVOR COMPLETE ESTA ENCUESTA SÓLO SI USTED USA LA TARJETA

GO VENTURA SMARTCARD:



- ¿Cuál pase de GoVentura usualmente compra usted?
 - E-Purse
 - Pase Mensual Regular (\$50 Adultos; \$25 Mayor de Edad/Discapacitados)
 - Pase Mensual Inter-County (\$105 Adultos; \$52 Mayor de Edad/Discapacitados)
 - Pase Mensual Premium (\$60 Adultos; \$38 Mayor de Edad/Discapacitados)
- ¿Qué tipo de pase compra usted?
 - Adulto/Estudiante
 - Mayor de Edad/ Discapacitado
- ¿Cómo compra usted su pase normalmente?
 - Personalmente en la oficina de ventas
 - Electrónicamente, llamando por teléfono
 - Por medio de una tercera persona (por ejemplo: Empleador)
- ¿Qué tan afectado estaría usted si ya no pudiera agregar dinero a su pase electrónicamente?
 - No me afectaría en nada
 - Me afectaría un poco
 - Me afectaría mucho
- ¿Típicamente cuales sistemas de transporte usa usted? (marque todas las que apliquen)
 - VISTA
 - Gold Coast Transit
 - Thousand Oaks Transit
 - Simi Valley Transit
 - Moorpark Transit
 - Camarillo Fixed Route/ Dial-a-ride
 - Heritage Valley Dial-a-ride
 - Otro _____
- ¿Típicamente cuantos autobuses usa para completar su viaje en una sola dirección?
 - 1
 - 2
 - 3 o más
- ¿Qué tan seguido viaja en autobús?
 - 4-5 días por semana
 - Menos de 4 días por mes
 - 1-3 días por semana
 - Primera Vez
- ¿Si su pase actual de GoVentura pudiera ser utilizado únicamente en los autobuses de VISTA como le afectaría esto a usted?
 - No me afectaría en nada – Yo sólo uso VISTA
 - Me afectaría un poco – Mayormente uso VISTA pero ocasionalmente uso otro servicio de autobús
 - Me afectaría mucho – Yo uso VISTA y otro servicio de autobús diariamente
 - Yo compre este pase para uso en otro servicio que no es VISTA
- ¿Si su pase GoVentura se pudiera utilizar SÓLO en el servicio de VISTA lo seguiría comprando usted?
 - Sí, porque yo sólo lo uso en VISTA
 - Sí, pero tendría que utilizar pases de transbordo para completar mi viaje
 - No, ya no lo compraría, compraría el pase del otro servicio
 - No, yo dejaría de usar el transporte público porque sería muy inconveniente

¿Si usted marco que dejaría de usar transporte público, ¿cómo haría sus viajes?

 - Manejando solo
 - Bicicleta
 - Amigos/Familia
 - Tren
 - Compartiendo viajes
 - Caminando
 - No haría el viaje
- Ingreso anual del hogar:
 - Menos de \$49,000
 - Más de \$49,000
 - Prefiero no decir
- Raza/Etnicidad (Marque todas las que apliquen)
 - Afroamericano
 - Asiático
 - Indioamericano o Nativo de Alaska
 - Hispano/Latino
 - Hawaiano Nativo o Isleño del Pacífico
 - Blanco Americano
 - Otro (especifique): _____
 - Prefiero no declarar

Por favor escriba cualquier comentario adicional que tenga aquí abajo:

Gracias por su participación. Toda la información recibida se mantendrá confidencial.



RIDER SURVEY

The Go Ventura Smartcard system has reached its life expectancy and, the system equipment and software can no longer be replaced or repaired. VCTC (VISTA) will be replacing the smartcard with a new system. Please take a few moments to complete this survey. If you have already completed a survey, do NOT complete another one.

