



MEETING AGENDA
GCTD Technical Advisory Committee (TAC)
Wednesday, June 15, 2022 – 10:00 a.m.
Zoom Video Conference Meeting
Join by Computer:
<https://us02web.zoom.us/j/82191318348>
Join by Phone:
+16699009128,,82191318348#

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|---|--------|
| 1. Call to Order/Introductions | ACTION |
| 2. Public Comments | INFO |
| 3. Committee Member Comments | INFO |
| 4. Staff Comments | INFO |
| 5. Approval of May 18, 2022 Meeting Summary | ACTION |
| 6. FY22-23 Service Plan Update
Matt Miller, Planning Manager | INFO |
| 7. FY22-23 Final Draft Budget Review
Dawn Perkins, Director of Finance & Administration | ACTION |
| 8. July 2022 Service Change update
Austin Novstrup, Transit Planner | INFO |
| 9. Outreach/Social Media Engagement Update
Cynthia Torres Duque, Communications & Marketing Manager
Robert Lucio, Mobility Management Coordinator | INFO |
| 10. Future Agenda Items | INFO |
| 11. Adjournment | |



GCTD Technical Advisory Committee (TAC)

10:00 a.m. – May 18, 2022

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Meeting Summary

TAC Members Present: Phil Pulley, City of Ojai; Ray Gutierrez, City of Port Hueneme; Chris Kurgan, County of Ventura; Sergio Albarran, City of Ventura, Claire Grasty, VCTC (ex-officio)

TAC Members Absent: Debbie O'Leary, City of Oxnard

GCTD Staff Present: Vanessa Rauschenberger General Manager; Matt Miller, Planning Manager; Austin Novstrup, Transit Planner II; Martin Rodriguez, Transit Planner I; Robert Lucio, Mobility Management Coordinator; Margaret Schoep, Paratransit & Special Projects Manager; Jim Beck, Director of Operations & Maintenance

Members of the Public: None

1. Call to Order/Introductions

Phil Pulley called the TAC meeting to order at 10:02am.

2. Public Comments

None.

3. Committee Members Comments

Sergio Albarran commented that the Ventura City Council approved extending the closure of Main Street to vehicle traffic through June 2024. He added that the city of Ventura will need to work with GCTD Planning to coordinate adjustments on the stops along Santa Clara. Claire Grasty of VCTC added that May is Bike to Work Month and are campaigning on their social media platforms. She encouraged TAC members and staff to take the pledge.

4. Staff Comments

Cynthia Duque said GCTD is always open to promoting and sharing fellow agency's events and campaigns throughout the county. Matt Miller thanked all TAC members for sending letters of support for GCTD's Low or No Emissions grant application. Margaret Schoep also thanked VCTC and TAC members and added that GCTD along with other

transit agencies in the county will participate in the Tri-County Regional Center open house to re-educate their clients with public transit options. The open house is scheduled for Tuesday, June 14, 2022.

Vanessa Rauschenberger shared GCTD will host a hydrogen bus demo on June 2 and June 3 and invited all TAC members to the GCTD facility for a ride along. The hydrogen bus will then go on revenue service for the Ojai and Port Hueneme routes.

5. Approval of March 16, 2022 Meeting Summary

Sergio Albarran moved to approve the March 16, 2022 Meeting Summary and Chair Phil Pulley seconded. The motion carried with all in favor and none in opposition.

6. Receive Update TDA Budget Process – Dawn Perkins, Director of Finance

Dawn Perkins presented a draft budget. The budget is 29.42 million, a 2.34% increase from the previous fiscal year. Dawn reminded the committee that fare box recover ratio requirements are suspended for the FY 22-23.

Dawn explained that as a result of the Infrastructure Investment and Jobs Act of 2022, GCTD will see an increase in federal funds this upcoming fiscal year. She added that Local Transportation Funds (LTF) are anticipated to increase this year. The budget draft will go through a public hearing on July 6th.

7. Receive Update on Bus Stop Improvement Project – Austin Novstrup, Transit Planner II

Austin Novstrup gave an update on the Bus Stop Improvement Project, noting that the list is complete and Planning is currently working on creating a draft document. The improvement recommendations will be broken down by jurisdiction, with each containing the stop name and an equity score as well as the needed improvements by type, such as lighting, maintenance and operational improvements.

Austin added that the plan includes improvements along GCTD transit corridors including: Ventura Avenue, Santa Clara Avenue, Telegraph Road, and C Street.

Matt Miller asked why the equity score for the stop at 4th Street and B Street is so high. Austin explained that the equity score is a formulation that considers ridership levels and also considers if an area is identified as a “disadvantaged community.” In the case of the stop at 4th Street and B Street, the stop has high ridership and located in a zone identified as “disadvantaged.”

Chair Phil Pulley asked if this information would be available online. Austin responded that the information can be made available in the manner that works best for each jurisdiction when it needs to be referenced. Sergio Albarran that a written report and map will be useful to help guide certain upcoming projects the city of Ventura will work on.

8. Receive Update on FY22-23 GCTD Marketing Plan – Cynthia Duque, Marketing & Communications Manager

Cynthia Duque presented GCTD's FY22-23 Marketing Plan. Cynthia shared that as we come out of the pandemic, the Marketing Plan will focus on ridership recovery while also promoting new services. The goals will support the strategies outlined in the COVID-19 Recovery Plan, which was adopted by the board in July 2021. Cynthia gave an overview of specific goals, which includes a five-point strategy that focus on customer experience, building ridership, outreach and also increase awareness and support for GCTD.

Cynthia added there are several GCTD campaigns that aim to promote the strategies laid out in the Marketing Plan such as a pop event in July for general agency awareness and route and service promotion for new fixed-routes and services.

9. Future Agenda Items

- a. Bus Stop Improvement Plan Update
- b. Final Budget Public Hearing in July

10. Adjournment

Chair Phil Pulley adjourned the meeting at 10:49am.