



**Gold Coast Transit District
Technical Advisory Committee (TAC)
Wednesday, June 21, 2023
10:00am
GCTD Board Room (In-person)
1901 Auto Center Drive
Oxnard, CA 93036**

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in a Technical Advisory Committee meeting, please contact the clerk at 805-853-3153. Notification of at least 72 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.

Meeting Agenda

Item 1	Call to Order/Introductions	Action
Item 2	Public Comment	Info
Item 3	TAC Member Comments	Info
Item 4	GCTD Staff Comments	Info
Item 5	Approval of April 2023 Meeting Summary	Action
Item 6	Approval of FY 2023-24 Operating & Capital Budget Vanessa Rauschenberger, General Manager Christine Feng, Chief Financial Officer/ Assistant General Manager	Action
Item 7	Approval of Contract Increase to Transportation Management & Design for Short Range Transit Plan Consulting Services Austin Novstrup, Planning Manager	Action
Item 8	Receive Presentation on Event Booster Service Proposal Monica Gonzalez, Transit Planner I	Info
Item 9	Receive Update on GO NOW Microtransit Outreach Robert Lucio, Mobility Management Coordinator	Info
Item 10	Receive Presentation on 50th Anniversary and Bus “Roadeo” Andrea Meza, Communications & Marketing Manager	Info
Item 11	Future Agenda Items	
Item 12	Adjournment	



Item 5

**Gold Coast Transit District
Technical Advisory Committee (TAC)**
1901 Auto Center Drive, Oxnard, CA 93036
Wednesday, April 19, 2023
10:00am

Meeting Summary

TAC Members Present: Susanna Arroyo, County of Ventura (Chair)
Brian Yanez, City of Oxnard
Steven Almcrantz, City of Port Hueneme
Aubrey Smith, VCTC (ex-officio)

TAC Members Absent: City of Ojai
City of Ventura (Vice Chair)

GCTD Staff Present: James Beck, Director of Operations & Maintenance
Chiharu Endo, Operations Manager
Andrea Meza, Communications & Marketing Manager
Austin Novstrup, Planning Manager
Dawn Perkins, Director of Finance
Martin Rodriguez, Transit Planner I
Cynthia Torres Duque, Director of Planning & Marketing

Members of the Public: None

Item 1 Call to Order/Introductions

Chair Susanna Arroyo called meeting to order at 10:03am.

Item 2 Public Comment

None.

Item 3 TAC Member Comments

None.

Item 4 GCTD Staff Comments

Cynthia Duque gave an update on Youth Ride Free. The program has increased overall ridership by almost 30%. She noted however that GCTD has been having issues with student riders at DeAnza Middle School on Ventura Avenue with issues regarding noise and behavior. In response, GCTD has not been providing service to the stops at the school during dismissal time only. GCTD has worked with the school principal and the school is now issuing bus stickers for DeAnza students who would like to continue riding the bus.

Dawn Perkins announced that TDA budget requests will be sent out to TAC members soon and asked TAC members to submit as soon as possible.

Item 5 Approval of Meeting Summary

Bryan Yanez moved to approve the March 2023 meeting summary. Steven Almcrantz seconded. The motion passed unanimously.

Item 6 Approval of Clean Mobility Options Voucher Execution Pilot Program Resolution

Martin Rodriguez presented a draft resolution for TAC to consider approving to bring to the GCTD Board of Directors. The resolution was to execute a voucher agreement with Clean Mobility Options program to conduct a community transportation needs assessment. Martin shared that GCTD is partnering with a local non-profit, Nyeland Promise to conduct the assessment in the community of Nyeland Acres. Martin shared that if approved, the project will kick-off sometime over the summer and last for about 12 months.

Bryan Yanez moved to approve bringing the Clean Mobility Options Voucher Execution Pilot Program Resolution to the GCTD Board of Directors. Steven Almcrantz seconded.

Item 7 Update on July 2023 Service Changes

Austin Novstrup gave an update on the July 2023 Service Changes. He shared that staff is currently developing a service plan for the FY23-24 and that budget constraints are the primary consideration for development of July 2023 service changes. As a result, staff is recommending discontinuing a few unperforming trips with an average of less than 5 passengers per revenue service hour in the early morning and late evening as well as changes to trip frequencies. He added that although trips are being discontinued, GCTD offers alternative services, such as Late Night Safe Ride.

