



AGENDA

HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE (HVPAC)

Monday, May 9, 2016, 2:00 p.m.
Fillmore City Hall, Council Chambers
250 Central Avenue, Fillmore, CA 93015

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in a Committee meeting, please contact the Clerk of the Board at (805) 642-1591 ext. 101. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.

- Item #1 CALL TO ORDER**
- Item #2 INTRODUCTIONS AND ANNOUNCEMENTS**
- Item #3 PUBLIC COMMENTS**
- Item #4 MARCH 1, 2016 MEETING MINUTES – PG. 2**
 - Approve the March 1, 2016 meeting minutes.
- Item #5 PERFORMANCE REPORT INCLUDING ON-BOARD RIDE-CHECK SUMMARY REPORT**
 - Receive and File
- Item #6 SOCIAL MEDIA CONTEST UPDATE**
 - Receive and File
- Item #7 DRAFT CONSULTING SERVICES AGREEMENT FOR MARKETING AND COMMUNITY OUTREACH**
 - Approve for Recommendation to VCTC the Draft One-year Agreement Between VCTC and Moore & Associates
- Item #8 DETERMINE THE NEXT MEETING DATE**
- Item #9 ADJOURN**

Item #4
MINUTES OF THE
HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (PAC)
March 1, 2016

1. Call to Order

Chairperson Manuel Minjares called the meeting to order at 1:01 p.m.

2. Introductions and Announcements

Self-introductions were performed. A quorum was present. The following people attended the meeting:

David Rowlands	Fillmore	Manuel Minjares	Fillmore
Jim Moore	Moore and Associates	Teresa Torres	MV Transportation
Tom Conlon	MV Transportation	Veronica Hurtado	MV Transportation
Brian Yanez	Santa Paula	Ginger Gherardi	Santa Paula
David Fleisch	Ventura County	Kathy Connell	Ventura County
Kathy Long	Ventura County	Aaron Bonfilio	VCTC
Darren Kettle	VCTC	Kara Elam	VCTC
Kevin Khouri	VCTC		

Martin Erickson, VCTC's Director of Public Transit, and Kevin Khouri, VCTC's Transit Specialist, were introduced.

3. Public Comments

Tom Conlon noted the upcoming one year anniversary of the Valley Express, which commenced on March 2, 2015, and thanked both the TAC and PAC for efforts to develop the service to fit the needs of the communities in the area. Tom Conlon acknowledged an exemplary MV Transportation employee, Ronald Kilbert, who is a fixed route driver for the Valley Express.

4. October 12, 2015 Meeting Minutes – Action

Ginger Gherardi moved to approve the October 12, 2015 meeting minutes. Kathy Long seconded the motion. The motion passed with no objections.

5. Marketing Status Update

Staff provided updates regarding recently completed and upcoming marketing activities. The PAC requested that Valley Express schedules be provided to the School Districts for placement on websites, that social media posts include service change information as well as promotions to increase ridership and that future promotions include a social media element.

6. Draft Fiscal Year 2016/2017 Valley Express Budget – Action

Staff and the TAC presented the draft 16/17 Valley Express service budget and cost model. Discussion was had on current expenditures, projected costs, revenues and the need to increase ridership. Kathy Long moved to recommend the draft FY 16/17 Valley Express budget to the Commission for further consideration, noting that the service will continue to be monitored and potentially modified in FY 16/17. Ginger Gherardi seconded the motion. The motion passed with no objections.

7. Determine the Next Meeting Date

Staff will work with HVPAC members and their staff to coordinate and schedule the next meeting.

8. Adjournment – Action

Chair Manuel Minjares moved to adjourn the meeting at 1:38 p.m. The motion passed with no objection.



Item #5

May 9, 2016

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: PERFORMANCE REPORT

RECOMMENDATION:

- Receive and file

BACKGROUND:

The attached report reflects key performance indicators through March 31, 2016. The service performance data includes both modes; fixed route and dial-a-ride.

In addition, stop-level *fixed route* ridership data was collected during a recent on-board survey conducted over a two week period. This data has been summarized and is presented as well. Route reports reflect the *average daily boardings and alightings by stop observed during the ride-check survey*.

SERVICE PERFORMANCE REPORT

RIDERSHIP													
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	##	##	##	FYTD
Route													
Santa Paula A	1,388	1,506	1,536	1,861	1,499	1,434	1,161	1,241	1,242				12,868
Santa Paula B	1,616	1,732	1,790	1,848	1,461	1,366	1,174	1,278	1,104				13,369
SP - Tripper 1	-	215	499	586	359	354	441	393	253				3,100
SP - Tripper 2	-	75	155	246	156	133	168	137	110				1,180
Fillmore	1,662	1,881	2,134	1,955	1,975	1,921	1,264	1,323	1,141				15,256
Fill - Tripper 1	-	599	1,098	826	809	746	667	973	947				6,665
River Central	-	-	-	-	-	-	48	178	198				424
Piru	2,528	2,486	2,588	2,842	2,374	2,291	2,085	2,411	2,396				22,001
TOTAL FIXED ROUTE	7,194	8,494	9,800	10,164	8,633	8,245	7,008	7,934	7,391	-	-	-	74,863
Dial-a-ride													
Jurisdiction													
Fillmore	722	726	729	732	623	584	496	481	593	-	-	-	5,685
Santa Paula	1,774	1,783	1,790	1,799	1,531	1,435	1,276	1,294	1,527	-	-	-	14,209
County Unincorp	578	580	583	585	498	467	324	244	318	-	-	-	4,178
TOTAL DIAL-A-RIDE	3,074	3,089	3,102	3,116	2,653	2,487	2,095	2,019	2,438	-	-	-	24,073
SYSTEM-WIDE TOTAL													
	10,268	11,583	12,902	13,280	11,286	10,732	9,103	9,953	9,829	-	-	-	98,936
OPERATING COST													
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	##	##	##	FYTD
Route													
Santa Paula A	\$ 21,775.36	\$ 21,771.27	\$ 20,524.78	\$ 21,877.67	\$ 20,620.51	\$ 21,333.91	\$ 18,296.05	\$ 14,888.44	\$ 15,104.35				\$ 176,192.32
Santa Paula B	\$ 22,139.92	\$ 21,878.21	\$ 20,745.19	\$ 22,073.31	\$ 20,753.39	\$ 21,587.33	\$ 18,205.95	\$ 14,763.70	\$ 14,971.85				\$ 177,118.86
SP - Tripper 1	\$ -	\$ 1,935.80	\$ 2,909.11	\$ 3,044.45	\$ 1,956.91	\$ 1,946.42	\$ 2,532.34	\$ 2,687.79	\$ 2,318.65				\$ 19,331.46
SP - Tripper 2	\$ -	\$ 781.95	\$ 1,175.10	\$ 1,229.78	\$ 790.48	\$ 786.24	\$ 1,022.91	\$ 1,085.71	\$ 927.46				\$ 7,799.64
Fillmore	\$ 25,008.84	\$ 24,822.77	\$ 23,543.75	\$ 25,048.92	\$ 23,548.29	\$ 24,500.79	\$ 18,333.47	\$ 11,511.46	\$ 12,278.56				\$ 188,596.85
Fill - Tripper 1	\$ -	\$ 1,708.98	\$ 2,765.79	\$ 2,236.64	\$ 2,259.18	\$ 1,850.54	\$ 1,738.81	\$ 2,555.39	\$ 2,295.81				\$ 17,411.14
River Central	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,993.90	\$ 6,259.21	\$ 6,676.11				\$ 15,929.22
Piru	\$ 19,343.78	\$ 17,164.72	\$ 17,196.67	\$ 17,996.78	\$ 16,525.60	\$ 18,080.75	\$ 16,280.71	\$ 16,678.68	\$ 17,789.64				\$ 157,057.33
TOTAL FIXED ROUTE	\$ 88,267.90	\$ 90,063.70	\$ 88,860.40	\$ 93,507.55	\$ 86,454.35	\$ 90,085.98	\$ 79,404.14	\$ 70,430.37	\$ 72,362.43	-	-	-	\$ 759,436.82
Dial-a-ride													
Jurisdiction													
Fillmore	\$ 18,722.95	\$ 17,819.65	\$ 17,497.60	\$ 16,742.75	\$ 15,400.81	\$ 16,090.33	\$ 15,479.72	\$ 16,398.72	\$ 16,247.79	-	-	-	\$ 150,400.32
Santa Paula	\$ 46,006.33	\$ 43,786.72	\$ 42,995.38	\$ 41,140.56	\$ 37,843.11	\$ 39,537.42	\$ 39,852.68	\$ 44,115.44	\$ 43,709.41	-	-	-	\$ 378,987.05
County Unincorp	\$ 14,976.77	\$ 14,254.20	\$ 13,996.59	\$ 13,392.78	\$ 12,319.33	\$ 12,870.90	\$ 10,107.14	\$ 8,330.16	\$ 8,253.49				\$ 108,501.36
TOTAL DIAL-A-RIDE	\$ 79,706.04	\$ 75,860.57	\$ 74,489.57	\$ 71,276.09	\$ 65,563.25	\$ 68,498.66	\$ 65,439.54	\$ 68,844.32	\$ 68,210.70	-	-	-	\$ 637,888.73
SYSTEM-WIDE TOTAL													
	\$ 167,973.94	\$ 165,924.27	\$ 163,349.97	\$ 164,783.64	\$ 152,017.60	\$ 158,584.64	\$ 144,843.68	\$ 139,274.69	\$ 140,573.12	-	-	-	\$ 1,397,325.55

