



GCT Technical Advisory Committee (TAC)
Wednesday, June 17, 2009
1:30 p.m.
Gold Coast Transit Board Room

Meeting Summary

TAC Members Present: Jeff Hereford, City of Ventura; Drew Lurie, City of Ojai; Kathy Connell, Ventura County and Vic Kamhi, VCTC (ex-officio).

TAC Members Absent: Martin Erickson, City of Oxnard and Jason Lott, City of Port Hueneme.

GCT Staff Present: Deborah Linehan, General Manager; Steve Brown, Planning & Marketing Director; Steve Rosenberg, Director of Administrative Services; Andy Mikkelson, Director of Transit Operations; Chuck McQuary, Transit Planner, and Helene Buchman, Transit Planner.

Members of the Public: None

1. Call to Order/Introductions

Chair Jeff Hereford called the meeting to order at 1:40 p.m., and introductions were made.

2. Public Comments (items not on the agenda)

None.

3. Committee Members' Comments

Vic Kamhi reported that SB 716 is scheduled for review by the Senate Transportation Committee on the 29th of this month. This will be the subject of discussion at the next Transcom meeting. He also indicated that a letter to the Committee from VCTC will request revisions to the Bill regarding the following issues:

- 1- Timing (receipt of funds)
- 2- Farebox Recovery Ratios
- 3- Mechanism to re-allocate or spread out LTF funds

In a related matter at the federal level, Deborah reported that the War Spending Plan would allow ARRA recipients to spend 10% of their funds on operating costs. The pros and cons of spending more ARRA money on operations vs. capital were discussed at length by TAC but no conclusions were reached. It was agreed that this issue should be discussed in the future as it is hard for TAC members to predict what their local budgets will be like for the next fiscal year.

4. Approval of May 20, 2009 Meeting Summary

Approval delayed until next month (members in attendance abstained as some did not attend the May meeting and there was not a quorum with the remaining voting members).

5. Update on the Selection of Consultants for the Transit Service Strategy & Plan (STTP) - Helene Buchman

Proposals from several Consultants were reviewed by staff, with input also received from Jason Lott and Steve DeGeorge of VCTC. Wilbur Smith & Associates was selected as the winning proposer. The date of our initial meeting with the consultant to begin development of the plan is still to be determined.

6. Review of Proposed Advertising Policy Changes Responsive to Board Comments- Steve Brown

Nancy Kierstyn Schreiner, GCT general consul, drafted a report to the Board outlining an optional policy to allow government agencies to advertise on our buses with ads deemed to be "for the general good of the public". The policy determines the types of government and government affiliated agencies that can participate. The policy is scheduled to be on the agenda for Board consideration and possible action at the July Board meeting.

7. Update on Service Implementation Plans for all July Service Improvements- Steve Brown

Steve outlined the following changes that will begin July 12, 2009:

- Fourteen routes have schedule changes whose objective is improving on-time performance;
- Continuation of Extended Route 18B Tripper Service to accommodate Villa Victoria residents and Prototypes for Women clients;
- Transfers will be required on the following routes that are no longer interlined:
 - Routes 1 & 6
 - Routes 2 & 3
 - Routes 4A & 5

In response to a concern from Deborah about "breaking up the interlines" and its

impact on our riders who are used to changing routes without changing buses, TAC was advised that Transit Guides are scheduled for assignment at the OTC and VTC the week before July 12th to direct riders attention to this important change.

- Routes 30X, 31X & 32X eliminated;
- New Weekday service: Route 40 Market/Valentine Road Shuttle;
- Major changes on Route 16:
 - 60 Minute headways all day
 - Reduced Ojai service ends at Maricopa Highway "Y"
 - Transfers will be required to and from the City operated Ojai Trolley for service formerly covered by Route 16. A new transfer program will be introduced.
 - Three major issues are still unresolved: The lack of the Trolley feeder service for the first Route 16 buses in the morning and their arrivals at the "Y" from 5 P.M. through 9 P.M. Kathy Connell expressed surprise and concern that the City had not previously notified the County that there would be a gap in service. The means of resolving the service gap and its cost are now being reviewed by both jurisdictions. Another issue is notification to neighbors that Route 16 will turn around in the Carillo/Descanso/Valle Rio loop at the "Y". Concerned about neighborhood reaction to the proposed loop, GCT staff suggested that the neighbors should be notified in advance with door hangers and possibly followed up with at a neighborhood meeting. If the service is implemented in the loop, will the layover stop on Carillo be red curbed and fully accessible? Drew Laurie replied that having the stop ready by July 12th may be a problem and Ojai is reviewing possible interim solutions.
- Route 12 will be eliminated on September 7, 2009.