Aubrey Smith asked if 5 passengers is the typical threshold that GCTD uses to consider discontinuing trips. Austin responded that there is no threshold, but GCTD monitors overall route ridership and is targeting trips that are unproductive. Bryan Yanez asked if bus stops will be removed because of the upcoming changes. Austin replied that no changes to infrastructure will occur. Bryan also asked what GCTD is doing or will do to notify passengers who will be affected. Austin responded that there will be notices to the public and there will be outreach in the affected communities.

Item 8 Fixed-Route & Flexible Service Quarterly Update – FY 2022-2023 3rd Quarter

Austin Novstrup gave an update on the FY 2022-2023 3rd Quarter Fixed-Route & Flexible Services. He noted the most considerable update is the increase in ridership, which he attributed to the Youth Ride Free Program.

Bryan Yanez asked if this program would become permanent, to which Austin responded that the program is run by VCTC. Aubrey Smith added that VCTC is supportive of offering free rides to youth, but that the program is grant funded.

Item 9**Zero Emissions/ Hydrogen Station Update**

Jim Beck gave an update on GCTD's hydrogen fueling station. Gold Coast Transit District was selected to receive funding under the Low-No grant. Gold Coast Transit District will receive \$12,117,144 in funding to buy hydrogen fuel cell electric buses to replace older compressed natural gas buses that have exceeded their useful life and install a new hydrogen fueling station. Jim mentioned that the Board approved a contract award to the Center of Transportation and the Environment for hydrogen fuel station consulting services.

Item 10**Future Agenda Items**

- TDA Budget
- Service Changes

Item 11**Adjournment**

Chair Susanna Arroyo adjourned the meeting at 11:37am.



DATE June 21, 2023
TO GCTD Technical Advisory Committee
FROM Austin Novstrup, Planning Manager
SUBJECT **Consider Approval for Contract Increase to Transportation Management & Design for Short Range Transit Plan Consulting Services**

SUMMARY

In May 2023, the GCTD Board of Directors approved *Resolution 2023-02 Authorization for the Voucher Execution for the Clean Mobility Options (CMO) Pilot Program*. Staff is recommending the Technical Advisory Committee approve staff bring a contract amendment with Transportation Design & Management for the Short Range Transit Plan Consulting Services to include services for the CMO Community Transportation Needs Assessment by increasing the contract amount by \$32,241.68 for a total of \$252,001.68 to the GCTD Board of Directors.

BACKGROUND

In February 2023, GCTD received a Notice of Intent to Award for a Community Transportation Needs Assessment (CTNA) from Clean Mobility Options, a statewide grant program funded by California Climate Investments. In the April 2023, Technical Advisory Committee meeting, Staff received approval to bring forth a resolution for voucher execution with CMO. During the May 3, 2023 Board of Directors Meeting, the Board approved *Resolution 2023-02 Authorization for the Voucher Execution for the Clean Mobility Options (CMO) Pilot Program*.

The approved resolution allows GCTD to enter a voucher agreement with CMO to begin the project. A total of \$41,950.00 of funds have been reserved as a voucher for GCTD to conduct the CTNA.

In March 2023, GCTD awarded Transportation Design & Management (TM&D) a contract to conduct GCTD's Short Range Transit Plan in the amount of \$219,760.00. When GCTD received the Notice of Intent to Award from CMO, Staff requested a quote from TM&D for additional consulting services to assist GCTD with the CMO Community Transportation Needs Assessment. Staff received a quote for \$32,241.68 from TM&D.

The original amount for consulting services on CTNA budget proposal was for \$31,500.00. Staff has revised the CTNA budget per CMO's budget revisions and amendment guidelines and can commit \$32,241.68 of the \$41,950.00 total voucher funds to use for consulting services.

GOLD COAST TRANSIT DISTRICT

RECOMMENDATION

It is recommended that the Technical Advisory Committee approve staff bring a contract amendment to the Board of Directors to authorize an increase in the amount of \$32,241.68 to Transportation Design & Management (TM&D)'s contract for Short Range Transit Plan Consulting Services for a revised contract total not-to-exceed \$252,001.68.

Attachment 1: Scope of Work for Consulting Services

Attachment 2: Quote for Consulting Services for Community Transportation Needs Assessment

REQUEST FOR QUOTE

Consulting Services for Community Transportation Needs Assessment

BACKGROUND

Summary

Gold Coast Transit District (GCTD) is requesting a quote for consulting services to assist in the development of community transportation needs assessment. GCTD has partnered with Nyeland Promise, a local non-profit organization and has received funds to conduct a community transportation needs assessment through the Clean Mobility Options Voucher Pilot Program. The project area is Nyeland Acres, an AB 1550 low-income community.

