

# VENTURA COUNTYWIDE SHORT RANGE TRANSIT PLAN

2025-2034

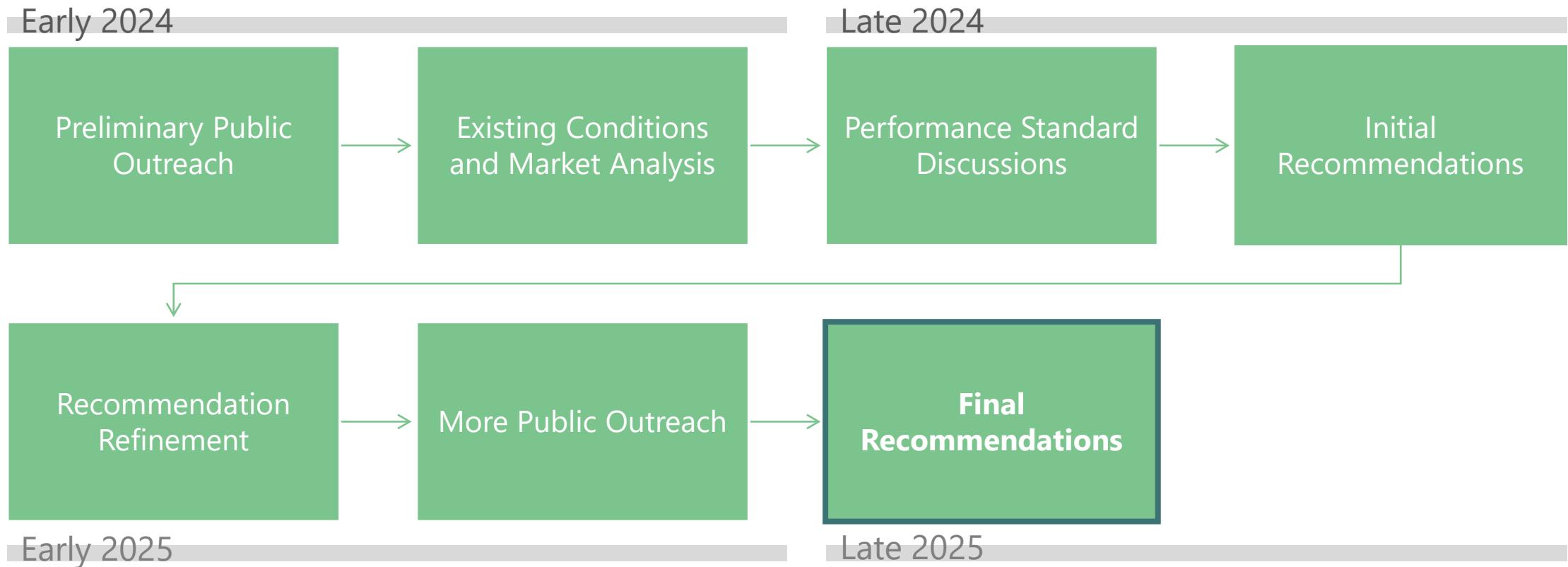


Presentation to Commission

February 6, 2026

Fehr & Peers

# Project Process Timeline



# Short Range Transit Plan

## Countywide Actions

**Make the network work:** focus on maintaining regional connections to bolster local ridership

**Adopt countywide fare and eligibility structure**

