



Item #1

MINUTES OF THE REGULAR BOARD OF DIRECTORS MEETING WEDNESDAY, OCTOBER 4, 2017 – 10:00 A.M.

Call to Order

Chair Bryan MacDonald called the regular meeting of the Board of Directors of Gold Coast Transit District to order at 10:00 A.M. at the GCTD Administrative Facility, 301 E. Third St., Oxnard, California.

Roll Call

Chair Bryan MacDonald – City of Oxnard
Vice-Chair John C. Zaragoza – County of Ventura
Director Paul Blatz – City of Ojai
Director Jonathan Sharkey – City of Port Hueneme
Director Cheryl Heitmann – City of Ventura

Staff Present

Steven P. Brown, General Manager
Mike Maurer, General Counsel
Steve Rosenberg, Director of Finance and Administration
Debbie Williams, Director of Human Resources
Andrew Mikkelson, Director of Transit Operations
Vanessa Rauschenberger, Director of Planning & Marketing
Cynthia Duque, Communications & Marketing Manager
Claire Johnson-Winegar, Planning Manager
Matt Miller, Transit Planner II
Beatris Megerdichian, Transit Planner I
Margaret Heath, Paratransit & Special Projects Manager
Daniel Amaro, Finance Manager
Bob Keys, Information Technology Manager
Roxanna Ibarra, Human Resources Assistant
Sonia Rosales, Payroll Specialist
Priscilla Herrera, Interim Clerk of the Board

Ceremonial Calendar

The pledge of allegiance was led by Chair MacDonald.

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Employee Recognition

There were none.

General Public Comment Period

There were no comments by the general public.

Board of Directors Reports

There were no Directors' reports.

General Manager Reports

- Mr. Brown announced & congratulated Ronilo Aspuria who has been promoted to the position of Maintenance Supervisor. Mr. Aspuria was a Mechanic III and has been with GCTD for over 15 years. Mr. Brown wished him the best and look forward to working with him in his new role.
- Mr. Brown invited the Board to join GCTD on Safety Day, where all of GCTD safe drivers are recognized. Safety Day will be held on Tuesday, October 17th from 4am to 3:30pm. Breakfast and the coffee cart will commence at 4am and lunch will follow at 11am – 3:30pm.
- Mr. Brown announced the new “Safety Program” poster gallery in the hallway outside of the driver’s room. Our Operations Supervisors will be asking Bus Operators questions and awarding prizes to those who can note the details of each month’s safety tips.
- Mr. Brown stated that this year in honor of Veteran’s Day, GCTD will be participating in the Countywide “Veterans Ride FREE on Veterans Day” event. The event, coordinated by VCTC, will enable Veterans who show a valid form of ID to ride the Fixed Route bus Free from Friday, November 10th to Saturday, November 11th.
- Mr. Brown announced that “Coming Soon” GCTD is going mobile. GCTD will be testing out a new mobile app called TOKEN TRANSIT to make it easier for customers to pay their fare!
- Mr. Brown stated that the new facility is less than a year away. Plans and photos may be viewed on our website @ www.goldcoasttransit.org/news/newfacility. Mr. Brown stated that the Board will be given an update on the progress of the new facility at today’s meeting.

Agenda Review

Item 7 was presented before Item 6.

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Consent Agenda

1. Consider Approval of Minutes of September 6, 2017 Board of Directors Meeting
2. Consider Approval of Expenditures for the Month of July 2017
3. Consider Approval of Treasurer's Report for July 2017
4. Consider Approval of Budget Income Statement for the Month Ending July 2017
5. Consider Approval of Financial Statements and Schedule of Money Transfers for July 2017

Vice-Chair Zaragoza moved to approve Consent Agenda 1 thru 5. Director Sharkey seconded the motion. **The motion passed unanimously.**

Public Comments on Agenda Items

There were none.

Formal Items

- 7. Receive and File Report and Presentation of the Construction Update of the GCTD Administration and Operations Facility – Reed Caldwell, Director of Engineering and Construction**

In Mr. Caldwell's absence, Ms. Cynthia Duque provided an overview of the progress of the construction of the GCTD Administration, Operations and Maintenance facility. Video and photographs of the site showed the progress of construction with a planned completion date of September 2018.

The report was received and filed.

- 6. Strategic Planning Session: Discussion Topic "Fiscal Challenges and Opportunities" - Vanessa Rauschenberger, Director of Planning & Marketing**

Ms. Rauschenberger stated that this item is brought forth to proactively address the fiscal challenges and opportunities and engage in a focused Strategic Planning discussion with the Board in order to review, discuss and provide direction on mission critical issues.

The highlights for 2016-2017 consisted of:

- Ground breaking May 2017; commencement of construction; facility will be ready September 2018.
- Vehicle replacement: five (5) buses and eight (8) paratransit vehicles; plan to seek funding to extend the useful life of the fleet where possible
- Caltrans awarded Sustainability Grant for First-Mile Last-Mile Connectivity Study for Naval Base Ventura County to commence late 2017. Aside from a study of the surrounding area of the base, Director Sharkey suggested that the study should include the feasibility of some type of route circulation within the base.

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- SCAG awarded Sustainability Planning Grant involves land use and building transit supportive communities. Board discussed deviating of routes to new businesses and use of smaller vehicles to destinations not near transit routes.
- GCTD Planning staff attended numerous community events.
- Increased social media following and engagement with community.
- Paratransit: On an average service day, a passenger boards a GO ACCESS vehicle every 3 minutes. Demand is expected to continue to grow in the coming years. Will continue to seek Medi-Cal reimbursement; purchasing smaller fuel efficient vehicles; implement scheduling software upgrades and seeking grant funding for Mobility Passes to encourage “best mode” choice.

