



GCTD Technical Advisory Committee (TAC)
10:00 a.m. - Wednesday, December 16, 2020
Gold Coast Transit District - Board Room

Meeting Summary

TAC Members Present: David Fleisch, County of Ventura; Sergio Albarran, City of Ventura; Pete Wessel, City of Oxnard, and Aaron Bonfilio and Jeni Eddington, VCTC

TAC Members Absent: Don Villafana, City of Port Hueneme and Philip Pulley, City of Ojai

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

Members of the Public: None

1. Call to Order/Introductions

Chair Sergio Albarran called the TAC meeting to order at 10:04 a.m.

2. Public Comments (items not on the agenda)

None.

3. Committee Members' Comments

Jeni Eddington announced that VCTC will not resume fares until May. She also mentioned that VCTC will be doing a tabletop exercise for emergencies in January.

Aaron Bonfilio informed members that the VCTC commission awarded new ticketing contract to Cubic and thanked GCTD staff for their involvement and input during the procurement process. He mentioned that will be providing a project schedule to GCTD and anticipates the project to go online early March.

4. Staff Comments

Cynthia Torres Duque informed TAC members that a virtual outreach is scheduled for Thursday, December 17th at 4:00pm for the upcoming January 2021 service changes. The outreach will be done via Facebook live and will be bi-lingual in English and Spanish.

5. Approval of November 18, 2020 Meeting Summary

Dave Fleisch made a motion to approve the November meeting summary. Sergio Albarran seconded the motion and it passed unanimously.

6. Election of Officers – Beatris Megerdichian

Beatris Megerdichian informed TAC members that every December TAC elects a new Chair and Vice Chair for the following calendar year. Sergio made a motion to elect Pete Wessel from the City of Oxnard to serve as TAC chair and Treena Taylor from the County of Ventura as vice chair. Dave Fleisch seconded the motion and it passed unanimously.

7. TAC Calendar for 2021 – Beatris Megerdichian

Beatris Megerdichian provided the 2021 TAC meeting schedule. Sergio Albarran made a motion to approve the TAC calendar for 2021. Dave Fleisch seconded the motion and it passed unanimously.

8. January 2021 Service Changes Update – Austin Novstrup

Austin Novstrup reminded TAC members that service changes will go in effect Sunday, January 24, 2021. The schedule changes include implementing route 1 and 6 weekday schedules, route 17 and 23 hourly schedules as well as minor schedule adjustments on some of the other routes. He reiterated that virtual outreach will be via Facebook live and additional social media posts and on-board flyers will inform passengers about the changes.

9. Resuming Fare Collection – Vanessa Rauschenberger

Vanessa Rauschenberger announced GCTD's plans for resuming fares will coincide with the January 24th service changes. She mentioned that GCTD plans to resume fare sometime mid fiscal year and expects to collect an estimated \$150,000 to \$200,000 in fare revenue. Fare revenue has been budgeted for in the current year fiscal budget. She noted that the challenge is determining the right time to resume fares. Vanessa added that protected measures are in place including operator shields to allow for safe boarding. Additionally, she noted that casual riders ride trip after trip increasing crowding and reducing seating for riders going to work and making other trips.

John Kelley added that he has received feedback from operators and has had several discussions at joint labor management meetings requesting fare collection to minimize casual riders. Casual riders ride trips seeking comfortable environment from cold winters and warm summers that reduce the already low seating capacity for riders making essential trips. Seating capacity on buses has been limited to allow social distancing.

Vanessa added that Token Transit mobile app will be promoted as the contactless fare option. Funding is available for the next five years to cover fees and cost of marketing the app. She mentioned that GCTD will also support the new VCTC payment method when it is implemented and encourage passengers to use the payment method that is most convenient to them.

Steve Brown announced that Board members would like to discuss this topic further. A lot of the discussions revolve around fare revenue reductions and relieving loads caused by casual riders.

Vanessa informed members that GCTD staff has consulted fare collection policies with peer agencies to help them inform their decision. She mentioned that she will provide an update on resuming fare collection before service changes take effect.

10. Future Agenda Items – Budget

11. Adjournment

Chair Sergio Albarran adjourned the meeting at 10:46 am.