

VENTURA COUNTYWIDE SHORT RANGE TRANSIT PLAN

2025-2034

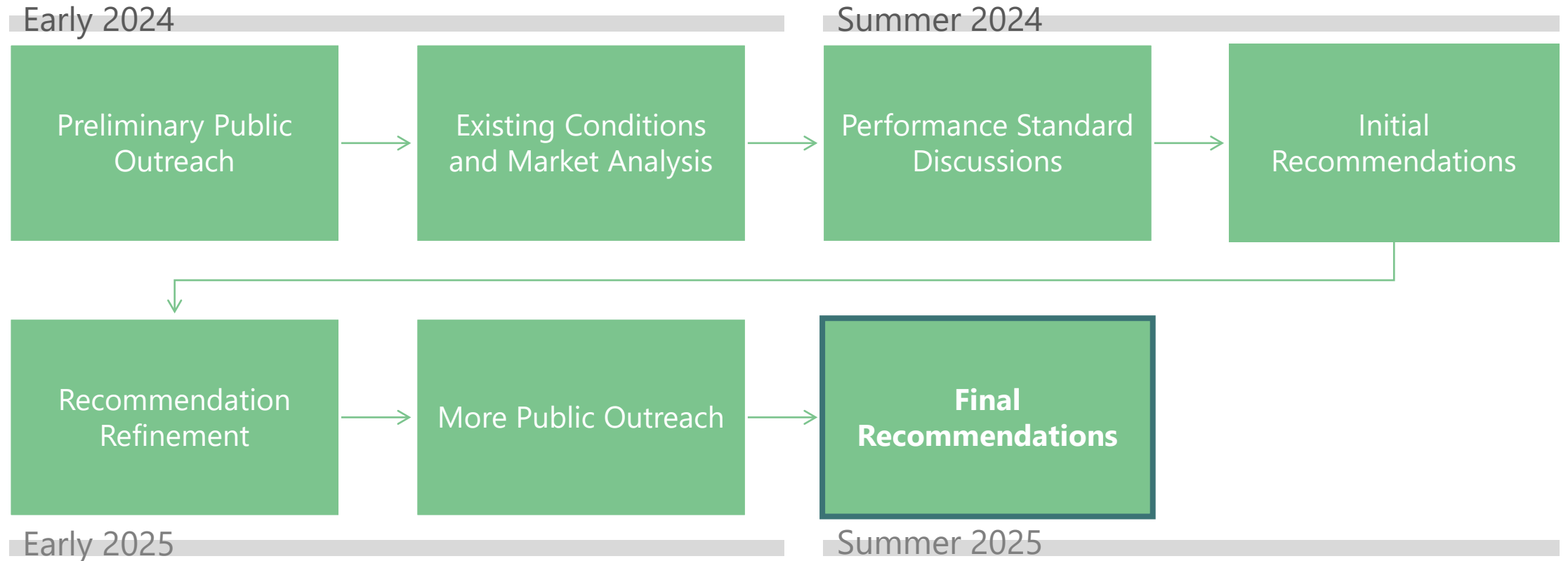


Update to Commission

June 6, 2025

Fehr&Peers

Project Process Timeline



Process and Outcomes

Input from staff,
community
organizations, riders
and non-riders from
every community

- Youth and College Ride Free programs great success
- Current riders typically use transit every day
- Many more are interested
- Greatest opportunity to increase ridership is from working-age adults

Opportunities and Constraints

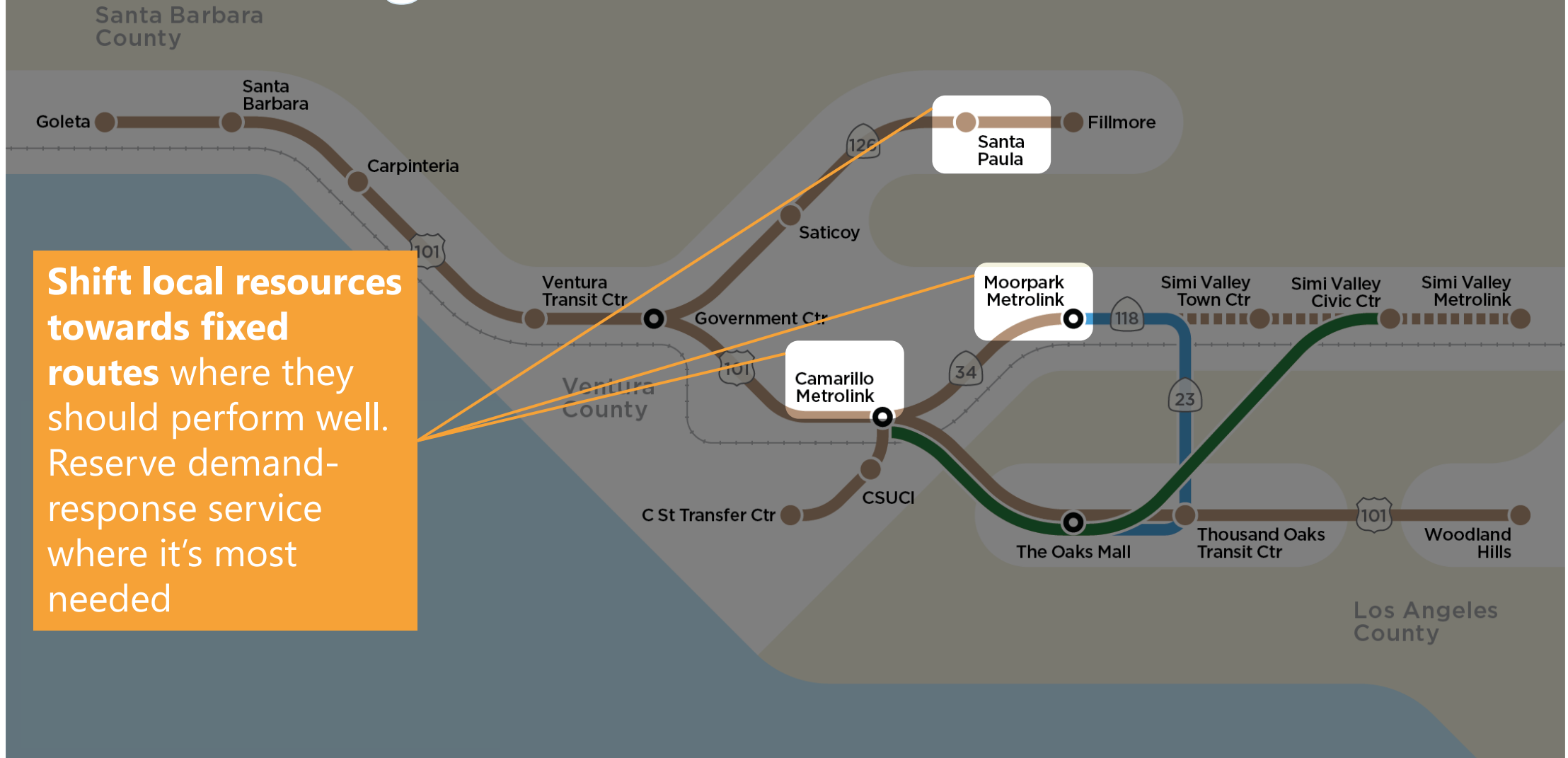
As fixed-route service has been chipped away over time, it becomes increasingly difficult for people to connect between communities.

