GCT Technical Advisory Committee (TAC)
Wednesday, September 18, 2013
1:30 p.m.
Gold Coast Transit Board Room

Meeting Summary

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

**TAC Members Absent:** None.

**GCT Staff Present:** Steve Brown, General Manager; Steve Rosenberg, Director of Administrative Services; Andrew Mikkelson, Director of Operations; Chucky McQuary, Vanessa Rauschenberger, Claire Johnson-Winegar, Transit Planners; Cynthia Torres, Marketing and Communications Manager, and Ryan Uyematsu, intern.

**Members of the Public:** None.

1. **Call to Order/ Introductions**

Chair Kathy Connell called the TAC meeting to order at 1:30 p.m.

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

None.

3. **Committee Members’ Comments**

Kathy mentioned that the county tax collectors office declined to sell Gold Coast Transit bus passes. Martin Erickson informed TAC that a man spoke at an Oxnard City Council meeting who was unhappy and had undefined issues regarding the new fare media. Andy Mikkelson said that we would be happy to contact him if we could get his information. Martin also asked if GCT was going to participate in Rideshare week and Steve said that Cynthia is planning to send some promotional items to VCTC.
4. **Staff Comments**

None.

5. **Approval of the June 2013 Meeting Summary**

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

6. **Update on AB 664- Steve Brown**

Steve said that the bill is sitting on the governor’s desk, waiting to be signed. It was passed by every committee it went to in the Senate and Assembly and GCT only had to testify at one hearing. At that hearing, Thousand Oaks’ lobbyist was there to voice support and Camarillo and Moorpark sent letters of support. He also mentioned that SB 203 was also on the governor’s desk awaiting signature but that would not affect the district since all members will give 100% of their TDA funds to the district.

7. **Update on Fareboxes and Phase II - Cynthia Torres**

Cynthia informed everyone that Phase I was complete. Phase II will begin October 1st, though there will be a soft launch a few days before as the ticket outlets get their old passes exchanged for the new ones in time for the 1st. Examples of the new tickets were passed around for everyone to look at. Cynthia mentioned that information about the new tickets has been posted on the website, presented to different groups and agencies, and we have been working with CAUSE to inform the public. She also said that GCT would be more than happy to do more presentations if requested. A video on how to use the tickets is also being created. Staff and operator training will begin the week of September 23rd. Current passes will be accepted on board the bus until 12/31/13 and they can be exchanged at the CSC until 6/30/14.

Jeff Hereford asked if GCT would be purchasing ticket vending machines now that we have new passes. However, because they are so expensive and maintenance intensive, we do not have any plans to do so at this time. Staff was also asked to get the number of day passes being sold aboard the bus and present it at the next meeting.

8. **Service Change Update- Vanessa Rauschenberger**

Vanessa handed out information that detailed performance and feedback on routes 11, 19, 20 and 21 since the August service change. Route 11 has seen an 8% increase in ridership since last August. We have also heard from operators that the booster bus is filling up and they could use more trips in the evening.

Passengers are riding the new 19/20 weekend service but we have received comments
from the operators that more promotion of the increase in service would be very helpful. For Route 20, we have been informed that passengers would like a stop near the Mexican Consulate and better access to St. John’s Hospital.

Response to the added weekend service on Route 21 has been extremely positive and it now is the 6th most popular route as ridership continues to grow. Due to the addition of the Route 21, ridership on Route 6 has declined, which had been expected.

9. **Update on New Facility- Chuck McQuary**

Chuck passed out a site plan of the new facility and explained the location, the layout and what will be included. He informed TAC that GCT will build out the entire building but leave some offices and rooms unfinished until they are needed. There will be space for 150 buses and the staff to support larger operations, as well as a new CNG fueling station that will be available for the public to use. The current site plan will most likely change as it goes through the environmental process, which we are currently working with the City of Oxnard to get started. GCT is also working to develop an RFQ to get an architect on board, which is necessary to the environmental review process. Once the environmental is completed, we will be able to fully purchase the land. A signal modification and traffic study will also be necessary to support the new facility.

10. **Short Range Transit Plan- Vanessa Rauschenberger**

Vanessa handed out a draft outline and schedule for the Short Range Transit Plan (SRTP). She explained that the SRTP will help staff take a systematic approach to analyzing and modifying routes by using criteria defined by the SRTP. As part of this project, the Service Standards will need to be updated and the Bus Stop Standards finalized. This document will greatly help as GCT transitions into a district since it will include a plan for improvements and quantifiable measures. Kathy suggested that connections to other transit services be included in the document.

11. **Bus Stop Updates- Claire Johnson-Winegar**

Claire mentioned that staff has completed a Bus Stop Modification Plan and Bus Stop Detour Plan for internal use, and also reminded TAC to give GCT as much notice as possible when they know that a detour will occur. She also requested, if possible, that each jurisdiction give us the dates of any festivals/events that they have planned during the year so staff can make a calendar with all events throughout the service area. GCT would also like to begin promoting bus service to events and festivals instead of just detouring around them.

Claire also informed TAC that staff is continuing to work on looking for a suitable replacement for the current bus stop signs. We have looked at a lot of different types of signs and contacted a couple agencies about signs they use. The next step is to finalize
the design and finish the RFP. Kathy asked what the timeline of this project was and staff replied that it wasn’t imminent, and that getting the design right is the most important.

12. Development Updates- Claire Johnson-Winegar

With the economy picking up, more developments and redevelopments are starting to take place. GCT thinks it would be good to have development updates as a standing item on the agenda where all members can bring up any developments occurring in their jurisdictions. Claire noted that it is important to see development plans early on because it is hard to change them later. She noted that this process worked well when it came to the Wagon Wheel development and gave an update on the construction of the site.

13. Future Agenda Items

- Saticoy Development Plan

14. Adjournment

Chair Connell adjourned the meeting at 2:40 p.m.

Minutes Approved:
### GCT Technical Advisory Committee (TAC) Sign-in Sheet
September 18, 2013 1:30 p.m.

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<th>Agency Represented</th>
<th>Committee Member</th>
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<tr>
<td>Ojai</td>
<td>Drew Lurie</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>
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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>Aaron Bonfilio</td>
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<td>Myra Montejano</td>
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<td>GCT (staff)</td>
<td>Helene Buchman</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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<tr>
<td>Andrew Mishulson</td>
<td>GCT</td>
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<td>Steve Rosenberg</td>
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<td>Steven Brown</td>
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<td>Cynthia Torres</td>
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<td>Ryan Uyematsu</td>
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