



Item #6

DATE October 4, 2017
TO GCTD Board of Directors
FROM Vanessa Rauschenberger, Director of Planning and Marketing
SUBJECT Participate in Strategic Planning Discussion: Fiscal Challenges / Opportunities ^{us}

SUMMARY

GCTD is committed to proactively addressing the challenges of organizing, planning, and delivering quality transit services in western Ventura County. A representation of this commitment is the construction of the new Operations and Maintenance Facility that will not only provide GCTD with a more functional and visible location, but will also raise community expectations for the future of the organization.

However, limited long-term transit funding sources means that we will need to work smarter as a District if we are to successfully meet the current and future needs of the public. To address these challenges, GCTD's General Manager and the management team is seeking to engage in a focused Strategic Planning Discussion with the Board to review, discuss, and provide direction on mission critical topics.

Based on feedback received at the July Board meeting, the first topic that will be presented for discussion will focus on GCTD current financial realities, and seek to get feedback from the Board on how GCTD should prioritize its efforts toward addressing funding challenges and opportunities.

Discussion topics to be discussed:

1. 2016-2017 Highlights & Looking Ahead to 2019
2. **Strategic Planning Discussion:** Fiscal Challenges / Opportunities
3. Next Steps

Other topics that have been identified for future discussions (not covered by today's session) include: review of mission, ridership trends, regional transit, transit supportive land use, etc. These topics will be brought back to the Board to be discussed at future meetings.

GENERAL MANAGER'S CONCURRENCE

Steven P. Brown
General Manager

GOLD COAST TRANSIT DISTRICT