Dial-a-ride/microtransit cannot replace these trips and is the least cost-efficient service type.

Restoring fixed-route service by reallocating resources is the best opportunity to continue growing ridership

Reinvesting in fixed-route service

Shift local resources towards fixed routes where they should perform well. Reserve demand-response service where it's most needed



Reinvesting in fixed-route service

Santa Barbara
County

Goleta ● Santa Barbara ●
Carpinteria ●
101

Near-Term Plan

More dependable
local circulation
facilitates more local
short trips *and*
greater opportunity
for connecting to
regional routes

Ventura Transit Ctr ● Government Ctr ●
101

Ventura
County

Santa Paula

Revised routes
every 40 minutes
or 60 minutes

Santa
Paula

Fillmore ●

Fillmore + Piru

Improved routes
every 60 minutes

Moorpark
Metrolink

Moorpark

Revised service
every 30 minutes

118 Simi Valley
Town Ctr ●

Simi Valley
Civic Ctr ●

Simi Valley
Metrolink ●

Camarillo
Metrolink

Camarillo

New service
every 30 minutes

The Oaks Mall ●

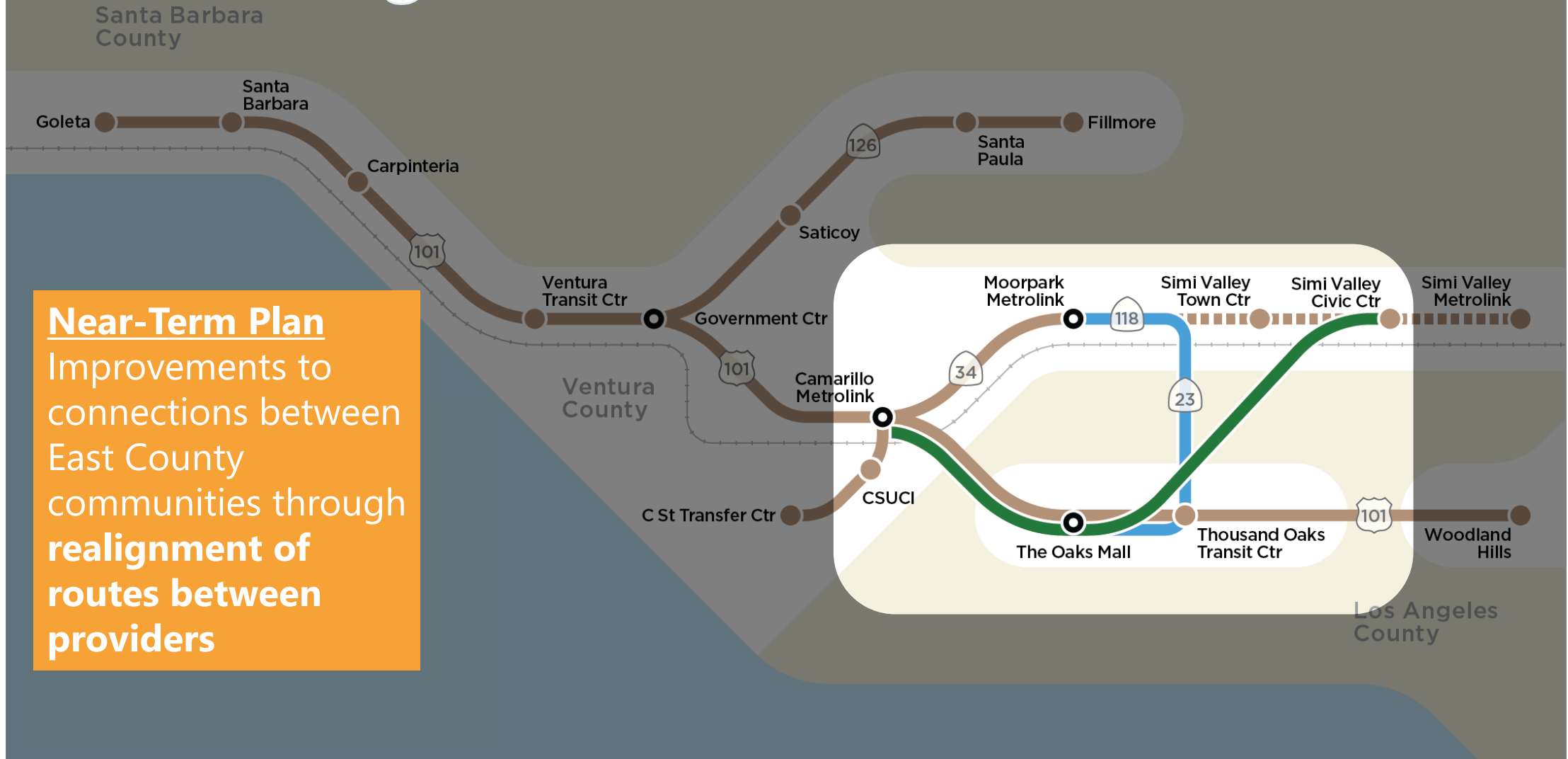
Thousand Oaks
Transit Ctr ●

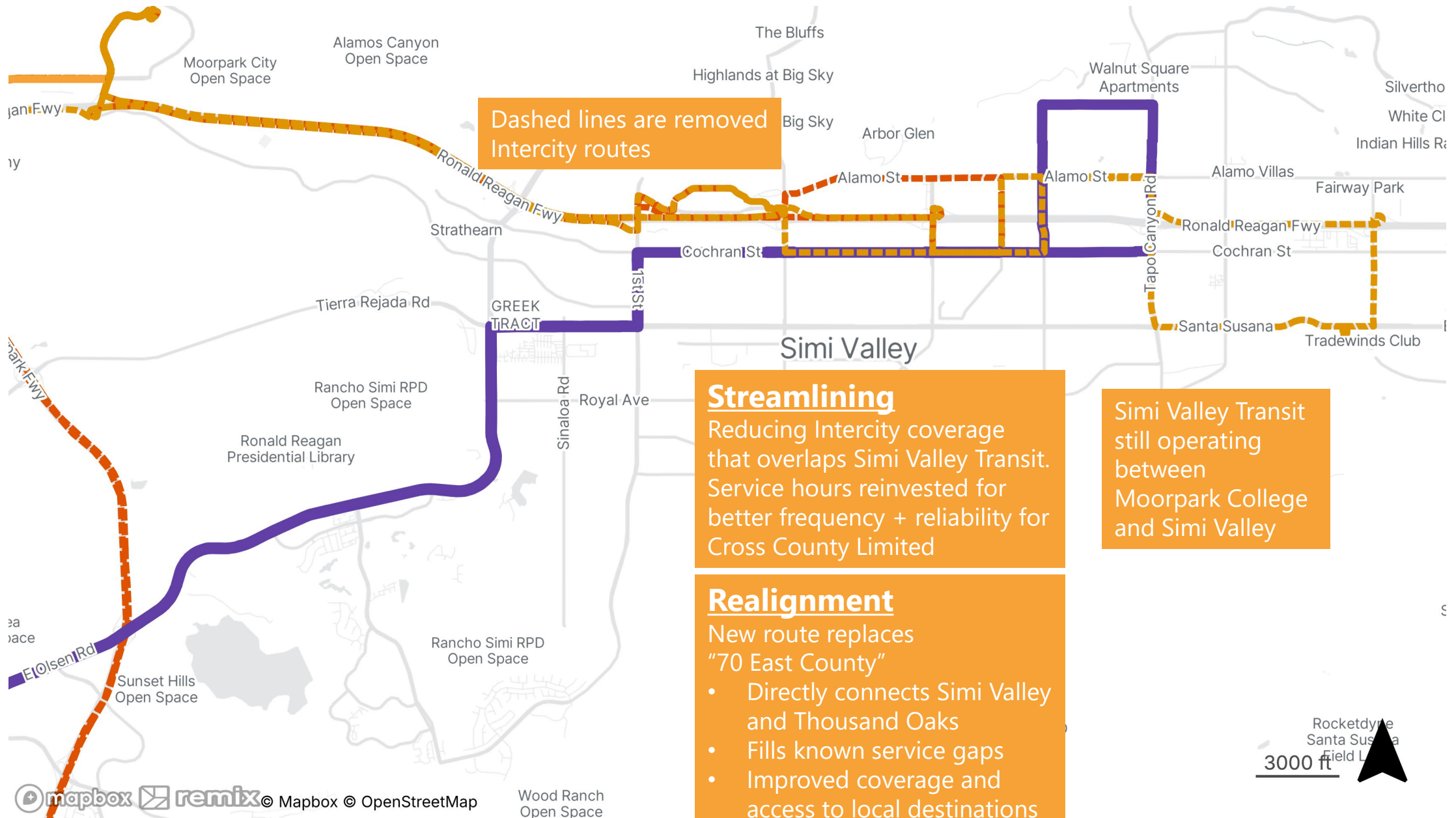
101 Woodland
Hills ●

Los Angeles
County

Reinvesting in fixed-route service

Near-Term Plan
Improvements to connections between East County communities through **realignment of routes between providers**

