



**GCT Technical Advisory Committee (TAC)
Wednesday, August 18, 2010
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, City of Oxnard; Drew Lurie, City of Ojai and Vic Kamhi, VCTC (ex-officio).

TAC Members Absent: None.

GCT Staff Present: Deborah Linehan, General Manager; Steve Rosenberg, Director of Administrative Services; Andrew Mikkelson, Director of Transit Operations, Steve Brown, Director of Planning and Marketing, Chuck McQuary, Transit Planner, Helene Buchman, Transit Planner, Mary Russo, Marketing Coordinator, Vanessa Rauschenberger and Claire Johnson-Winegar, GCT Interns.

Members of the Public: None.

1. Call to Order/Introductions

Chair Jeff Hereford called the TAC meeting to order at 1:35 p.m. and introductions were made.

2. Public Comments (items not on the agenda)

None.

3. Committee Members' Comments

Upon a suggestion from Jeff Hereford, the members agreed to switch Items 7 and 8 listed on today's agenda.

4. Staff Comments

Staff advised TAC that verbal and written (e-mail) complaints have been received regarding the August 15th service change. Copies of the e-mails were presented to the respective TAC members. As one of the e-mails was several days old, staff was requested to forward future complaints to the appropriate TAC member as soon as it is received to allow them to provide a timely response.

Deborah Linehan announced that the September TAC meeting would be her last in as much as she will be retiring in October.

5. Approval of June, 2010 Meeting Summary

Kathy Connell made a motion to approve the June meeting summary. Jason Lott seconded the motion, and it passed unanimously.

6. Report on Outreach Activities Conducted for the August 15, 2010 Service Change- Mary Russo

Mary stated that in addition to the notices on buses, car cards, and posting of bulletins throughout our system, GCT introduced the use electronic technology to publicize the service change. Cell phone numbers and e-mail addresses on survey forms from riders previously gathered by Transit Guides were used to broadcast the service change information. In addition, GCT initiated the use of a prize wheel to attract attention to the information booth set up at main transfer points.

Also, Mary announced that Guide-A-Ride panels will be installed on approximately 300 bus stop signs in October.

7. (Was #8) Develop Public Input Process for Service Change/Improvement Projects- Helene Buchman/Chuck McQuary

In developing guidelines for this process staff proposed several issues/suggestions for the TAC to consider:

- The member agency is the host with assistance being provided by GCT.
- Promotion of events outside the member's jurisdiction can be achieved by distribution of flyers aboard GCT buses.
- Choose the best meeting format to pursue collective goals and objectives.
- Maintain close cooperation between member agencies and GCT in developing outreach and presentation materials.
- Share input and feedback received at the meetings.

At a later TAC meeting Staff will provide a suggested Public Input timeline covering the

balance of the fiscal year.

Jeff Hereford suggested that some of the input meetings should be conducted at the GCT office. Vic Kamhi requested that any input received in these meetings that is defined as an Unmet Need in the County should be forwarded to VCTC for review.

While listed as an Agenda action item, TAC decided to treat this item as information only at this time.

8. (Was #7) TAC Review and Prioritization of Service Change/Improvement Projects That are Unfunded, Phased or Under-Funded- Helene Buchman/Chuck McQuary

A power point presentation described the proposed service improvements being considered for the four fiscal year periods of 2011-12 through 2014-15.

Any service improvements or expansions, of course, are predicated on the availability of additional funding. The amount of TDA funding that supports our current service will not be known until much later in the fiscal year.

Steve Brown indicated that GCT plans to pursue CMAQ and JARC funds for some service improvements shown in the presentation. He pointed out that an application for a CMAQ project must also be in the County TIP. This will likely require a TIP Amendment by VCTC.

Kathy Connell strongly urged GCT to include service to the JJC as soon as possible, whether as a separate project or in GCT service plans for the Vineyard Corridor. Accordingly, GCT and Kathy agreed to meet within the next two weeks to review potential bus routes, infrastructure needs and project costs relative to the JJC service.

While listed as an Agenda action item, TAC decided to treat this item as information only at this time.

9. Future Agenda Items

None.

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
August 18, 2010, 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai	DL	Drew Lurie		Michael Culver
Oxnard	ME	Martin Erickson		Ashley Golden
Port Hueneme	JL	Jason Lott		Andy Santamaria
San Buenaventura	JH	Jeff Hereford		Tom Mericle Rick Gallegos
County of Ventura	KC	Kathy Connell		David Fleisch
VCTC (ex-officio)	VK	Vic Kamhi		Myra Montejano
GCT (staff)	SB	Steven Brown	CM HB	Chuck McQuary Helene Buchman

Others in attendance:

Name	Organization	Phone Number
Mary Russo	GCT	x 110
Clair Johnson-Winegar	GCT	x 100
Deborah Linehan	GCT	x 118
Martin Erickson	Oxnard	3
Andrew Mikkelsen	GCT	x 111
Steve Rosenbly	GCT	x 119
Vanessa Raurchenberger	GCT	x 100

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