



**GOLD COAST TRANSIT
MINUTES OF REGULAR BOARD MEETING
DECEMBER 5, 2007**

Call to Order

Chair Joe DeVito called the regular meeting of the Board of Directors of Gold Coast Transit to order at 10:05 a.m. at the GCT Administrative Facility, 301 E. Third St., Oxnard, California.

Roll Call

Chair Joe DeVito
Vice-Chair Bill Fulton
Director John K. Flynn **(Arrived at 10:15AM)**
Director Thomas Holden
Director Toni Young

Staff Present: Deborah Linehan, General Manager
Steve Rosenberg, Director of Administrative Services
Steve Brown, Director of Planning and Marketing
Andy Mikkelson, Director of Transit Operations
Raymond C. Clayton, General Counsel

Others Present: Members of the Public

Ceremonial Calendar

- The Pledge of Allegiance was led by Priscilla Herrera, Executive Assistant and Clerk of the Board
- Presentation of Special Recognition to Priscilla Herrera, Executive Assistant and Clerk of the Board – Deborah Linehan, General Manager, announced that Ms. Herrera was retiring after 19 years of dedicated service to SCAT/GCT. Ms. Linehan, Chair Joe DeVito and members of the Board thanked Ms. Herrera for her years of distinguished service to the agency and the Board. On behalf of the Board and staff, Chair DeVito presented Ms. Herrera with a plaque commemorating her service. Chris Vittoria, bus operator and union steward, thanked Ms. Herrera for her positive attitude towards Union members and job applicants. Danny Carrillo, a representative from SEIU Local 721, congratulated Ms. Herrera and also praised her for her professionalism in dealing with all employees. Ms. Herrera was presented a bouquet of flowers from the bus operators and SEIU Local 721. Ms. Herrera thanked the Board of Directors and all of her co-workers for their best wishes.
- Presentation of Special Recognition to Karen Hart, Transit Supervisor – Ms. Linehan stated that Ms. Hart is retiring from SCAT/GCT after 28 years with the agency. Ms.

Linehan, Chair Joe DeVito and the Board members thanked Ms. Hart for her years of service and wished her good luck. On behalf of the Board and staff, Chair DeVito presented Ms. Hart with a plaque commemorating her years of dedicated service to SCAT/GCT. Chris Vittoria, bus operator and union steward, congratulated Ms. Hart for her years of service and presented a bouquet of flowers on behalf of the bus operators and SEIU Local 721. Ms. Hart thanked the Board of Directors and staff and stated that she is looking forward to retiring.

General Public Comment

Jim White, a representative from the ARC of Ventura County, thanked Gold Coast Transit for its caring attitude toward the ARC clients as they learn to function more independently in the community. Mr. White mentioned that the ARC center is moving to 416 No. A St., Oxnard at the end of January. The center can accommodate 30-40 clients. Mr. White reported that ARC is working with the Business Transportation Advisory Committee and GCT on the Trapeze System. This connection system will be of great help to ARC in avoiding duplication of transit service. Mr. White commended GCT staff on the new Bus Book. He also congratulated Ms. Herrera on her retirement and thanked her for all her help to ARC of Ventura County.

Board of Directors' Report

- Chair DeVito congratulated Chuck McQuary, GCT transit planner, on his recent appointment to the Santa Barbara MTD Board of Directors. Mr. McQuary also serves on the planning commission for the City of Carpinteria.
- At Chair DeVito's request, Andy Mikkelson, director of operations, reported on the recent meeting of the APTA Leadership 2008 program. Ms. Mikkelson stated that group projects were assigned to the leadership teams. The next meeting will be held in March along with on-line and teleconferencing sessions.

General Manager's Report

Ms. Linehan:

- Thanked Mr. Mikkelson for his commitment to the APTA Leadership program.
- Congratulated Shelley Richards, GCT bus operator, on her 25 years of service with SCAT/GCT. Ms. Richards was unable to attend the Board meeting but will receive her service pin from Mr. Mikkelson.
- Wished all the Board members a Merry Christmas and Happy Hanukkah. Each Board member was provided with a polo shirt branded with the GCT logo.