SERVICE PERFORMANCE REPORT

FAREBOX RECOVERY											
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	###	FYTD
Route											
Santa Paula A	4.08%	4.45%	4.43%	4.85%	4.42%	4.19%	4.14%	6.31%	6.42%		4.71%
Santa Paula B	4.69%	5.08%	5.52%	5.06%	4.39%	3.53%	4.42%	6.32%	5.54%		4.88%
SP - Tripper 1		6.81%	8.25%	9.78%	9.85%	10.84%	12.14%	8.71%	7.24%		9.22%
SP - Tripper 2		5.68%	6.96%	10.34%	12.50%	10.28%	11.19%	10.18%	9.09%		9.52%
Fillmore	4.36%	4.75%	5.01%	4.37%	4.34%	4.28%	4.54%	8.52%	6.67%		4.90%
Fill - Tripper 1		20.86%	18.56%	18.72%	24.06%	31.78%	27.93%	23.28%	26.71%		23.63%
River Central							1.66%	2.05%	2.09%		1.99%
Piru	9.35%	10.36%	10.38%	10.72%	10.08%	9.04%	10.11%	13.28%	12.11%		10.58%
TOTAL FIXED ROUTE	5.47%	6.18%	6.59%	6.47%	6.18%	5.79%	6.29%	8.71%	7.98%		6.55%
Dial-a-ride											
Jurisdiction											
Fillmore	4.52%	6.12%	5.80%	6.60%	6.44%	5.86%	5.06%	4.91%	5.30%		5.61%
Santa Paula	4.52%	6.12%	5.80%	6.60%	6.44%	5.86%	5.06%	4.91%	5.30%		5.60%
County Unincorp	4.52%	6.12%	5.80%	6.60%	6.44%	5.86%	5.06%	4.91%	5.30%		5.67%
TOTAL DIAL-A-RIDE	4.52%	6.12%	5.80%	6.60%	6.44%	5.86%	5.06%	4.91%	5.30%		5.61%
SYSTEM-WIDE TOTAL	5.02%	6.15%	6.23%	6.53%	6.29%	5.82%	5.73%	6.83%	6.68%		6.12%
FARE REVENUES											
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	###	FYTD
Route											
Santa Paula A	\$ 888.15	\$ 967.84	\$ 909.45	\$ 1,061.13	\$ 912.07	\$ 893.13	\$ 756.63	\$ 939.41	\$ 969.27	- - -	\$ 8,297.08
Santa Paula B	\$ 1,038.07	\$ 1,110.49	\$ 1,144.96	\$ 1,117.06	\$ 911.11	\$ 761.11	\$ 804.44	\$ 933.14	\$ 828.78	- - -	\$ 8,649.16
SP - Tripper 1	\$ -	\$ 131.89	\$ 240.02	\$ 297.84	\$ 192.66	\$ 211.07	\$ 307.34	\$ 234.03	\$ 167.93	- - -	\$ 1,782.78
SP - Tripper 2	\$ -	\$ 44.44	\$ 81.78	\$ 127.14	\$ 98.82	\$ 80.80	\$ 114.47	\$ 110.53	\$ 84.30	- - -	\$ 742.28
Fillmore	\$ 1,089.72	\$ 1,180.13	\$ 1,179.20	\$ 1,095.62	\$ 1,022.08	\$ 1,049.24	\$ 831.98	\$ 980.76	\$ 819.15	- - -	\$ 9,247.88
Fill - Tripper 1	\$ -	\$ 356.51	\$ 513.25	\$ 418.76	\$ 543.55	\$ 588.13	\$ 485.68	\$ 594.92	\$ 613.11	- - -	\$ 4,113.91
River Central	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 49.82	\$ 128.38	\$ 139.28	- - -	\$ 317.48
Piru	\$ 1,809.58	\$ 1,777.70	\$ 1,784.29	\$ 1,928.98	\$ 1,665.32	\$ 1,634.11	\$ 1,646.49	\$ 2,215.68	\$ 2,154.05	- - -	\$ 16,616.20
TOTAL FIXED ROUTE	\$ 4,825.52	\$ 5,569.00	\$ 5,852.95	\$ 6,046.53	\$ 5,345.61	\$ 5,217.59	\$ 4,996.85	\$ 6,136.85	\$ 5,775.87	- - -	\$ 49,766.77
Dial-a-ride											
Jurisdiction											
Fillmore	\$ 845.61	\$ 1,090.01	\$ 1,015.25	\$ 1,105.68	\$ 991.42	\$ 942.44	\$ 782.62	\$ 804.95	\$ 861.54	# # #	\$ 8,439.51
Santa Paula	\$ 2,077.86	\$ 2,678.38	\$ 2,494.68	\$ 2,716.89	\$ 2,436.13	\$ 2,315.77	\$ 2,014.86	\$ 2,165.46	\$ 2,317.68	# # #	\$ 21,217.72
County Unincorp	\$ 676.42	\$ 871.91	\$ 812.11	\$ 884.45	\$ 793.05	\$ 753.87	\$ 510.99	\$ 408.90	\$ 437.64		\$ 6,149.34
TOTAL DIAL-A-RIDE	\$ 3,599.89	\$ 4,640.30	\$ 4,322.04	\$ 4,707.02	\$ 4,220.60	\$ 4,012.08	\$ 3,308.47	\$ 3,379.31	\$ 3,616.86	- - -	\$ 35,806.57
SYSTEM-WIDE TOTAL	\$ 8,425.41	\$ 10,209.30	\$ 10,174.99	\$ 10,753.55	\$ 9,566.21	\$ 9,229.67	\$ 8,305.32	\$ 9,516.16	\$ 9,392.73	- - -	\$ 85,573.34
Estimated Year-end Farebox Revenues										\$	111,640.00

SERVICE PERFORMANCE REPORT

REVENUE HOURS													
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	####	####	####	FYTD
Route													
Santa Paula A	320.15	319.63	300.77	320.93	299.47	311.50	264.00	213.65	228.00	-	-	-	2,578.10
Santa Paula B	325.51	321.20	304.00	323.80	301.40	315.20	262.70	211.86	226.00	-	-	-	2,591.67
SP - Tripper 1	-	28.42	42.63	44.66	28.42	28.42	36.54	38.57	35.00	-	-	-	282.66
SP - Tripper 2	-	11.48	17.22	18.04	11.48	11.48	14.76	15.58	14.00	-	-	-	114.04
Fillmore	367.69	364.43	345.01	367.45	341.99	357.74	265.54	165.19	175.00	-	-	-	2,750.04
Fill - Tripper 1	-	25.09	40.53	32.81	32.81	27.02	25.09	36.67	33.00	-	-	-	253.02
River Central	-	-	-	-	-	-	43.20	89.82	96.00	-	-	-	229.02
Piru	284.40	252.00	252.00	264.00	240.00	264.00	234.92	239.34	256.00	-	-	-	2,286.66
TOTAL FIXED ROUTE	1,297.75	1,322.25	1,302.16	1,371.69	1,255.57	1,315.36	1,146.75	1,010.68	1,063.00	-	-	-	11,085.21
Dial-a-ride													
Jurisdiction													
Fillmore	275.27	261.62	256.41	245.60	223.66	234.94	223.36	235.32	245.26	-	-	-	2,201.45
Santa Paula	676.40	642.84	630.05	603.50	549.59	577.29	575.05	633.06	659.79	-	-	-	5,547.59
County Unincorp	220.19	209.27	205.11	196.46	178.91	187.93	145.84	119.54	124.59	-	-	-	1,587.84
TOTAL DIAL-A-RIDE	1,171.87	1,113.73	1,091.57	1,045.57	952.17	1,000.16	944.25	987.92	1,029.64	-	-	-	9,336.88
SYSTEM-WIDE TOTAL	2,469.62	2,435.98	2,393.73	2,417.26	2,207.74	2,315.52	2,091.00	1,998.60	2,092.64	-	-	-	20,422.09
									Estimated Year-end Hours of Service			26,350	
PAX/HR													
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	####	####	####	FYTD
Route													
Santa Paula A	4.34	4.71	5.11	5.80	5.01	4.60	4.40	5.81	5.45				4.99
Santa Paula B	4.96	5.39	5.89	5.71	4.85	4.33	4.47	6.03	4.88				5.16
SP - Tripper 1		7.57	11.71	13.12	12.63	12.46	12.07	10.19	7.23				10.97
SP - Tripper 2		6.53	9.00	13.64	13.59	11.59	11.38	8.79	7.86				10.35
Fillmore	4.52	5.16	6.19	5.32	5.78	5.37	4.76	8.01	6.52				5.55
Fill - Tripper 1		23.87	27.09	25.18	24.66	27.61	26.58	26.53	28.69				26.34
River Central							1.11	1.98	2.06				1.85
Piru	8.89	9.87	10.27	10.77	9.89	8.68	8.88	10.07	9.36				9.62
AVERAGE FIXED ROUTE	5.54	6.42	7.53	7.41	6.88	6.27	6.11	7.85	6.95				6.75
Dial-a-ride													
Jurisdiction													
Fillmore	2.62	2.77	2.84	2.98	2.79	2.49	2.22	2.04	2.42				2.58
Santa Paula	2.62	2.77	2.84	2.98	2.79	2.49	2.22	2.04	2.31				2.56
County Unincorp	2.62	2.77	2.84	2.98	2.79	2.49	2.22	2.04	2.55				
TOTAL DIAL-A-RIDE	2.62	2.77	2.84	2.98	2.79	2.49	2.22	2.04	2.37				2.58
SYSTEM-WIDE TOTAL	4.16	4.75	5.39	5.49	5.11	4.63	4.35	4.98	4.70				4.84