**Co-brand and co-promote:** make transit as easy to understand as possible

**Develop and maintain partnerships** with local organizations to spread the word and receive better input

## Local Updates

**Increase span of service** so local and regional connections through 8pm are possible

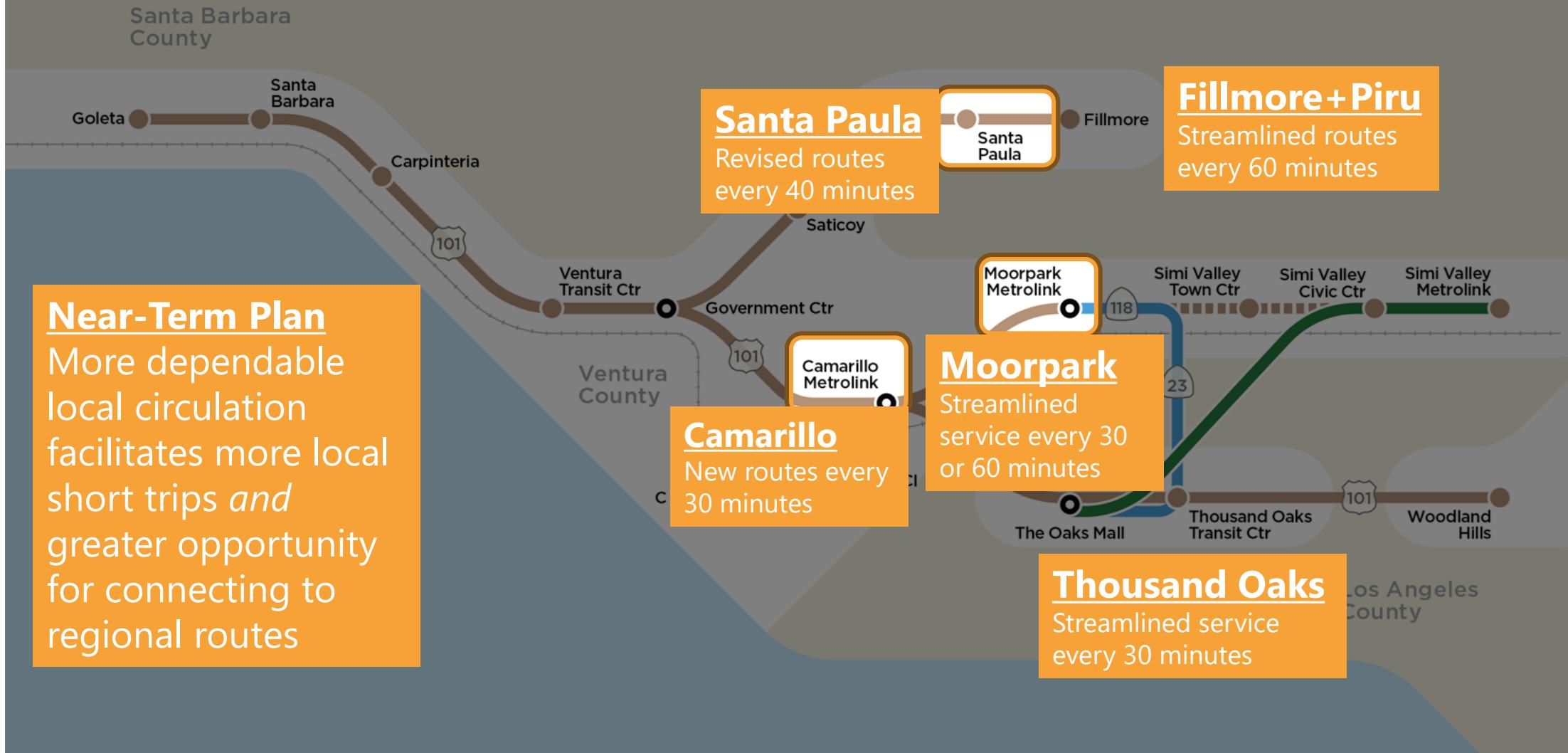
**Operate consistent headways** (30 or 60 minutes) throughout the day