Consent Agenda

1. Consider Approval of Minutes of Regular Board Meeting of November 7, 2007
2. Consider Approval of Expenditures for the Month of October 2007
3. Treasurer's Cash Report for October 2007
4. Budget Income Statement – Four Months Ending October 2007
5. Financial Statements and Schedule of Money Transfers for October 2007
6. Consider Approval of General Manager's Monthly Expense Report

Director Young moved to approve Consent Agenda Items 1 through 6. Director Holden seconded the motion.

Roll Call

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| Ayes: Chair DeVito | Noes: None |
| Vice-Chair Fulton | Absent: None |
| Director Flynn | |
| Director Holden | |
| Director Young | |

The motion passed unanimously.

Formal Items

7. Election of Board Officers for Calendar Year 2008 – Deborah Linehan, General Manager

Ms. Linehan stated that the Gold Coast Transit Joint Powers Agreement calls for the election of Board officers at or before the annual December Board meeting. Ms. Linehan recommended that the Board elect from its members a chair and vice chair to serve for Calendar Year 2008, as stipulated in the GCT Joint Powers Agreement ratified by the Board of Directors in Resolution 2007-04, passed and adopted on June 6, 2007.

Director Young nominated Vice-Chair Bill Fulton to become Chair. Director Flynn seconded the motion. The motion carried unanimously.

Director Young nominated Director John Flynn to become Vice-Chair. Vice-Chair Fulton seconded the motion. The motion carried unanimously.

8. Receive and File Report & Presentation on Fixed Route Ridership as of October 2007 - Steve Brown, Director of Planning & Marketing and Chuck McQuary, Transit Planner

Steve Brown, director of planning and marketing, presented a summary of the GCT fixed route ridership update for the month of October 2007. He noted that:

- Ridership of 305,116 for the month of October 2007 is the fourth highest in the agency's history. However, it was down slightly (2.4%) compared to last October, which was the highest in the agency's history.
- Average weekday boardings were down about 500 in October.
- Saturday boardings were down but still close to the average for 2006.
- Sunday boardings were slightly down compared to last year.
- Several factors contributed to lower ridership. There were four fewer school days this year, and the Malibu fire and ensuing smoke and ash encouraged people to minimize travel and stay inside.
- Boarding data for October 2007 indicated that the Sunday, Monday and Tuesday ridership count after the Malibu fire was significantly down. Under normal conditions

October 21st – 23rd would have seen 5,060 more boardings. This demonstrates how events and incidents outside the service area can dramatically affect the GCT system.

- A review of the Ventura Downtown/Harbor Shuttle indicates that the passenger per hour rate this month of 6.7 exceeds the rate of 4.6 for last October. GCT is in Year 2 of the Demonstration Service. The service was restructured in January 2006 to connect the Harbor to Downtown Ventura. When the route was restructured, service was expanded to seven days a week with daily schedules running from 7:00 a.m. until after 9:00 a.m.

Vice-Chair Fulton noted that the passenger per hour rate on Route 12 is slightly below the goal of the demonstration service. Vice-chair Fulton asked if the goal has to be for the entire year. Mr. Brown stated that the goal is for the entire year but there is no penalty if it is not met. However, it is preferred that the goal be met to successfully accomplish the demonstration project. Mr. Brown stated that it is expected that passenger ridership will dip in the month of November because of winter weather but there will be a holiday promotion that might increase ridership in December.

- Mr. Brown noted that in October there was a minor modification to Route 10/11 (Telegraph/Telephone-Saticoy) loop creating quicker service and establishing a two-way service on weekends, which produced increased ridership on that route.
- Mr. Brown stated that GCT staff continues to work toward building ridership on the Express routes. GCT Transit Guides have been posted at the Government Center to explain the new service. Mr. Brown stated that a combined brochure with the Ventura County Transportation Commission (VCTC) explaining the new Express service and the guaranteed ride home program may encourage more riders from the Government Center. The current bus operator on this route has done an outstanding job in encouraging ridership. Mr. Brown provided actual vs. projected Express route ridership figures. October ridership on Rte. 30X OTC/VTC was projected at 2,835 and actual ridership was 1,029. On Route 31X Ojai/Govt. Center, 324 rides were projected and 230 trips were actually made. For the 32X OTC/Ojai route, projected ridership was 454 and actual was 432.
- Mr. Brown provided actual vs. projected GCT fixed route ridership figures for the months of July through October and indicated ridership is at about 95% of the projected level. Mr. Brown stated that the system's farebox ratio is currently at 22.8% and had been forecasted at 21% for the fiscal year.

