



**Gold Coast Transit District
Technical Advisory Committee (TAC)
Wednesday, October 18, 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	Updates to Current Agenda & Approval of August 2023 Meeting Summary	Action
Item 6	FY 23-24 1st Quarter Planning Report Austin Novstrup, Planning Manager & Robert Lucio, Mobility Management Coordinator	Info
Item 7	Public Outreach on Proposed Fare Structure Adjustments Austin Novstrup, Planning Manager	Action
Item 8	Short Range Transit Plan (SRTP) Stakeholder Presentation Update Austin Novstrup, Planning Manager	Info
Item 9	Future Agenda Items <ul style="list-style-type: none">• Short Range Transit Plan (SRTP) Community Outreach Plan• 2024 TAC Meeting Schedule• Election of Officers	Info
Item 10	Adjournment	



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Item 5

Gold Coast Transit District
Technical Advisory Committee (TAC)
 1901 Auto Center Drive, Oxnard, CA 93036
 Wednesday, August 16, 2023
 10:00am

Meeting Summary

TAC Members Present:	Phil Pulley, City of Ojai Brian Yanez, City of Oxnard Steven Almcrantz, City of Port Hueneme Aubrey Smith, VCTC (ex-officio)
TAC Members Absent:	County of Ventura (Chair) City of Ventura (Vice Chair)
GCTD Staff Present:	Christine Feng, Chief Financial Officer/Asst. General Manager Monica Gonzalez, Transit Planner I Andrea Meza, Communications & Marketing Manager Austin Novstrup, Planning Manager Martin Rodriguez, Transit Planner I Cynthia Torres Duque, Director of Planning & Marketing
Members of the Public:	None

Item 1	Call to Order/Introductions
	Brian Yanez called the meeting to order at 10:04am.
Item 2	Public Comment
	No public comment.
Item 3	TAC Member Comments
	City of Oxnard mentioned they are still working on providing a TDA update with Gold Coast Transit.
Item 4	GCTD Staff Comments
	Cynthia Duque announced that Gold Coast Transit District Operation Supervisors went on strike on July 1, 2023. The strike lasted until 14. A tentative agreement was reached on July 14 and GCTD's Board of Directors held a Special Meeting on July 26, 2023, and approved a 3-year contract, which included a one-time salary range adjustment. She added that during the strike,

	<p>GCTD did not experience any major service interruptions and thanked the operators for their commitment to the community.</p> <p>Cynthia added that GCTD Board of Directors approved a Strategic Plan and is available for viewing on the agency’s website.</p> <p>Austin Novstrup announced that GCTD Planning has kicked off the Short Range Transit Plan. He added the plan will include outreach and engagement with stakeholder and mentioned that GCTD would be able to present to member agency council or staff if members have an interest. t</p>
Item 5	Approval of Meeting Summary
	<i>Steven Almcrantz moved to approve the June 2023 meeting summary. Phil Pulley seconded. The motion passed.</i>
Item 6	Event Booster Service Proposal Update
	<p>Monica Gonzalez presented an update for the Event Booster Service Proposal. Due to the Supervisor strike, GCTD was not able to implement booster service for the X-Games. She added that GCTD worked with the City of Oxnard and was able to provide service to the Dallas Cowboy’s Training Camp by creating a temporary bus stop on Ventura Boulevard. She added that while GCTD was not able to create booster service, GCTD offered trip planning information and shared all information on social media.</p> <p>She added that the City of Hueneme reached out and requested service to the upcoming Hueneme Beach Festival, to which GCTD proposed three different scenarios. The festival is scheduled on August 26 and 27th.</p> <p>Brian Yanez asked what is included in the \$7,900.00 cost to operate a booster service in one of the scenarios. Monica responded that the cost is for labor as the scenario would include two operators for two days.</p> <p>Monica shared “lessons learned”: most event providers do not have funds to pay for the costs of adding booster service. She added that working with the City of Oxnard and creating temporary bus stops and providing wayfinding information was successful.</p> <p>Aubrey Smith asked if there is ridership data for temporary stops during the time they are providing service to the training camp. Austin responded that the current passenger counter system would not be able to recognize ridership data at the stop-level. are only serviced for the training camp.</p> <p>Cynthia added that booster services are not charter services, so there are limitations to what can be done when coordinating these events.</p>
Item 7	Marketing & Community Outreach Update
	Andrea Meza gave an update on GCTD’s marketing and outreach efforts in the second quarter. She shared one of GCTD’s goal from its Strategic Plan: to increase public outreach and awareness of Gold Coast Transit services. For her

	<p>quarterly update, she shared that Gold Coast reached its goal for 6 outreach events per quarter.</p> <p>She presented analytics of all GCTD’s social media and online media accounts. There has been a steady increase since the 2nd quarter. Since the 3rd quarter, most of the GCTD’s audience on social media has been in Oxnard whereas before in Ventura. Andrea attributed it to a lot of the outreach that has been held in Oxnard.</p>
Item 8	FY 22-23 4th Quarter & End of the Year Performance Planning Report
	<p>Austin Novstrup presented the FY 22-23 4th Quarter & End of the Year Performance Planning Report. He mentioned the 4th quarter ended very well after several years of low ridership and slow recovery. He added that although the 4th Quarter has increased compared to previous year 4th Quarter, ridership is still below pre-Covid levels. A highlight for the 4th Quarter was an increase in overall route productivity.</p> <p>Austin added that Planning will need to consider weekday and weekend service as part of its service plan. Most of the recovery has been during the week, and is likely attributed the increase in youth riders as part of the Youth Ride Free Program.</p> <p>For flexible services, Austin shared that ridership in the 4th Quarter this year compared to the FY 21-22 4th Quarter has increased by almost 30%, and has increase by 13% overall from the previous fiscal year.</p>
Item 9	Summary of Potential Revenue Streams and Cost Savings
	<p>Cynthia Duque gave an overview of funding challenges as well as potential cost savings.</p> <p>Cynthia shared a study from APTA and explained the “fiscal cliff.” One-half (51%) of 122 responding agencies say they are facing a fiscal cliff in the next five years. She added that 90% of GCTD’s operating funds are from federal and state sources, whereas 10% are from fares or other sources, such as grants. She shared that the challenge most agencies face is that the cost to operate has increased over the years, but revenue has not increased along with it.</p> <p>She added that GCTD’s CFO has forecasted the next 5 years and has identified a deficit over the next 3 years. Cynthia noted that because of this, GCTD will need to identify cost savings in the short term and long term. Examples include operation efficiencies such as reducing unproductive trips. She added that optimizing resources such as maximizing space at the GCTD facility can bring cost savings and noted that already that the CFO and Flexible Services Manager are looking to conduct a cost benefit analysis to bring flexible service operations to the facility.</p> <p>More long term, Cynthia added a cost saving measure could be creating more regional partnerships to eliminate duplicative costs or pursuing a local dedicated tax revenue or implementing a fare increase. Cynthia mentioned the last fare increase was in 2011.</p>

	Brian asked why the fare has not increase since 2011. Cynthia explained there is a risk to disenfranchise some passengers. Cynthia said a forecast with increasing fares from 1.50 to 2.00 for fixed route and 3.00 to 4.00 for paratransit services would bring in an additional 33% fare increase.
Item 10	Future Agenda Items
	<ul style="list-style-type: none"> • Short Range Transit Plan updates • January 2024 service change update • FY 23-24 1st Quarter Report.
Item 11	Adjournment
	TAC Member Brian Yanez adjourned the meeting at 11:18am.