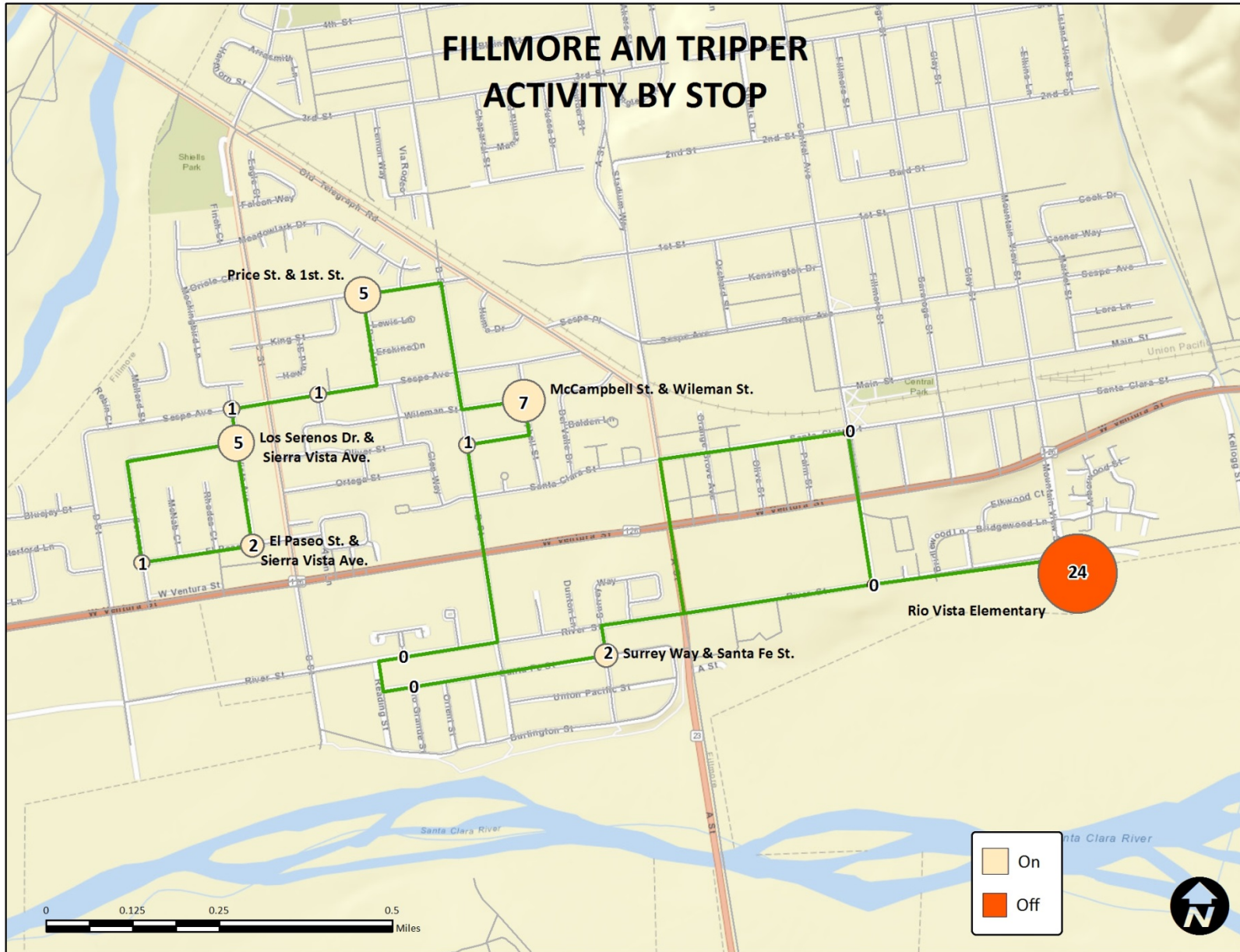


FILLMORE ROUTE TOTAL BUS STOP ACTIVITY			
STOP	ON	OFF	Total
Fillmore Terminal	9	9	18
Super A Plaza	3	0	3
7-Eleven	0	0	0
Mercado La Plaza	3	1	4
Pescador (CalTrans)	5	0	5
Faith Community Church	0	0	0
C St & Sespe Ave	0	0	0
B St & Sespe Ave	0	1	1
Meadowlark Park	2	1	3
C St & Meadowlark Dr	0	0	0
Shiell Park	0	0	0
Mountain Vista School	7	3	10
Green Valley Market	2	0	2
3rd & B St	2	3	5
A St & 3rd St	2	4	6
Fillmore Middle School	0	0	0
Vons	1	0	1
City Hall	0	0	0
Downtown	0	2	2
Library	0	10	10
4th St & Central Ave	0	0	0
Mountain View St & 3rd St	0	1	1
San Cayetano School	4	4	8
Main Street Park	0	0	0
Total	40	39	79



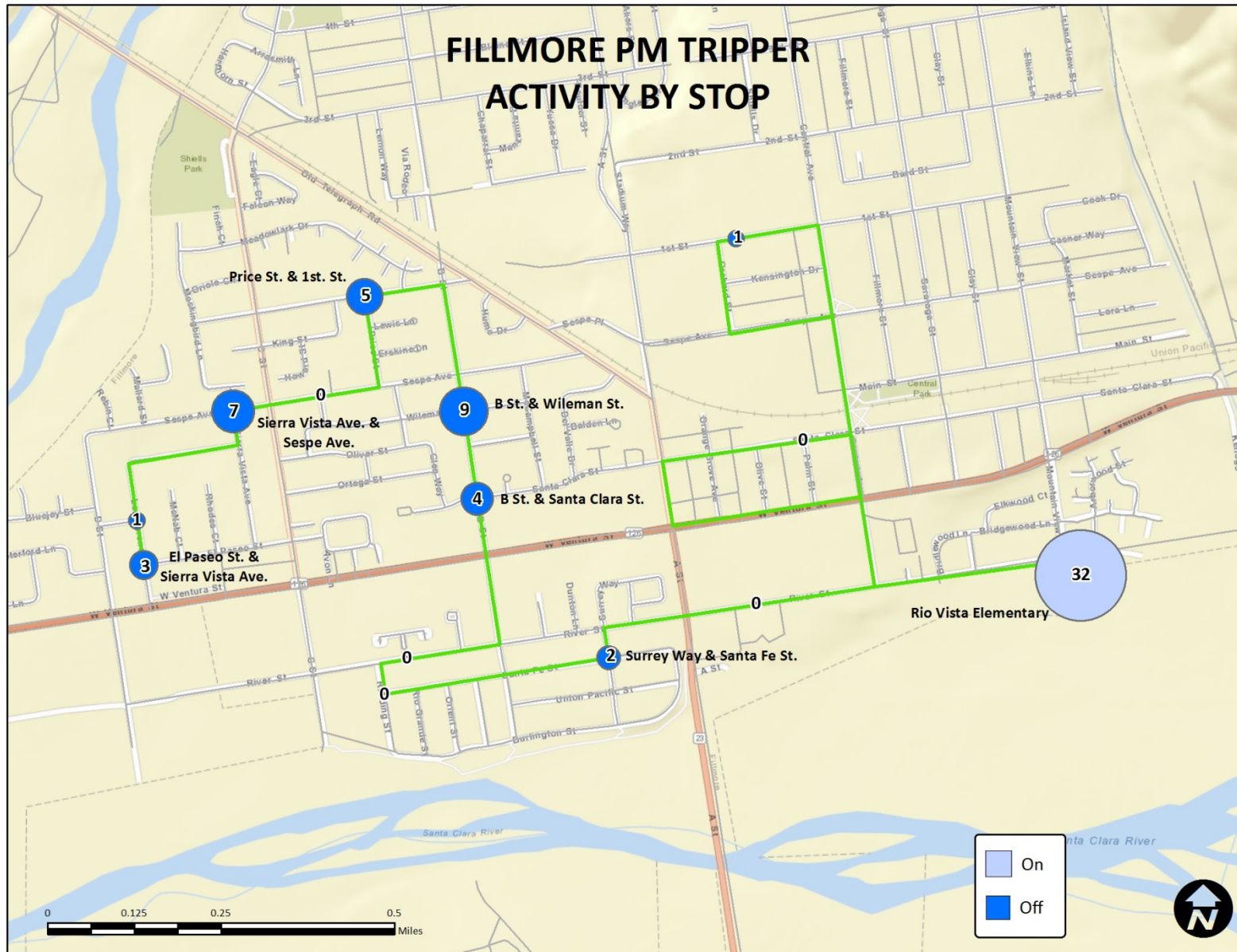
RIVER CENTRAL BUS STOP ACTIVITY			
STOP	ON	OFF	Total
Fillmore Terminal	2	2	4
Super A Plaza	0	0	0
Dollar General	0	0	0
Mercado La Plaza	0	0	0
El Paseo Apts	1	0	1
Two Rivers Park	0	0	0
Greenfield Care Center	0	0	0
Fillmore Urgent Care & HAS	0	0	0
VONS	0	1	1
City Hall	0	0	0
Downtown	0	0	0
Fillmore High School	0	1	1
Library	1	0	1
Total	4	4	8