Director Holden noted that restructured Routes 2/3 and 8 experienced a decline in ridership and asked how ridership would be monitored in the future. Chuck McQuary, transit planner, stated that a decline in Route 8 ridership was expected because the new Route 9 provides more convenient service to many of the same destinations.

Chair DeVito stated that he will request that a new press release in the Ojai area be issued to provide additional information about the new Express routes. In regards to the OTC-Ojai Express, Director Flynn suggested that more information should be given out at employment sites like the Ojai Valley Inn and Spa. Director Young stated that

passengers coming to the OTC should be made aware of the rail-to-rail program and have the information included in the VCTC brochure. Director Young indicated that the signage at the OTC is very poor for the rail-to-rail program.

In regards to Information Item A – GCT ACCESS Monthly Update for October 2007, Vice-Chair Fulton inquired why the paratransit ridership had increased. Ms. Linehan stated that SCAT/GCT has dealt with growing paratransit ridership by increasing service, increasing fares and ensuring that for-profit Adult Day Care Health Centers (ADHC's) do not consume large amounts of subscription trips at the expense of individuals who need ACCESS service. Ms. Linehan stated that the staff, Technical Advisory Committee and Board will need to consider new approaches for serving and managing paratransit demand. She suggested that this issue be taken to the GCT TAC for discussion in January and then to the Board within the first quarter of CY 2008.

Martin Erickson, City of Oxnard, stated that many seniors are losing the ability to drive and are now using ACCESS when they still have the ability to use the fixed route service.

Director Holden asked if there was any concern of the risk related to converting the new paratransit buses from gasoline to CNG fuel. Ms. Linehan stated that the original El Dorado paratransit buses came equipped with CNG engines. However, Ford withdrew from the CNG engine market and there is no longer any manufacturer that will provide a CNG engine as original equipment. Retrofitting the buses is the only option available for transit agencies that want to continue using CNG fuel. Director Holden asked if the company selected to do the retrofitting was reputable and able to do the work. Ms. Linehan stated that the company is regarded as well qualified and has fulfilled other conversion contracts in California. Mr. Brown added that GCT initially will purchase five (5) vehicles and their performance will be monitored closely.

Director Holden inquired if GCT has an option to go with diesel. Ms. Linehan stated that under CARB diesel is not an option. GCT could use gasoline powered buses but that is costly. Ms. Linehan stated that CNG is the more favorable cost option since GCT compresses its own fuel and receives a significant tax rebate on natural gas under a Department of Energy program. If and when the tax rebate sunsets, GCT will need to look at whether CNG remains the best fuel choice.

Director Flynn asked how staff knows where people may need more ACCESS service than they have today. He stated that the County has a GIS that provides certain demographic information and GCT may be able to use this information to identify where people live that need the service. Ms. Linehan stated that she would look into the suggestion.

There being no further discussion, Director Young moved to receive and file the report and presentation on fixed route ridership as of October 2007. Director Flynn seconded the motion.

The motion carried unanimously.

8. Receive and File December Update on Planning & Marketing Activities – Steve Brown, Director of Planning & Marketing

Director Young moved to receive and file the December update on the planning and marketing activities. Vice-Chair Fulton seconded the motion.

The motion carried unanimously.

Information Items

- A. GCT ACCESS Update for September 2007 – Margaret Heath, Paratransit & Special Projects Manager
- B. GCT Fixed Route Service Update for September 2007 – Chuck McQuary, Transit Planner
- C. Personnel Changes for September 2007 – Steve Rosenberg, Director of Administrative Services

Chair DeVito announced that the next regular GCT Board of Directors meeting is scheduled for January 2, 2008 at the GCT Administrative Facility, 301 E. Third St., Oxnard.

Chair DeVito adjourned the meeting at 11:05 am in memory of Kurt Rosenberg, father of Steve Rosenberg, and Pat Holden, father of Director Thomas Holden.

Minutes recorded by: Priscilla Herrera, Clerk of the Board.

Deborah C. Linehan
Secretary of the Board

Joe Devito, Chair
Board of Directors