



**Gold Coast Transit District
Technical Advisory Committee (TAC)
Wednesday, December 17, 2025
10:00am
GCTD Board Room
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 October 2025 Meeting Summary	Action
Item 6	Elect Technical Advisory Committee Officers for Calendar Year 2026 Martin Rodriguez, Transit Planner	Action
Item 7	Approve GCTD Technical Advisory Committee Meeting Schedule for 2026 Martin Rodriguez, Transit Planner	Action
Item 8	Update on GCTD Technology Projects Cynthia Duque, Director of Planning & Marketing	Info
Item 9	Update on Status on of GCTD Year 1 & Year 2 SRTP Implementation Plan Martin Rodriguez, Transit Planner	Info
Item 10	Future Agenda Items <ul style="list-style-type: none">• GCTD Planning FY25-26 2nd Quarter Report• SRTP Outreach Plan & Campaign• FY 26 Member Claims for TDA funding	
Item 11	Adjournment	



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Item 5

**Gold Coast Transit District
Technical Advisory Committee (TAC)**
1901 Auto Center Drive, Oxnard, CA 93036
Wednesday, October 15, 2025
10:00am

Meeting Summary

TAC Members Present: Sergio Albarrán, City of Ventura (Chair)
Alex Puga, City of Ventura (Chair)
Brian Yanez, City of Oxnard (Vice Chair)
Steven Almcrantz, City of Port Hueneme
Susanna Arroyo, County of Ventura

TAC Members Absent: City of Ojai

GCTD Staff Present: Andrea Meza, Communications & Marketing Manager
Cynthia Duque, Director of Planning & Marketing
Martin Rodriguez, Transit Planner
Austin Novstrup, Planning Manager
Wesley Cooksey, Transit Planner
Catherine Tran, Financial Analyst
Robbie Lucio, Mobility Management Coordinator

Members of the Public: None

Item 1 Call to Order/Introductions

Chair Sergio Albarrán called the meeting to order at 10:00am.

Item 2 Public Comment

None.

Item 3 TAC Member Comments

Sergio Albarrán shared that the City of Ventura is celebrating Biketober, a cycling challenge encouraging residents to bike for fun and to work.

Item 4 GCTD Staff Comments

Cynthia Duque shared that in the last month's Board of Director's meeting, the committee voted to discontinue the GoNOW Microtransit pilot program.

Martin Rodriguez thanked all district members for meeting with Planning staff and kicking off the SRTP Implementation Plan. He added that Planning staff will

be reaching out soon to set up a secondary meeting and discuss bus stop changes work scope.

Andrea Meza shared that GCTD participated in the countywide free fare day for Clean Air Day on October 1. She added that GCTD was able to provide 13,700 trips for free. Andrea also shared the “Spooky Bus Campaign,” where bus passengers can take a selfie and share on social media.

Staff also shared updates on its ongoing passenger survey, NTD submission and upcoming community events.

Item 5 Updates to Current Agenda & Approval of August 2025 Meeting Summary
Steven Almcrantz moved to approve the August 2025 Meeting Summary and Brian Yanez seconded the motion.

Item 6 Receive Presentation: Year in Review - GO ACCESS and Flexible Services
Cynthia Duque gave an update on the GO Access and Flexible Services transition. She shared a cost-benefit analysis, a net savings of \$740,000 in the first year and emphasizing overall operational efficiency. She also shared how the transition has benefited riders, primarily through an integrated reservations/dispatch and customer service which has led to faster response times to address rider needs.

Cynthia shared goals for the new year, which included travel training and new incentives to use fixed-route services, enhance customer communication and strengthen policy alignment and ADA compliance.

Item 7 Receive Presentation on FY 25-26 1st Quarter Fixed-Route and Demand Response Service Planning Report
Austin Novstrup presented the 1st Quarter Fixed-Route Planning Report. He shared that ridership for the first quarter of FY 2025-26 decreased by 6% compared to the same period last year with virtually all routes losing ridership. He added that on-time performance has improved 82.5% to 85.6%. He mentioned that youth riders remain over a third of GCTD’s ridership.

Brian Yanez asked if trips classified under the Youth Ride Free program are accounted for on the weekend. Austin responded that there is a considerable amount of trips taken by youth on the weekend, suggesting that students are using transit for trips beyond a school commute. Aubrey Smith asked if youth data can be shared with VCTC to be able to share with Commissioners. Segio Albarrán asked if ridership data is available by jurisdiction, which Austin responded that ridership data is available by route.