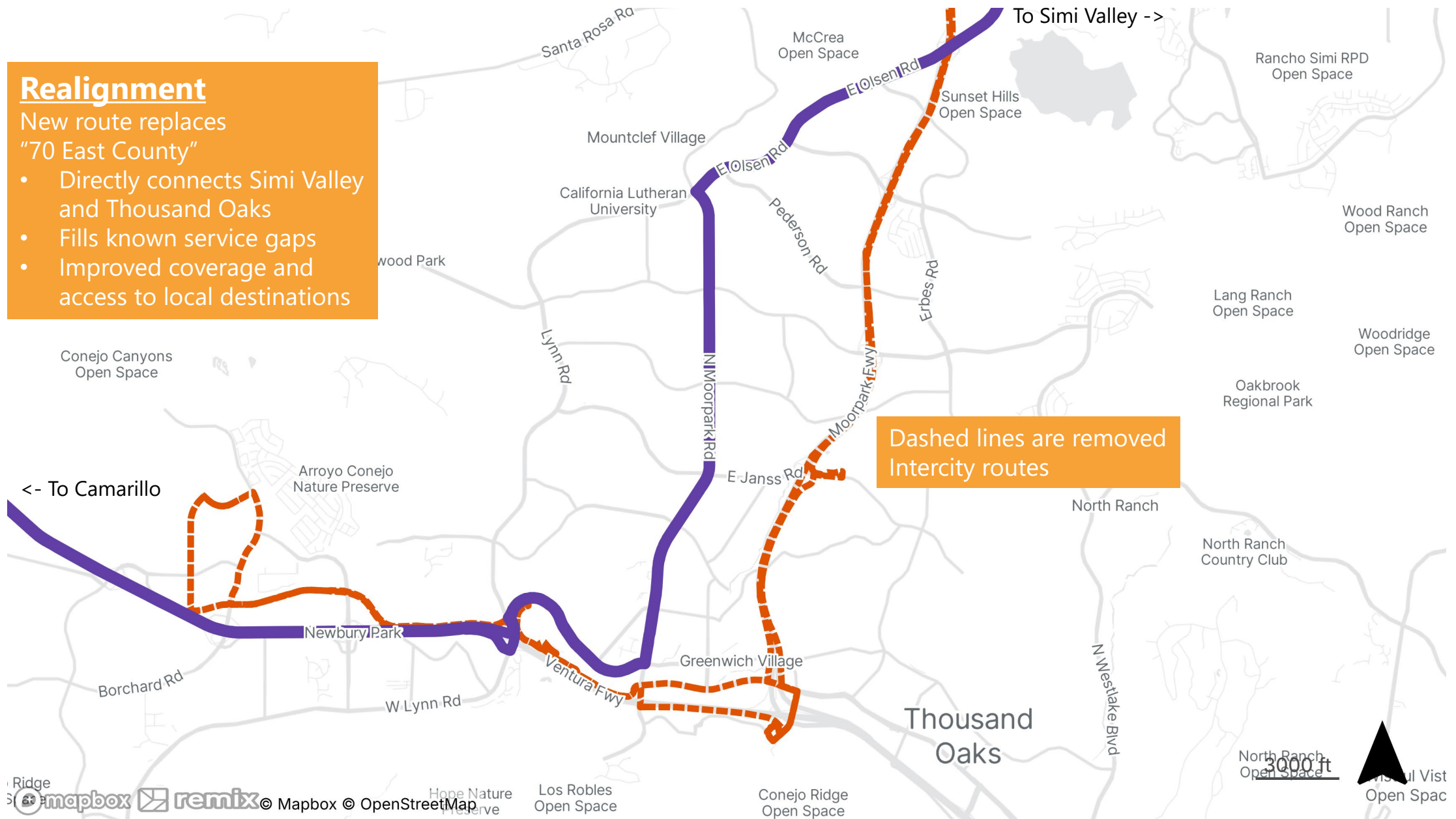




Realignment

New route replaces
"70 East County"

- Directly connects Simi Valley and Thousand Oaks
- Fills known service gaps
- Improved coverage and access to local destinations