FILLMORE AM TRIPPER ACTIVITY BY STOP



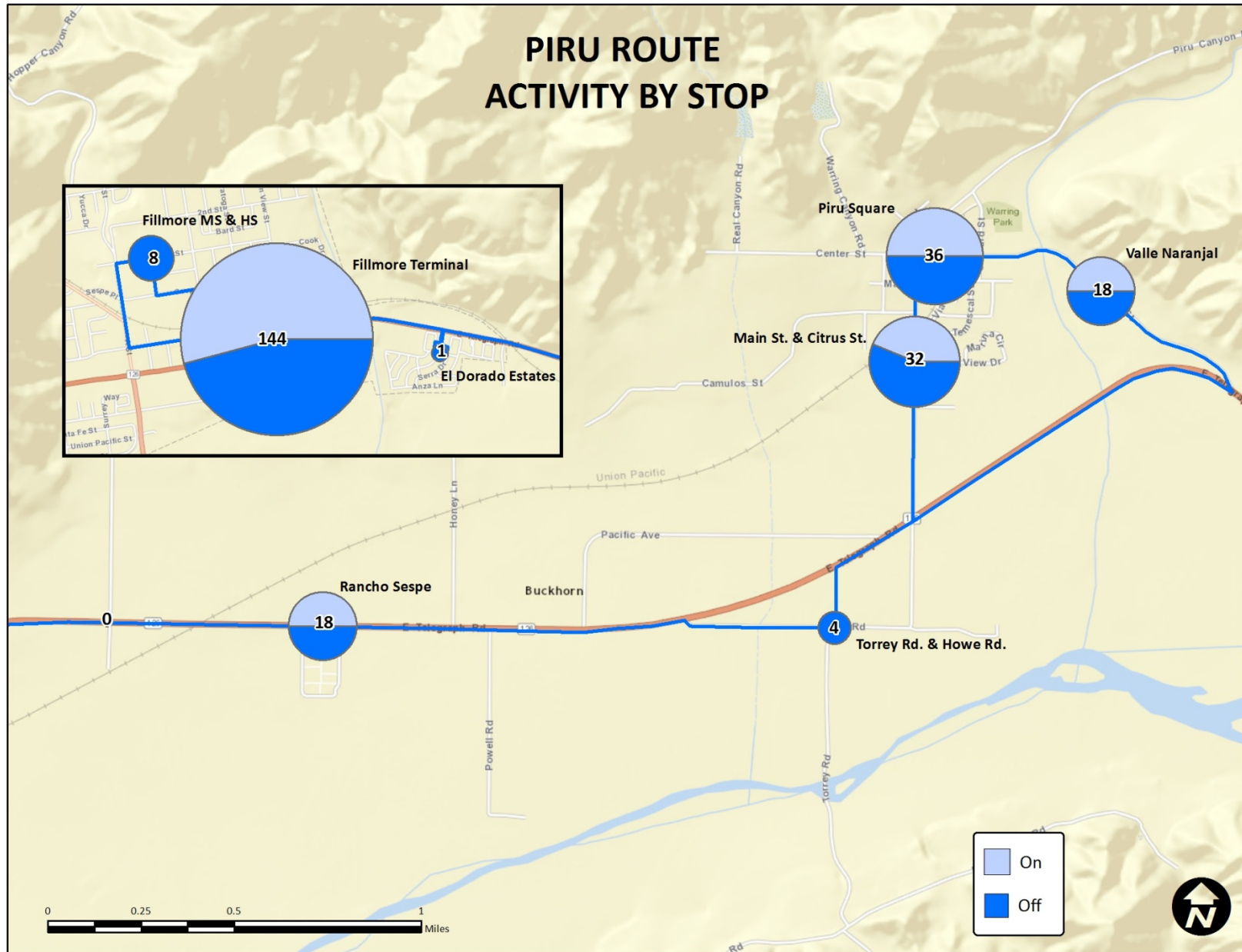
FILLMORE AM TRIPPER BUS STOP ACTIVITY			
STOP	ON	OFF	Total
Los Serenos Dr/Sierra Vista Ave	5	0	5
Los Serenos Dr (by Park)	1	0	1
El Paseo St/ Sierra Vista Ave	2	0	2
Sierra Vista Ave/Sespe Ave	1	0	1
Sespe Ave/Burson Ln	1	0	1
Price St/1st St	5	0	5
McC Campbell St/Wileman St	7	0	7
B St/Santa Clara St	1	0	1
River St/Deerfield Dr	0	0	0
Santa Fe St/Rio Grande St	0	0	0
Surrey Way/Santa Fe St	2	0	2
River St (Apts)	0	0	0
Fillmore Terminal	0	0	0
Rio Vista Elem	0	24	24
Total	25	24	49

FILLMORE PM TRIPPER ACTIVITY BY STOP



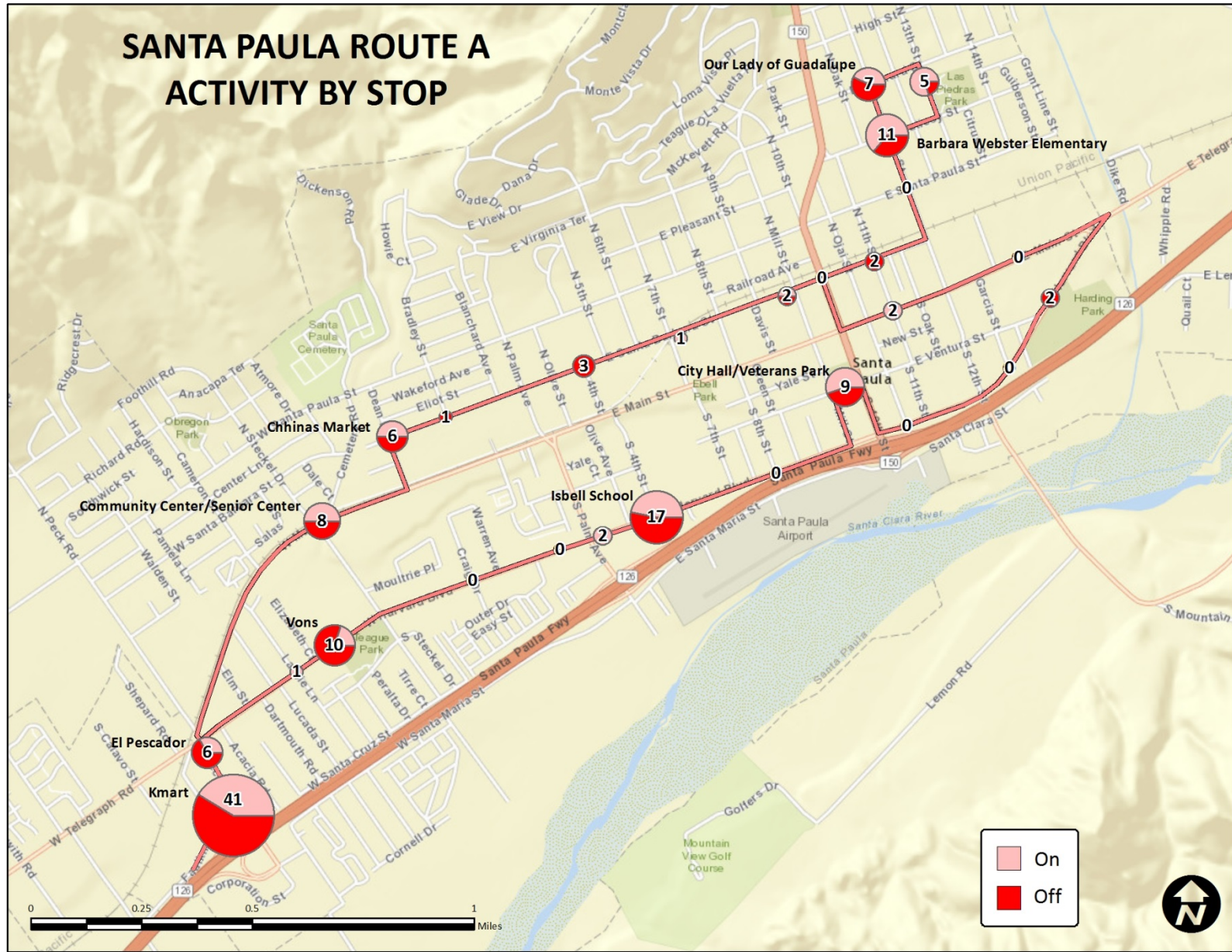
FILLMORE PM TRIPPER BUS STOP ACTIVITY			
STOP	ON	OFF	TOTAL
Rio Vista Elementary	32	0	32
Boys & Girls Club	0	1	1
Fillmore Terminal	0	0	0
River St (Apts)	0	0	0
Santa Fe St/Surrey Way	0	2	2
Santa Fe St/Reading St	0	0	0
River St/Deerfield Drive	0	0	0
B St/Santa Clara St	0	4	4
B St/Wileman St	0	9	9
1st St/Price St	0	5	5
Sespe Ave/Burson Ln	0	0	0
Sierra Vista Ave/Sespe Ave	0	7	7
Los Serenos Dr (by Park)	0	1	1
El Paseo St/ Sierra Vista Ave	0	3	3
Total	32	32	64

