



**GCT Technical Advisory Committee (TAC)  
Wednesday, June 16, 2010  
1:30 p.m.  
Gold Coast Transit Board Room**

## **Meeting Summary**

**TAC Members Present:** Jeff Hereford, City of Ventura; Kathy Connell, Ventura County; Jason Lott, City of Port Hueneme; Martin Erickson, City of Oxnard; and Drew Lurie, City of Ojai.

**TAC Members Absent:** Vic Kamhi, VCTC (ex-officio).

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

**Members of the Public:** None.

### **1. Call to Order/Introductions**

Chair Jeff Hereford 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 Erickson thanked Gold Coast management for their support in getting the FY2010-11 budget passed by the Oxnard City Council. Deborah Linehan in turn, thanked Mayor Holden for pulling the budget off of their Council Agenda and delaying it until the next Council Meeting. This allowed GCT to resolve some last minute service changes that affected the GCT Budget.

Jeff Hereford also reported that the City of Ventura appreciated the support from GCT staff at the City's Town Hall Meeting in responding to concerns from transit riders regarding pending Ventura service changes.

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

Steve Brown distributed a draft of the GCT response to the recent CMAQ Call for Projects released by VCTC. While their review process is currently on hold, GCT will re-visit the application process when it is re-started by VCTC. The primary project being pursued by GCT is service linking Port Hueneme and Oxnard with Ventura, via Victoria Avenue.

Steve also reported that GCT conducted an outreach to residents of Villa Victoria and Prototypes for Women to promote the new Route 19 Gonzales- Lombard/OTC service. Thirty-five people attended the meeting. They were enthusiastic about the service and appreciative of the efforts by GCT and the City of Oxnard in making the route possible.

Helene Buchman reported on the recent outreach meeting conducted in the El Rio area with respect to the Cal Trans funded Vineyard Corridor Study. Helene said that the Juvenile Justice Center (JJC) and local residents appear supportive of the plans in process. Steve Brown added that any service plans resulting from the Study may become potential projects in a GCT CMAQ Application.

Steve Rosenberg provided a brief overview of the Federal Triennial Review now in process at GCT. He said that improvements in technology allowed GCT to submit our comprehensive response to the Review in a "thumb-drive" as opposed to the boxed loads of paper required in the past.

#### **5. Approval of May, 2010 Meeting Summary**

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

#### **6. Review Ridership and Customer Comments Relative to the New Route 19 Gonzales/Lombard-OTC Service- Steve Brown**

The new Route 19 service started two days prior (on June 14<sup>th</sup>) to today's TAC meeting. Ridership statistics were not yet available; however, Chuck McQuary boarded the 2:50 PM bus yesterday at the OTC and reported that 20 passengers boarded during the round trip. Several compliments to GCT and the City of Oxnard on the new service were received from residents at the Prototypes for Women Facility who boarded at the OTC

Chuck also reported that temporary bus stop signs have been posted at all the new stops along the route. Two passengers loaded on their bikes at the Celsius/Lombard stop. Steve Brown commented that the good ridership at the start of this new route is the result

of the outstanding job Mary Russo did in advertising the new service in the media along with posters and Rider Alerts provided to potential riders at stops along the route.

#### **7. Consider the Need for a July TAC Meeting- Steve Brown**

Steve stated that since there was no Board Meeting in August he felt the TAC should decide if there was a need for a July meeting.

TAC decided that a meeting was not necessary. Accordingly, Jeff Hereford made a motion to cancel the July TAC meeting. Martin Erickson seconded the motion, and it passed unanimously.

#### **8. Review Next Steps in Implementing the Transit Service Strategy Plan (TSSP) - Steve Brown and Helene Buchman**

This item was delayed until a later TAC meeting.

#### **9. Review Proposal for Developing Annual GCT Service Levels- Helene Buchman**

Helene reported that the purpose of the proposal is to eliminate or minimize some of the past problems encountered when trying to obtain consensus on proposed route changes/improvements during the fiscal year budget review/approval cycle.

The proposal calls for a process to develop service alternatives for appropriate review *prior* to the budget cycle. This would circumvent last minute changes and allow TAC and GCT sufficient time to gain the necessary support for timely and well publicized implementation.

Pending TAC approval of the proposal, it will be presented to the Board for their approval.

Following discussion, Kathy Connell made a motion to approve the proposal. Jason Lott seconded the motion, and it passed unanimously.

#### **10. Future Agenda Items**

- TAC review and prioritization of projects that are unfunded, phased or under-funded.

#### **11. Adjournment**

There being no further business, Chair Hereford adjourned the meeting at 2:45 p.m.

***Minutes Approved:***



**GCT Technical Advisory Committee (TAC)  
Sign-in Sheet  
June 16, 2010, 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai	DL	Drew Lurie		Michael Culver
Oxnard	ME	Martin Erickson		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		David Fleish
VCTC (ex-officio)		Vic Kamhi		Myra Montejano
GCT (staff)	SB	Steven Brown	MB HB	Chuck McQuary Helene Buchman

**Others in attendance:**

Name	Organization	Phone Number
Mary Russo	GCT	x 110
Steve Rosenberg	GCT	x 119
Andrew Mikhalson	GCT	x 111
Debrah Greenman	GCT	x 118