**Redesign and streamlined routes** with coverage focused on walkable areas

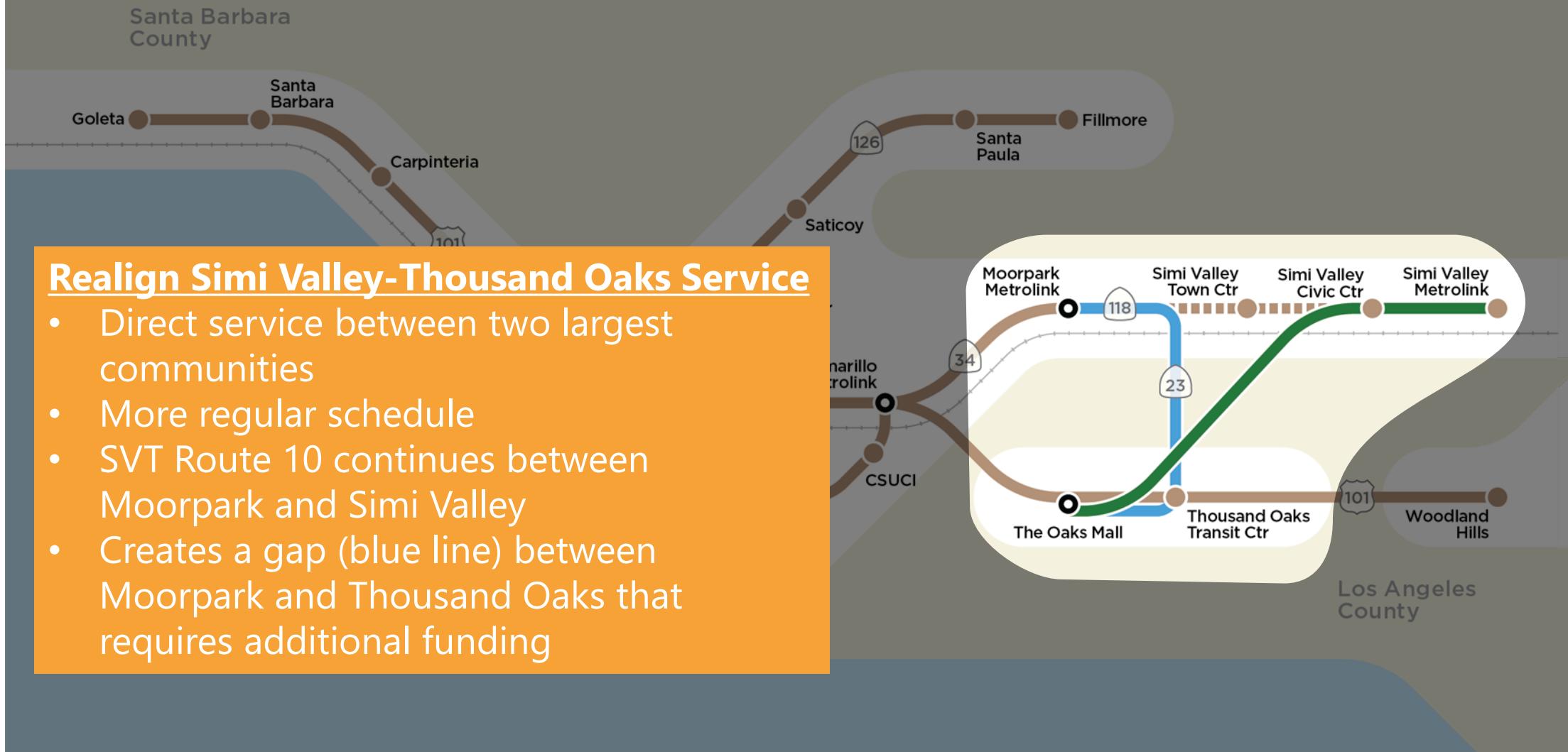
**Delineate microtransit from routes** through pricing and incentives