- Do you typically ride the Coastal Express to:
 - Santa Barbara
 - Goleta
 - Other (specify) _____
- How often do you typically ride the bus?
 - 4-5 days/week Less than 4 days/month
 - 1-3 days/week First Time
- Typically how many buses does it take to complete your trip one-way?
 - 1 2 3 or more
- Would you continue to ride VISTA Coastal Express if the fare increased from \$3.00 to (check all that apply)
 - \$3.25 \$3.50 \$3.75
 - \$4.00 \$4.25 \$4.50

If the fare increased to the point that you would not continue to ride VISTA Coastal Express how would you make your trip?

 - Drive Alone Bike Friend/Family Train
 - Carpool/ Vanpool Walk Other Bus (specify) _____
 - Would not make trip
- We are considering establishing more express routes. Would you pay more for an express service that skipped stops so that you could get to your destination quicker?
 - Yes No
- Annual Household Income
 - Under \$49,000 \$49,000 and over Decline to state
- Race/Ethnicity (Check all that apply)
 - African American Asian
 - American Indian or Alaskan Native Hispanic/Latino
 - Native Hawaiian or Pacific Islander White
 - Other (specify): _____ Decline to state
- What kind of pass do you purchase?
 - Adult/Student Senior/Disabled
- How do you typically purchase your GoVentura pass?
 - In-person at a Sales Outlet Remotely over the phone
 - Purchased by a 3rd Party (i.e. Employer)
- How affected would you be if you were no longer able to remotely load money onto your bus pass?
 - Not affected at all Moderately affected Severely affected
- What bus systems do you typically ride (check all that apply)
 - VISTA Gold Coast Transit
 - Thousand Oaks Transit Simi Valley Transit
 - Moorpark Transit Heritage Valley Dial-a-ride
 - Camarillo CAT Other _____
- If your current GoVentura Pass could **only be used on VISTA services** how would you be affected?
 - Not affected at all – I only ride VISTA
 - Moderately affected – I mostly ride VISTA but occasionally ride another bus service
 - Severely affected – I ride VISTA and another bus service daily
 - I purchased this pass to use it on another system that is **not** VISTA
- If your GoVentura pass could **ONLY be used on VISTA services** would you still continue to purchase the pass?
 - Yes, because I only use it on VISTA
 - Yes, but I would have to use transfers to complete my trip
 - No, I would no longer purchase the pass but I would purchase another agency's bus pass
 - No, I would stop taking public transit because it would be too inconvenient

If you marked that you would stop taking public transit how would you complete your trip?

 - Drive Alone Bike Friend/Family Train
 - Carpool/ Vanpool Walk Would not make trip

PLEASE COMPLETE THE REST OF THIS SURVEY ONLY IF YOU USE THE GO VENTURA SMARTCARD

PASS:



- Which GoVentura bus pass do you usually purchase? (Check all that apply)
 - E-Purse
 - Regular Monthly Pass (\$50 Adults; \$25 Senior/Disabled)
 - Inter-County Monthly Pass (\$105 Adults; \$52 Senior/Disabled)
 - Premium Monthly Pass (\$60 Adults; \$38 Senior/Disabled)

Please write any additional comments below:

Thank you. All information will be kept confidential.



ENCUESTA DE VIAJERO

La expectación de vida del sistema para la tarjeta Go Ventura Smartcard ha llegado a su término, el sistema y equipo electrónico ya no puede ser sostenido ni reparado. VCTC (VISTA) estará reemplazando la tarjeta SmartCard con un nuevo sistema. Por favor tome un momento para completar esta encuesta. Si ya completo una encuesta, no llene otra.

