Agenda

Welcome & Introduction
1. Organizational Overview
2. Mission, Goals & Objectives
3. 2013 Accomplishments & Looking Forward to 2014
4. District Formation & Transition
   • Discussion of Draft Bylaws
   • TDA Allocation / Capital Planning Process
   • Establishing Special Committees
   • Hiring General Manager & General Counsel
   • Policy & Personnel Rules Updates
5. Update on Administration & Operations Facility
# Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>City</th>
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<tbody>
<tr>
<td>Carl Morehouse, Chair</td>
<td>City of Ventura</td>
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<tr>
<td>Paul Blatz, Vice Chair</td>
<td>City of Ojai</td>
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<tr>
<td>Jon Sharkey, Director</td>
<td>City of Port Hueneme</td>
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<tr>
<td>Bryan MacDonald, Director</td>
<td>City of Oxnard</td>
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<tr>
<td>John Zaragoza, Director</td>
<td>County of Ventura</td>
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Management Team

Steven Brown, General Manager

Steve Rosenberg, Director of Finance & Administration

Robert Lurie, Director of Fleet & Facilities

Andrew Mikkelson, Director of Transit Operations

Reed Caldwell, Facilities Projects Manager

Vacant, Director of Human Resources

Vacant, Director of Planning & Marketing
Mission, Goals & Objectives

To provide safe, responsive, convenient, efficient and environmentally responsible public transportation that serves the diverse needs of our community.

-Adopted by the GCT Board on 12/19/09
Four Driving Goals

Goal 1: Increase Mobility Options in the GCT Service Area

Goal 2: Provide Safe and Reliable Service

Goal 3: Provide Efficient and Productive Service

Goal 4: Provide Seamless Transit Service in the Region

History:
These goals were adopted by the SCAT Board in 2000 and last updated by the GCT Board in 2009.
Goal 1: Increase Mobility Options

**Objective:** Maintain and attract new ridership to the GCT fixed-route service.

- Over 5-years ridership should increase equal to or greater than the percentage increase in population. VC Population Growth was 2%, GCT Ridership growth was 3.6% in the last 5 years.

- Routes should be structured so that transfer activity shall not exceed 30%. GCT transfers system wide are 26%.

- Routes should serve all major activity centers that can support fixed-route service. Partially met, however GCT Short Range Transit plan will seek to address this.

- Develop an aggressive marketing program directed at all market segments, especially the “choice” rider. Marketing programs to attract choice riders are an ongoing effort.
Overall ridership YTD is up from last year.
Goal 2:
Safe & Reliable Service

Objective: Operate Clean, Safe and Reliable Service

90% of all fixed-route departures should be no more than five (5) minutes late. (79% YTD)

100% of scheduled departures should be no more than 1 minute early. (97% YTD)

Less than one percent (1%) of all scheduled trips should be missed on any day. MET

Vehicles should be replaced on a schedule consistent with FTA lifecycle guidelines. MET

Preventive Maintenance Inspections (PMI) shall be conducted on schedule & consistent with the manufacturers’ recommendations. MET
### Goal 2: Safe & Reliable Service (continued)

**Objective:** Operate Clean, Safe and Reliable Service

<table>
<thead>
<tr>
<th>Standard Met?</th>
<th>Goal</th>
<th>Description</th>
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<tbody>
<tr>
<td>-</td>
<td>Maximum load factor should not exceed <strong>1.50 based on seated capacity.</strong></td>
<td><strong>MET</strong></td>
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<td>-</td>
<td>Operate a minimum of <strong>50,000 miles between preventable accidents.</strong></td>
<td><strong>MET</strong></td>
</tr>
<tr>
<td>-</td>
<td>Operate a minimum of <strong>10,000 miles between road calls.</strong></td>
<td><strong>MET</strong></td>
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<tr>
<td>-</td>
<td>All coach <strong>interiors</strong> shall be <strong>cleaned daily; exteriors</strong> shall be cleaned <strong>every other day.</strong></td>
<td><strong>MET</strong></td>
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<tr>
<td>-</td>
<td>Verified passenger complaints shall not exceed <strong>10 per 100,000 boardings annually.</strong></td>
<td><strong>MET</strong></td>
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An increase in supervisors and improvements in training in the field have resulted in a **decrease in the percentage of preventable accidents**.

### Percent % Preventable Accidents (out of Total Accidents)

<table>
<thead>
<tr>
<th>Year</th>
<th>Preventable Accidents %</th>
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<tbody>
<tr>
<td>2007</td>
<td>41%</td>
</tr>
<tr>
<td>2008</td>
<td>37%</td>
</tr>
<tr>
<td>2009</td>
<td>36%</td>
</tr>
<tr>
<td>2010</td>
<td>35%</td>
</tr>
<tr>
<td>2011</td>
<td>31%</td>
</tr>
<tr>
<td>2012</td>
<td>36%</td>
</tr>
<tr>
<td>2013</td>
<td>31%</td>
</tr>
<tr>
<td>YTD</td>
<td>23%</td>
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Percent of preventable vs. total accidents is decreasing.
Clean & Reliable Buses

Clean Fuel

- Buses, service vehicles and Paratransit vehicles all use clean CNG fuel.