Strategic Planning Discussion: Funding

- Why Now – GCDT has the largest public transit investment in VC now under construction. GCTD needs to be proactive in addressing long-term funding needs to keep the agency financially sustainable and mission-focused.
- GCTD needs to preserve its ability to serve its members now and in the future; needs to meet increasing demands for service for seniors and people with disabilities. Director Heitmann stated that there is a new Kaiser facility in Ventura to consider for route accessibility.
- Funding to ensure fares are affordable/equitable; prepare for future development/growth and make transit a more viable option for the community.

Ms. Rauschenberger introduced Mr. Steven Rosenberg who discussed funding challenges, introduced opportunities to address long term funding needs and next steps to be taken.

- Funding Challenges
In past 5 years operating expenses increased 34%: growth in service levels & ridership; increase in insurance/fuel/parts cost; increase in right sized staffing in critical functions.
- Other funding challenges are GCTD’s aging fleet; facility investment; labor negotiations; CalPERS pension increases; tightening transit liability insurance market and paratransit services demand up and new contract in 2018. Mr. Rosenberg stated that there are no locally generated sources of transportation funds.
- Revenue imbalance: GCTD’s 2017-18 current year revenue sources are lower than its current year revenue uses; while GCTD does have some reserve funds to sustain this in the short-term, this revenue imbalance will need to be addressed in the next several years.
- Revenue Sources: Primary sources: State Local Transportation Funds (LTF); Federal Formula (Section 5307) Funds; passenger fares and State Transportation Assistance (STA) funds. Reviewed Other sources of GCTD Revenue: Medi-Cal reimbursement (Paratransit Service) \$150K-\$250K; Energy Credit (for CNG) state/federal programs \$300K-\$350K; Federal Excise Tax Rebate (for CNG) expired 12/2016 - \$500K; bus advertising \$150K-\$225K and federal CMAQ grants - \$500K+
- Funding Opportunities
New revenue – Senate Bill 1 (SB1) new state gas tax will increase (approx. double) STA; GCTD’s STA FY16-17 allocation was \$146K (0.6% of budget); SB1 will provide a larger share of STA funds to VCTC to distribute for transit purposes in Ventura County: \$2.7 million annually in STA formula funds and \$1.0 million annually in “State of Good

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Repair” and Cap and Trade funds. VCTC to determine priorities for distribution of SB1 Transit funds in the near future. Metrolink has indicated that they have capital needs that could easily use up all of Ventura County’s new STA transit funds.

Mr. Rosenberg stated it is critical that need and equity be considered as factors in the distribution of SB1 transit funds in Ventura County.

Ms. Rauschenberger presented revenue options for the future:

- Fare Policy Review – last fare increase in 2011 (currently \$1.50); GCDT realizes only 81 cents
- Introducing fare changes could have negative effect on ridership.
- GCTD could conduct a fare analysis to determine impact of elimination of “free” transfers; impact of changing free/reduced fare categories and options for coordination with regional transit operators. Director Sharkey inquired if GCTD can charge for transfers and suggested finding out how other transit agencies have handled the issue of “free transfer”.

Ms. Rauschenberger provided a review of possible options for what to do with the present site once GCTD moves:

- Option to sell - have received several inquires from interested parties as to future of present site; GCTD should consider issuing a Request for Proposal (RFP) to determine what the “highest and best use” might be – value if sold (1 time revenue). Director Heitmann stated that it would be best to hire someone to come in and give information on what would be the best option.
- Option for joint development - a joint development for a transit agency provides property and benefits by sharing revenues from the real estate development (infill housing/access to transit)
- Option for leasing property – revenue is used to support transit services. Vice-Chair Zaragoza stated that there are many liabilities with real estate and suggested hiring a consultant to conduct a study on this issue.

Ms. Rauschenberger provided information on:

- Transit Initiatives – can provide a source of locally generated funding for transit – Monterey-Salinas Transit formula for their successful transit initiative was to “go small” – tax revenue to be used specifically for senior citizens, veterans and people with disabilities.
- A similar 1/8 cent tax measure in Ventura County could generate about \$17 million per year for countywide transit. The challenges and realities to doing this is that most voters are not transit riders. It would also take time to educate the public and would require a super majority to pass and unanimous support from cities.

Board members inquired whether the District could legally tax, what would be the district boundaries and which cities would vote. Chair MacDonald suggested that staff should hire a consultant to analyze the feasibility and cost of a transit initiative.

Ms. Rauschenberger stated that staff would summarize feedback and develop a recommended plan of action for consideration at a future board meeting.

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The report was received and filed.

FUTURE AGENDA ITEMS

None

CLOSED SESSION

- 7. Conference with Agency Labor Negotiators pursuant to Government Code §54957 – Agency Designated Representatives: General Manager – Labor Organization: SEIU Local 721**

The Board of Directors went into Closed Session at 11:51 A.M.

The Board of Directors re-adjourned into Open Session at 12 P.M. There were no reports.

There being no further business, Chair MacDonald adjourned the Board of Directors meeting at 12:01 P.M.

Minutes recorded by: Priscilla Herrera, Interim Clerk of the Board of Directors

Steven P. Brown
Secretary of the Board of Directors

Chair
Bryan MacDonald
Board of Directors

Unless otherwise determined by the Board of Directors, the next regular meeting of the GCTD Board of Directors will be held on **November 1, 2017 10:00 A.M. at the Gold Coast Transit District Board Room, 301 E. Third Street, Oxnard, CA 93030.** Copies of administrative reports relating to the Board agenda are available on-line at www.GoldCoastTransit.org or from the Office Manager, Gold Coast Transit District, 301 E. Third Street, Oxnard, CA 93030.