- Típicamente usted viaja en la ruta Coastal Express hacia:
 - Santa Barbara
 - Goleta
 - Otra (especifique) _____
 - ¿Típicamente qué tan seguido viaja en autobús?
 - 4-5 días por semana Menos de 4 días por mes
 - 1-3 días por semana Primera Vez
 - ¿Típicamente cuantos autobuses usa para completar su viaje en una sola dirección?
 - 1 2 3 o más
 - ¿Seguiría usted viajando en el VISTA Coastal Express si la tarifa aumentara de \$3.00 hasta? (marque todas las que apliquen)
 - \$3.25 \$3.50 \$3.75
 - \$4.00 \$4.25 \$4.50
- Si la tarifa aumentara al punto de que usted ya no siguiera viajando en VISTA Coastal Express, como haría usted sus viajes?**
- Manejando solo Bicicleta Amigos/Familiares
 - Compartiendo viajes/Pidiendo raites Caminando
 - Tren Otro autobús (especifique) _____
 - No haría el viaje
- Estamos considerando establecer más rutas expresas. ¿Pagaría usted más por una ruta de servicio expreso que brincara paradas para llegar a su destino más rápido?
 - Sí No
 - Ingreso anual del hogar:
 - Menos de \$49,000 \$49,000 y más Prefiero no decir
 - Raza/Etnicidad (Marque todos los que aplican)
 - Afroamericano Asiático
 - Indioamericano o Nativo de Alaska Hispano/Latino
 - Hawaiano Nativo o Isleño del Pacifico Blanco
 - Otro (especifique): _____ Prefiero no decir
 - ¿Qué tipo de pase compra usted?
 - Adulto/Estudiante
 - Mayor de edad/Discapacitado
 - ¿Cómo compra usted su pase normalmente?
 - Personalmente en la oficina de ventas
 - Electrónicamente, llamando por teléfono
 - Por medio de una tercera persona (por ejemplo: Empleador)
 - ¿Qué tan afectado estaría usted si ya no pudiera agregar dinero a su pase electrónicamente?
 - No me afectaría nada
 - Me afectaría un poco
 - Me afectaría mucho
 - ¿En cuales sistemas de autobús viaja usted típicamente? (marque todos los que apliquen)
 - VISTA Gold Coast Transit
 - Thousand Oaks Transit Simi Valley Transit
 - Moorpark Transit Heritage Valley Dial-a-ride
 - Camarillo CAT Otros _____
 - ¿Si su pase actual de GoVentura pudiera ser usado **solo en el servicio de VISTA** como le afectaría esto a usted?
 - No me afectaría en nada – Yo solo viajo en VISTA
 - Me afectaría un poco – Mayormente viajo en VISTA pero ocasionalmente uso otro servicio de autobús
 - Me afectaría mucho – Yo viajo en VISTA y en otros servicios de autobús a diario
 - Yo compre este pase para usarlo en otro servicio de autobús que **no** es VISTA
 - ¿Si su pase de GoVentura se pudiera utilizar **SOLO en el servicio de VISTA** seguiría usted comprando el pase?
 - Sí, porque yo solo lo uso en VISTA
 - Sí, pero tendría que usar pases de transbordo para completar mi viaje
 - No, yo ya no compraría este pase pero compraría un pase de autobús para otro servicio
 - No, yo dejaría de usar el transporte público porque sería muy inconveniente

POR FAVOR COMPLETE EL RESTO DE ESTA ENCUESTA SÓLO SI USTED USA LA TARJETA GOVENTURA SMARTCARD



- ¿Cuál pase de GoVentura compra normalmente? (Marque todos los que apliquen)
 - E-Purse
 - Pase Mensual Regular (\$50 Adultos; \$25 Mayores de Edad/Discapacitados)
 - Pase Mensual Inter-County (\$105 Adultos; \$52 Mayores de Edad/Discapacitados)
 - Pase Mensual Premium (\$60 Adultos; \$38 Mayores de Edad/Discapacitados)

- ¿Si usted marcó que dejaría de usar transporte público, ¿cómo haría sus viajes?
- Manejando solo Bicicleta Tren
 - Amigos/Familiares Caminando
 - Compartiendo Viajes No haría el viaje

Por favor escribe cualquier comentario adicional aquí abajo:

Gracias por su participación. Toda la información recibida se mantendrá confidencial.