Realignment

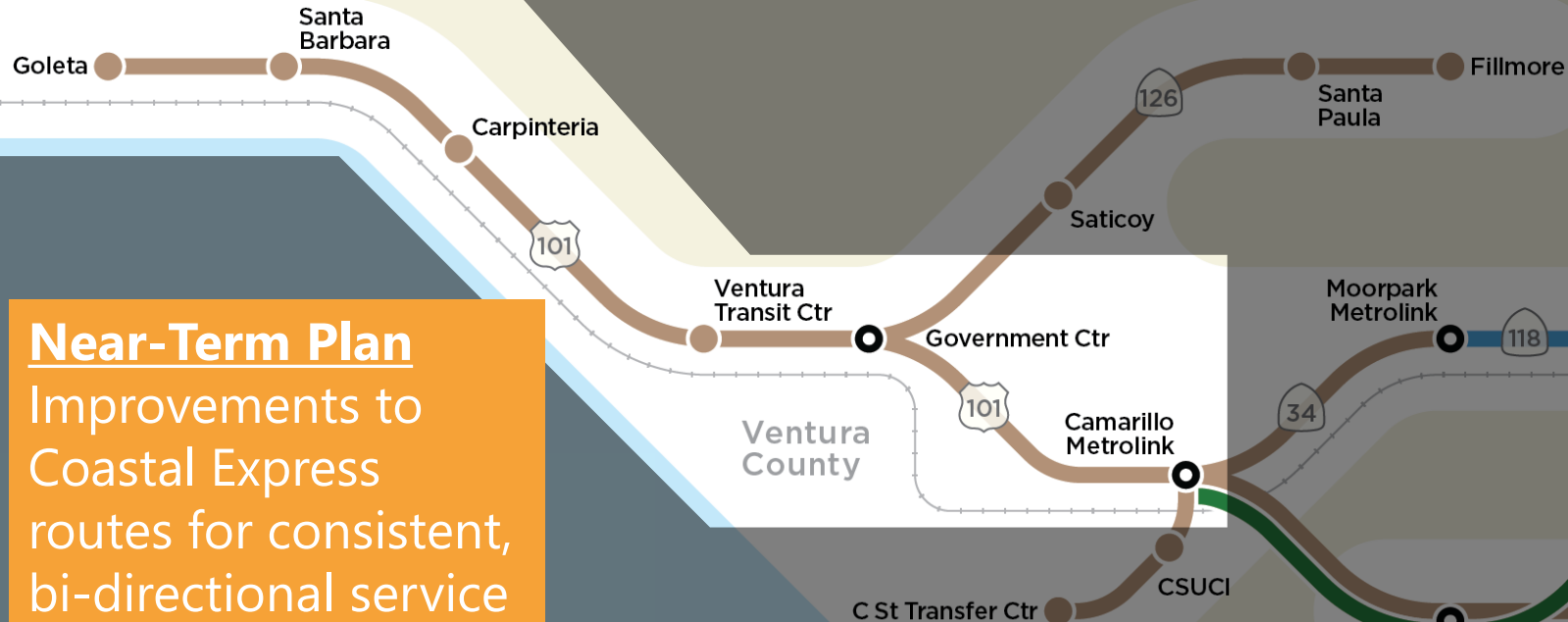
New route replaces
"70 East County"

- Continues to Camarillo for improved regional connections (SV/TO to CSUCI)
- Fills known service gaps
- Minor adjustments to 77 Cross County Limited
- Select additional stops for better local connectivity with proposed Camarillo routes



Reinvesting in fixed-route service

Santa Barbara
County



Near-Term Plan

Improvements to Coastal Express routes for consistent, bi-directional service with fewer route variations

Los Angeles
County

Reinvesting in fixed-route service

Santa Barbara
County

Goleta ● Santa
Barbara ●

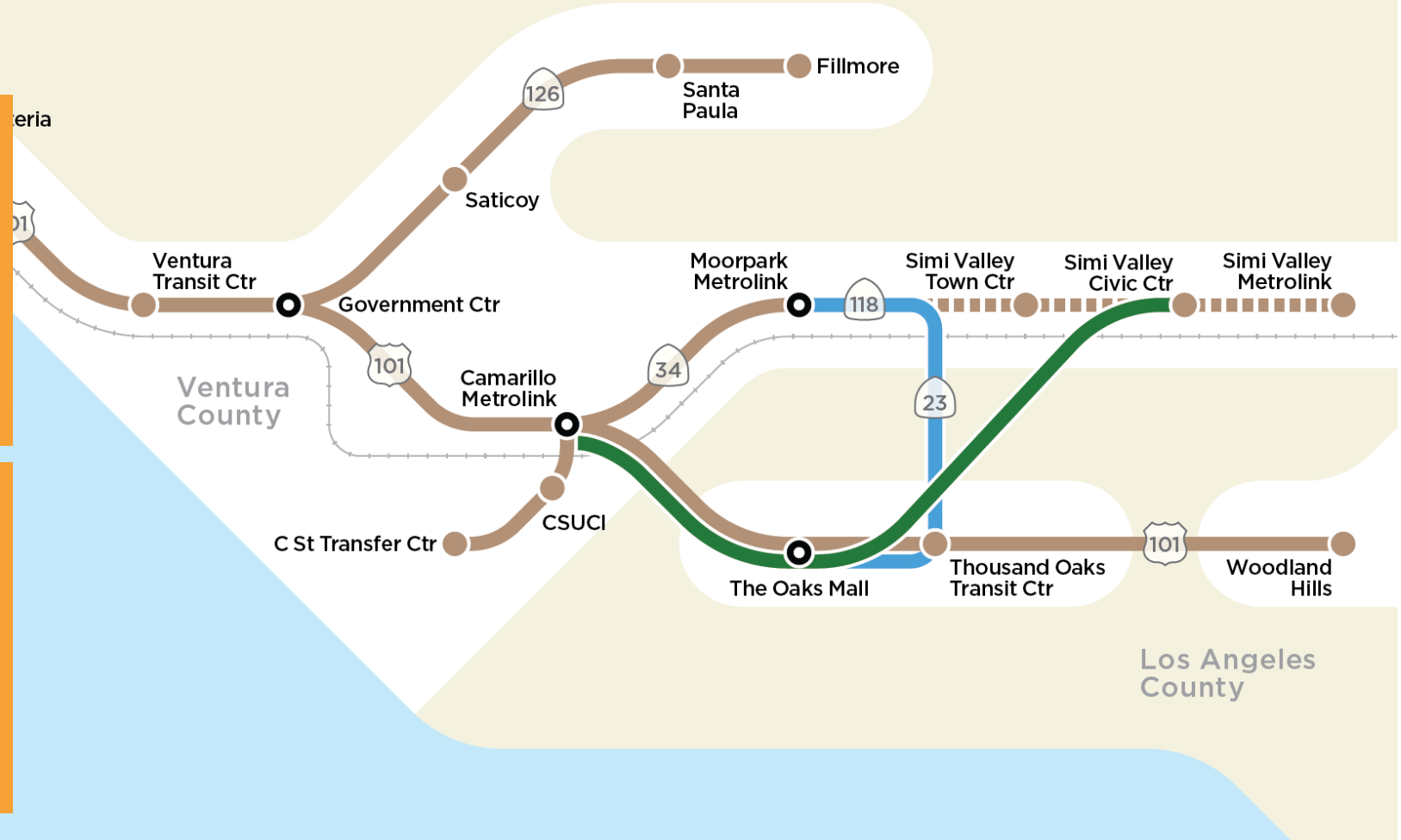
Long-Term Plan

Improve frequency
on Intercity routes
and Simi Valley routes
and extend evening
and weekend service.

