



**GCT Technical Advisory Committee (TAC)
Wednesday, October 21, 2009
1:30 p.m.
Gold Coast Transit Board Room**

Meeting Summary

TAC Members Present: Jeff Hereford, City of Ventura; Kathy Connell, Ventura County; Jason Lott, City of Port Hueneme; Martin Erickson and Ashley Golden, City of Oxnard, and Vic Kamhi, VCTC (ex-officio).

TAC Members Absent: Drew Lurie, City of Ojai.

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

Members of the Public: None

1. Call to Order/Introductions

Chair Jeff Hereford called the TAC meeting to order at 1:30 p.m. and introductions were made.

2. Public Comments (items not on the agenda)

None.

3. Committee Members' Comments

Steve Brown reported that GCT met with Mike Villegas, CEO of the Ventura County Air Pollution Control District in response to an APCD request to develop a marketing outreach program that would encourage county residents to use public transit as one of the means to reduce air pollution. The APCD will provide funding (in the neighborhood of \$50,000) that will likely be divided into one-third for promoting the program campaign and 2/3 toward the purchase of bus passes. Additional information will be provided to TAC as the

program is being developed.

Steve also advised that TAC recommendations for federally funded Transit Enhancement Projects will be on the Agenda at the next TAC meeting. Each jurisdiction should have available their bus stop protocol and also recommended improvements in priority order. Over \$125,000 in funds are available to address accessibility issues and improved, safety and comfort for transit passengers.

Deborah addressed the possibility of a more severe outbreak of H1N1 (Swine) Flu and its potential impact on GCT. Because bus operators have such a large public exposure to communicable illnesses GCT is developing a contingency plan in the event we experience large scale, unavoidable absenteeism due to sickness. Essentially all Transit Supervisors and staff with the appropriate operator license would be substitute drivers. Selected bus routes would be eliminated or service reduced. Our goal of course, will be to maintain as much regular service as possible in such an event.

Jeff Hereford reported that the Ventura Transfer Center is undergoing minor refurbishment. Kathy Connell advised that a traffic signal will be installed in front of the Juvenile Justice Center on Vineyard Avenue.

Martin Erickson stated because of a shortage of parking at the Esplanade, the City is considering a move of the VISTA and Coastal Express stops over to an area in River Park. Vic Kamhi advised that the new Coastal Express service change goes into effect on Monday, October 26th.

4. Approval of September 16, 2009 Meeting Summary

Kathy Connell made a motion to approve the September meeting summary. Jeff Hereford seconded the motion, and it passed unanimously.

5. Status of Route 16 Incorporation of Temporary El Roblar Loop into Regular Service- Steve Brown

The new loop went into effect on Sunday, October 18th. Bus stop signs will be required to replace those removed when the service was discontinued on La Luna and El Roblar in July. A new bus stop (and time-point) will be added at Rice Road & El Roblar. Steve also reported that two early morning trips will start picking up northbound passengers at Casitas Springs with the new service change in January 2010. Currently the early morning trips dead-head up to the Maricopa "Y".

6. Marketing Update- Steve Brown & Mary Russo

Steve introduced Mary Russo, the new Marketing Coordinator who replaced Serey Glenn. Mary described her background and experience and provided an overview of the projects

that she has or is undertaking:

- A slide show was presented on October 20th to the high school and GED students at the Ventura Adult and Continuing Education Facility served by the new Route 40 Market/Valentine Shuttle. Along with the slide show, Mary provided trip planning guides to assist students and staff in how to use the new service and concluded the presentation with a bus ride for the students to familiarize them with the ease of using the service and the location of bus stops along the route.
- A brochure outlining the connections of the Market/Valentine to other parts of the GCT system will be available in January. Jeff advised Mary that Ventura may have some marketing funds available to help off-set the cost of the brochure.
- The photo shoots planned for the January Bus Book.
- A brief outline of the APCD marketing program described earlier by Steve Brown.

Martin Erickson said that he would like to introduce Mary to the Oxnard Marketing Staff.

7. Review GCT Board Input on Strategic Planning Meeting Agenda and Provide TAC Input on Same- Deborah Linehan/Steve Brown/Helene Buchman

The meeting is scheduled for Friday, December 18th with the location still to be determined. The agenda is being finalized but will likely include:

- Response to SB375
- Transit Mode Split
- SB716
- GCT Process for Addressing Service Changes
- Concept of Fair Share Service Pricing

In reviewing transit strategies, Staff and TAC touched upon the following areas that need follow-up in the near term:

- Should payment and service for paratransit parallel GCT fixed-route service?
- Consistency between GCT and regional service planning
- The impact of further reduction in TDA funds
- Trade-off of TDA vs. non-TDA (Route Guarantee) funds
- Discontinuation of the mandatory 20% farebox ratio
- Should Fixed-Route and Paratransit be tied to the same farebox ratio?

8. Update on 3-Position Bike Rack Demonstration Project and Future Action- Andy Mikkelson/Steve Brown

Andy reported that the new 3-position racks (vs. the common 2 position racks) were installed on 13 buses and no problems have been reported by our operators. We have cleared one CHP inspection with no negative feedback from our assigned inspector. While it is unlikely, if the 3-position racks become an issue we have enough 2-position racks

available for re-installation.

Deborah stated that staff will report back to the Board about the success of the new racks and will likely request their approval to retrofit our full fleet with the 3-position racks.

9. Future Agenda Items

Helene reported that Jim McLaughlin of Wilbur Smith Associates will attend the November TAC meeting and address potential service changes taking into account feedback from our member jurisdictions received during Jim's Transit Service Strategy & Plan (TSSP) interviews as well as his other research regarding new development. Helene also asked for TAC assistance in reviewing input on the Caltrans funded Vineyard Corridor Study. She also stated that GCT will have a booth at an El Rio School Health Fair to seek input for the Study.

The next scheduled TAC meeting will be November 18th.










10. Adjournment

There being no further business, Chair Hereford adjourned the meeting at 2:55 p.m.

Minutes Approved:



**GCT Technical Advisory Committee (TAC)
Sign-in Sheet
October 21, 2009, 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai		Drew Lurie		Michael Culver
Oxnard		Martin Erickson 		Ashley Golden 
Port Hueneme		Jason Lott		Andy Santamaria
San Buenaventura		Jeff Hereford		Tom Mericle Rick Gallegos
County of Ventura		Kathy Connell		Butch Britt
VCTC (ex-officio)		Vic Kamhi		Mary Travis
GCT (staff)		Steven Brown		Chuck McQuary  Helene Buchman 

Others in attendance:

Name	Organization	Phone Number
Andrew Mikheev	GCT	x 11
Mary Russo	GCT	x 120
Debrah Linehan	GCT	x 118
Steve Rosenbom	GCT	x 119