

EAST COUNTY TRANSIT ALLIANCE
Implementation Plan
5/24/2018

MISSION STATEMENT

Provide public transit services that are safe, inclusive, customer focused, efficiently operated, and financially viable that enhance existing transit services and options through cooperative and collaborative partnerships.

PURPOSE

The purpose of the Transit Implementation Plan (Plan) is to establish a framework to guide the Management Committee on the implementation of programs and projects consistent with the Plan's Mission Statement. This Plan is a living document and the Management Committee shall review and update the Plan annually.

Potential projects selected for inclusion in the Plan have been reviewed for consistency with Plan Mission Statement and are to be implemented where feasible and mutually agreed upon.

ECTA PROGRAM MILESTONES FY 17-18

Project	Comments
Restoration of Camarillo extended service area hours of operation to 6:00 a.m. – 6:00 p.m.	Implemented Fall 2017
Expanded vehicle fleet to meet increased service demands	Scheduled for implementation 6/1/18
Addition of Agoura Hills to extended service area	Scheduled for implementation 7/1/18
Saturday Service	Scheduled for implementation 7/7/18
Increased number of riders served	Total annual passenger volume up 35 percent between FY 15/16 and 17/18
Increase number of seniors using service	Seniors as a percentage of ridership has increased from 13% to 25% between FY 15/16 and 17/18

Continued on Page 2

PROPOSED PROJECTS SUMMARY

	Project	Timeline	Comments
A	Support countywide efforts to purchase/install fare collection & Intelligent Transit Systems (Automated Voice Announcement System, Automated Vehicle Location, Automated Passenger Counting)	FY 18/19	Installation scheduled to be completed by end of CY 2018
B	Improve regional fixed route connections and increase service to educational institutions	FY 18/19	VCTC route changes scheduled for August 2018
C	Support marketing campaigns to promote transit use	FY 18/19	In conjunction with VCTC efforts
D	Support regional efforts to improve travel training access	FY 18/19	Expansion of models being used by City of Thousand Oaks and Gold Coast Transit District
E	ECTA Master Plan	FY 18/19	Explore funding options
F	Establish local fixed route connections	FY 19/20	Possible use of Microtransit or Transportation Network Companies
G	RFP for ECTA related services	FY 20/21	Multi-year contract in conjunction with City of Thousand Oaks
H	Establish single provider demand response services in ECTA service area	FY 20/21	Possible coordination with GCTD
I	Review organizational structure and potential expansion of membership	FY 20/21	Formation of a JPA or District