



**GCTD Technical Advisory Committee (TAC)  
10:00 a.m. - Wednesday, January 17, 2018  
Gold Coast Transit District - Board Room**

**Meeting Summary**

**TAC Members Present:** Treena Gonzalez, County of Ventura; Justin Link, City of Oxnard; Austin Novstrup, City of Ojai; Sergio Albarran, City of Ventura; and Claire Grasty, VCTC.

**TAC Members Absent:** Don Villafana, City of Port Hueneme

**GCTD Staff Present:** Steven Brown, General Manager; Steve Rosenberg, Director of Finance and Administration; Vanessa Rauschenberger, Director of Planning and Marketing; Matt Miller and Beatris Megerdichian, Transit Planners; Margaret Heath-Schoep, Paratransit Manager; Cynthia Torres Duque, Marketing Manager; and Andy Mikkelson, Director of Operations

**Members of the Public:** None.

**1. Call to Order/Introductions**

Chair Treena Gonzalez called the TAC meeting to order at 10:02 a.m.

**2. Public Comments (items not on the agenda)**

None.

**3. Committee Members' Comments**

Claire Grasty announced that the VCTC Unmet Needs processing is underway. There will be three community meetings held at the end of January and early February to gather information as well as online survey form on VCTC's website.

Claire also informed members that VCTC and Santa Barbara MTD have been providing buses to provide trips to Santa Barbara for critical personnel such as police, fire, safety workers and teachers. VCTC has provided 10 buses with an early morning trip departing to Santa Barbara. They are working with the Santa Barbara OES to coordinate efforts. Additionally, Amtrak has added 3 train cars to add capacity.

Sergio Albarran noted that as a result of the mudslides there has been increased congestion at the Fairgrounds and at Harbor Blvd and Figueroa Street intersection and have been receiving complaints.

**4. Staff Comments**

Vanessa Rauschenberger informed members that GCTD has received 5 bids for the new Bus Stop Signs and will be meeting with procurement staff to review bids and select the vendor in the next couple of weeks. Once a vendor has been selected, GCTD staff will reach out to the cities to coordinate installation and provide more information.

Margaret Heath-Schoep reminded members that the software migration is underway for GOAccess. They are moving from Trapeze to Ecoloane and expect to go live on March 1<sup>st</sup>.

## **5. Approval of the December 2017 Meeting Summary**

Austin Novstrup made a motion to approve the December meeting summary. Justin Link seconded the motion and it passed unanimously.

## **6. Request for TDA Budget Input – Steve Rosenberg**

Steve Rosenberg provided TAC members a copy of the request letter for TDA baseline amounts. Steve also informed members that he will email a copy of what cities submitted last year.

Vanessa Rauschenberger reminded members that the cities request the CMAQ match through this process.

Steve informed members to feel free to contact him with any questions and to email their responses prior to the next TAC meeting.

## **7. Fixed-Route & Paratransit Service Update – 2<sup>nd</sup> Quarter FY 2017-18 – Matter Miller and Margaret Heath-Schoep**

Matt Miller announced that the ridership for the 2<sup>nd</sup> quarter of FY 2017-18 has decreased 4.9% over the 2<sup>nd</sup> quarter of last year. He mentioned that the decrease was due to the Thomas fire that began early December. During the first week of the fire, 3,636 revenue service miles were missed due to road closures, evacuation orders, poor air quality and roadway visibility.

Matt also mentioned that GCTD launched Token Transit in November and has received positive feedback. In December, GCTD relaunched the annual “Elf on the GO” holiday bus sponsored in part by Montecito Bank and Trust and made appearances across the service area.

Vanessa Rauschenberger noted that route 22 saw an approximate 10% ridership increase and the ridership decline is flattening out on some of the major routes.

Margaret Heath-Schoep announced that the ridership for GO ACCESS increased approximately 7% during the 2<sup>nd</sup> quarter this year over the 2<sup>nd</sup> quarter of last year. She mentioned that the on-time performance was at 95% on-time. Additionally, personal care attendant ridership is down and is contributing to the increase in fare revenue. Margaret mentioned that wheelchair boardings increased and this adds significant time per boarding as a result of deploying accessibility equipment and safely securing the equipment. She also noted that there was a significant impact to ridership as a result of the Thomas fire. The daily ridership was cut more than half. GO ACCESS assisted in evacuating dialysis patients to other locations during the fire.