PIRU ROUTE ACTIVITY BY STOP



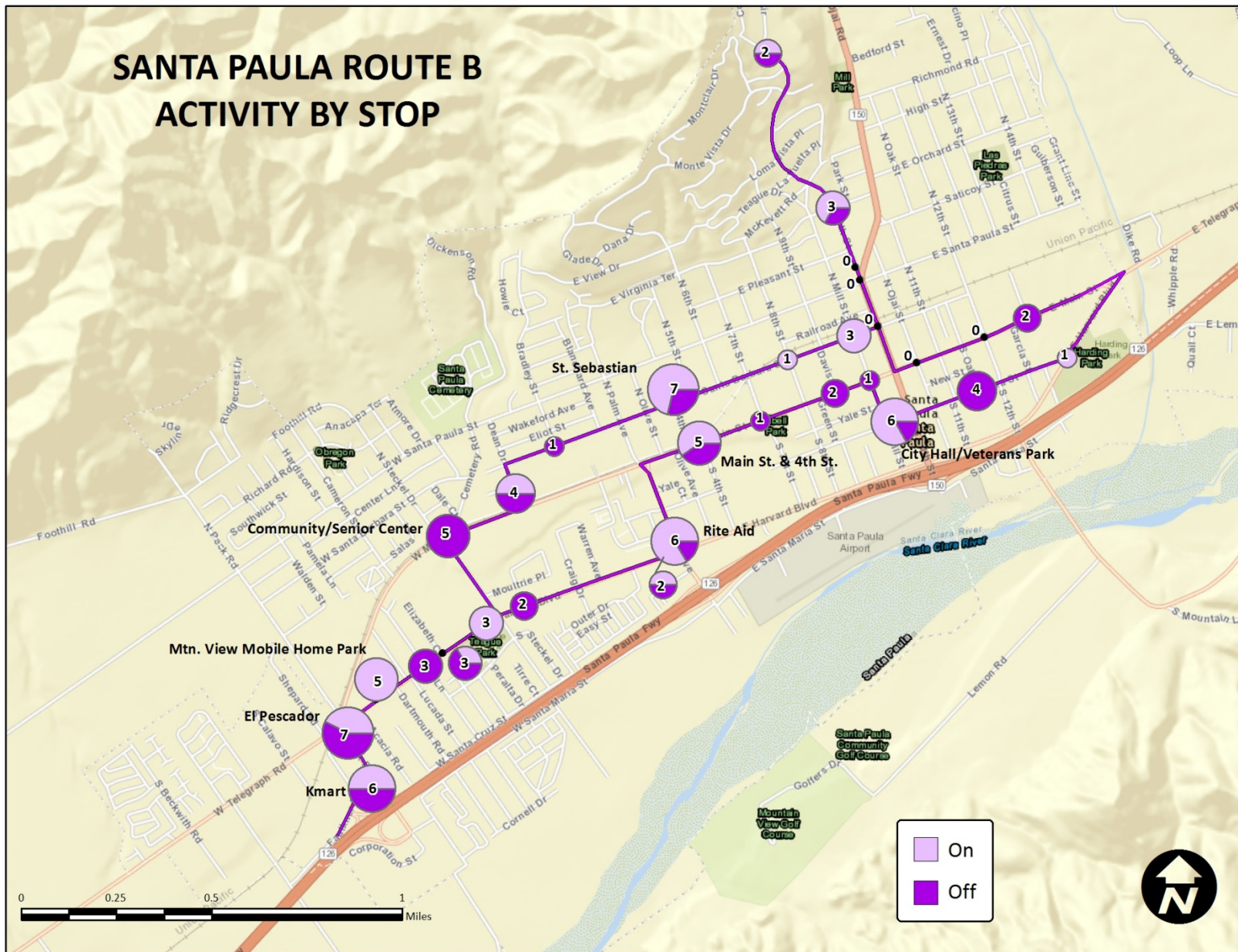
PIRU BUS STOP ACTIVITY			
STOP	ON	OFF	Total
Fillmore Terminal	78	66	144
El Dorado Estates	0	1	1
Hopper Canyon	0	0	0
Rancho Sespe	9	9	18
Torrey Rd & Howe Rd	0	4	4
Main St & Citrus St	14	18	32
Piru Square	18	18	36
Valle Naranjal	9	9	18
Fillmore MS & HS	0	8	8
Total	128	133	261

