GCT Technical Advisory Committee (TAC)
Wednesday, February 20, 2013
1:30 p.m.
Gold Coast Transit Board Room

Meeting Summary

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

TAC Members Absent: Martin Erickson, City of Oxnard.

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

Members of the Public: None.

1. Call to Order/Introductions

Chair Kathy Connell 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

Drew Lurie announced that the City of Ojai hosted a ribbon cutting ceremony to honor opening of the new Route 16 bus stops at the "Y". Kathy reported that the southbound bus stop at Hwy. 33/Loma will open next week. Ashley Golden commented that the City
of Oxnard is hiring a new contractor to complete work by the end of April on the new Route 21 bus stops.

4. **Staff Comments**

Steve Rosenberg reported on the status of the replacement fareboxes; GFI Genfare was the selected contractor. A recommendation for contract award will be presented to the Board at their March meeting. He also advised that in connection with preparation of the Fiscal Year 2013/2014 budget, he plans to discuss available funding levels with our member jurisdictions in the coming weeks.

5. **Approval of the January 16, 2012 Meeting Summary**

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


The most significant change was introduction of the new Route 21 Pacific View Mall-Victoria Avenue- Centerpoint Mall service. Relocation of the Route 6 stop from Dakota to Cope Center has worked well. GCT Bus Operators reported that changes to Routes 14 and 15 (stops at the Esplanade rather than Oxnard Blvd. and Vineyard Ave.) and extending Route 19 service to Rice via Gonzales rather than Camino del Sol also worked well.

Extension of Route 11 to provide direct service to Community Memorial Hospital is currently under review. Issues with the new east and westbound stops on Telegraph Road (in place of in the VTC) regarding loss of on-street parking spaces and wheelchair passengers concerns may require Route 11 buses to stop in the VTC, as before, which would require changes to the planned service.

7. **Ridership on New Route 21- Vanessa Rauschenberger**

Vanessa provided an overview showing that initial ridership did extremely well for a new route; distribution of a ridership summary indicated that the first week had 2,152 boardings (an average of 430 per day) including 71 bikes and six wheel chairs. GCT Planners and Transit Guides (Bi-lingual Bus Operators on special assignment) reported that while riders were very pleased with the new route, many requests were received to add weekend service. Currently the route is only funded for week day service. Transit Guides stationed at the C Street Transfer Center reported that Route 1 riders were choosing to transfer to the Route 21 rather than Route 6 to reach Ventura, reducing their travel time by approximately 30 minutes.
8. **Update on Vista Transition- Helene Buchman**

Darren Kettle is expected to formally recommend to the VCTC Board in March that VCTC continue to operate VISTA service in place of GCT.

9. **Process for Redesigning Bus Stop Signs- Vanessa Rauschenberger**

Vanessa Rauschenberger outlined the following process as a recommendation for resolving current bus stop sign issues:

**Bus Stop Signs Issues:**
- Sign does not conform to current GCT colors or font;
- Stickers do not fit properly and look messy;
- Passenger confusion due to overlapping of numbers, i.e., Rt. 610.

**Short Term Solution:**
- Smaller stickers and/or large White Square over current sign.

**Long Term Solution to consider: Agency colors, logo and font**
- Stacked route number & route name
- ADA standards for readability
- Passenger information

**Next Steps:**
- Research styles and cost
- Evaluate sign & pole configuration
- Receive input from jurisdictions
- Determine costs and funding
- Phase in replacement signs

It was agreed to bring this item back to the next TAC meeting

10. **Medical Trips Only Pilot Program- Margaret Heath**

This is currently an unregulated service for those who need transportation on a temporary basis for medical purposes. It does not require ADA certification; riders need only show proof that trip is for medical treatment (appointment slip, etc.). Last year the service provided 68,000 trips on ACCESS vans. Current charge is $3.00 per trip.

Today, Margaret presented an overview of the program. At the next TAC meeting specific requirements pertaining to the program will be provided.
11. Future Agenda Items

- Review process for *Medical Trips Only*
- Changes to Route 11
- Preview of Proposed August 2013 Service Change
- Budget Review scenario
- Redesigning Bus Stop Signs process

12. Adjournment

Chair Connell adjourned the meeting at 2:45 p.m.

*Minutes Approved:*
# GCT Technical Advisory Committee (TAC)
## Sign-in Sheet
### February 20, 2013 1:30 p.m.

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<thead>
<tr>
<th>Agency Represented</th>
<th>Committee Member</th>
<th>Committee Alternate</th>
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<tbody>
<tr>
<td>Ojai</td>
<td>Drew Lurie</td>
<td>TBD</td>
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<tr>
<td>Oxnard</td>
<td>Martin Erickson</td>
<td>Ashley Golden</td>
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<td>Port Hueneme</td>
<td>Jason Lott</td>
<td>Andy Santamaria</td>
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<td>San Buenaventura</td>
<td>Jeff Hereford</td>
<td>Tom Mericle</td>
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<td>Rick Gallegos</td>
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<td>County of Ventura</td>
<td>Kathy Connell</td>
<td>David Fleisch</td>
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<td>VCTC (ex-officio)</td>
<td>Vic Kamhi</td>
<td>Myra Montejano</td>
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<td>GCT (staff)</td>
<td>Helene Buchman</td>
<td>Chuck McQuary</td>
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<td>Vanessa Rauschenberger</td>
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<td>Claire Johnson-Winegar</td>
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**Others in attendance:**

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<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Steve Rosenbaum</td>
<td>GCT</td>
<td>x119</td>
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<tr>
<td>Steve Brown</td>
<td>GCT</td>
<td>x116</td>
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<tr>
<td>Andy Pitts</td>
<td>GCT</td>
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