RIDER SURVEY

The Go Ventura Smartcard system has reached its life expectancy and, the system equipment and software can no longer be replaced or repaired. VCTC (VISTA) will be replacing the smartcard with a new system. Please take a few moments to complete this survey. If you have already completed a survey, do NOT complete another one.

- How often do you typically ride the bus?
 4-5 days/week Less than 4 days/month
 1-3 days/week First Time
- Typically how many buses does it take to complete your trip one-way?
 1 2 3 or more
- Would you continue to ride VISTA Conejo Connection if the fare increased from \$3.00 to (check all that apply)
 \$3.25 \$3.50 \$3.75
 \$4.00 \$4.25 \$4.50

If the fare increased to the point that you would not continue to ride VISTA Conejo Connection how would you make your trip?

- Drive Alone Bike Friend/Family Train
 Carpool/ Vanpool Walk Other Bus (specify) _____
 Would not make trip

- Annual Household Income
 Under \$49,000 \$49,000 and over Decline to state
- Race/Ethnicity (Check all that apply)
 African American Asian
 American Indian or Alaskan Native Hispanic/Latino
 Native Hawaiian or Pacific Islander White
 Other (specify): _____ Decline to state

PLEASE COMPLETE THE REST OF THIS SURVEY ONLY IF YOU USE THE GO VENTURA SMARTCARD

PASS:



- Which GoVentura bus pass do you usually purchase? (Check all that apply)
 E-Purse
 Regular Monthly Pass (\$50 Adults; \$25 Senior/Disabled)
 Inter-County Monthly Pass (\$105 Adults; \$52 Senior/Disabled)
 Premium Monthly Pass (\$60 Adults; \$38 Senior/Disabled)
- What kind of pass do you purchase?
 Adult/Student Senior/Disabled
- How do you typically purchase your GoVentura pass?
 In-person at a Sales Outlet Remotely over the phone
 Purchased by a 3rd Party (i.e. Employer)
- How affected would you be if you were no longer able to remotely load money onto your bus pass?
 Not affected at all Moderately affected Severely affected

- What bus systems do you typically ride (check all that apply)
 VISTA Gold Coast Transit
 Thousand Oaks Transit Simi Valley Transit
 Moorpark Transit Heritage Valley Dial-a-ride
 Camarillo CAT Other _____
- If your current GoVentura Pass could **only be used on VISTA services** how would you be affected?
 Not affected at all – I only ride VISTA
 Moderately affected – I mostly ride VISTA but occasionally ride another bus service
 Severely affected – I ride VISTA and another bus service daily
 I purchased this pass to use it on another system that is **not** VISTA
- If your GoVentura pass could **ONLY be used on VISTA services** would you still continue to purchase the pass?
 Yes, because I only use it on VISTA
 Yes, but I would have to use transfers to complete my trip
 No, I would no longer purchase the pass but I would purchase another agency's bus pass
 No, I would stop taking public transit because it would be too inconvenient

If you marked that you would stop taking public transit how would you complete your trip?

- Drive Alone Bike Friend/Family Train
 Carpool/ Vanpool Walk Would not make trip

Please write any additional comments below:

Thank you. All information will be kept confidential.



ENCUESTA DE VIAJERO

La expectativa de vida del sistema para la tarjeta Go Ventura Smartcard ha llegado a su término, el sistema y equipo electrónico ya no puede ser sostenido ni reparado. VCTC (VISTA) estará reemplazando la tarjeta SmartCard con un nuevo sistema. Por favor tome un momento para completar esta encuesta. Si ya completo una encuesta, no llene otra.