SANTA PAULA ROUTE A ACTIVITY BY STOP



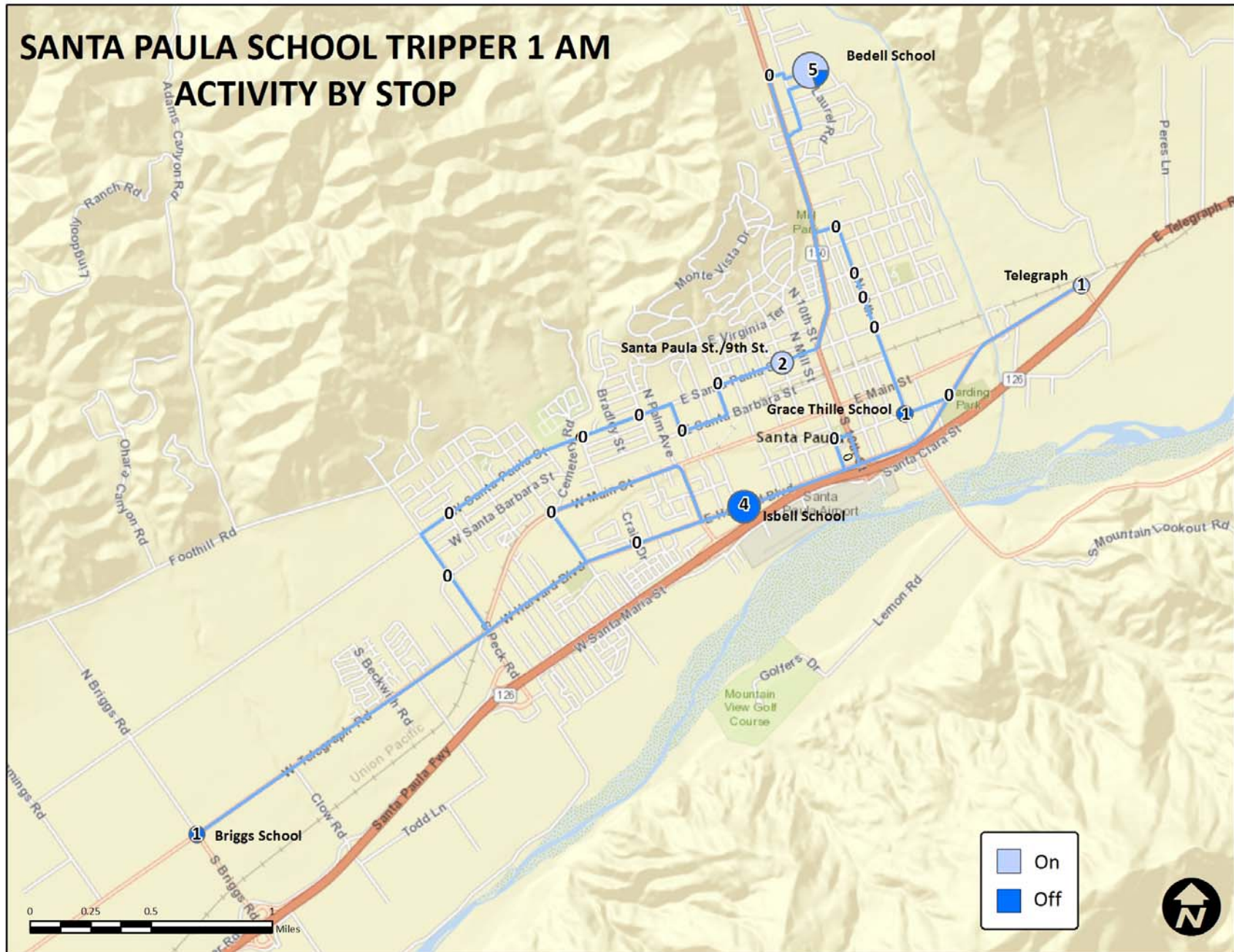
SANTA PAULA ROUTE A BUS STOP ACTIVITY			
STOP	ON	OFF	TOTAL
Kmart	17	24	41
Community/Senior Center	4	4	8
Chhinas Market	3	3	6
Rodney Fernandez Apts	0	1	1
Santa Barbara St & 4th St	0	3	3
Moose Lodge	1	0	1
Glen Tavern Inn	1	1	2
Santa Barbara St & 11th St	0	2	2
12th St & Santa Paula St	0	0	0
Las Piedras Park	4	1	5
Our Lady of Guadalupe	3	4	7
Barbara Webster Elementary	7	4	11
Moreton Bay Fig Tree	0	0	0
Main St & 11th St	2	0	2
Santa Paula Medical Clinic	0	0	0
Boys & Girls Club	0	2	2
Harvard Blvd & Garcia St	0	0	0
Harvard Blvd & Ojai St	0	0	0
City Hall/Veterans Park (Arr)	5	4	9
Harvard Blvd & 8th St	0	0	0
Isbell School	8	9	17
Rite Aid	2	0	2
Enterprise	0	0	0
Harvard Blvd & Craig Dr	0	0	0
VONS	2	8	10
Harvard Blvd & Laurie Ln	1	0	1
El Pescador	2	4	6
Total	62	74	136

SANTA PAULA ROUTE B ACTIVITY BY STOP



SANTA PAULA ROUTE B BUS STOP ACTIVITY			
STOP	ON	OFF	TOTAL
Kmart	3	3	6
Mtn View Mobile Home Park	5	0	5
Ventura Co Public Health	0	3	3
Teague Park	3	0	3
DMV	0	2	2
McDonalds	1	1	2
Rite Aid	5	1	6
Main St & 4th St	3	2	5
Union Bank	0	1	1
Clocktower	0	2	2
Main St & Mill St	0	1	1
City Hall/Veterans Park (Arr)	5	1	6
Grace Thille School	0	4	4
Boys & Girls Club	1	0	1
Santa Paula Medical Clinic	0	2	2
Main St & 12th St	0	0	0
Oil Museum	0	0	0
10th St & Santa Barbara St (across Fig Tree)	0	0	0
First Five Pre-K	0	0	0
Santa Paula Hospital	1	1	2
10th St & Virginia Terr	2	1	3
Rose Garden	0	0	0
Railroad Plaza Gazebo	3	0	3
Santa Barbara & 8th St	1	0	1
St. Sebastian	5	2	7
Rodney Fernandez Apts	0	1	1
Dean Dr Medical Center	2	2	4
Community/Senior Center	0	5	5
VONS	1	2	3
El Pescador	3	4	7
Total	44	41	85

SANTA PAULA SCHOOL TRIPPER 1 AM ACTIVITY BY STOP



SANTA PAULA TRIPPER 1 AM BUS STOP ACTIVITY			
STOP	ON	OFF	Total
Telegraph Stops	1	0	1
Isbell School	0	4	4
Blanchard School	0	0	0
Santa Paula St/Walden St	0	0	0
Santa Paula St/Dean Dr	0	0	0
Santa Paula St/Blanchard Ave	0	0	0
Saint Sebastian School	0	0	0
Santa Paula High School	0	0	0
Santa Paula St/9th St	2	0	2
Bedell School	4	1	5
Royal Oaks Pl/Ojai Santa Paula Rd	0	0	0
12th St/Richmond Rd	0	0	0
12th St/Orchard St	0	0	0
Barbara Webster School	0	0	0
12th St/Santa Paula St	0	0	0
Grace Thille School	0	1	1
Boys & Girls Club	0	0	0
Santa Paula City Hall	0	0	0
Harvard Blvd/Craig Dr	0	0	0
Glen City School	0	0	0
Briggs School	0	1	1
Total	7	7	14

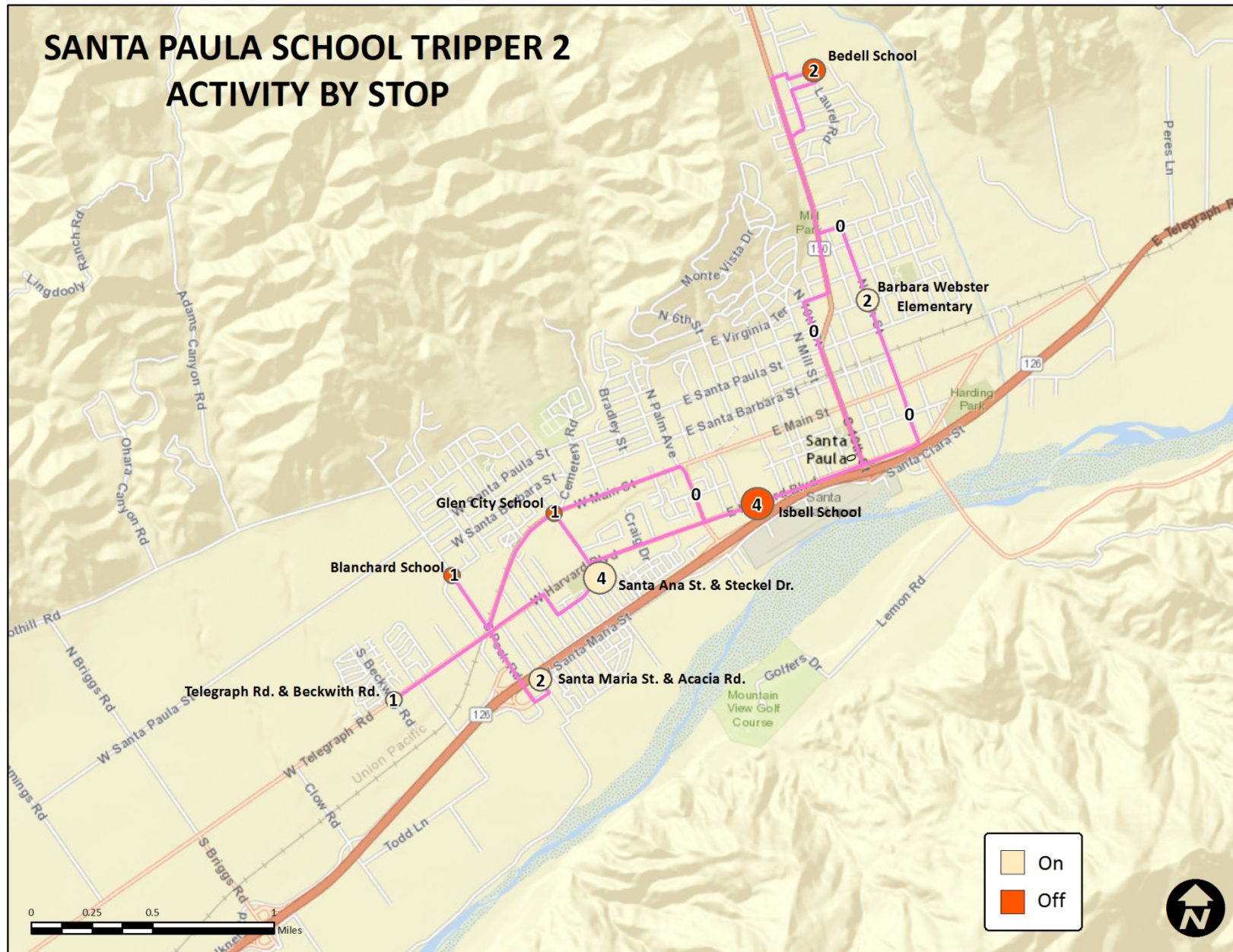
SANTA PAULA SCHOOL TRIPPER 1 PM

ACTIVITY BY STOP

Map showing the route and activity for the Santa Paula School Tripper 1 PM. The route starts at Briggs School (1) and ends at Bedell School (12). Stops include Blanchard School (4), Santa Paula HS (2), Barbara Webster Elementary (2), and Boys & Girls Club (4). The map also shows the Santa Paula River, Mountain View Golf Course, and various roads like Adams Canyon Rd, Foothill Rd, and Santa Paula Hwy. A legend indicates 'On' (light blue) and 'Off' (dark blue) activity. A scale bar shows 0 to 1 mile.