## **8. AVA/AVL Update – Matt Miller and Cynthia Torres Duque**

Matt Miller announced that Syncromatics came on-site for a fleet survey and assessed one of the three model buses to determine the equipment needed for the buses.

Andy Mikkelson presented a sample of the tablet that will be installed on the buses. The tablet will allow for a single point sign on for the operators which will help reduce sign on and data errors. The tablet will also provide real time on-time performance information in relation to the schedule to notify the operator whether they are early, on-time or running late. Additionally, there will be several canned messages to help reduce radio traffic.

Matt Miller informed members that Syncromatics will be installing the equipment on three of the buses as a pilot. In the meanwhile, Planning staff will be working on incorporating the data from GCTD's other software programs to Syncromatics. Matt mentioned that they expect to have the three pilot buses equipped by mid February.

Cynthia Torres Duque informed TAC members that GCTD staff met with Celtis, VCTC marketing consultant, to discuss the communications of the project. VCTC will develop a communication toolkit and it will be up to individual operators to promote and market the system. The toolkit will provide advertisements, talking points, press release. The advertisements will be the same to provide consistent and more impactful message. The timing is yet to be determined due to the outcome of the pilot.

Vanessa Rauschenberger noted that they want to ensure that the pilots are fully functioning prior to removing Nextbus equipment from the entire system.

Cynthia Torres Duque informed members that there will be two phase communication process. GCTD will inform passengers that there will be a dark period and apologize for the inconvenience. The second phase will be the launch of the entire system.

Vanessa Rauschenberger notified members that third-party applications use our current data feed for their individual real-time arrival apps and the integration of the Syncromatics system will cause their apps to go dark. Austin Novstrup suggested contacting the apps to notify them that the data change and go dark.

Austin Novstrup inquired whether Syncromatics provides a feature to send alerts by route versus a systemwide alert. Matt Miller noted that he will inquire with Syncromatics on this feature.

Claire Grasty mentioned VCTC is collecting feedback on the visual features and functionality of the real-time arrival app as well as the new website. She also mentioned VCTC will be providing car cards and brochures to the various operators in conjunction to toolkit. Additionally, she noted that branding and logo has not been finalized.

Vanessa Rauschenberger mentioned that the customer service staff will have Nextbus and Syncromatics available simultaneously to provide passengers information while Syncromatics is being implemented.

## **9. Facility Update – Steve Brown**

Steve Brown mentioned that the new facility construction is on schedule. The rain caused damage to some of the materials but will be replaced by contractor. He reminded members that if anyone is interested in a tour to contact Vanessa. Steve mentioned assembly member Jacqui Irwin toured the facility. He informed members that the outside has the finishing layer placed.

Steve Brown also noted that the transition team has been focused on policies and procedures for the new facility but is now focused on planning the move. Steve Rosenberg is seeking a move coordinator/project manager to assist with the move. Steve Brown requested members to email Steve Rosenberg if they know any project managers to coordinate a move.

## **10. Development Updates – Matt Miller**

Matt Miller updated TAC members on the Development Advisory Committee meetings he has attended. As part of a Starbucks development located on Ventura Rd and Channel Islands Blvd, a bus stop will be installed. There were no updates for City of Ventura.

## **11. Future Agenda Items**

FY18-19 TDA Budget, Building Transit Supportive Grant, bus stop items, Facility update with slideshow

## **12. Adjournment**

Chair Treena Gonzalez adjourned the meeting at 10:55 a.m.



**GCTD Technical Advisory Committee (TAC)  
Sign-in Sheet  
January 17, 2018 10:00 a.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai	AN	Austin Novstrup		Greg Grant
Oxnard	JL	Justin Link		Ryan Kim
Port Hueneme		Don Villafana		
San Buenaventura	SA	Sergio Albarran		Jeff Hereford
County of Ventura	TG	Treena Gonzalez		David Fleisch
VCTC (ex-officio)	CG	Claire Grasty		Aaron Bonfilio
GCTD (staff)	V	Vanessa Rauschenberger	MM	Matt Miller
			BM	Beatris Megerdichian

**Others in attendance:**

Name	Organization	Phone Number
Margaret Keith-Schwarz	GCTD	X120
Steve Braun	GCTD	X116
Andy Mikkola	GCTD	X111
Steve Rosenbom	GCTD	X119
SERGIO ALBARRAN	CITY OF VENTURA	805-654-7763
Cynthia Doque	GCTD	X110