- ¿Típicamente qué tan seguido viaja en el autobús?
 4-5 días por semana Menos de 4 días por mes
 1-3 días por semana Primera Vez
 - ¿Típicamente cuantos autobuses le toma para completar su viaje hacia un solo rumbo?
 1 2 3 o más
 - ¿Seguiría usted viajando en el VISTA Conejo Connection si la tarifa aumentara de \$3.00 hasta? (marque todas las que apliquen)
 \$3.25 \$3.50 \$3.75
 \$4.00 \$4.25 \$4.50
- Si la tarifa aumentara al punto de que usted ya no siguiera viajando en VISTA Conejo Connection como haría usted sus viajes?**
- Manejando solo Bicicleta Amigos/Familiares
 Compartiendo viajes Caminando Tren
 Otro Autobus (especifique) _____ No haría el viaje
- Ingreso anual del hogar:
 Menos de \$49,000 \$49,000 y más Prefiero no decir
 - Raza/Etnicidad (Marque todos los que aplican)
 Afroamericano Asiático
 Indioamericano o Nativo de Alaska Hispano/Latino
 Hawaiano Nativo o Isleño del Pacífico Blanco
 Otro (especifique): _____ Prefiero no decir

POR FAVOR COMPLETE EL RESTO DE ESTA ENCUESTA SÓLO SI USTED USA LA TARJETA GOVENTURA SMARTCARD



- ¿Cuál pase de GoVentura compra normalmente? (Marque todos los que apliquen)
 E-Purse
 Pase Mensual Regular (\$50 Adultos; \$25 Mayores de Edad/Discapacitados)
 Pase Mensual Inter-County (\$105 Adultos; \$52 Mayores de Edad/Discapacitados)
 Pase Mensual Premium (\$60 Adultos; \$38 Mayores de Edad/Discapacitados)
- ¿Qué tipo de pase compra usted?
 Adulto/Estudiante
 Mayor de edad/Discapacitado
- ¿Cómo compra usted su pase normalmente?
 Personalmente en la oficina de ventas
 Electrónicamente, llamando por teléfono
 Por medio de una tercera persona (por ejemplo: Empleador)

- ¿Qué tan afectado estaría usted si ya no pudiera agregar dinero a su pase electrónicamente?
 No me afectaría nada
 Me afectaría un poco
 Me afectaría mucho
- ¿En cuales sistemas de autobús viaja usted típicamente? (marque todos los que apliquen)
 VISTA Gold Coast Transit
 Thousand Oaks Transit Simi Valley Transit
 Moorpark Transit Heritage Valley Dial-a-ride
 Camarillo CAT Otros _____
- ¿Si su pase actual de GoVentura pudiera ser utilizado solo en el servicio de VISTA como le afectaría esto a usted?
 No me afectaría en nada – Yo solo viajo en VISTA
 Me afectaría un poco – Mayormente viajo en VISTA pero de vez en cuando uso otros sistemas de autobús
 Me afectaría mucho – Yo viajo en VISTA y en otros servicios de autobús a diario
 Yo compre este pase para usarlo en otro servicio de autobús que no es VISTA
- ¿Si su pase de GoVentura se pudiera utilizar SOLO en el servicio de VISTA seguiría usted comprando el pase?
 Sí, porque yo solo lo uso en VISTA
 Sí, pero tendría que usar pases de transbordo para completar mi viaje
 No, yo ya no compraría este pase pero compraría un pase de autobús para otro servicio
 No, yo dejaría de usar el transporte público porque sería muy inconveniente

¿Si usted marco que dejaría de usar transporte público ¿cómo haría sus viajes?

- Manejando solo Bicicleta Tren
 Amigos/Familiares Caminando
 Compartiendo Viajes No haría el viaje

Por favor escriba cualquier comentario adicional aquí abajo:

Gracias por su participación. Toda la información recibida se mantendrá confidencial.



RIDER SURVEY

The Go Ventura Smartcard system has reached its life expectancy and, the system equipment and software can no longer be replaced or repaired. VCTC (VISTA) will be replacing the smartcard with a new system. Please take a few moments to complete this survey. If you have already completed a survey, do NOT complete another one.