About Nyeland Acres

The community of Nyeland Acres has a population of around 3,400 residents living in a less than .25 square mile area. Nyeland Acres is an unincorporated community of Ventura County and is home to nearly 3% of the unincorporated region's residents. Nyeland Acres is heavily comprised of Hispanic-origin, non-English speaking, agricultural workers with low levels of education. This community is currently served by GCTD's Route 15 fixed-route bus service, as well as GCTD's on-demand services.

About the Clean Mobility Options (CMO) Voucher Pilot Program

The Clean Mobility Options Voucher Pilot Program is intended to support under-resourced communities in evaluating transportation gaps and identifying mobility challenges, needs, preferences and priorities of local residents. The program enables applicants to conduct a comprehensive needs assessment and begin planning and developing a reliable mobility project that help residents overcome these challenges. The assessment must be completed within 12 months of the Voucher Execution Agreement (expected July 2023).

About the Community Transportation Needs Assessment

There are four components of the transportation needs assessment:

1. Transportation Data & Accessibility Indicator Analysis and Community Survey
2. Community Engagement Plan
3. Final Summary Report
4. Mobility Project Recommendations

The following is a general project outline and timeline. Each item will include its own milestones and deliverables that will be defined in the project kick-off meeting.

Month 1	Project Kick-off
Month 2-6	Transportation Data & Accessibility Indicator Analysis
Month 3-6	Community Survey Development and Results
Month 5-8	Community Engagement Plan
Month 9-12	Final Report & Clean Mobility Options Project Recommendations

SCOPE OF WORK

Task 1 - Project Work Plan

Within 20 days of receiving notice to proceed, the Consultant will assist in developing a project work plan based on the CMO project work schedule, which includes milestones. The budget and identified milestones per the project schedule will be used to help meet CMO program milestones and to help the project team think about the timing and sequence of the project milestones needed for a successful project. During this phase, the consultant will convene a kick-off meeting with GCTD and Nyeland Promise staff to review and discuss the project goals, objectives, work schedule, and deliverables.

The project team will meet regularly to review project status and progress. Meeting agendas and minutes will be prepared by the consultant, which will include meeting date and time, agenda, attendant list, and summary of comments.

Task 1 Deliverables:

- Work plan and milestones
- Monthly updates or progress report
- Meeting agendas and meeting minutes

Task 2 - Transportation Data & Accessibility Indicator Analysis and Survey

The consultant will perform a transportation data & accessibility Indicator analysis. This analysis is intended to identify and improve the understand of travel behavior and gaps in transportation access within the project area. In conjunction with the outcomes and results of the community survey, the data sources should show insights about the community's access to transportation options, the reliability of transportation options, the safety of existing transportation infrastructure, and/or the adorability of transportation.

2.1 Transportation Data & Accessibility Indicator Data Collection & Analysis

The consultant's data collection analysis will include, but are not necessarily limited to the following indicators:

- a. US EPA Walkability Index
- b. Vehicle ownership per household
- c. Cost of existing transit and the average cost per week of fueling cars
- d. Access to job opportunities
- e. Access to education opportunities

The consultant may recommend other indicators that help further shed light the objectives of the analysis. A list of data sources, where applicable, will be provided to the consultant, but the consultant could use other or additional data sources. During the analysis, the consultant should consider how the intersection of accessibility, reliability and affordability determine the mobility patterns of community members. The consultant should include in their analysis a special focus as to how the findings from the data affects "livability" for residents age 50 or older.

2.2 Develop Community Survey

The consultant will advise and assist in drafting a community survey that will be used in conjunction with the transportation data analysis to develop cohesive goals and strategies in understanding the transportation gaps and needs of the community. The consultant will work closely with GCTD and Nyeland Promise to develop a survey strategy that can incorporate the outreach and educational activities on clean mobility solutions that will take place during the community engagement plan.

2.3 Develop Transportation Data, Accessibility Indicator & Survey Analysis Report

The consultant will draft a report that includes the findings from the transportation data and accessibility indicators and survey. The analysis should include a clear understanding of how the findings from the data and indicators impact the community and how the findings from the data and indicators connect to survey responses provided by the community to uncover the mobility challenges the community faces. The consultant should include in the report a summarization that discusses how the findings from the data and survey affects “livability” for residents age 50 or older. The analysis will help inform the Community Engagement portion of the needs assessment. The report will be reviewed by GCTD and Nyeland Promise and may undergo a review and comment period with interested parties, such as Ventura County Public Works department, the city of Oxnard, El Rio Del Norte Municipal Advisory Council, and the Nyeland Acres Mutual Water Company to incorporate interagency feedback.