Clean Buses

- We washed buses over 8,400 times
- Cleaned interiors over 19,700 times
Goal 3:
Provide Efficient and Productive Service

Objective: Minimize operating costs and maximize ridership.

Minimum productivity should be **20 passengers per hour on trunk routes**, and **15 passengers per hour on local routes**. New standards will help us monitor this standard.

Recover at least **20% of operating costs** from passenger fares systemwide. Passenger fares were **17%**.

Annual increases in operating cost per vehicle hour should not exceed the **CPI** for the Ventura County region. In last four years, we met this standard in 2011 and 2013.
2012-13 Farebox Recovery

Fare Box Recovery Ratio
21.7%

What is it? The percentage of revenue generated by fares, advertising, and local support.
Goal 4: Provide a Seamless Transit Service in the Region

Objective: Coordinate with other regional and local transportation providers.

Coordinate schedules with VISTA to minimize wait times between systems. Planning staff strives to coordinate schedules when possible. However, due to different frequencies of service, this is not always feasible.

Coordinate fares with VISTA and Metrolink, including transfer fare agreements. Transfer agreements are in place. With new Fareboxes staff will continue efforts to coordinate with VISTA and Metrolink where feasible.

Continue to provide guidance to all jurisdictions regarding bus stop amenities, including benches, shelters, and signage that includes schedule information for each system serving the transfer point. Planning staff is involved in working with the cities to continually improve bus stops.
2013
Accomplishments
Route 21 is our 5th most popular route and carries about 20,000 riders a month.
Farebox Installation

Implementation rolled out in two phases.

Agency-wide staff coordination.

Weekly meetings kept us on track.
Farebox Phase I

Passenger and Driver Education
New Magnetic-Stripe Transfers
Day Passes sold on the bus

Get To Know GCT’s NEW Farebox!

1. Insert Bills & Coins Here
2. Swipe Magnetic Passes Here
3. Take or Dip Cards Here

No More Paper Transfers!
Farebox Phase II

New Fare Media Introduced
October 2013
Farebox Training Video

Click To Watch Video
3-Position Bike Racks

Since installing three position bike racks, bike boardings have increased almost 35%.

Weekday Bike Boardings

<table>
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<tr>
<th>1st Qtr 2012-13</th>
<th>1st Qtr 2013-14</th>
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<tr>
<td>11,906</td>
<td>16,032</td>
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Service Standards

- Adopted in Feb 2014
- Provides standards for evaluating service on a regular basis.
- Based on both public/staff input and performance data.
- Helps the Board, TAC to make informed decisions about service delivery.
In July, GCT hosted a commemorative ceremony and memorabilia exhibit in celebration of 40 years of bus service as SCAT/GCT.
Community Outreach

GCT continues to participate in numerous community events throughout the year.

Teacher of the Month – Ventura & Port Hueneme

Earth Day - Oxnard

CAN-Tree Event
Emergency Preparation

CNG Inspection Equipment

Used $24,000 Prop 1B funds to purchase CNG fuel tank inspection equipment.
Support Vehicles

Used ARRA and 5307 funds to purchase 4 new support vehicles:

- 1 Service Truck
- 1 Supervisor Van
- 2 Support Cars
Last year 23 new drivers completed DMV certified training and began driving.  

2 supervisors are certified to perform field tests.
Operator Training System

Video training system allows trainees and trainers to see and learn as they train.
Million Mile Club

We have 15 active “Million Mile Club” drivers.

We have 1 active “Two Million Mile Club” driver.
On October 3, 2013, Governor Brown signed AB 664, authored by Assemblymember Das Williams, creating the **Gold Coast Transit District** effective July 1, 2014.
Looking Ahead to 2014
Several of our buses have reached the end of their active life cycle.

We are purchasing 11 replacement buses due at the end of the year.
Passenger Counters (APCs)

- New Passenger Counters will be installed on all buses.
- APCs will allow us to get accurate ridership data by stop.

CPU produced by locally based company Cal Amp.
Short Range Transit Plan

The SRTP will guide service delivery for the next 4-5 years.

Components of the plan will include:

- A Systemwide Evaluation by Route
- Fixed-Route Service Delivery Plan
- Capital Improvement Plan
- Marketing and Regional Coordination

Timeline

<table>
<thead>
<tr>
<th>Season</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Spring 2014</td>
<td>Data Collection</td>
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<tr>
<td>Summer</td>
<td>Conduct Public Outreach &amp; Refine Options</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>Develop SRTP Recommendations</td>
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<tr>
<td>Winter 2014</td>
<td>Tentative Board Approval</td>
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Bus Stop Guidelines

- Encourages creating more inviting & uniform bus stops.
- Helps prioritize locations for amenities (benches, shelters)
- Provides guidance on placement of stops along a route.
Bus Stopper Pilot

- Reflector mounted on bus stop pole
- Allows passengers to signal drivers
- Testing 10 locations
Stop Annunciators

Electronic signs & automatic audio announcements will provide clear, easy to understand information about upcoming stops to all passengers.
Website Update

Launch a more inviting and user friendly website….  

