



**GCT Technical Advisory Committee (TAC)  
Wednesday, July 18, 2007  
1:30 p.m.  
Gold Coast Transit Board Room  
Meeting Summary**

**TAC Members Present:** Kathy Connell, Ventura County; Mike Culver, City of Ojai; Drew Lurie, City of Ojai (Alternate); Martin Erickson, City of Oxnard; Jeff Hereford, City of Ventura; Andy Santamaria, City of Port Hueneme and Vic Kamhi- VCTC (ex-officio).

**TAC Members Absent:** None

**SCAT Staff Present:** Deborah Linehan, General Manager; Steve Brown, Planning & Marketing Director; Andrew Mikkelson, Director of Transit Operations, John Murdoch & Chuck McQuary, transit planners, Helene Buchman, (GCT Consultant).

**Members of the Public:** None

**1. Call to Order/Introductions**

Chair Andy Santamaria called the meeting to order at 1:32 p.m., and introductions were made. Mike Culver introduced Drew Lurie as the City of Ojai TAC Alternate, replacing Heidi Whitman.

**2. Public Comments (items not on the agenda)**

None.

**3. Committee Members' Comments**

None.

**4. Approval of June 13, 2007 Meeting Summary**

A minor correction was made to item 10. Kathy Connell made a motion to approve the meeting summary and the move was seconded. The motion passed unanimously.

## **5. Ventura Transfer Center Repainting Plans- Jeff Hereford**

Jeff reported that the specs are complete for the painting remediation required for the shelters. It will be determined later if it will be necessary to relocate buses during the repainting process. Work is scheduled to begin in October. The addition of shelter coverings are being considered as a separate add-on to the project. Jeff also suggested that there may be room to add a kiosk (either manned or un-manned) within the center. Staff responded that while it would be a good addition to the center, it is unlikely that in the near term there would be a GCT customer service person available to service the kiosk on a regular basis.

John Murdoch suggested that a re-configuration of the bus islands should be considered to make room for the new GCT Express buses starting in October and to provide the VISTA buses more room for passenger boardings and de-boardings. It was also suggested that appropriate signage be added to provide passenger information regarding linkage between VISTA and GCT routes.

## **6. Status of Gold Coast Transit Graphics Implementation Tasks- Steve Brown**

Business cards have been printed and updates to other internal documents have been ordered. The address change from a P.O. Box to our Third Street address is in place. Steve expects to receive two additional quotes today for logos and decals for branding the buses. The SCAT website (that will remain active for seven years to keep it out of the public domain) will re-direct users to the new GCT website. Staff is now using the new GCT e-mail address. An RFQ for the re-painting of the buses is in process and will be released shortly. Initially, at least two buses will be painted as a test. It will be cost effective to paint the NABI's first because they currently need body work and repainting.

CHK America in Santa Barbara was selected as the Bus Book designer. They are a well established organization that has an extensive list of domestic and international transit clients. An Employee Advisory Committee that includes Operators, Mechanics and Staff has provided useful rider information to include in the Bus Book. For example, their suggested list of major destinations and the routes serving them (to be provided to the TAC for their comment and input) will be in the Bus Book. The completed list will be included in the information that GCT has in its booth at the Ventura County Fair starting August 1<sup>st</sup>. The next step for the Bus Book is to release an RFQ for printing that will allow the book to be available in sufficient time ahead of our October service change.

Kathy Connell and Vic Kahmi were asked if GCT will need permission from the County to use the Government Center loop for our new Express service. Staff was advised to contact the County Government Services Agency (GSA) to advise them of the need to use the loop and to also review any signage requirements. Steve said that because of its high volume of service, a map and a list of the routes that serve the Government Center

from Ojai, Saticoy, Oxnard and Ventura, will be in the Bus Book.

## **7. Status of New Bus Stop Signs Procurement- Steve Brown**

A question was raised about the new signs being two-sided in place of the current one-sided configuration. This would require side mounting in place of the current center mount. The side mount may possibly lack the clearance provided by a center mounted sign. TAC was requested to review the two-side vs. one-side design and respond with their recommendation right away. The procurement process will be undertaken quickly in order to have the signs available for installation as close to October as possible.

## **8. Schedule of "Soft Openings" of Gold Coast Transit- Steve Brown**

Three Staff members (Serey Keo, Margaret Heath, and the GCT Consultant Helene Buchman) operated a transit booth at the July 4<sup>th</sup> Ventura Street Fair. Steve Brown suggested that next year the transit booth should be relocated to a different place in order to better communicate with potential bus riders. Steve re-iterated that GCT will staff a booth at the County Fair beginning August 1<sup>st</sup> and distribute GCT and VISTA bus service information.

## **9. Status of Union Negotiations re: Additional Holiday Service- Deborah Linehan**

GCT had planned to add four days of service for holidays that are currently non-service days (New Years Day, Memorial Day, July 4<sup>th</sup> and Labor Day). Surprisingly, the Union appears to oppose the additional service even though it would add more work hours for the operators at premium pay. We reminded them that many of our customers work the holidays and the added service would be to their benefit. The issue is still being worked out with the Union and we are waiting for their response. We are disappointed at the initial Union position but do not plan to force the added service on them.

## **10. St. Johns Medical Center Mold Remediation/Bus Service- Steve Brown**

GCT Operations Department will initiate a revised route that goes behind the hospital for one weekend in August. The normal route will be in operation for the balance of the month though the hospital will be closed.

## **11. Review Plans for Sale of Day Passes- Andrew Mikkelson**

Andy advised that he is currently discussing the Operators involvement in selling the passes with the Union. There are some security concerns relative to Operators having to handle cash and manually disperse the pass while on the bus. Eventually the Day Passes can be issued out of the fareboxes.

## **12. Future Agenda Items**

Steve Brown met with the Village (Wagon Wheel) Developers to discuss bus service for their project. There are indications that other developments (River Park, Topa Towers, Channel Islands Center, etc.) may become part of a transit network that would include a large concentration of service in the Esplanade area. Representatives from The Village and River Park would like to attend the September TAC meeting and discuss potential transit plans.

## **13. Adjournment**

There being no further business, Chair Santamaria adjourned the meeting at 2:30 p.m.

**Minutes Approved:**



**Technical Advisory Committee (TAC)  
Sign-in Sheet  
July 18, 2007, 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai	<i>[Signature]</i>	Michael Culver		Heidi Whitman <i>DREW LURIE</i>
Oxnard	<i>[Signature]</i>	Martin Erickson		Ken Ortega
Port Hueneme	<i>AS</i>	Andy Santamaria		Mamerto "Mo" Estepa
San Buenaventura	<i>J.H.</i>	Jeff Hereford		Tom Mericle Rick Gallegos
County of Ventura	<i>[Signature]</i>	Kathy Connell		Nazir Lalani
VCTC (ex-officio)	<i>[Signature]</i>	Vic Kamhi		Mary Travis
<i>SCAT (staff)</i>	<i>SPB</i>	Steven Brown	<i>[Signature]</i>	John Murdoch
			<i>[Signature]</i>	Chuck McQuary

**Others in attendance:**

Name	Organization	Phone Number
<i>Andrew Mikkelsen</i>	<i>GCT</i>	<i>482-3959 x 111</i>
<i>Debrah Linehan</i>	<i>GCT</i>	<i>" " x 118</i>
<i>Martin Erickson</i>	<i>GCT</i>	<i>385-7870</i>
<i>Drew Lurie</i>	<i>Trolley Ojai</i>	<i>207-8656</i>
<i>HELENE BUCHMAN</i>	<i>GCT CONSULTANT</i>	<i>310 427 9043</i>