



GCT Technical Advisory Committee (TAC)
Wednesday, November 18, 2009
1:30 p.m.
Gold Coast Transit Board Room

Meeting Summary

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

TAC Members Absent: Kathy Connell, Ventura County.

GCT Staff Present: Deborah Linehan, General Manager; Steve Rosenberg, Director of Administrative Services; Steve Brown, Planning & Marketing Director; Andy Mikkelson, Director of Transit Operations; Chuck McQuary, Transit Planner and Helene Buchman, Transit Planner.

Members of the Public: None

1. Call to Order/Introductions

Chair Jeff Hereford 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

Steve Brown announced that GCT is conducting a Public Meeting tonight at the GCT facility from 5 P.M. until 7 P.M. regarding a two-phase fare increase. TAC members were invited to attend. Free transportation to people with disabilities will be provided by Gold Coast ACCESS paratransit. All others attending will receive free day passes.

Martin Erickson suggested that a meeting should be set-up between GCT and the Oxnard

Planning Commission to review current GCT service and discuss plans for future service.

4. Approval of October 21, 2009 Meeting Summary

Martin Erickson made a motion to approve the October meeting summary. Jeff Hereford seconded the motion, and it passed unanimously.

5. Transit Enhancement Project Recommendations from TAC - Steve Brown

Following today's meeting, Steve will prepare a firm list of Enhancement Projects for submittal to TAC at the December meeting. These projects will be funded through the ARRA program. Following TAC review the list will be presented to the Board for approval at their January meeting.

The following projects were provided as candidates from the TAC members:

- From Jeff and the City of Ventura- Four bus stops along Telegraph Road. Approximate cost for each stop (shelters, pads & amenities) is \$4,500.
- From Vic Kamhi and VCTC- Solar Panels at the VISTA Patagonia stop to replace the solar panels that were stolen.
- From Martin Erickson and the City of Oxnard- Additional shelters and street furniture on C Street, an additional shelter at the Esplanade and bike racks at the Wooley/Victoria stop.
- From Drew Lurie and the City of Ojai- Add a shelter at the highly visible westbound stop at Maricopa Highway/Highway 33 (in front of Vons). The City is currently reviewing several designs from other transit agencies but is also considering a project with local civic groups to install a non-generic shelter and green area that would be similar to the current stop across the street eastbound on Maricopa Highway.

Vic Kamhi added that next year, Federal 5307 TEA funds will be available if additional resources are needed.

6. Report on GCT's Marketing Outreach Program for VCAPCD- Steve Brown / Mary Russo

Steve distributed Mary's Marketing and Promotion Plan that has been reviewed and approved by Mike Villegas, CEO of the Ventura County Air Pollution Control District. Steve said that the Plan will be adjusted to fit within the \$50,000 funding availability from VCAPCD, and added that there may be interest to do a similar program annually.

Martin suggested that the increased support from the APCD may be due in part to the high level of influence that SB375 will have on local agencies and their plans for mitigating statewide air pollution problems.

7. VISTA Esplanade/River Park Parking Plan- Martin Erickson/Vic Kamhi

Because of the increased park-and-ride usage in the area adjacent to the Esplanade Target store, property owners have requested that the VISTA stop be removed. Consequently, VCTC and the City of Oxnard are seeking to open a new stop at the parking structure near the new River Park movie complex scheduled to open next year. While that site may be suitable for VISTA and selected GCT service, staff pointed out that future expanded GCT service may also terminate in River Park. It is expected that more than one transfer location will be required to accommodate the higher volume of transit riders. Both Oxnard, VCTC and GCT staff are currently reviewing other potential locations within River Park.

Steve Brown asked about Oxnard's plans for the current Target store and other stores in that part of the Esplanade. Ashley Golden replied that the entire site is under review and may eventually be re-developed as a mixed use project. Additionally, Steve asked if Oxnard has plans to redevelop the Center Point Mall. Ashley replied that at least one new food market will be built (in addition to Albertsons), the existing mall will be reconfigured and other new stores will follow. Ashley will meet with staff and provide additional information on the plans underway.

8. Update on Development of Agenda for December 18th Board Planning Session Agenda- Deborah Linehan

Deborah reported that the meeting will be at the River Ridge Golf Course Clubhouse from 8:30 A.M – 12:30 P.M. on the 18th. TAC members and the Board are invited. There will be a breakfast and lunch buffet. Staff will be there starting at 8:00 A.M.

Deborah will provide the Agenda prior to the 18th. Board discussions will take priority and TAC may provide comments as needed.

9. Consider Moving Route 16 Service to Olive Street- Steve Brown/Jeff Hereford

Steve reported that Staff attended a design charrette held on the Westview Village Public Housing Project. The Ventura City Housing Authority conducted the charrette and expressed high interest in transit as an important element of the project.

Staff advised the Housing Authority that the City Transportation staff should be involved in any future transit plans for Olive Street as it falls under the City's jurisdiction as a Member Agency of the GCT Joint Powers Authority. The Housing Authority will advise GCT and the City Transportation Staff when they plan to review transit needs and will set up a meeting accordingly.

10. Future Agenda Items

It was recommended that the following be addressed at the next TAC meeting:

- Board action on the fare increase to be recommended at the December Public Hearing
- Update on the next steps proposed in developing the Transit Service Strategy & Plan (TSSP)
- Transit Enhancement Project Recommendations from GCT
- Agenda for the December 18th Planning Session Strategy.

The next scheduled TAC meeting will be December 16th.

11. Adjournment

There being no further business, Chair Hereford adjourned the meeting at 2:40 p.m.

Minutes Approved:



**GCT Technical Advisory Committee (TAC)
Sign-in Sheet
November 18, 2009, 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai	DL	Drew Lurie		Michael Culver
Oxnard	MRE	Martin Erickson	AG	Ashley Golden
Port Hueneme	JL	Jason Lott		Andy Santamaria
San Buenaventura	J.H.	Jeff Hereford		Tom Mericle Rick Gallegos
County of Ventura	KC	Kathy Connell		Butch Britt
VCTC (ex-officio)	VK	Vic Kamhi		Mary Travis
GCT (staff)	SB	Steven Brown		Chuck McQuary Helene Buchman

Others in attendance:

Name	Organization	Phone Number
Andrew Mikkelsen	GCT	x 111
Deborah Linehan	GCT	x 112
Steve Rosenzweig	GCT	x 119