GCT Technical Advisory Committee (TAC)
Special Meeting
Tuesday, April 12, 2011
1:30 p.m.
Gold Coast Transit Board Room

Special Meeting Summary

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

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

**GCT Staff Present:** Steve Brown, General Manager; Steve Rosenberg, Director of Administrative Services; Andrew Mikkelsen, Director of Transit Operations; Helene Buchman, Planning and Marketing Director, Chuck McQuary and Vanessa Rauschenberger, Transit Planner’s, Cynthia Torres, Marketing and Communications Manager and Claire Johnson-Winegar, GCT Intern.

**Members of the Public:** None.

1. **Call to Order/Introductions**

Chair Martin Erickson called the Special TAC meeting to order at 1:30 p.m. Helene Buchman introduced Cynthia Torres the new GCT Marketing and Communications Manager.

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

None.

3. **Committee Members’ Comments**

Martin Erickson thanked GCT staff for participating in the Oxnard Earth Day events.

4. **Staff Comments**
Helene Buchman announced that GCT and the City of Oxnard will conduct two public outreach meetings in April.

Steve Brown reported that the City of Port Hueneme will be requesting federal ARRA funds available through GCT for upgrades to their City bus stops.

5. **Review and Recommend Service Scenario for Upcoming Budget**

Prior to today's meeting, GCT distributed a comprehensive packet for TAC review that included five (5) Budget/Service scenarios, GCT Organizational Information, documentation supporting additional staff positions, and, options for implementing the next phase of a Board adopted two-phase fare increase.

The five scenarios include up to eight staff positions to support proposed increases in current service. For clarification, TAC requested staff to add the following: Scenario zero, status quo. It would exclude restructuring the existing Route 15 into new Route 14 (Nyeland Acres-Riverpark) and Route 15 (El Rio/St. John’s). Also, scenario zero would exclude any additional GCT staff positions.

With regard to scenario’s four and five, which would increase costs for Port Hueneme, Jason Lott indicated that the City would not consider their approval until 2014.

In reviewing the additional staffing needs, Steve Brown indicated the Transit Planner and Customer Service Assistant are the top priorities of the eight positions requested. Kathy Connell indicated that more justification is needed to support the need for those two positions.

Following an in-depth review of the service scenarios and staffing needs for GCT, Martin Erickson called for a five minute break in the meeting at 3:15.

Upon resumption of the meeting, Martin recommended further discussion on scenario zero, and scenario #3, with and without the additional Transit Planner and Customer Service Assistant.

The members agreed that the regular TAC meeting is still required on April 20th to develop the recommended service scenario to be provided to the board for their May 4th meeting.

The following scenarios will be considered for recommendation:
- Scenario Zero
- Scenario #3 with and without additional GCT staff that include the Customer Service Assistant, Transit Planner, Transit Supervisor, and service that includes the following for implementation in August 2011:
  - Route 1 with 20 minute headways (would be implemented in January 2012)

Reviewed above as part of Item 5.

7. **Review Pros and Cons of Delaying the Implementation of Fare Increase to Coincide with Service Change in August** - Helene Buchman

TAC reviewed a staff analysis of the impact on revenue in delaying the increase from July to August, rider understanding, media costs and timeline considerations. While there will be a small revenue loss in delaying the increase by a month it was agreed that riders may associate the fare increase with service improvements resulting in a more palatable acceptance of paying more to ride.

Kathy Connell made a motion to approve a delay in the fare increase to coincide with the August 2011 service changes. Jeff Hereford seconded the motion, and it passed unanimously.

9. **Future Agenda Items**

See Item 5, above.

10. **Adjournment**

There being no further business, Chair Martin Erickson adjourned this special meeting at 3:50 p.m. This meeting will be reconvened on April 20th.

*Minutes Approved:*
### SPECIAL
**GCT Technical Advisory Committee (TAC)**
**Sign-in Sheet**
**April 12, 2011, 1:30 p.m.**

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<th>Agency Represented</th>
<th>Committee Member</th>
<th>Committee Alternate</th>
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<td>Initials</td>
<td>Name</td>
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<tr>
<td>Ojai</td>
<td>DL</td>
<td>Drew Lurie</td>
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<tr>
<td>Oxnard</td>
<td>ME</td>
<td>Martin Erickson</td>
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<td>Port Hueneme</td>
<td>SS</td>
<td>Jason Lott</td>
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<td>San Buenaventura</td>
<td>JH</td>
<td>Jeff Hereford</td>
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<td>County of Ventura</td>
<td>K</td>
<td>Kathy Connell</td>
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<td>VCTC (ex-officio)</td>
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<td>Vic Kamhi</td>
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<td>GCT (staff)</td>
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<td>Helene Buchman</td>
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**Others in attendance:**

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Andrew Mikkelson</td>
<td>GCT</td>
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<td>Claire Johnson-Wingan</td>
<td>GCT</td>
<td>x118</td>
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<td>Cynthia Torres</td>
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<tr>
<td>Steven Brown</td>
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