Regular, predictable schedules

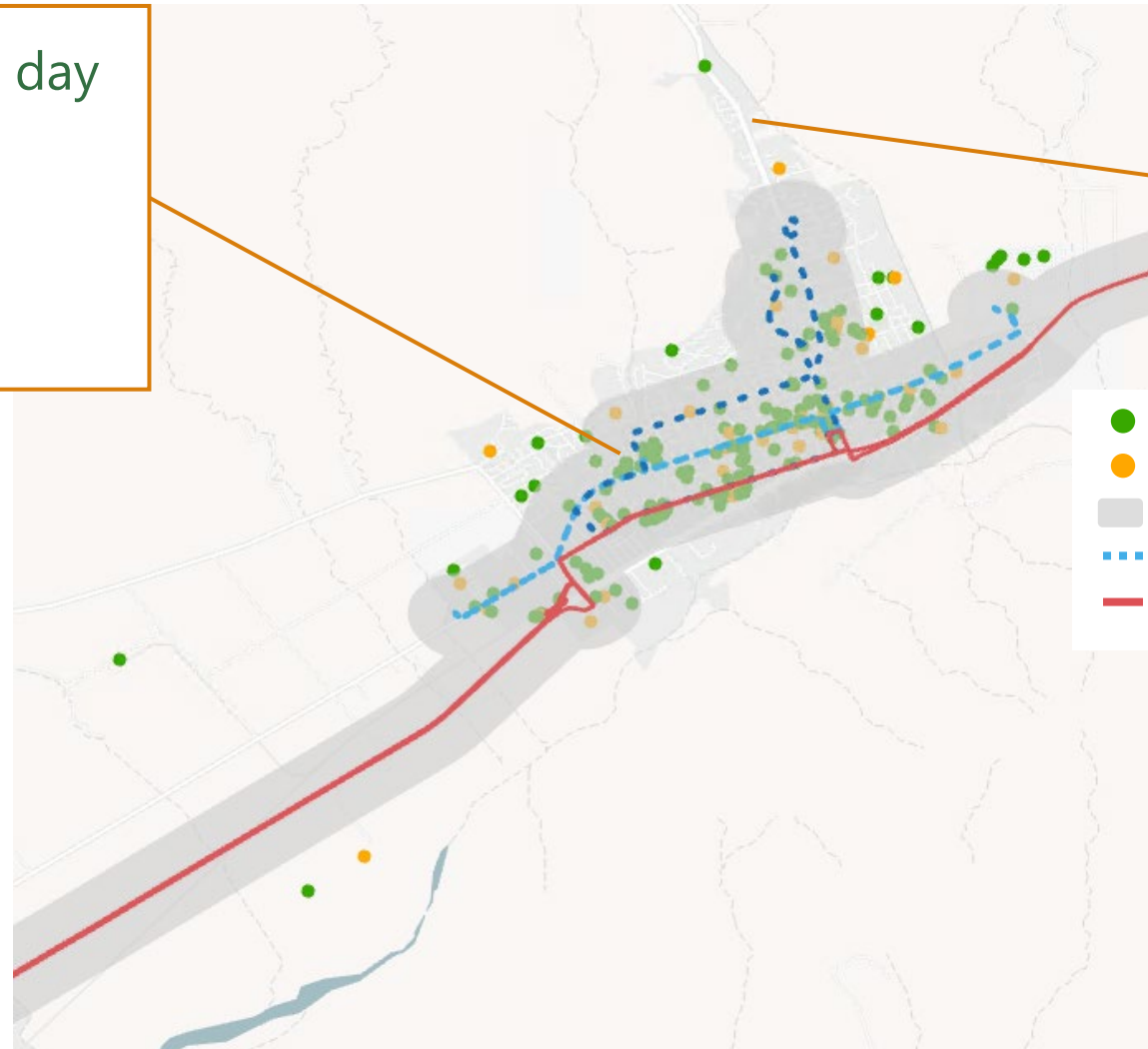


offering dependable
service at least hourly
throughout the day



Design service and policy for success

Fixed route during the day connecting walkable, densely-built neighborhoods and commercial areas



Dial-a-ride/microtransit in other areas, and to provide mobility when routes are not operating

- General DAR trip
- Senior/ADA trip
- 1/4-mile buffer
- Proposed FR
- Existing Intercity service

Set fares and eligibility to ensure service is available when and where it fits best

Ensuring successful outcomes

- Marketing improvements and refreshing promotions over time
- Developing and expanding partnerships with organizations, employers, and schools
- Better data monitoring and guidance for adapting over time
- Maintain long-term focus on proven service models and strategies

