



GCT Technical Advisory Committee (TAC)

Wednesday, September 21, 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; Martin Erickson City of Oxnard, Kathy Connell, Ventura County and Vic Kamhi, VCTC (ex-officio).

TAC Members Absent: Drew Lurie, City of Ojai.

GCT Staff Present: Steve Brown, General Manager; Steve Rosenberg, Director of Administrative Services; Andrew Mikkelson, Director of Transit Operations; Helene Buchman, Planning and Marketing Director; Chuck McQuary, Vanessa Rauschenberger and Claire Johnson-Winegar Transit Planners and Cynthia Torres, Marketing & Communications Manager.

Members of the Public: None.

1. Call to Order/Introductions

Chair Martin Erickson called the TAC meeting to order at 1:35 p.m. and introductions were made.

2. Public Comments (items not on the agenda)

None.

3. Committee Members' Comments

Martin announced that the City of Oxnard Bicycle Master Plan is now complete and will be available on line shortly.

4. Staff Comments

None.

5. Approval of the August 17, 2011 Meeting Summary

Jeff Hereford made a motion to approve the meeting summary. Kathy Connell

seconded the motion, and it passed unanimously.

6. Early Feedback from August 21st Service change- Helene Buchman

Helene Buchman reported that GCT has received positive feedback from our operators and riders on Route 6 where full service was reinstated between the VTC the Avenue.

Ridership on the new Route 14 is building slowly and is expected to grow as the new retail businesses open in the Riverpark "Collection". We are also planning to open a new Route 14 stop on Spur Drive to provide northbound service to Riverpark for residents in the Wagon Wheel Mobile Home Park (after lighting and sidewalk work is completed by the City of Oxnard). The new stop reflects the impact of more community input and organization in response to neighborhood bus riding needs.

Marketing plans are in process to promote the new morning Route 20 service available to workers in the Seagate Industrial Park. Route 20 will complement the Route 19 service which began in June 2010 in response to petitions submitted to VCTC by workers from Goodwill industries and ETS Express, Inc.

7. Preliminary Review of February 12, 2012 Service Change and Preparation of Community Outreach Meetings- Helene Buchman

Martin and Jeff suggested that the outreach meetings should focus on seeking input on our current service as no significant changes are planned. While a new route is planned for implementation in February (Route 17 serving the Vineyard corridor) Martin and Kathy will advise GCT on where the meeting will be held.

It was agreed that the meetings should be arranged with the placement of story boards/maps in lieu of theatre style seating. This would allow the meeting attendees to circulate and ask questions or offer comments to staff and/or the jurisdictional representatives.

8. Continue Discussion in Response to the Regional Transit Study

There was agreement in TAC that there was uncertainty in the direction the study was going. Martin suggested that the Study return to TRANSCOM for review before its submittal to the Legislature.

9. Update on Transit Service Status in Ojai- Helene Buchman

Kathy reported that GCT provided the mileage figures for the different options for reduced service being studied by the City and County. As the options are being proposed by the City to reduce their transit costs, the County is reviewing them to determine the effect on their constituents.

The findings will shortly be presented to The Board of Supervisors and the MTD Board for possible action. In the meantime, GCT is assessing an origination/destination survey conducted by the City that will reflect ridership patterns within the trolley route.

**10. Discuss Implementation of GCT Route Performance Measures-
Helene Buchman**

A handout was distributed that summarized GCT's systemwide Passengers Per Hour Data for FY2010/11. Its purpose was to familiarize TAC with the data and ultimately support a joint process for adopting route performance standards in evaluating the effectiveness of GCT service.

TAC agreed that a method is needed to identify current routes as candidates in need of additional marketing, possible revision or elimination, or to measure performance of new routes. At the October TAC meeting staff will recommend minimum standards for adoption by TAC for the various types of GCT service, i.e., trunk, local or neighborhood.

11. Future Agenda Items

Review the volume of bicycles being carried by route throughout the GCT system in support of on-going jurisdictional pedestrian and bicycle studies.

12. Adjournment

There being no further business, Martin Erickson adjourned the meeting at 2:45 P.M.

Minutes Approved:



**GCT Technical Advisory Committee (TAC)
Sign-in Sheet
September 21, 2011, 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai		Drew Lurie		TBD
Oxnard	<i>MRE</i>	Martin Erickson		Ashley Golden
Port Hueneme	<i>[Signature]</i>	Jason Lott		Andy Santamaria
San Buenaventura	<i>J.H.</i>	Jeff Hereford		Tom Mericle Rick Gallegos
County of Ventura	<i>[Signature]</i>	Kathy Connell		David Fleisch
VCTC (ex-officio)	<i>[Signature]</i>	Vic Kamhi		Myra Montejano
GCT (staff)	<i>[Signature]</i>	Helene Buchman	<i>[Initials]</i>	Chuck McQuary Vanessa Rauschenberger Claire Johnson-Winegar

Others in attendance:

Name	Organization	Phone Number
<i>Andrew Michalson</i>	<i>GCT</i>	<i>X 111</i>
<i>Steve Brown</i>	<i>GCT</i>	<i>X 116</i>
<i>Steve Rosenberg</i>	<i>GCT</i>	<i>X 119</i>