Task 2 Deliverables:

- Summary of Transportation Data & Accessibility Indicators findings
- Community survey & results
- Transportation Data & Accessibility Indicator and Survey Analysis Report

Task 3 - Community Engagement Plan

The purpose of the Community Engagement plan is to educate residents about zero-emission transportation options and to prepare residents to be able to share their input on preferred service models. The community engagement plan will be comprised of:

- a. Community forum
- b. Interactive website/social media
- c. Outreach to existing community groups
- d. Interviews with multiple residents and/or door-to-door interaction

3.1. Develop Educational and Engagement Materials for Community Engagement Plan

Based on the transportation data analysis the consultant will advise GCTD and Nyeland Promise in determining community engagement goals. While Nyeland Promise will lead the community engagement plan and events, the consultant will work closely with GCTD and Nyeland Promise to develop educational and engagement materials and strategies to provide a framework for discussion and activities for residents to provide input on preferred mobility solutions during the community engagement events.

Task 3 Deliverables:

- Educational materials on clean mobility transportation options
- Survey deployment strategies

Task 4 - Develop Final Summary Report

After receiving the results and community input from the community engagement events, the consultant will prepare a final report that includes the findings from the transportation data analysis report and the outcomes from the community engagement plan. The report will include how the two elements of the assessment reinforce or contradict one another, and what mobility solutions emerged as the highest community priority/preferences. Additionally, the outcomes should also include considerations for ongoing community engagement and how the results will be reported back to the community. The report will follow the report template and guide provided by CMO.

The report should aim to answer four key questions:

1. How are existing transportation system(s) in the community structured and what options are currently available? Who has access to the current options?
2. What is the transportation planning process like in the community? Who is/are the lead entities and who has been traditionally involved or excluded from transportation planning?
3. What populations in the community have been traditionally underrepresented?
4. What are community perspectives on transportation needs, preferences, and input on potential mobility solutions?

Task 4 Deliverables:

- Final report as .pdf and .doc formats
- Data and graphics repository

Task 5 - Clean Mobility Options Mobility Project Recommendations

The consultant will provide mobility project recommendation(s) that will inform GCTD and Nyeland Promise to begin formulating a clean mobility project (such as a microtransit service, shared-use mobility project, ridersharing project, etc.) that can be funded by CMO or other state programs aiming to increase access to clean transportation and reduce GHG emissions. The recommendations must be able to show that any project preparation and design activities have a connection to the final findings of the needs assessment. Some example activities could include:

- A. Evaluate feasibility of different types of infrastructure
- B. Develop budget and funding sources
- C. Additional community meetings to prioritize or choose specific mobility solutions
- D. Identify project partners

Task 5 Deliverables:

Community Transportation Needs Assessment Budget Proposal					
Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Project Work Plan	16	Hours	\$142.05	\$2,272.80
2	Transportation Data & Accessibility Indicator Analysis & Survey	68	Hours	\$120.17	\$8,171.56
3	Community Engagement Plan Support	56	Hours	\$154.25	\$8,638.00
4	Final Summary Report	64	Hours	\$118.02	\$7,553.28
5	Mobility Project Recommendations	44	Hours	\$127.41	\$5,606.04
				TOTAL	\$32,241.68



Item 8

DATE June 21, 2023
TO GCTD Technical Advisory Committee
FROM Monica Gonzalez, Transit Planner
SUBJECT Receive and Provide Input GTCD's Event Booster Service Proposal

Summary

Staff are developing a booster service proposal for highly attended events in GCTD's service area. The booster service would create an alternative mode of transportation to go to and from an event while reducing the negative externalities of driving.

Background

Gold Coast Transit District provides fixed-route service in the cities of Ojai, Oxnard, Port Hueneme, Ventura, and unincorporated areas of Ventura County. Each of these cities hosts events throughout the year that attract many visitors. Some popular events include the following:

Event	City	Estimated Number of Visitors
Salsa Festival	Oxnard	30,000- 40,000
Banana Festival	Port Hueneme	12,000
Ojai Music Festival	Ojai	5,000
Ventura County Fair	Ventura	300,000

Large events can and often do create demand for parking that exceeds the capacity of available parking facilities as well as traffic volumes that strain roadway and network capacities. With each event an influx of vehicles leads to traffic congestion and longer travel times for both attendees of the event and for the community around the event.