Next Steps

Short-Range Transit Plan

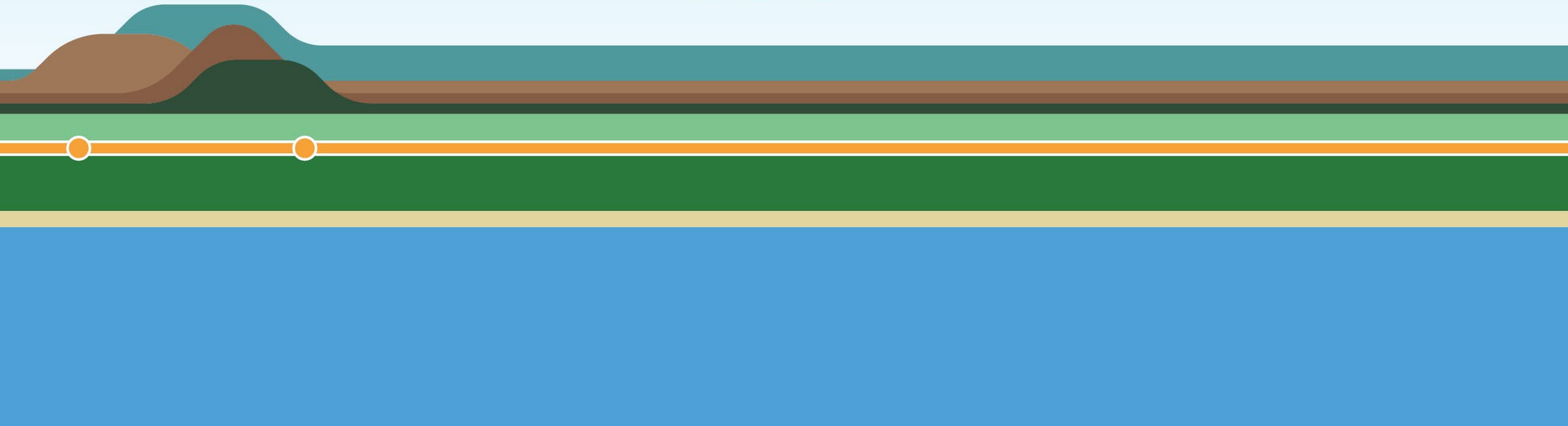
- Existing Conditions, Gaps and Opportunities report
- Presentations to Councils
- Present draft plan to public/outreach
- Complete Plan by fall
- Cities/VCTC begin service changes

Demand-Response Integration

- Workshopping with staff through summer
- Update to Commission in fall
- Implementation beginning in 2026

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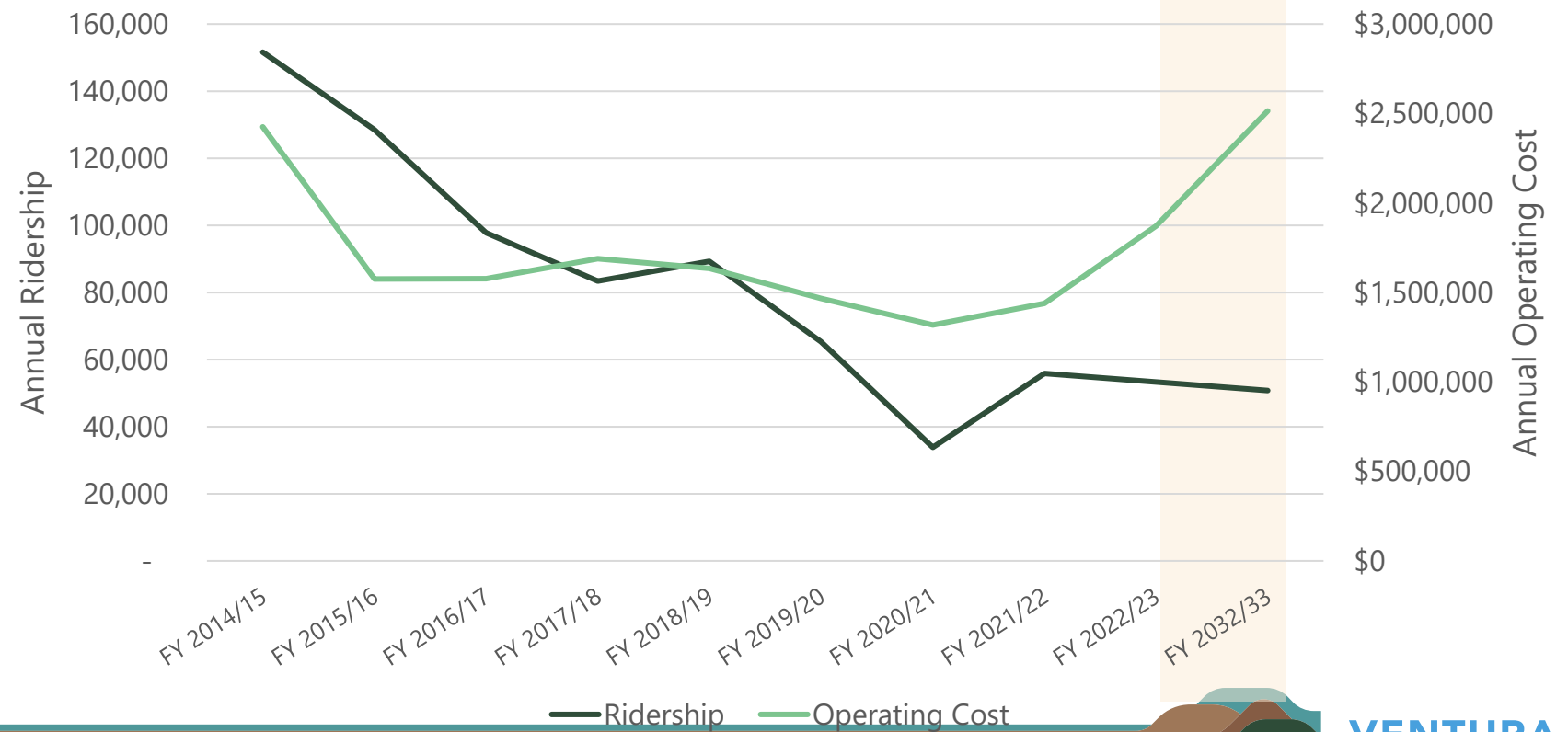
2025-2034



Increasing costs and low efficiency are a serious risk for transit service

With rising costs and no new revenue, will Valley Express be increasingly expensive to serve fewer community members?