PLEASE DO NOT FILL OUT THIS SURVEY IF YOU USE THE CSUCI SEMESTER BUS PASS

- How often do you typically ride the bus?
 - 4-5 days/week
 - Less than 4 days/month
 - 1-3 days/week
 - First Time
- Typically how many buses does it take to complete your trip one-way?
 - 1
 - 2
 - 3 or more
- Would you continue to ride VISTA if the fare increased from \$1.25 to (check all that apply):
 - \$1.50
 - \$1.75
 - \$2.00
 - \$2.25

If the fare increased to the point that you would not continue to ride VISTA, how would you make your trip?

 - Drive Alone
 - Bike
 - Friend/Family
 - Train
 - Carpool/ Vanpool
 - Walk
 - Other Bus (specify) _____
 - Would not make trip
- Annual Household Income
 - Under \$49,000
 - \$49,000 and over
 - Decline to state
- Race/Ethnicity (Check all that apply)
 - African American
 - Asian
 - American Indian or Alaskan Native
 - Hispanic/Latino
 - Native Hawaiian or Pacific Islander
 - White
 - Other (specify): _____
 - Decline to state

- What bus systems do you typically ride (check all that apply)
 - VISTA
 - Gold Coast Transit
 - Thousand Oaks Transit
 - Simi Valley Transit
 - Moorpark Transit
 - Heritage Valley Dial-a-ride
 - Camarillo CAT
 - Other _____
- If your current GoVentura Pass could **only be used on VISTA services** how would you be affected?
 - Not affected at all – I only ride VISTA
 - Moderately affected – I mostly ride VISTA but occasionally ride another bus service
 - Severely affected – I ride VISTA and another bus service daily
 - I purchased this pass to use it on another system that is **not** VISTA
- If your GoVentura pass could **ONLY be used on VISTA services** would you still continue to purchase the pass?
 - Yes, because I only use it on VISTA
 - Yes, but I would have to use transfers to complete my trip
 - No, I would no longer purchase the pass but I would purchase another agency's bus pass
 - No, I would stop taking public transit because it would be too inconvenient

PLEASE COMPLETE THE REST OF THIS SURVEY ONLY IF YOU USE THE GO VENTURA SMARTCARD PASS:



- Which GoVentura bus pass do you usually purchase? (Check all that apply)
 - E-Purse
 - Regular Monthly Pass (\$50 Adults; \$25 Senior/Disabled)
 - Inter-County Monthly Pass (\$105 Adults; \$52 Senior/Disabled)
 - Premium Monthly Pass (\$60 Adults; \$38 Senior/Disabled)
- What kind of bus pass do you purchase?
 - Adult/ Student
 - Senior/ Disabled
- How do you typically purchase your GoVentura pass?
 - In-person at a Sales Outlet
 - Remotely over the phone
 - Purchased by a 3rd Party (i.e. Employer)
- How affected would you be if you were no longer able to remotely load money onto your bus pass?
 - Not affected at all
 - Moderately affected
 - Severely affected

If you marked that you would stop taking public transit how would you complete your trip?

- Drive Alone
- Bike
- Friend/Family
- Train
- Carpool/ Vanpool
- Walk
- Would not make trip

Please write any additional comments below:

Thank you. All information will be kept confidential.



ENCUESTA DE VIAJERO

La expectativa de vida del sistema para la tarjeta Go Ventura Smartcard ha llegado a su término, el sistema y equipo electrónico ya no puede ser sostenido ni reparado. VCTC (VISTA) estará reemplazando la tarjeta SmartCard con un nuevo sistema. Por favor tome un momento para completar esta encuesta. Si ya completó una encuesta, no llene otra.

