



**GCT Technical Advisory Committee (TAC)  
Wednesday, August 17, 2011  
1:30 p.m.  
Gold Coast Transit Board Room**

**Meeting Summary**

**TAC Members Present:** Jeff Hereford, City of Ventura; Jason Lott, City of Port Hueneme; Drew Lurie, City of Ojai ; Martin Erickson and Ashley Golden, City of Oxnard, Kathy Connell, Ventura County and Vic Kamhi, VCTC (ex-officio).

**TAC Members Absent:** None.

**GCT Staff Present:** Steve Brown, General Manager; Steve Rosenberg, Director of Administrative Services; Helene Buchman, Planning and Marketing Director; Chuck McQuary, Vanessa Rauschenberger and Claire Johnson-Winegar Transit Planners and Margaret Heath, Paratransit & Special Projects Manager.

**Members of the Public:** None.

**1. Call to Order/Introductions**

Chair Martin Erickson called the TAC meeting to order at 1:30 p.m. and introductions were made.

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

None.

**3. Committee Members' Comments**

Kathy Connell questioned why there was a need for GCT's Marketing Consultant to be on duty during the recent Driver Sick-out? Helene Buchman responded that the consultant was needed to maintain and respond to the many hits on our website during that time while the CSC staff and others were answering phones and fielding questions from concerned riders coming to the CSC desk. As buses were not running on regular scheduled service, NEXTBUS was used extensively by staff to track buses in real time throughout the system and respond when waiting riders called in asking when the bus would be arriving at their stop.

#### **4. Staff Comments**

Steve Brown stated his disappointment in the sick-out and its disruption in our service. After the Operator's contract is negotiated and ratified, an offer is under consideration for a free fare day systemwide to show our appreciation to riders for their inconvenience. Helene also thanked the TAC for their understanding during that period. She advised that GCT may also offer a discount to our bus advertisers to make up for the days when buses missed their scheduled service.

A detailed list was distributed to TAC summarizing the actual number of scheduled trips missed and its impact on ridership, which dropped off approximately 18% during the four days of the sick-out.

Steve Rosenberg announced that Marlena Kohler has been hired as GCT's new Purchasing Manager. Ms. Kohler replaces the recently retired Ken Mills.

#### **5. Approval of the August 17, 2011 Meeting Summary**

Jason Lott made a motion to approve the meeting summary. Jeff Hereford seconded the motion, and it passed unanimously.

*For the record, a TAC meeting was not held in July.*

#### **6. Develop list of issues/questions that should be addressed in the Regional Transit Study, i.e.:**

- **Impact of SB716 on bus operations and facility maintenance;**
- **Consistency in fare structures and Paratransit service;**
- **Responsibility for developing, funding and implementation/operation of long and short range planning projects;**
- **Service criteria and benchmarks**

Steve Brown reported that Darren Kettle received good feedback when he presented the Regional Transit Study to the Board at their July meeting. However, the presentation at that time was at a very summary level.

There is now concern from TAC that the study may go forward to the legislature in conceptual form without a specific detailed implementation plan. TAC strongly suggested that more information should be developed and revealed, i.e., the impact on funding from SB317, the number of transit districts that may emerge, the effect on existing labor agreements, the needs of the east vs. west County, as well as many other significant issues.

Helene said that all of the questions discussed today need answers before this study is completed. Martin suggested that each jurisdiction spend time reviewing the study and bring their concerns back to the GCT Board in a special meeting or in a special board planning session.

In as much as this is an action item on today's agenda, a motion was made and approved to continue this item to the September TAC meeting.

## **7. Update on Transit Service Status in Ojai- Helene Buchman**

A handout was distributed showing boardings and alightings for an average weekday on the Route 16 Ojai/Ventura service. The purpose of today's agenda item is to discuss the issue of removing GCT service within the City of Ojai's jurisdiction, which begins at the intersection of Highway 33 and 150. Service west of the intersection is under the jurisdiction of the County.

Under consideration is the possible termination of service north of the Rite Aid stop on Highway 33, thus eliminating all GCT service within the City of Ojai. Of the 856 average Route 16 weekday boardings, 124 were above the Rite Aid stop, which would affect over 15% of the passengers.

Vic Kamhi suggested that GCT and the City of Ojai review the impact on the current ACCESS Paratransit service in the event GCT fixed route service is discontinued within the City of Ojai; would paratransit service remain and if so, who would provide it and how would it be funded?

As this is an information only agenda item, no further action was taken. However, it was suggested that further review of the Ojai's public transit service is needed.

## **8. August 21 Service Change- Preparations for- Helene Buchman**

Vanessa Rauschenberger provided an overview of the service change and distributed a copy of the information guide and oversized Bus Books provided to our operators. She also outlined the schedule for the GCT Planning & Marketing personnel who will serve as GCT Transit Guides at the OTC and VTC on the first Monday (August 22<sup>nd</sup>) of the change.

Steve Brown stated that having to use planning staff to assist the Customer Service Reps during the sick-out delayed our scheduled installation of up-dated guide-a-ride panels prior to the service change. Steve added that our operators are currently being trained on the new and revised routes and six new operators have been hired and are also being trained.

## **9. Future Agenda Items**

None Scheduled.

## **11. Adjournment**

There being no further business, Martin Erickson adjourned the meeting at 2:55 P.M.

***Minutes Approved:***



**GCT Technical Advisory Committee (TAC)  
Sign-in Sheet  
August 17, 2011, 1:30 p.m.**

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

*on Claire Jenner Winegar*

**Others in attendance:**

Name	Organization	Phone Number
<i>S. Rosenberg</i>	<i>GCT</i>	<i>X119</i>
<i>Steve Brown</i>	<i>GCT</i>	<i>X116</i>
<i>Margaret Hertz</i>	<i>GCT</i>	<i>X120</i>