



**DATE** July 1, 2015  
**TO** GCTD Board of Directors  
**FROM** Vanessa Rauschenberger, Director of Planning and Marketing *VR*  
**SUBJECT** Consider Approval of Interagency Transit Pass Programs with the Ventura County Transportation Commission

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## **I. EXECUTIVE SUMMARY**

As part of their transition to new GFI farebox technology, the Ventura County Transportation Commission is discontinuing the “GoVentura Smartcard” effective July, 1<sup>st</sup> 2015. As a result of the Smartcard discontinuation, local transit providers, and passengers have all expressed concerns about the loss in the ability to use a single pass on all transit services within the County.

In order to minimize the impacts to the riders because of the discontinuation of the GoVentura Smartcard, it is recommended that the GCTD Board of Directors Authorize the General Manager to develop and execute agreements with the Ventura County Transportation Commission to accept and be reimbursed for rides made using the new VCTC fare media.

## **II. BACKGROUND INFORMATION**

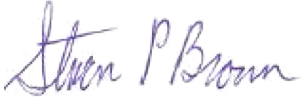
GCTD implemented the GFI fareboxes in May 2013, and was the first in the County to adopt and implement the new technology. As other operators implement the GFI system, it is now possible to have fare media that can be programmed and accepted on each agency’s buses. The VCTC, working with other transit providers within the County, have developed an “interim” solution to the “Go Ventura Smartcard” discontinuation which would enable the new magnetic stripe *VCTC 31-Day Pass* to be accepted by the GFI fareboxes currently being used by Gold Coast Transit District, Thousand Oaks Transit, and Simi Valley Transit.

At the June VCTC Commission Meeting, Commissioners authorized the VCTC Executive Director to develop and execute agreements with other County Transit Operators in order to enable VCTC to reimburse transit agencies that choose to accept the new VCTC fare media. It is recommended that the GCTD General Manager be authorized to develop and execute an agreement which will allow the use of a VCTC fare media on GCTD buses and claim reimbursement of revenue from pass sales based on a similar method that was informally used for the Smartcard. With this “interim” solution, the *VCTC 31-Day Pass* could be used effective July 1, 2015. In addition, other fare media types issued in the future by VCTC, such as the 1-Ride Agency ticket, 10-Ride ticket, and reduced fare media for each could also be accepted.

### **GOLD COAST TRANSIT DISTRICT**

### **III. RECOMMENDED ACTION**

It is recommended that the GCTD Board of Directors Authorize the General Manager to develop and execute agreements with the Ventura County Transportation Commission to accept and be reimbursed for rides which are made using the new VCTC fare media.



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General Manager's Concurrence