POR FAVOR NO LLENE ESTA ENCUESTA SI USTED UTILIZA EL PASE DE AUTOBUS DE PARTE DE CSUCI PARA EL SEMESTRE

- ¿Qué tan seguido viaja en autobús?
 4-5 días por semana Menos de 4 días por mes
 1-3 días por semana Primera Vez
- ¿Típicamente cuantos autobuses usa para completar su viaje en una sola dirección?
 1 2 3 o más
- ¿Seguiría usted viajando en VISTA si la tarifa aumentara de \$1.25 hasta (marque todas las que apliquen):
 \$1.50 \$1.75 \$2.00 \$2.25
Si la tarifa aumentara al punto de que usted ya no siguiera viajando en VISTA como haría usted sus viajes?
 Manejando solo Bicicleta Amigos/Familiares
 Compartiendo viajes Caminando Tren
 Otro Autobus (especifique) _____ No haría el viaje
- Ingreso anual del hogar:
 Menos de \$49,000 \$49,000 y más Prefiero no decir
- Raza/Etnicidad (Marque todos los que aplican)
 Afroamericano Asiático
 Indioamericano o Nativo de Alaska Hispano/Latino
 Hawaiano Nativo o Isleño del Pacifico Blanco
 Otro (especifique): _____ Prefiero no decir
- ¿Qué tanto le afectaría a usted si ya no pudiera agregar dinero de manera electrónica a su tarjeta de autobús?
 No me afectaría nada
 Me afectaría un poco
 Me afectaría mucho
- ¿En cuales sistemas de autobús viaja usted típicamente? (marque todos los que apliquen)
 VISTA Gold Coast Transit
 Thousand Oaks Transit Simi Valley Transit
 Moorpark Transit Heritage Valley Dial-a-ride
 Camarillo CAT Otros _____
- ¿Si su pase actual de GoVentura pudiera ser utilizado **solo en el servicio de VISTA** como le afectaría esto a usted?
 No me afectaría en nada – Yo solo viajo en VISTA
 Me afectaría un poco – Yo viajo en VISTA la mayor parte pero de vez en cuando uso otros sistemas de autobús
 Me afectaría mucho – Yo viajo en VISTA y en otros servicios de autobús a diario
 Yo compre este pase para usarlo en otro servicio de autobús que **no** es VISTA
- ¿Si su pase de GoVentura se pudiera utilizar **SOLO en el servicio de VISTA** seguiría usted comprando el pase?
 Sí, porque yo solo lo uso en VISTA
 Sí, pero tendría que usar pases de transbordo para completar mi viaje
 No, yo ya no compraría este pase pero compraría un pase de autobús para otro servicio
 No, yo dejaría de usar el transporte público porque sería muy inconveniente

POR FAVOR COMPLETE EL RESTO DE LA ENCUESTA SÓLO SI USTED USA LA TARJETA GOVENTURA SMARTCARD



- ¿Cuál pase de GoVentura compra normalmente? (Marque todos los que apliquen)
 E-Purse
 Pase Mensual Regular (\$50 Adultos; \$25 Mayores de Edad/ Discapacitados)
 Pase Mensual Inter-County (\$105 Adultos; \$52 Mayores de Edad/ Discapacitados)
 Pase Mensual Premium (\$60 Adultos; \$38 Mayores de Edad/ Discapacitados)
- ¿Qué tipo de pase compra usted?
 Adulto/Estudiante
 Mayor de edad/Discapacitado
- ¿Típicamente como compra su pase de GoVentura?
 Personalmente en la oficina de ventas
 Electrónicamente, llamando por teléfono
 Por medio de una tercera persona (por ejemplo: Empleador)

- ¿Si usted marco que dejaría de usar transporte público ¿cómo haría sus viajes?
- Manejando solo Bicicleta Tren
 Amigos/Familiares Caminando
 Compartiendo Viajes No haría el viaje

Por favor escribe cualquier comentario adicional aquí abajo:

Gracias por su participación. Toda la información recibida se mantendrá confidencial.

ATTACHMENT B**Contingency Table****Overview****Checked Only VISTA****Checked VISTA + Other Bus System(s)****Did Not Check VISTA**

Contingency Table - Overview

Patrons were asked “What bus systems do you typically ride (check all that apply)”; responses were categorized as follows:

- 1) Only Checked VISTA
- 2) Checked VISTA + Other Bus System(s)
- 3) Did Not Check VISTA

Because rider responses were not always consistent, each of the above categories were then further analyzed; and contingency tables were created between the following two question to display the (multivariate) frequency distribution of the variables:

“If your current Go Ventura Pass could only be used on VISTA services how would you be affected?”