Steve Rosenberg suggested that the shelter located at the Auto Center Drive/ Santa Clara Road intersection should be removed because it is no longer served by GCT. Chuck McQuary suggested that when the shelter is removed by the City of Oxnard it could be installed at the Route 15 stop on Paseo Mercado (across from Costco). Chuck will pass the suggestion on to the City.

8. Review of Planning and Marketing Project Update in the July Board Report- Steve Brown

Steve reported that the draft report is in its final stages. The completed document will report on the Facilities Master Plan, utilization of summer interns, implementation of three position bike racks, the TSSP, bus advertising plan and other departmental projects. The report will be included in the Board packet.

9. Market Street/Valentine Road Shuttle Open House- Steve Brown

Steve reported that the Open House will occur tonight at the Technical Development Center from 4:30 until approximately 6:30 P.M. All TAC members are invited to attend. To promote the event approximately 1,200 invitations were sent to businesses surrounding the Development Center.

10. ACCESS Senior Nutrition Transportation Update- Margaret Heath

Margaret could not attend the meeting because of a family emergency. Steve briefly noted that following discussions with the Ventura County Area Agency on Aging, starting July 1st we will be reimbursed for rides provided to Senior Nutrition Program centers. Riders going to designated SNP centers have not had to pay a fare but donations were accepted.

11. ACCESS No Show/Same Day Cancellation Policy Update- Margaret Heath

Steve reported that Margaret will be working on this policy through the summer and will provide more detail at the next TAC meeting. The current rate of No Shows is high and costly to our system. We will become more vigilant in contacting the No Shows to mitigate this problem.

12. Update on Vehicle Donation Program- Margaret Heath

Steve reported that this new demo program to donate surplus GCT vehicles to eligible non-profit organizations has been very successful. All the vehicles available for eligible non-profits have been claimed by five different agencies and are no longer on GCT property.

Deborah was particularly pleased that the agencies claiming the vehicles have clients with special needs that currently use our ACCESS service. The agencies can now use our old vehicles to provide service tailored to clients needs and remove some of that trip demand from GCT ACCESS.

Steve noted that Goodwill Industries has chosen to not participate in the program. That's a little surprising because staff met with Goodwill representatives to outline the program and reviewed how it could respond to the many petitions received at the Unmet Needs Hearings requesting service to their facility on Lombard Street.

Margaret will track the donation program for a year and will report back to the Board on the extent of its success. Steve noted that a detailed description of the program and vehicle donations will be included in the Planning and Marketing Board Report (Item 8, above).

13. Transfer of Retired Buses to Golden Empire Transit- Steve Brown

GCT's 1996 Orion Buses have surpassed their FTA useful lifecycle and are being transferred to Golden Empire Transit in Bakersfield, CA. Steve understands that the buses will be used by GET in service and for spare parts.

Deborah pointed out a benefit to GCT is that these buses have the outdated underbody CNG tank package, and those tanks are due for replacement. Their removal from our fleet means GCT avoids undertaking an expensive replacement program on old equipment.

14. Future Agenda Items

Deborah asked Vic to keep the TAC up-to-date on funding issues that would affect GCT and transit county wide. Because of the high level of activity surrounding the upcoming service changes it was determined it is advisable to hold a July TAC meeting. It was agreed that TAC would meet on July 15 at 1:30 p.m. at GCT. Deborah confirmed that TAC will not meet in August (unless an emergency meeting is called.)

15. Adjournment

There being no further business, Chair Hereford adjourned the meeting at 3:40 p.m.

Minutes Approved:



**GCT Technical Advisory Committee (TAC)
Sign-in Sheet
June 17, 2009, 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai	DL	Drew Lurie		Michael Culver
Oxnard		Martin Erickson		Ken Ortega
Port Hueneme		Jason Lott		Andy Santamaria
San Buenaventura	J.H.	Jeff Hereford		Tom Mericle Rick Gallegos
County of Ventura	KC	Kathy Connell		Nazir Lalani
VCTC (ex-officio)		Vic Kamhi		Mary Travis
GCT (staff)	SB	Steven Brown	MB	Chuck McQuary Helene Buchman

Others in attendance:

Name	Organization	Phone Number
Andrew Mikkelsen	GCT	x 111
Steve Rosenber	GCT	x 119
Deborah Crivan	GCT	x 118