Systemwide Ridership vs. Operating Cost



Recommended Demand Response Area and Pricing

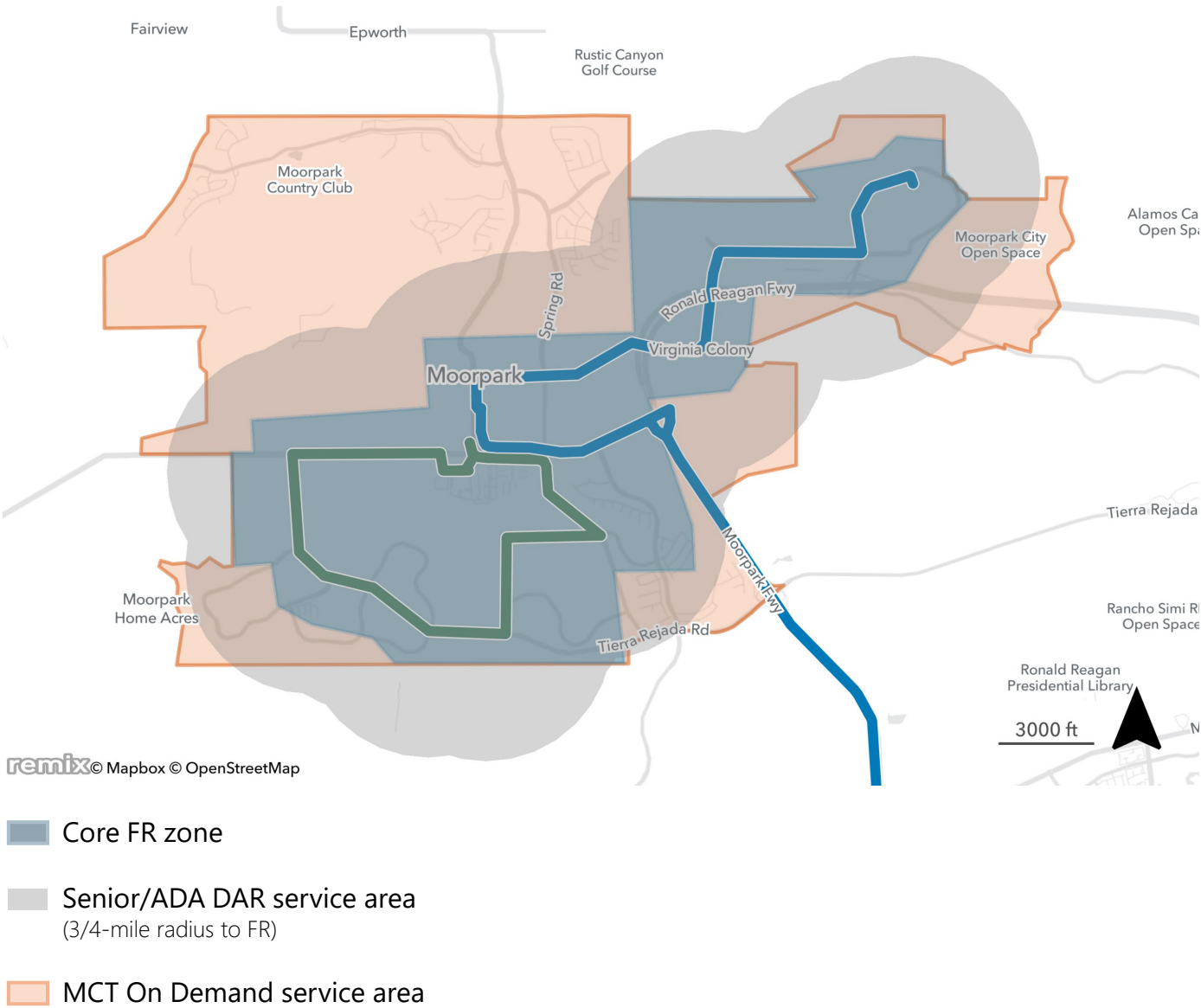
Introduce a tiered pricing structure for microtransit, pricing trips within the fixed-route area according to their value and to incentivize use of the routes.

	Current	Concept
Fixed route	\$1	\$1.50
Senior/ADA DAR*	\$2	\$2
MCT On Demand to/from areas not served by FR	\$1	\$3
MCT On Demand within core FR zone	\$1	\$5

**Trips start and end within ¾ mile of fixed route service*

Rationale & considerations

- Incentivizes riders through pricing to use the expanded fixed route system where both ends of their trip are a short walk.
- Retains affordable service for people with disabilities and seniors up to the 3/4-mile federal requirement.
- Maintains service availability everywhere it is offered today, priced to reflect value of general public on-demand service.



Demand-Response Integration

- Microtransit software offers promise:
 - Improved trip-matching
 - More dynamic for day-of changes
 - Better data collection and reporting consistency
- Analyzing
 - Responses from over 650 riders
 - Origin locations of thousands of trips served

