



**GCT Technical Advisory Committee (TAC)  
Wednesday, December 16, 2009  
1:30 p.m.  
Gold Coast Transit Board Room**

## **Meeting Summary**

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

**TAC Members Absent:** Jason Lott, City of Port Hueneme, and Martin Erickson City of Oxnard.

**GCT Staff Present:** Deborah Linehan, General Manager; Steve Rosenberg, Director of Administrative Services; Steve Brown, Planning & Marketing Director; Andy Mikkelson, Director of Transit Operations; Mary Russo, Marketing Coordinator; Chuck McQuary, Transit Planner and Helene Buchman, Transit Planner.

**Members of the Public:** None

### **1. Call to Order/Introductions**

Chair Jeff Hereford called the TAC meeting to order at 1:30 p.m. and introductions were made.

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

None.

### **3. Committee Members' Comments**

Deborah Linehan reported that Congresswoman Lois Capps will visit GCT on January 5<sup>th</sup>. The purpose of the event will be twofold. First there will be a tour of the GCT facility to observe work planned using ARRA funds. The majority of the time will then be devoted to a Roundtable discussion with Western Ventura elected officials and business leaders to discuss the economic recovery efforts and gather feedback on what other needs the local communities have. Mayor Tom Holden and Supervisor John Zaragoza, the past and present

Chairs of the GCT Board will represent the Board at this event.

#### **4. Approval of November 18, 2009 Meeting Summary**

Ashley Golden made a motion to approve the November meeting summary. Jeff Hereford seconded the motion, and it passed unanimously.

#### **5. Transit Enhancement Project Recommendations - Steve Brown**

GCT has \$101,723 in ARRA funds for Transit Enhancement Projects for bus stop improvements within our service area. Steve plans to present a recommendation to the Board at their January meeting to allocate these funds to our member agencies to install these improvements. The recommended improvements are based on projects and funding identified by member agencies and approved by TAC. As GCT does not have jurisdiction over the bus stops in our system, the projects will be completed by the member agencies and reimbursed by GCT after submittal of a final approved invoice and receipt of funds from the FTA. GCT will reserve a small amount of these funds as well as those available from other Federal funds to continue bus stop information signage improvements. The County requested the opportunity to provide input for stops in the unincorporated areas.

Jeff Hereford made a motion to approve the Project Recommendations with the County requests to be included. Ashley Golden seconded the motion, and it passed unanimously.

#### **6. Report on GCT's Transit Service Strategy & Plan (TSSP) Discussions with Oxnard and Ventura- Steve Brown/Helene Buchman**

The potential system wide service improvement "grid" map prepared by staff was reviewed in separate meetings with both member agencies.

The redevelopment of the Center Point Mall and a potential expansion of transit service and transfer opportunities on Channel Islands Blvd. were the primary discussions at the Oxnard meeting. Additionally, both GCT and the City staff questioned the current bus stop being proposed by the developer of the Village (Wagon Wheel) bus stop. The stop has attractive amenities, however there will be insufficient room to accommodate the volume of GCT (and VISA) buses scheduled to use the stop. Further, the planned parking capacity for park-and-ride users and passenger drop-off's appears to be insufficient as well.

In the meeting with Ventura, the possible near-term placement of Route 16 service on Olive Street to accommodate the Westview Redevelopment project was discussed. While such service may be feasible, GCT and the Ventura staff agreed that the street must be able to support bus traffic and the entire Olive Street neighborhood must be advised in advance of any plans for placement of the service.

No further action on the "grid" map is required at this time

## **7. Update on Implementation Plans for Fare Increase- Steve Brown**

Steve reported that new passes will go on sale January 20<sup>th</sup>. After the first of the year fare increase notices will be posted on fareboxes and on car cards. The new Bus Books will be available on January 17<sup>th</sup> and Transit Guides will be stationed at key locations to advise of the fare increase and to answer passenger questions. Also, an exchange program will be in effect to replace the old passes with new ones.

## **8. Marketing Plan Ideas for GCT for 2010- Steve Brown**

GCT will use the recently developed APCD Transit Outreach Marketing Plan as a guide for other planned marketing activities. Steve will seek input from the TAC with regard to their ideas for unique programs. Where feasible, GCT will use the artwork from the APCD Plan to keep costs down.

## **9. Promotion Proposal for the Route 40 Market/Valentine Shuttle- Mary Russo /Jeff Hereford**

Mary provided a handout that described the Plan, including the target market, marketing strategy, implementation tactics and a time line.

The City of Ventura is providing \$11,000 to underwrite the Plan. The Plan will focus on students at the Ventura Adult Continuing Education Center (VACE), the Santa Barbara Business College, the County Public Health Agency and the places of employment surrounding the Route 40 service area. Co-sponsors of the plan will be sought, media spots and print ads will be placed and a contest will be held for the Route 40 riders. Development of the plan is underway with its completion scheduled for the end of February when randomly selected participants will be chosen as contest winners and awarded prizes.

Jeff Hereford requested GCT to provide the ridership on the route before and after the plan to determine its effectiveness.

## **10. Agenda for December 18<sup>th</sup> Planning Session Strategy- Deborah Linehan**

Deborah said the purpose of the session is to strive for a strategic planning base for 2010 and for the future. During her tenure there have been two previous strategic planning sessions. Both lost their intended focus; in 2001 the session was held shortly after 9/11, and in 2005 it was held shortly after the fuel crisis when GCT temporarily lost its supply of CNG. Her objective for the Board at this session will be to set the ground rules for determining what is appropriate for these times; our environment is too dynamic to continue under old rules and guidelines.

## **11. Future Agenda Items**

None recommended.

## **12. Adjournment**

There being no further business, Chair Hereford adjourned the meeting at 2:50 p.m.

***Minutes Approved:***



**GCT Technical Advisory Committee (TAC)  
Sign-in Sheet  
December 16, 2009, 1:30 p.m.**

| Agency Represented | Committee Member |                 | Committee Alternate |                                 |
|--------------------|------------------|-----------------|---------------------|---------------------------------|
|                    | Initials         | Name            | Initials            | Name                            |
| Ojai               | DL               | Drew Lurie      |                     | Michael Culver                  |
| Oxnard             |                  | Martin Erickson | aj                  | Ashley Golden                   |
| Port Hueneme       |                  | Jason Lott      |                     | Andy Santamaria                 |
| San Buenaventura   | JH               | Jeff Hereford   |                     | Tom Mericle<br>Rick Gallegos    |
| County of Ventura  | KCP              | Kathy Connell   |                     | Butch Britt                     |
| VCTC (ex-officio)  | VK               | Vic Kamhi       |                     | Mary Travis                     |
| GCT (staff)        | SB               | Steven Brown    | CM<br>HB            | Chuck McQuary<br>Helene Buchman |

**Others in attendance:**

| Name            | Organization | Phone Number |
|-----------------|--------------|--------------|
| Mary Russo      | GCT          |              |
| Debrah Linehan  | GCT          | x118         |
| Steve Rosenberp | GCT          | x119         |
| Andy Mikhalica  | GCT          | x111         |