Robbie Lucio presented on the Demand Response portion of the quarterly report. He highlighted the increase of Sun Rise services. He also added that with the transition to demand response services to in house, staff would be updating their rider guide.

Item 8**Receive Update on January 2026 Service Change Proposal**

Austin Novstrup updated the committee on the January 2026 Service Change Proposal. He shared that in anticipation of the SRTP Year 2 route changes, changes for January will be very minor, with most changes revolving around bus stop changes.

Item 9**Future Agenda Items**

- SRTP Update
- FY 25-26 1st Quarter Fixed-Route and Demand Response Service Planning Report

Item 10**Adjournment**

Segio Albarrán adjourned the meeting at 10:47am.



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Item 6

DATE December 17, 2025
TO GCTD Technical Advisory Committee
FROM Martin Rodriguez, Transit Planner
SUBJECT **Consider Election of Officers for Calendar Year 2026**

Summary

Every December, the GCTD TAC elects a new Chair and Vice Chair for the following academic year. The Chair and Vice Chair shall be elected from among the Technical Advisory Committee representatives by majority vote. The nomination and selection of the new officers will occur during this meeting and the newly appointed Chair and Vice Chair will take their position in the February 2026 TAC meeting. Chair for the 2025 calendar year was Sergio Albarrán, City of Ventura, and Vice Chair was Brian Yanez, City of Oxnard.

Below is a recent history of GCTD TAC Chair and Vice Chairs:

2024

Chair – Steven Almcrantz, City of Port Hueneme
Vice Chair – Brian Yanez, City of Oxnard

2023

Chair – Susanna Arroyo, County of Ventura
Vice Chair – Sergio Albarran, City of Ventura

2022

Chair – Phil Pulley, City of Ojai
Vice Chair – Ray Gutierrez, City of Port Hueneme

2021

Chair – Tim Bochum, City of Oxnard
Vice Chair – Treena Taylor, County of Ventura

Recommendation

It is recommended that the GCTD Technical Advisory Committee nominate and elect officers to the Committee.

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Item 7

DATE December 17, 2025

TO GCTD Technical Advisory Committee

FROM Martin Rodriguez, Transit Planner

SUBJECT **Consider Approval of the GCTD Technical Advisory Committee Meeting Schedule for 2026**

Summary

Regular meetings of the Gold Coast Transit District Technical Advisory Committee are held on the third Wednesday of every other month.

In March 2023, the GCTD Technical Advisory Committee approved an adjustment to the TAC meeting schedule and meeting frequency to meet once a month to meet once every other month.

Below is a list of meeting dates for TAC to consider:

February 18, 2026
April 15, 2026

June 17, 2026
August 19, 2026

October 21, 2026
December 16, 2026

Recommendation

It is recommended that the GCTD Technical Advisory Committee consider the proposed meeting schedule and approve the proposed meeting schedule for the 2026 calendar year.

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Item 8

DATE December 17, 2025

TO GCTD Technical Advisory Committee

FROM Cynthia Duque, Director of Planning and Marketing

SUBJECT Update on GCTD Technology Projects

Summary

This report provides an update on three major technology initiatives currently underway at Gold Coast Transit District (GCTD):

1. The transition to **RideCo** for demand-response scheduling and dispatching,
2. Implementation of **Open Loop Fare Payment**, and,
3. Participation in a **Countywide Radio Communications System** upgrade.

Each project supports GCTD's long-term goals of improving customer experience, enhancing operational efficiency, and strengthening coordination with regional partners.

1. RideCo Software Transition

GCTD is nearing the final stages of transitioning its demand-response operations, including GO ACCESS Paratransit and Flexible services, to the RideCo cloud-based scheduling and dispatching platform. The planned launch date is Sunday, January 18, 2026.

Recent Milestones

- **System Configuration:** Route parameters, service zones, eligibility profiles, and business rules have been validated with RideCo.
- **Staff Training:** The training schedule is in development for dispatchers, reservationists, operators, and Management. Additional online training is scheduled prior to go-live.
- **Data Migration:** Historical trip, rider, and eligibility data have been transferred into the new environment.
- **Testing & Pilots:** Internal testing of trip booking, same-day requests, and cancellations is underway to ensure reliable functionality at launch.