✓ Easy to access rider info
✓ Attract new riders
✓ Promote services & programs
✓ Much more!
Google Transit

Google Maps Trip Planner

Trip Planner

Start address
David College, 4000 S Rose Ave, Oxnard, CA 93030

Destination address
Cotton On Pacific View Mall, 3301 E Main St #24

Leave
03/28/14
1:46pm

Route options

1 h 26 min
Mon-Sun: 7am-7pm, every 60 min

1 h 32 min
1 h 46 min
1 h 45 min

Bus 1 h 46 min
1 transfer

Bus 1 h 45 min
1 transfer

Bus 1 h 32 min
1 transfer

Oxnard

Google Transit
Your Community Connection
Re-model planned for the Fall to allow space for 3rd customer service assistant.

Point of Sale (POS) system will make it easier and faster to sell tickets and issue receipts.
New Facility

We are currently working on preliminary design concepts.

More information on this project later in the presentation....
What we want to accomplish today:

- Discuss what will happen on July 2nd.
- Provide feedback on draft Bylaws.
- Discuss TDA Allocation & Capital Planning process.
- Discuss the establishment of Special Committees.
- Discuss timeline for hiring the General Manager & General Counsel.
- Review list of District Policies & Procedures to be updated.
1. Adopt District Bylaws

2. Elect Officers

3. Adopt/Ratify District Budget

4. Approve existing Policies & Procedures

5. Approve existing Contracts, Agreements & MOUs

6. Establish Standing Committees
For Discussion:
- Review inputs received to date
- Discuss report from Ad Hoc Committee
- Provide comments

Recommendation:
Authorize staff to finalize Bylaws for Board approval on July 2nd 2014.
The allocation of TDA funds to jurisdictions each year includes…

**Annual Baseline Amount** (based on FY 14/15 costs)
- Transit Facility Maintenance costs
- Bus Stop Maintenance costs
- Other annual *recurring* transit capital or operational costs

*Not included in Baseline, but still eligible for TDA allocation:*

**One-Time Capital Transit Improvements Costs**
- Bus Stop Construction
- Provision of Amenities at Bus Stops
- New or Improved Transit Facility
Establishing Standing Committees

Members of standing committees study and provide specialized input on issues within an assigned area. They also make recommendations to the Board on an as needed basis.

Examples are:

✓ Technical Advisory Committee (TAC) – meets monthly
✓ Finance & Budget Committee – meets quarterly (Proposed)
✓ Others to be determined in the future...
Standing Committee

Technical Advisory Committee
✓ Includes one staff member from each of GCT’s five jurisdictions.
✓ Members are appointed by the City Managers/County Public Works Director.
✓ GCT Planning staff provides staff assistance to the TAC.
✓ VCTC Executive Director designates one staff member to serve as ex-officio.
✓ Meets monthly.

New Committee Option
Budget & Finance Committee
✓ Includes 2 members of the Board.
✓ Members appointed by the Board Chair.
✓ GCT Finance & Administration staff provides staff assistance to the Committee.
✓ Meets Quarterly.
GM & General Counsel

Timeline for Hiring General Counsel:

- **April**  RFP for General Counsel will be circulated.
- **May-June**  Review of proposals & conduct interviews.
- **July 2\textsuperscript{nd}**  Board selects General Counsel.

**Hiring General Manager:**

General Manager employment agreement provides for an extension of six months following the July 1\textsuperscript{st} establishment of the Gold Coast Transit District. A new contract may be negotiated at any time.
<table>
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<tr>
<th>Policies &amp; Procedures to Update and Adopt</th>
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<tr>
<td>Conflict of Interest/Standards of Conduct</td>
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<tr>
<td>Drug and Alcohol Policy</td>
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<tr>
<td>Disadvantaged Business Enterprise (DBE) Policy</td>
</tr>
<tr>
<td>Affirmative Action Policy</td>
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<tr>
<td>Personnel Rules/Handbook</td>
</tr>
<tr>
<td>Anti-Harassment Policy</td>
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<tr>
<td>Work Place Violence Policy</td>
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<tr>
<td>Computer Use Policy</td>
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<tr>
<td>Purchasing Procedures</td>
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And all others…
Contracts and MOUs to Update and Adopt

MOU with SCAG & VCTC for Regional Planning & Coordination

MOU with City of Oxnard for Environmental Analysis for New Administration & Operations Facility

MOU with VCTC for PTMISEA funding

MOU’s with SEIU 721

And all other existing Agreements, Contracts and MOUs...