



**GCTD Technical Advisory Committee (TAC)
10:00 a.m. - Wednesday, September 19, 2018
Gold Coast Transit District - Board Room**

Meeting Summary

TAC Members Present: Treena Gonzalez, County of Ventura; Sergio Albarran, City of Ventura; Ryan Kim, City of Oxnard; and Claire Grasty, VCTC

TAC Members Absent: Austin Novstrup, City of Ojai; Don Villafana, City of Port Hueneme

GCTD Staff Present: Steve Brown, General Manager; Vanessa Rauschenberger, Director of Planning and Marketing; Matt Miller, Planning Manager; Beatris Megerdichian, Transit Planner; Andy Mikkelson, Director of Operations;

Members of the Public: Michelle Woomer, City of Thousand Oaks

1. Call to Order/Introductions

Chair Treena Gonzalez called the TAC meeting to order at 10:02 a.m.

2. Public Comments (items not on the agenda)

None.

3. Committee Members' Comments

Claire Grasty informed TAC members that the College Ride Program has been going well. She added that VCTC has received requests from students attending University of California, Santa Barbara and Santa Barbara City College. She also added that the Transit Asset Management (TAM) plan is going to the VCTC commission on October 5, 2018.

4. Staff Comments

Vanessa Rauschenberger welcomed City of Oxnard TAC member, Ryan Kim. Vanessa also mentioned that City of Ojai has hired a new Transit Supervisor, Ellen Debord. She will be giving them both a tour at the next TAC meeting.

Additionally, Vanessa mentioned that auditors will be contacting the cities finance departments for annual audit preparation.

She thanked City of Ventura for a meeting on Downtown Ventura Bus Stop consolidation. She reminded members that phase 1 of the project has been completed. Vanessa informed members that it was agreed upon at the meeting that phase 2 of the project will be on hold until the details of the proposed residential development and the Mission Park project have been confirmed.

5. Approval of the July 2018 Meeting Summary

Sergio Albarran made a motion to approve the July meeting summary. Ryan Kim seconded the motion and it passed unanimously.

6. Token Transit Performance Report – Beatris Megerdichian

Beatris Megerdichian provided a status update on Token Transit mobile ticketing app pilot program. She reminded members that the Board authorized a digital sales outlet agreement in September 2017. GCTD initially launched the app in November with a small group of test users. She mentioned that 5,219 mobile passes have been sold, 50,303 trips have been taken using Token Transit mobile passes and Token Transit mobile passes make up 3.5% of total boardings.

Additionally, she informed members that there were several expected outcomes from this pilot. She mentioned that after the official launch in March, April digital pass sales increased 223% over March digital pass sales. Another expected outcome of the pilot was to reduce the percentage of onboard cash fares. Cash fares between March and August decreased by 9% over the same period in 2016-2017. She mentioned that the reduction in cash and coin fares is resulting in a quicker boarding process and an improved customer experience.

Beatris informed members that Pacific View Mall in Ventura, Wells Center in Ventura and Victoria & Hemlock in Oxnard are high ridership stops furthest away from ticket sales outlets and among the highest mobile ticket use locations. This illustrates that passengers use more mobile tickets at locations furthest away from ticket sales outlets.

Sergio Albarran inquired whether staff has received negative feedback on Token Transit.

Andy Mikkelson mentioned that occasionally customers will state that they had the Token Transit app but their cellular service was not working on the phone and whether they could ride. He mentioned that operators are instructed to not accept a passenger to ride under these circumstances.

Treena Gonzalez inquired about the percentage of change in boardings for other payment methods including cash and paper passes.

Additionally, Treena Gonzalez inquired about the integration of Token Transit data with GFI reports and the overall process of reporting Token Transit boardings.

Beatris Megerdichian explained that a GFI key has been designated for “Mobile Tickets”. The operator is required to press “Mobile Ticket” key on the GFI farebox to record all mobile ticket rides. Token Transit produces a separate report on the number and type of pass sold.

Vanessa Rauschenberger further explained the reporting process and said that the details of this process will be included in the final Token Transit report.

Sergio Albarran made a motion to approve the recommendation to receive and file this report and recommend that the Board Approve continuation of the Token Transit Mobile Ticketing Pilot

Program until all LCTOP funds have been exhausted, re-evaluating once this occurs. Ryan Kim seconded the motion and it passed unanimously.

7. Passenger Survey – Matt Miller

Matt Miller provided members a copy of the Passenger Survey and informed members that the surveys are on board buses and online through SurveyMonkey. He mentioned that the surveys are available through GCTD's social media sites and website.

Matt informed TAC members that the purpose of the survey is to gain rider perspective on frequent or coverage service, service span and other details on their overall trip. Other questions include satisfaction level on safety, how easily they can find information and whether they would recommend GCTD service to their family.

Furthermore, Matt added that the survey omits demographic information however, that information will be collected by a Title VI survey next year. He added that he hopes to collect the approximately 600 responses and the survey will be available between September through mid-December.

Claire Grasty requested that the results be shared with TAC.

8. Facility Update – Vanessa Rauschenberger

Vanessa Rauschenberger informed members that the facility construction is progressing quickly. She mentioned that they are pouring concrete, the final colors are painted on the front building and interior paint is complete. She added that the move is expected in late January.

9. Development Updates – Beatris Megerdichian

Beatris Megerdichian informed members that the Wagon Wheel has been reopened to traffic and Gold Coast Transit service has resumed to regular route on routes 6, 15 and 17. She added that two bus stops on Wagon Wheel are now open.

Additionally, Beatris mentioned that she has continued to attend both Oxnard and Ventura Development Advisory Committee meetings. Her comments focus on pedestrian connectivity and accessibility to bus stops for a complete trip taken from/to a development site and back.

10. Future Agenda Items

Building Transit Supportive Communities

11. Adjournment

Chair Treena Gonzalez adjourned the meeting at 10:43 a.m.