Key Benefits

- More efficient trip scheduling and routing help reduce late trips and improve reliability for riders.
- The system optimizes vehicle and driver assignments, supporting more trips with the same or fewer service hour.

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- Centralized trip and performance data will give staff better tools for monitoring service quality, planning improvements, and meeting reporting requirements.
- Improved Regional Coordination: Using a shared platform with other agencies supports coordination efforts and more seamless rider connections across the county.

Next Steps

- **Rider Communication:** Communicate change to riders and promote its new features, including a booking app, rider fare credits, etc. GCTD will also update the rider guide materials, service instructions, and call-center scripts.
- **Internal Communication:** Staff is developing internal materials for the demand response team to distribute information about the new software, the reason for the change, and the upcoming training schedule.

2. Open Loop Fare Payment Transition

GCTD is working with Cal-ITP and VCTC to transition to an Open Loop Fare Payment System, which will allow customers to pay using contactless credit/debit cards and digital wallets.

Recent Milestones

- **System Design Coordination:** Fare structure and requirements have been defined with the regional fare working group.
- **System Compatibility Review:** Staff is working with the hardware vendor, Kuba, on the installation of the new payment technology to determine how it will integrate with GCTD's existing onboard equipment and internal systems to ensure a seamless and reliable transition. The Kuba team was onsite on December 9th for a site survey and assessment of our vehicles. A report is forthcoming.
- **Equity Considerations:** Staff is working to ensure that unbanked and underbanked riders maintain access through cash-loading options and retail partnerships. Also, staff will work with Cal-ITP to establish a method for the riders in the "reduced fare" category to receive their discount on the new system.

Key Benefits

- Reduced boarding times
- Simpler fare payment process
- Decreased cash handling and greater fare security

Next Steps

- Sign third vendor contract with ELAVON, the credit card acquirer.
- Public Outreach: Communication to educate riders, seniors, ADA customers, and youth on new payment options and safeguards.
- Reduced Fare and Group Use Strategy: Work underway to address multi-rider transactions, which require policy and technical solutions.

3. Radio System Upgrade – Regional Project

Ventura County is advancing a multi-agency initiative to implement a modernized digital radio communications system that replaces aging infrastructure, improves coverage, and strengthens emergency response capabilities. By participating in this system, our agency enhances its operational efficiency, improves coordination with other public safety and

transit agencies and heightens GCTD's safety protocols and emergency response preparedness. Costs associated with this project will be reimbursed to GCTD by the Ventura County Transportation Commission (VCTC), as part of its Countywide Regional Radio Project, approved and funded by SB 125 state grant allocations.

Recent Milestones

- In September, a temporary base station radio system was installed in the Dispatch center to test communication with the new digital radios assigned to the Supervisors. Positive feedback was received. Requirements needed for interoperable communications across public safety, public works, and transit agencies were determined.
- GCTD has received financial projections for participation; staff is reviewing capital and operating impacts. Costs will be reimbursed by VCTC.
- Radio system will be installed on all buses and the Dispatch beginning Sunday, December 14th. Installation will take approximately 3-4 days to complete.

Operational Benefits

- Significantly improved radio clarity and reliability
- Countywide interoperability for emergency incidents and natural disasters
- More resilient communication systems for dispatch, supervisors, and field staff

Next Steps

- Finalize equipment installation and continue testing s to ensure compatibility with GCTD vehicles, handhelds, and dispatch infrastructure.
- VCTC will release coordinate timeline for remaining installation phases of other transit operators.

Conclusion

These three technology initiatives position GCTD to improve service quality, enhance safety and reliability, and strengthen coordination with regional partners. Staff will continue to provide updates as each project progresses toward implementation.

Recommendation

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



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Item 9

DATE December 17, 2025
TO GCTD Technical Advisory Committee
FROM Martin Rodriguez, Transit Planner
SUBJECT Update on Status on of GCTD Year 1 & Year 2 SRTP Implementation Plan

Summary

Over the last few months, GCTD Planning staff has been working closely with district members on the Implementation Plan of the GCTD Short Range Transit Plan. Staff is preparing an outreach plan focused on engaging and receiving input from different stakeholders.

This verbal report will provide an update on staff's progress and next steps.

Recommendation

It is recommended that the GCTD Technical Advisory Committee receive and file this presentation and provide any feedback to staff on the Short Range Transit Plan Year 2 Implementation Plan.

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