SANTA PAULA TRIPPER 1 PM BUS STOP ACTIVITY			
STOP	ON	OFF	Total
Telegraph Stops	0	0	0
Isbell School	4	0	4
Blanchard School	4	0	4
Santa Paula St/Walden St	0	0	0
Santa Paula St/Dean Dr	0	0	0
Santa Paula St/Blanchard Ave	0	0	0
Saint Sebastian School	0	0	0
Santa Paula High School	0	2	2
Santa Paula St/9th St	0	0	0
Bedell School	9	3	12
Royal Oaks Pl/Ojai Santa Paula Rd	0	0	0
12th St/Richmond Rd	0	2	2
12th St/Orchard St	0	1	1
Barbara Webster School	0	2	2
12th St/Santa Paula St	0	0	0
Grace Thille School	0	0	0
Boys & Girls Club	0	4	4
Santa Paula City Hall	0	0	0
Harvard Blvd/Craig Dr	0	0	0
Glen City School	0	0	0
Briggs School	0	1	1
Total	17	15	32

SANTA PAULA SCHOOL TRIPPER 2 ACTIVITY BY STOP



SANTA PAULA TRIPPER 2 BUS STOP ACTIVITY			
STOP	ON	OFF	Total
Santa Maria St/Acacia Rd	2	0	2
Telegraph Rd/Beckwith Rd	1	0	1
Santa Ana St/Steckel Dr	4	0	4
Glen City School	0	1	1
Palm Ave/Ventura St	0	0	0
Isbell School	0	4	4
Grace Thille School	0	0	0
Barbara Webster School	2	0	2
12th St/Richmond Rd	0	0	0
Bedell School	0	2	2
McKevett School	0	0	0
Blanchard School	0	1	1
Total	9	8	17



Item #6

May 9, 2016

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: SOCIAL MEDIA CONTEST UPDATE

RECOMMENDATION:

- Receive and file

BACKGROUND:

At the prior Heritage Valley Policy Advisory Committee (HVPAC) meeting, the members discussed the upcoming milestone of the Valley Express (VE) one-year anniversary. Staff informed the Committee that it had been working with the VE marketing firm, Moore & Associates, on a social media contest to promote the service and commemorate the anniversary.

Moore & Associates will update the PAC regarding the contest “results” and other recent promotional activity at the May 9, 2016, meeting.



Item #7

May 9, 2016

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: DRAFT CONSULTING SERVICES AGREEMENT FOR MARKETING AND COMMUNITY OUTREACH

RECOMMENDATION:

- Approve for Recommendation to the VCTC the Draft One-year Agreement Between VCTC and Moore & Associates

BACKGROUND:

At the prior Heritage Valley Technical Advisory Committee (HVTAC) meeting, the members discussed the upcoming end of the one-year consulting agreement with Moore & Associates for marketing and outreach. The HVTAC discussed and reviewed the various options for the future fiscal year and beyond.

The group recommended for HVPAC's approval that VCTC continue with Moore & Associates for the upcoming fiscal year, as some marketing tasks during the course of the year were either skipped or deferred. They emphasized continuity of the service provider was preferred to potential alternatives. Among the alternatives discussed were, releasing an RFP for services, or amending the general VCTC marketing agreement and scope of work with Celtis, whom would potentially be engaged in significant outreach related to VCTC's Transportation Investment Plan over the next fiscal year.

Attached for the HVPAC's review is the draft subject one-year Consulting Services Agreement for fiscal year 2016/2017.

**CONSULTING SERVICES AGREEMENT BETWEEN
THE VENTURA COUNTY TRANSPORTATION COMMISSION AND
MOORE & ASSOCIATES**

THIS AGREEMENT for consulting services is made by and between the Ventura County Transportation Commission ("VCTC") and Moore & Associates ("Consultant") (together sometimes referred to as the "Parties") as of _____, 20__ (the "Effective Date").

Section 1. SERVICES. Subject to the terms and conditions set forth in this Agreement, Consultant shall provide to VCTC the services described in the Scope of Work attached hereto and incorporated herein as Exhibit A, at the time and place and in the manner specified therein. In the event of a conflict in or inconsistency between the terms of this Agreement and Exhibit A, the Agreement shall prevail.

- 1.1 Term of Services.** The term of this Agreement shall begin on July 1, 2016 and shall end on June 30, 2017, and Consultant shall complete the work described in Exhibit A, unless the term of the Agreement is otherwise terminated or extended, as provided for in Section 8. The time provided to Consultant to complete the services required by this Agreement shall not affect VCTC's right to terminate the Agreement, as provided for in Section 8.
- 1.2 Standard of Performance.** Consultant shall perform all work required by this Agreement in a substantial, first-class manner and shall conform to the standards of quality normally observed by a person practicing in Consultant's profession.
- 1.3 Assignment of Personnel.** Consultant shall assign only competent personnel to perform services pursuant to this Agreement. In the event that VCTC, in its sole discretion, at any time during the term of this Agreement, desires the reassignment of any such persons, Consultant shall, immediately upon receiving notice from VCTC of such desire of VCTC, reassign such person or persons.
- 1.4 Time.** Consultant shall devote such time to the performance of services pursuant to this Agreement as may be reasonably necessary to meet the standard of performance provided in Sections 1.1 and 1.2 above and to satisfy Consultant's obligations hereunder.

Section 2. COMPENSATION. VCTC hereby agrees to pay Consultant a sum not to exceed FIFTY THOUSAND DOLLARS, (\$50,000) notwithstanding any contrary indications that may be contained in Consultant's proposal, for services to be performed and reimbursable costs incurred under this Agreement. In the event of a conflict between this Agreement and Consultant's proposal, attached as Exhibit A, regarding the amount of compensation, the Agreement shall prevail. VCTC shall pay Consultant for services rendered pursuant to this Agreement at the time and in the manner set forth herein. The payments specified below shall be the only payments from VCTC to Consultant for services rendered pursuant to this Agreement. Consultant shall submit all invoices to VCTC in the manner specified herein. Except as specifically authorized by VCTC in writing, Consultant shall not bill VCTC for duplicate services performed by more than one person.

Consultant and VCTC acknowledge and agree that compensation paid by VCTC to Consultant under this Agreement is based upon Consultant's estimated costs of providing the services required hereunder, including salaries and benefits of employees and subcontractors of Consultant. Consequently, the Parties further agree that compensation hereunder is intended to include the costs of contributions to any pensions and/or annuities to which Consultant and its employees, agents, and subcontractors may be eligible. VCTC therefore has no responsibility for such contributions beyond compensation required under this Agreement.

2.1 Invoices. Consultant shall submit invoices, not more often than once per month during the term of this Agreement, based on the cost for all services performed and reimbursable costs incurred prior to the invoice date. Invoices shall contain all the following information:

- Serial identifications of progress bills (i.e., Progress Bill No. 1 for the first invoice, etc.);
- The beginning and ending dates of the billing period;
- A task summary containing the original contract amount, the amount of prior billings, the total due this period, the balance available under the Agreement, and the percentage of completion;
- At VCTC's option, for each work item in each task, a copy of the applicable time entries or time sheets shall be submitted showing the name of the person doing the work, the hours spent by each person, a brief description of the work, and each reimbursable expense;
- The total number of hours of work performed under the Agreement by each employee, agent, and subcontractor of Consultant performing services hereunder;
- The amount and purpose of actual expenditures for which reimbursement is sought;
- The Consultant's signature.

2.2 Monthly Payment. VCTC shall make monthly payments, based on invoices received, for services satisfactorily performed, and for authorized reimbursable costs incurred. VCTC shall have thirty (30) days from the receipt of an invoice that complies with all of the requirements above to pay Consultant. Each invoice shall include all expenses and actives performed during the invoice period for which Consultant expects to receive payment.

2.3 [SECTION LEFT INTENTIONALLY BLANK]

2.4 Total Payment. VCTC shall pay for the services to be rendered by Consultant pursuant to this Agreement. VCTC shall not pay any additional sum for any expense or cost whatsoever incurred by Consultant in rendering services pursuant to this Agreement. VCTC shall make no payment for any extra, further, or additional service pursuant to this Agreement. In no event shall Consultant submit any invoice for an amount in excess of the maximum amount of compensation provided above either for a task or for the entire Agreement, unless the Agreement is modified prior to the submission of such an invoice by a properly executed change order or amendment.

