



Item # 11

DATE July 5, 2017
TO GCTD Board of Directors
FROM Vanessa Rauschenberger, Director of Planning and Marketing *VLR*
SUBJECT **Provide Input to Staff for Upcoming Strategic Planning Session**

STRATEGIC PLANNING SESSION

GCTD is committed to proactively addressing the challenges of organizing, planning, and delivering quality transit services in western Ventura County. A representation of this commitment is the construction of the new Operations and Maintenance Facility that will not only provide GCTD with a more functional and visible location, but will also raise community expectations for the future of the organization.

As the recently adopted budget showed, limited funding realities, regional demands, and emerging trends in transit mean that we will need to work smarter and more strategically as a District if we are to successfully meet the current and future needs of the public. In order to address these trends in a more in-depth way, GCTD's General Manager and the management team are planning to host a Strategic planning session for the Board to review, discuss, and provide direction on mission critical topics.

In order to help give the strategic planning session a clear focus, staff has developed a list of priority topics for discussion and is seeking feedback from the Board in order to narrow down the list to only two or three topics. Once staff receives direction from the Board, we will work to schedule a session after the summer break (in September / October).

Proposed Priority Topics for Strategic Planning Session

1. Discuss strategies for meeting long-term funding challenges to keep GCTD financially sustainable and mission-focused. (Sub-topics: SB 1, TDA Farebox Ratio, future fare policies, GCTD ballot initiative, 301 E. 3rd St property, or other alternative revenue streams)
2. Evaluate and re-affirm our mission and goals to ensure our staff culture and initiatives align with and directly advance that mission in meaningful ways.
3. Receive a status update on the 2015-2019 Short Range Transit Plan and discuss priorities for implementing faster more frequent service.

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4. Discussion of ridership trends and what can be done to increase ridership levels.
5. Should the need arise; discuss ways in which GCTD should prepare to take on a larger role in serving additional transit needs beyond the current service area.
6. Discuss strategies for GCTD member cities to encourage transit supportive land use planning. *(Kickoff SCAG Sustainability Grant)*

Below is a suggested draft agenda for a half day Strategic Planning Session:

--Morning Coffee with the GM--

9:30 **Introduction / Year in Review (30 minutes)**

10:00-1:00 **Strategic Planning Session (3 hrs) (w/ 30min lunch break)**

1:30 **Wrap/Up Review Next Steps (30 min)**

--End by 2:00pm--

Proposed Meeting Dates:

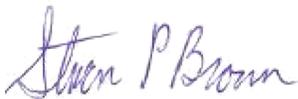
Proposed date and time for the meeting:

- September 6th - (Hold as part of regularly scheduled board meeting.)
- September 20th - (Hold Special Session)
- October 4th - (Hold as part of regularly scheduled board meeting.)
- October 18th - (Hold Special Session)

RECOMMENDATION

It is recommended that the Board of Directors discuss and review the proposed Strategic Planning session topics, provide input to staff on the top two or three topics and provide feedback on a potential date for the session.

GENERAL MANAGER'S CONCURRENCE



Steven P. Brown
General Manager