**Individual service design recommendation** approvals are the purview of each agency rather than VCTC

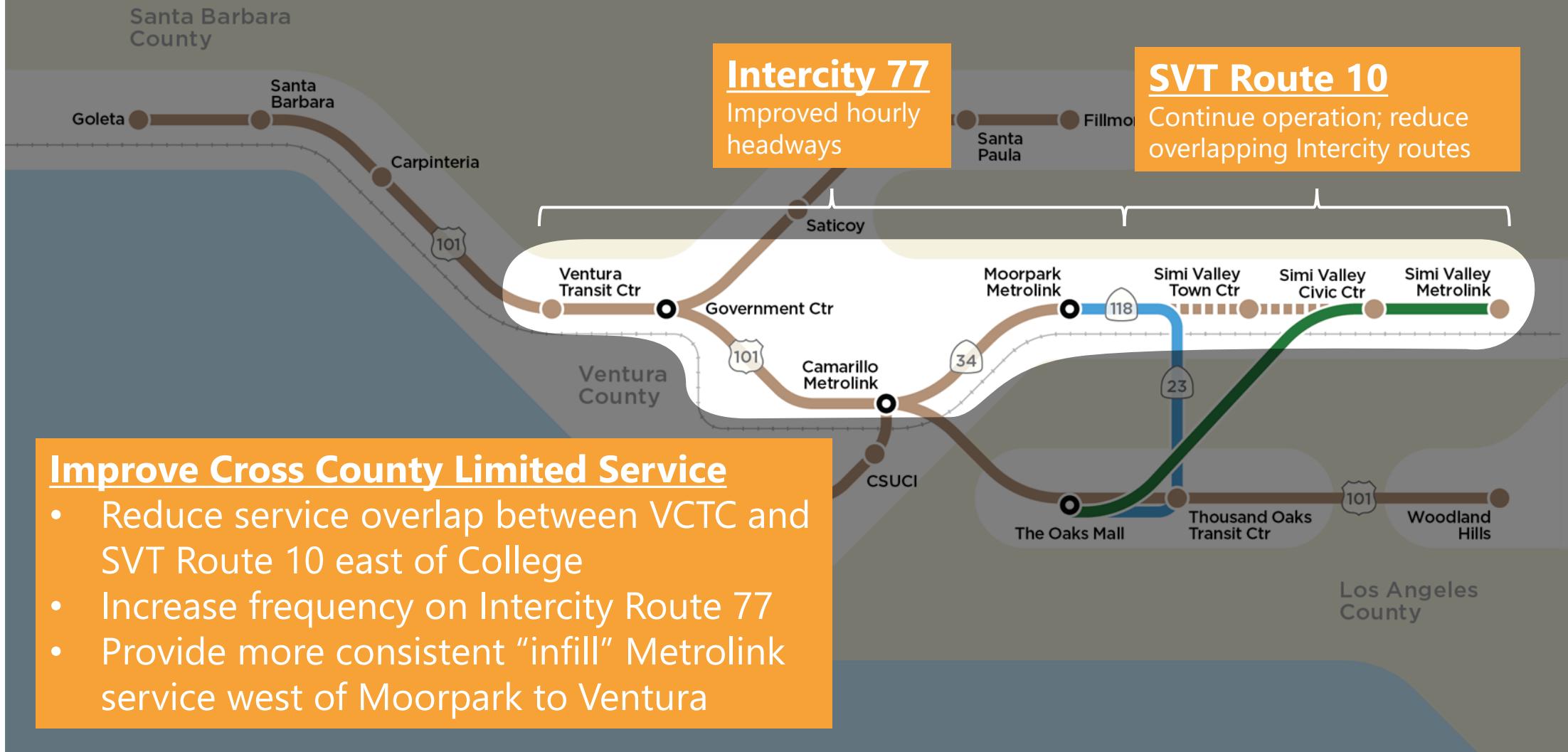
# Reinvesting in local fixed-route service