To alleviate parking shortages and traffic congestion GTCD is proposing to offer special event booster services. GCTD would partner with event organizers to determine appropriate route options, operating hours, and frequency to best serve the event. The cost to operate the booster service will be higher due to overtime rates and is currently estimated to be \$200 per hour. All booster operations will be contingent on staffing and vehicle availability.

GOLD COAST TRANSIT DISTRICT



Attachment 1 shows the proposal drafted for the Ventura Fairgrounds and Event Center in expectation of the X Games.

Recommendation

It is recommended that the GCTD Technical Advisory Committee receive and file this proposal and presentation as well as provide feedback to staff.

Attachment 1: VENTURA FAIRGROUND BOOSTER SERVICE PROPOSAL OPTIONS

GOLD COAST TRANSIT DISTRICT

CITY OF OJAI | CITY OF OXNARD | CITY OF PORT HUENEME | CITY OF VENTURA | COUNTY OF VENTURA
1901 AUTO CENTER DRIVE, OXNARD, CA 93036-7966 | P 805.483.3959 | F 805.487.0925 | GCTD.ORG



DATE **June 1, 2023**

TO Claire Grasty, Director of Public Transit, VCTC

FROM Monica Gonzalez, Transit Planner, GCTD

SUBJECT **VENTURA FAIRGROUND BOOSTER SERVICE PROPOSAL OPTIONS**

I. PROJECT PURPOSE

Ventura County Fairgrounds and Event Center (VCFEC) is a multi-use event center that hosts public events during the year. Events include business meetings, trade shows, conventions, concerts, festivals, and the Ventura County fair. Large events such as the Ventura County Fair attracts on average over 300,000 visitors in the span of 12 days, and the Strawberry Festival attracts on average over 57,000 visitors over the span of a weekend.

Parking at VCFEC costs \$20 per vehicle and is typically limited for popular events. Increase vehicle travel to VCFEC causes traffic congestion that leads to gridlock and longer travel times to and from an event. To alleviate parking shortages and traffic congestion, Gold Coast Transit District (GCTD) proposes a VCFEC booster service. The booster service will be flexible to operate one of three available frequency schedules, based on the passenger demand the event is expected to generate.

II. OPERATING HOURS AND FREQUENCY OPTIONS

The proposed booster service options will have operating hours that range from the time span of 7:00 a.m. to 10:00 p.m. (15 hours total), allowing flexible accommodation as needed for any given event. A 5-hour minimum continuous service is required for the booster service to operate. Depending on the size and needs of the event, the booster service will be available to operate at a frequency of 15 minutes during the whole duration of the event, or during peak times at the start and end of the event. A more detailed description of the available frequency options is listed below. All options are contingent on available staffing and will typically cost more to operate due to overtime rates.

OPTION 1 - 15 MINUTE FREQUENCY

High frequency bus service every 15 minutes throughout the whole event, with the option to begin operations before or after the event. A high 15-minute-high frequency bus service is recommended for events when attendance is expected to be high and consistent throughout the duration of the event.

GOLD COAST TRANSIT DISTRICT

OPTION 2 - PEAK TIME 15 MINUTE FREQUENCY

High frequency every 15 minutes provided only at peak hours of the event, typically at the beginning and at the end of the event. After peak hours, frequency will be reduced to a one bus service headway—which frequency will vary depending on the route. Peak time 15-minute frequency is recommended for events when attendance is expected to be high during peak times, but not during all times throughout the event.

