GCTD Technical Advisory Committee (TAC)
10:00 a.m. - Wednesday, March 24, 2021
Gold Coast Transit District - Board Room

Meeting Summary

TAC Members Present: Pete Wessel, City of Oxnard; Treena Taylor, County of Ventura; Derek Towers, City of Ventura; Philip Pulley, City of Ojai; and Claire Grasty and Aaron Bonfilio, VCTC

TAC Members Absent: Don Villafana, City of Port Hueneme

GCTD Staff Present: Steve Brown, General Manager; Vanessa Rauschenberger, Director of Planning and Marketing; Beatris Megerdichian and Austin Novstrup, Transit Planners; Cynthia Torres-Duque, Communications & Marketing Manager; Margaret Heath-Schoep, Paratransit Manager; Jim Beck, Director of Operations & Maintenance; and Dawn Perkins, Director of Finance

Members of the Public: None

1. Call to Order/Introductions
Chair Pete Wessel called the TAC meeting to order at 10:02 a.m.

2. Public Comments (items not on the agenda)
None.

3. Committee Members’ Comments
None

4. Staff Comments
Vanessa Rauschenberger informed TAC members that there have been some positive Covid-19 cases including 6 cases among administrative staff and 2 in the maintenance department. GCTD staff who can work from home will be working from home until April 1st. Operations department has not been impact and service levels remain as is.

Vanessa requested postponing item 11 on the agenda to a future meeting.

5. Approval of February 17, 2021 Meeting Summary
Treena Taylor made a motion to approve the February 2021 meeting summary and Phil Pulley seconded the motion and it passed unanimously.
6. **LCTOP Project Recommendation – Austin Novstrup**

Austin Novstrup presented the LCTOP spending resolution to use the $30,697 allocation to support the continued operation of the new route 23. Austin mentioned that past allocations have been used for the new GCTD facility, free fare days, Token Transit mobile ticketing and the new route 23.

Treena Taylor inquired about funding for the Token Transit program and if Token Transit will be available once VCTC launches their new ticketing system.

Vanessa Rauschenberger informed members that there are sufficient funds in the original grant to continue funding Token Transit mobile ticketing application. Only small draws have been made in the past and enough funds are available to continue the program. Vanessa added that Token Transit will be available when VCTC new ticketing system is launched to provide passengers a menu of payment options.

Treena Taylor made a motion to approve that staff bring a resolution to the Board of Directors for adoption for the use of these LCTOP funds to support the continued operation of the new route 23. Derek Towers seconded the motion and it passed unanimously.

7. **Late Night Safe Rides Program – Margaret Heath-Schoep**

Margaret Heath-Schoep informed TAC members that GCTD was awarded Jobs Access Reverse Commute (JARC) CARES funding to support a Late Night Safe Rides project. She explained that due to COVID-19 outbreak GCTD had to reduce fixed-route transit service and provides very light coverage for late night service to help essential workers commute home. This demonstration project that will use GCTD’s existing paratransit services without amending the current contract or creating a new contract. The project will help fund general public demand response service for transit riders to return home from work in the late evening hours between 8:00pm and 11:00pm.

Treenea Taylor informed members that GCTD was the only applicant pursuing JARC CARES Act funds.

8. **Resuming Fare Collection – Vanessa Rauschenberger**

Vanessa Rauschenberger announced that GCTD has a target date for resuming fare collection on May 3rd. She explained that many key staff are out on leave due to COVID-19. The resumption requires in-person tasks such as collecting fares, sending up payment systems etc. She mentioned that public notices such as flyers will be posted to inform passengers. Vanessa explained that passengers will have a menu of payment options to have pre-paid fares including Token Transit mobile app and GCTD will push the UMO app once it’s available on board.

Pete Wessel commented that in April, schools in Ventura will resume partial classroom learning and asked how does GCTD plan to accommodate rides?

Vanessa informed members that school trippers are planned and available to supplement existing fixed-route service. She stated that trippers will be brought as an item to a future meeting.

9. **GCTD COVID-19 Recovery Plan & Employee Survey Results – Vanessa Rauschenberger**
Vanessa Rauschenberger presented the COVID-19 Recovery Plan Employee Survey results for the 121 out of 198 employees who participated in the survey. Majority of the responses were from frontline workers and majority were from employees with 5 plus years of employment. Employees indicated concerns over getting COVID-19, job security, and altercations with passengers. Majority agreed that GCTD has done a satisfactory job with the response to COVID-19 pandemic. When asked how employees feel about support by their immediate supervisor, participants answered mostly agree and strongly agree. The survey also indicated complains such as homelessness issues and suggestions included cleaning and more safety on buses. Vanessa informed members that this report will be presented to the GCTD Board of Directors.

10. **New GCTD Website Update – Cynthia Torres-Duque**

Cynthia Torres Duque presented the live beta pages of the new GCTD website. She informed members that it is a month out of release date. GCTD contracted Planeteria based out of the Bay area to implement the project. She mentioned that part of the initial discovery phase was to survey employees and passengers to hear their feedback on the old website however, COVID-19 outbreak limited efforts and not many responses were received. She indicated that GCTD hired a third party to review the website to identify strengths and weaknesses of the old website and concluded that schedules in PDF format were not conducive to mobile use and not ADA compliant. This review helped inform the scope of work for this project. She added that GCTD has also partnered with local agency for marketing plans and digital materials but has postponed the work due to COVID-19 outbreak and restrictions. GCTD is planning to create video and photo shoots once it is safe to do so.

Cynthia presented the old website and the view website to display the difference between the two. She indicated that the most frequented page is the schedules and fares page.

Vanessa Rauschenberger indicated that 25% of users are accessing GCTD information using the mobile devices therefore, this project will take on a mobile-first approach where the website is designed to accommodate mobile users first.

Derek Towers suggested that a group of passengers should test the beta website to allow them an opportunity to provide feedback before the website is finalized and published.

Cynthia Duque stated that they will take that into consideration.

11. **Future Agenda Items – Tripper service and return to school, Budget**

12. **Adjournment**

Chair Pete Wessel adjourned the meeting at 11:04 am.