# Streamlining regional connections



# Streamlining regional connections



# Reinvesting in fixed-route service

Santa Barbara County

Goleta      Santa Barbara

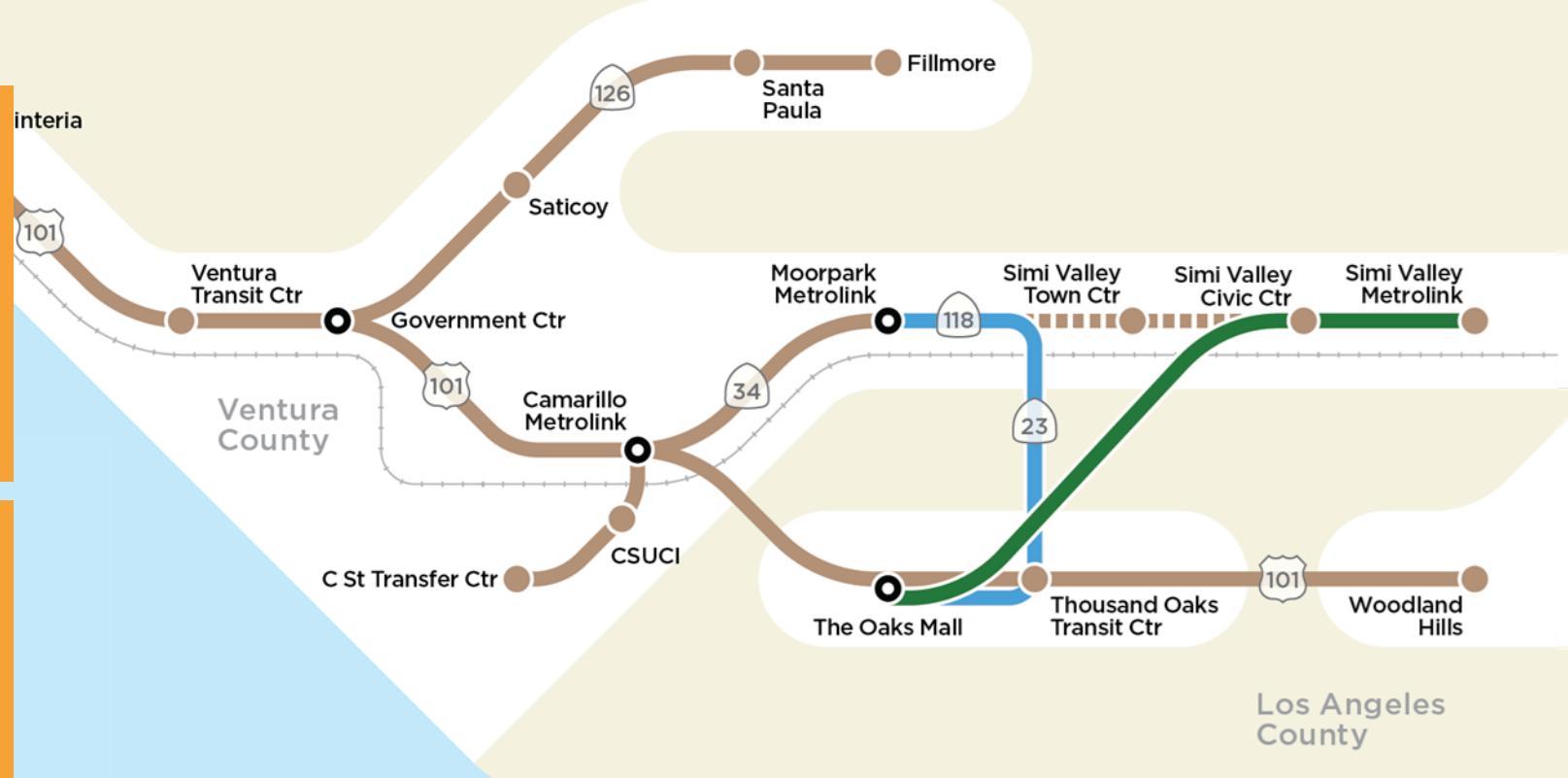
## Long-Term Plan

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

**Regular,  
predictable  
schedules**

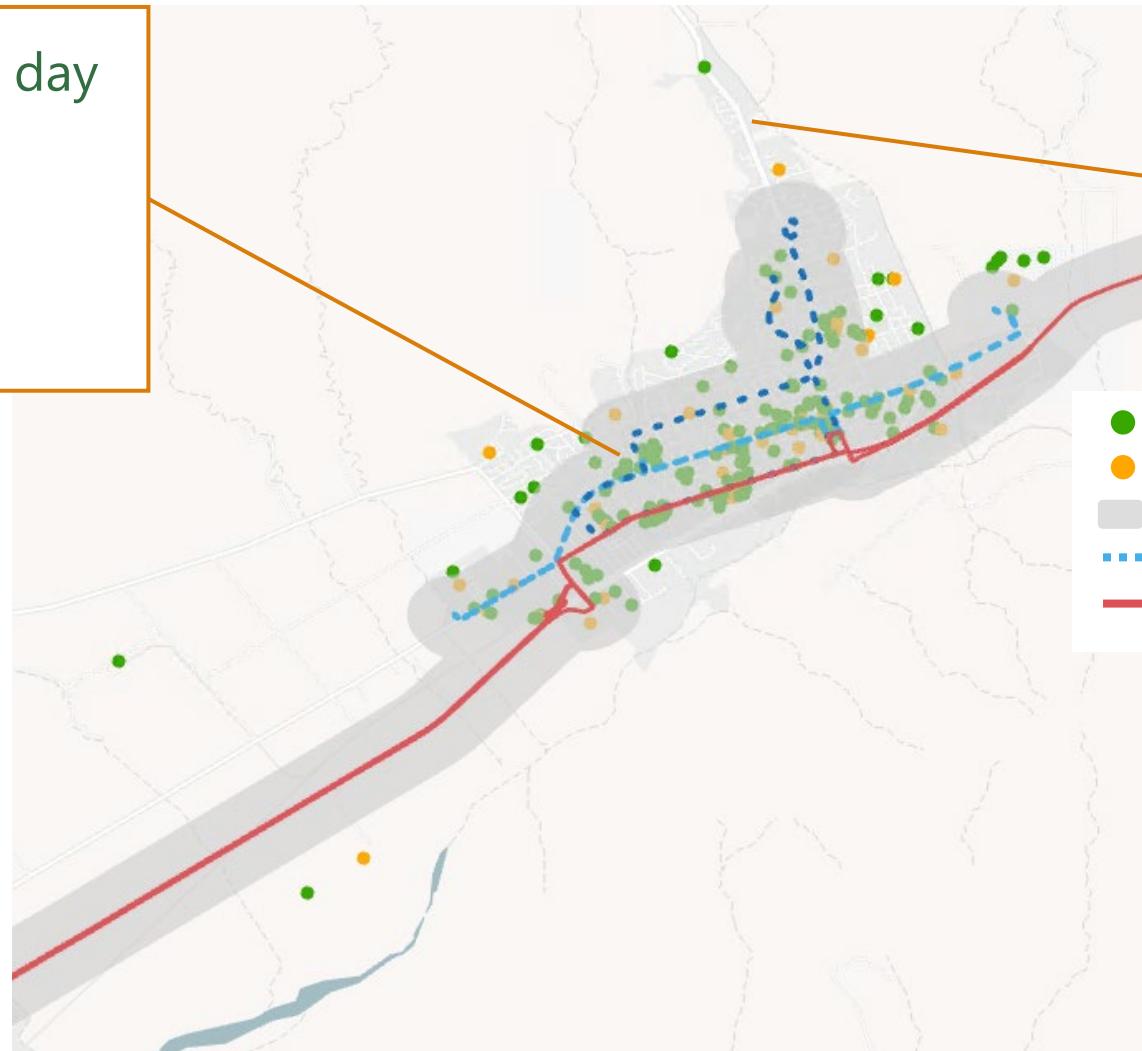


offering dependable  
service at least hourly  
throughout the day



# Design service and policy for success

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



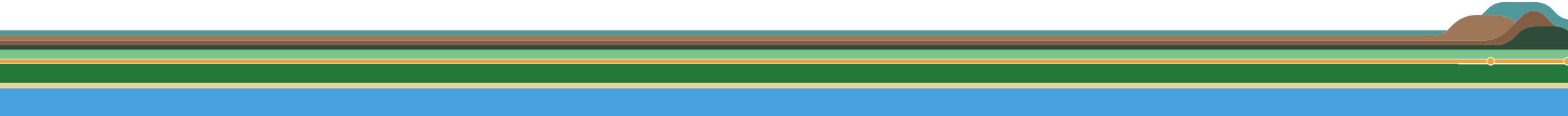
Dial-a-ride/microtransit in other areas, and to provide mobility when routes are not operating

- 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



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