“If your Go Ventura pass could only be used on VISTA services would you still continue to purchase the pass?”

So for example, a patron may have checked that they only ride VISTA and that they continue to purchase VCTC non- regional fare media but marked that they would be severely affected because they ride VISTA and another bus daily.

Please see attached contingency tables for response variations.

CHECKED ONLY VISTA - Cross TAB

Conejo

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA	14	1	1		
Yes, but I would have to use transfers to complete my trip		1			
No, I would no longer purchase the pass but I would purchase another agency's bus pass	1				
No, I would stop taking public transit because it would be too inconvenient					
Did not answer		1	1		
				Total response	20

Coastal

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA	49	7			
Yes, but I would have to use transfers to complete my trip	1	4			
No, I would no longer purchase the pass but I would purchase another agency's bus pass			2		
No, I would stop taking public transit because it would be too inconvenient	1				
Did not answer		1			1
				Total response	66

All Other VISTA Services

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA	15	1		1	1
Yes, but I would have to use transfers to complete my trip	2	1	1		
No, I would no longer purchase the pass but I would purchase another agency's bus pass					
No, I would stop taking public transit because it would be too inconvenient	1			1	
Did not answer	1				1
				Total response	26

Countywide

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA	2				
Yes, but I would have to use transfers to complete my trip		1	1		
No, I would no longer purchase the pass but I would purchase another agency's bus pass					
No, I would stop taking public transit because it would be too inconvenient					
Did not answer					
				Total response	4

CHECKED VISTA + OTHER BUS SYSTEM(S) - Cross TAB

Conejo

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA		3	2		
Yes, but I would have to use transfers to complete my trip		1	2		
No, I would no longer purchase the pass but I would purchase another agency's bus pass			2		
No, I would stop taking public transit because it would be too inconvenient					
Did not answer					
				Total response	10

Coastal

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA	4	2			
Yes, but I would have to use transfers to complete my trip		4	6		
No, I would no longer purchase the pass but I would purchase another agency's bus pass					
No, I would stop taking public transit because it would be too inconvenient					
Did not answer					
				Total response	16

All Other VISTA Services

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA	2	2		2	
Yes, but I would have to use transfers to complete my trip		6	9		1
No, I would no longer purchase the pass but I would purchase another agency's bus pass			3		
No, I would stop taking public transit because it would be too inconvenient			4		
Did not answer	1		1		2
				Total response	33

Countywide

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA	2				
Yes, but I would have to use transfers to complete my trip		4	17		
No, I would no longer purchase the pass but I would purchase another agency's bus pass		2	8	3	
No, I would stop taking public transit because it would be too inconvenient	1	1	11		
Did not answer			3	1	
				Total response	53

DID NOT CHECK VISTA - Cross TAB

(CHECKED OTHER BUS SYSTEM(S) (NOT VISTA))

Countywide

	Not affected at all - I only ride VISTA	Moderately affected - I mostly ride VISTA but occasionally ride another bus service	Severely affected - I ride VISTA and another bus service daily	I purchased this pass to use it on another system that is not VISTA	Did not answer
Yes, because I only use it on VISTA	2				
Yes, but I would have to use transfers to complete my trip	1		1	1	1
No, I would no longer purchase the pass but I would purchase another agency's bus pass	2		4	9	2
No, I would stop taking public transit because it would be too inconvenient	3		3	6	
Did not answer	2				1
Total response					38

Total Response Summary

	Checked Only VISTA	Check VISTA + Other Bus System(s)	Did not check VISTA	No Response
Conejo Connection Survey	20	10		
Coastal Express Survey	66	16		25
All Other VISTA Survey	26	33		67
Countywide Survey	4	53	38	
Subtotal	116	112	38	92

GRAND TOTAL SURVEYS RECEIVED = 358