OPTION 3 – ONE BUS PER ROUTE FREQUENCY

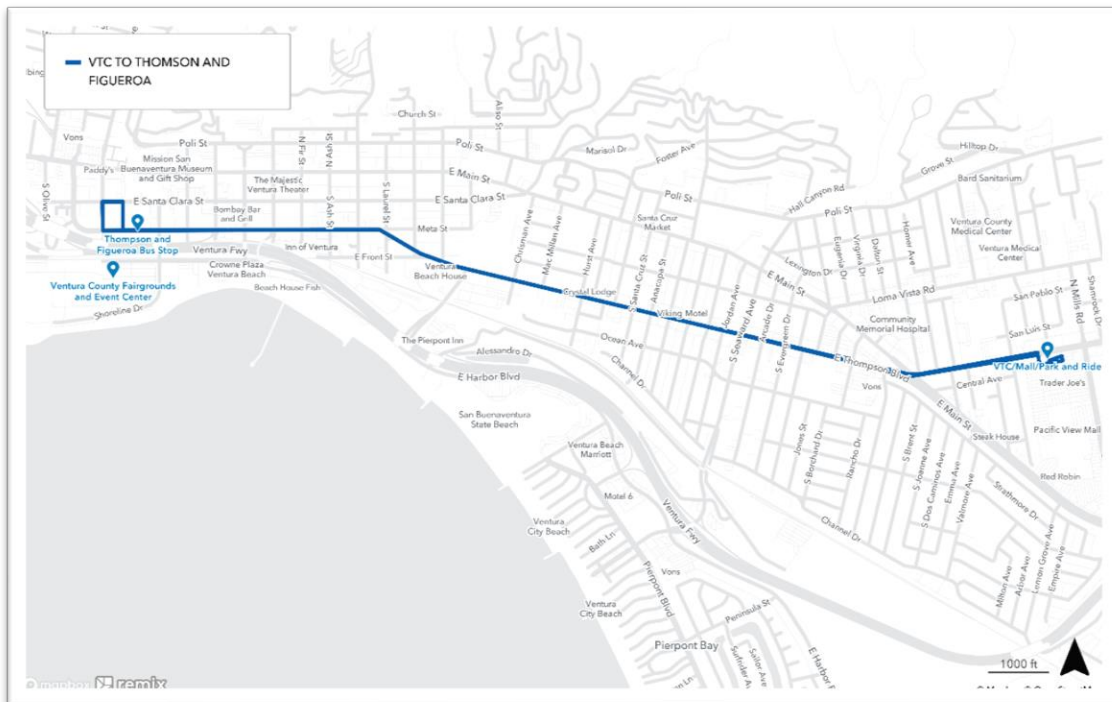
One bus per route frequency provides basic service to a route. Frequency is not as often and varies depending on the route. One bus per route frequency is recommended for events when a supplementary booster service is needed, but not at a high frequency rate.

Accommodations to begin service before or after an event are available for each frequency option, as long as the timeframe of 7 a.m. to 10 p.m. is adhered to.

III. ROUTE PROPOSAL - VTC TO THOMSON AND FIGUEROA VIA ROUTE 16

To maximize efficiency, GTCD proposes modifying route 16 to create a direct line going from the Ventura Transit Center (VTC) to the Thompson and Figueroa bus stop. A map of the proposed booster service route option can be seen in Figure 1. The Thompson and Figueroa will be the designated bus stop serving the VCFEF, which is a 7-minute walk (0.3 miles) from the bus stop to the main entrance.

Figure 1. Proposed Booster Service Route Option Map



ROUTE INFORMATION AND COST

Route Trip Time	Route Distance
25.1 minutes	6.26 miles

Frequency		Cost/Hour	Available Operation Hours	Total Cost (Max Hours)	Number of Buses Needed	Estimated Passenger Capacity/Hour
Option 1	15 min	\$400	15	\$6,000	2 (2 on standby)	228
Option 2	15 min*	\$200 - \$400	15	\$3,000 - \$6,000	2 (2 on standby)	137 - 228
	1 bus/route					
Option 3	1 bus/route	\$200	15	\$3,000	1 (1 on standby)	137

* Refers to only peak hours.



Item 9

DATE June 21, 2023
TO GCTD Technical Advisory Committee
FROM Robert Lucio, Mobility Management Coordinator
SUBJECT Receive Update on GO NOW Outreach

Summary

On May 22nd, 2023, GCTD initiated its soft launch of the GO NOW pilot service in south Oxnard. This new service is intended to provide passengers a spontaneous travel solution that is also affordable, clean, safe and convenient option allowing passengers to complete quick trips around the South Oxnard service zone. Connections to fixed routes, commuter buses, or rail services at the Oxnard Transit and Center Point Transfer Centers are available on this service.

The service is funded by CA Clean Energy grants and uses the first revenue electric vehicle in Ventura County. One objective of the GO NOW service is to make it easier for residents in the South Oxnard community to trade some of their car trips for an environmentally friendly alternative to help improve the air quality in an area historically impacted by pollution from nearby manufacturing and processing operations.

For this item, staff will provide a presentation and verbal update on outreach for GCTD's south Oxnard's GO NOW pilot service and the ongoing outreach and events planned in the future.

Recommendation

It is recommended that the GCTD Technical Advisory Committee receive and file this report and presentation.

GOLD COAST TRANSIT DISTRICT