



GCTD Technical Advisory Committee (TAC)
Wednesday, September 21, 2016
1:30 p.m.
Gold Coast Transit Board Room

Meeting Summary

TAC Members Present: Jeff Hereford, City of Ventura; Dave Fleisch, Ventura County; Austin Novstrup, City of Ojai and Martin Erickson, VCTC.

TAC Members Absent: Farhad Zaltash, City of Oxnard; Jason Lott, City of Port Hueneme.

GCTD Staff Present: Steve Brown, General Manager; Vanessa Rauschenberger, Director of Planning and Marketing; Steve Rosenberg, Director of Finance and Administration; Matt Miller and Beatris Megerdichian, Transit Planners and Margaret Heath, Paratransit Manager.

Members of the Public: Joseph Briglio, SCAG.

1. Call to Order/Introductions

Chair Jeff Hereford called the TAC meeting to order at 1:35 pm.

2. Public Comments (items not on the agenda)

None.

3. Committee Members' Comments

Dave Fleisch mentioned that Ventura County is currently interviewing for Senior Transportation Analyst.

Martin Erickson announced that VCTC will be implementing Oxnard-Camarillo Connector on October 15th. The new route will be serving the highly requested Camarillo Premium Outlets and on to the Camarillo Metrolink Station. He thanked GCTD staff for assisting with schedules to accommodate transfers at C Street and OTC. Schedules will be available end of September.

4. Staff Comments

None.

5. Approval of the July 2016 Meeting Summary

Austin Novstrup made a motion to approve the May meeting summary. Dave Fleisch seconded the motion and it passed unanimously.

6. Marketing and Social Media Activities- Vanessa Rauschenberger

Vanessa announced that GCTD is increasing its focus on social media and targeted marketing to seniors and veterans. She informed members that staff has been posting more regularly on Facebook and Twitter. Social media posts inform passengers about the trip planner, detours and special community and holiday events. Staff has implemented #SelfieontheGO for Selfie September and has received a large response in a short period of time. Moreover, Vanessa informed TAC members that GO ACCESS passengers will be receiving postcards in the mail reminding passengers 75 or older can ride fixed route for free. A "75+ Ride Free" car card will also be printed and displayed in the buses. Moreover, GCTD staff has been working with VCTC to provide free rides for veterans on Veteran's Day. Vanessa mentioned they will take this opportunity to also promote reduced fare for veterans with a valid VA ID card.

Dave Fleisch suggested contacting Mike McManus at Gold Coast Veterans Foundation to assist in promoting reduced fare and free ride on Veteran's Day.

7. Bus Stop Inventory- Beatris Megerdichian

Beatris Megerdichian informed TAC members that GCTD is currently conducting a bus stop inventory. She demonstrated KoboCollect, an app on the android tablet that effortlessly provides a customizable form to collect the inventory of the bus stops. The app also includes features such as data analytics and mapping tools for further analysis. She mentioned that the data could be shared with member agencies to better facilitate communication of the amenities at the bus stops and conditions of the bus stops.

8. Route 23 Planning and Bus Stops- Matt Miller

Matt Miller presented preliminary plans of Route 23, which was identified as top priority in GCTD's SRTP and would allow restructuring of service in south Oxnard. The route would provide direct service from South Oxnard, Port Hueneme and NBVC to The Collection, the Esplanade and Wagon Wheel via Ventura Road. Matt announced that Route 23 would require 75 stops, some of which already exist but a number of new stops would be required to be built. He informed members that the route would provide access to underserved populations and a large population living below the national poverty level.

9. Grant Opportunities and Plans- Vanessa Rauschenberger

Vanessa announced that there are a number of grant opportunities GCTD staff will be applying for and identified a list of projects for these grants. She mentioned that staff is currently working on a Sustainable Communities Grant application for a First-Mile, Last-Mile Connectivity Study for Naval Base Ventura County that GCTD unsuccessfully applied for last year. After talking with Caltrans in a debrief, they gave pointers on improving the grant and recommended reapplying.

GCTD will also apply for a Bus Stop Improvement Plan through this grant. She also mentioned grant funding opportunities, such as the Prop 1B safety and security program, Congestion Mitigation and Air Quality (CMAQ) funding the Active Transportation Program, to fund projects such as, security for the new facility, new Ventura Road service, midlife bus rehabilitation, vending machines and various marketing projects.

10. ACCESS Operations Update – Margaret Heath

Margaret Heath announced that the transition to the new scheduling software has provided enhanced features such as immediate reporting capabilities, vehicle location, and new tablets for the operators to access live traffic conditions. She mentioned cancellations are down compared to last year, no shows are the same and ridership is up 15% this quarter.

11. Development Updates – Claire Johnson-Winegar

Jeff announced that the Parklands project is under construction.

12. Future Agenda Items

Vanessa Rauschenberger and Steve Rosenberg announced that GCTD staff would like to receive mid-year updates on capital projects that have received funding from LTF and future projects for the upcoming budget.

13. Adjournment

Chair Jeff Hereford adjourned the meeting at 2:40 p.m.

Minutes Approved: 10/19/2016



**GCT Technical Advisory Committee (TAC)
Sign-in Sheet
September 21, 2016 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai	(S)	Austin Novstrup		Greg Grant
Oxnard		Farhad Zaltash		Ashley Golden
Port Hueneme		Jason Lott		
San Buenaventura	J.H.	Jeff Hereford		Tom Mericle Rick Gallegos
County of Ventura		Kathy Connell	DM	David Fleisch
VCTC (ex-officio)		Ellen Talbo	MRE	Martin Erickson Treena Gonzalez
GCTD (staff)	V	Vanessa Rauschenberger	mm BM	Claire Johnson-Winegar Matt Miller Beatris Megerdichian

Others in attendance:

Name	Organization	Phone Number
Joseph Brusio	SCAB	_____
M Heath	GCTD	_____
Steven Brown	GCTD	_____
Steve Rosenberp	GCTD	x 119