- 2.5 **Hourly Fees.** Fees for work performed by Consultant on an hourly basis shall not exceed the amounts shown on the compensation schedule attached hereto and incorporated herein as Exhibit A.
- 2.6 **Reimbursable Expenses.** Reimbursable expenses are included in the total amount of compensation provided under this Agreement that shall not be exceeded.
- 2.7 **Payment of Taxes.** Consultant is solely responsible for the payment of employment taxes incurred under this Agreement and any similar federal or state taxes. Contractor represents and warrants that Contractor is a resident of the State of California in accordance with California Revenue & Taxation Code Section 18662, as it may be amended, and is exempt from withholding. Contractor accepts sole responsible for verifying the residency status of any subcontractors and withhold taxes from non-California subcontractors.
- 2.8 **Payment upon Termination.** In the event that VCTC or Consultant terminates this Agreement pursuant to Section 8, VCTC shall compensate the Consultant for all outstanding costs and reimbursable expenses incurred for work satisfactorily completed as of the date of written notice of termination. Consultant shall maintain adequate logs and timesheets to verify costs incurred to that date.
- 2.9 **Authorization to Perform Services.** The Consultant is not authorized to perform any services or incur any costs whatsoever under the terms of this Agreement until receipt of authorization from the Contract Administrator.
- 2.10 **False Claims Act.** Presenting a false or fraudulent claim for payment, including a change order, is a violation of the California False Claims Act and may result in treble damages and a fine of five thousand (\$5,000) to ten thousand dollars (\$10,000) per violation.

Section 3. FACILITIES AND EQUIPMENT. Except as set forth herein, Consultant shall, at its sole cost and expense, provide all facilities and equipment that may be necessary to perform the services required by this Agreement.

Section 4. INSURANCE REQUIREMENTS. Before beginning any work under this Agreement, Consultant, at its own cost and expense, unless otherwise specified below, shall procure the types and amounts of insurance listed below against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the Consultant and its agents, representatives, employees, and subcontractors. Consistent with the following provisions, Consultant shall provide proof satisfactory to VCTC of such insurance that meets the requirements of this section and under forms of insurance satisfactory in all respects, and that such insurance is in effect prior to beginning work to VCTC. Consultant shall maintain the insurance policies required by this section throughout the term of this Agreement. The cost of such insurance shall be included in the Consultant's bid. Consultant shall not allow any subcontractor to commence work on any subcontract until Consultant has obtained all insurance

required herein for the subcontractor(s). Consultant shall maintain all required insurance listed herein for the duration of this Agreement.

4.1 Workers' Compensation. Consultant shall, at its sole cost and expense, maintain Statutory Workers' Compensation Insurance and Employer's Liability Insurance for any and all persons employed directly or indirectly by Consultant. The Statutory Workers' Compensation Insurance and Employer's Liability Insurance shall be provided with limits of not less than **\$1,000,000** per accident. In the alternative, Consultant may rely on a self-insurance program to meet those requirements, but only if the program of self-insurance complies fully with the provisions of the California Labor Code. Determination of whether a self-insurance program meets the standards of the Labor Code shall be solely in the discretion of the Contract Administrator, as defined in Section 10.9. The insurer, if insurance is provided, or the Consultant, if a program of self-insurance is provided, shall waive all rights of subrogation against VCTC and its officers, officials, employees, and volunteers for loss arising from work performed under this Agreement.

4.2 Commercial General and Automobile Liability Insurance.

4.2.1 General requirements. Consultant, at its own cost and expense, shall maintain commercial general and automobile liability insurance for the term of this Agreement in an amount not less than One Million Dollars (\$1,000,000) per occurrence, combined single limit coverage for risks associated with the work contemplated by this Agreement. If a Commercial General Liability Insurance or an Automobile Liability form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit. Such coverage shall include but shall not be limited to, protection against claims arising from bodily and personal injury, including death resulting therefrom, and damage to property resulting from activities contemplated under this Agreement, including the use of owned and non-owned automobiles.

4.2.2 Minimum scope of coverage. Commercial general coverage shall be at least as broad as Insurance Services Office Commercial General Liability occurrence form CG 0001 or GL 0002 (most recent editions) covering comprehensive General Liability Insurance and Services Office form number GL 0404 covering Broad Form Comprehensive General Liability on an "occurrence" basis. Automobile coverage shall be at least as broad as Insurance Services Office Automobile Liability form CA 0001 (most recent edition). No endorsement shall be attached limiting the coverage.

4.2.3 Additional requirements. Each of the following shall be included in the insurance coverage or added as a certified endorsement to the policy:

- a. The Insurance shall cover on an occurrence or an accident basis, and not on a claims-made basis.
- b. Any failure of Consultant to comply with reporting provisions of the policy shall not affect coverage provided to VCTC and its officers, employees, agents, and volunteers.

4.3 Professional Liability Insurance.

4.3.1 General requirements. Consultant, at its own cost and expense, shall maintain for the period covered by this Agreement professional liability insurance for licensed professionals performing work pursuant to this Agreement in an amount not less than **\$1,000,000** covering the licensed professionals' errors and omissions. Any deductible or self-insured retention shall not exceed one hundred fifty thousand dollars (\$150,000) per claim.

4.3.2 Claims-made limitations. The following provisions shall apply if the professional liability coverage is written on a claims-made form:

- a. The retroactive date of the policy must be shown and must be before the date of the Agreement.
- b. Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of the Agreement or the work, so long as commercially available at reasonable rates.
- c. If coverage is canceled or not renewed and it is not replaced with another claims-made policy form with a retroactive date that precedes the date of this Agreement, Consultant shall purchase an extended period coverage for a minimum of five (5) years after completion of work under this Agreement or the work. VCTC shall have the right to exercise, at the Consultant's sole cost and expense, any extended reporting provisions of the policy, if the Consultant cancels or does not renew the coverage.
- d. A copy of the claim reporting requirements must be submitted to VCTC for review prior to the commencement of any work under this Agreement.

4.3.3 Additional Requirements. A certified endorsement to include contractual liability shall be included in the policy

4.4 All Policies Requirements.

4.4.1 Acceptability of insurers. All insurance required by this section is to be placed with insurers with a Bests' rating of no less than A:VII.

4.4.2 Verification of coverage. Prior to beginning any work under this Agreement, Consultant shall furnish VCTC with complete copies of all policies delivered to Consultant by the insurer, including complete copies of all endorsements attached to those policies. All copies of policies and certified endorsements shall show the signature of a person authorized by that insurer to bind coverage on its behalf. If VCTC does not receive the required insurance documents prior to the Consultant beginning work, this shall not waive the Consultant's obligation to provide them. VCTC reserves the right to require complete copies of all required insurance policies at any time.

4.4.3 Notice of Reduction in or Cancellation of Coverage. A certified endorsement shall be attached to all insurance obtained pursuant to this Agreement stating that coverage shall not be suspended, voided, canceled by either party, or reduced in coverage or in limits, except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to VCTC. In the event that any coverage required by this section is reduced, limited, cancelled, or materially affected in any other manner, Consultant shall provide written notice to VCTC at Consultant's earliest possible opportunity and in no case later than ten (10) working days after Consultant is notified of the change in coverage.

4.4.4 Additional insured; primary insurance. VCTC and its officers, employees, agents, and volunteers shall be covered as additional insureds with respect to each of the following: liability arising out of activities performed by or on behalf of Consultant, including VCTC's general supervision of Consultant; products and completed operations of Consultant, as applicable; premises owned, occupied, or used by Consultant; and automobiles owned, leased, or used by the Consultant in the course of providing services pursuant to this Agreement. The coverage shall contain no special limitations on the scope of protection afforded to VCTC or its officers, employees, agents, or volunteers.

A certified endorsement must be attached to all policies stating that coverage is primary insurance with respect to VCTC and its officers, officials, employees and volunteers, and that no insurance or self-insurance maintained by VCTC shall be called upon to contribute to a loss under the coverage.

4.4.5 Deductibles and Self-Insured Retentions. Consultant shall disclose to and obtain the approval of City for the self-insured retentions and deductibles before beginning any of the services or work called for by any term of this Agreement. Further, if the Consultant's insurance policy includes a self-insured retention that must be paid by a named insured as a precondition of the insurer's liability, or which has the effect of providing that payments of the self-insured retention by others, including additional insureds or insurers do not serve to satisfy the self-insured retention, such provisions must be modified by special endorsement so as to not apply to the additional insured coverage required by this agreement so as to not prevent any of the parties to this agreement from satisfying or paying the self-

insured retention required to be paid as a precondition to the insurer's liability. Additionally, the certificates of insurance must note whether the policy does or does not include any self-insured retention and also must disclose the deductible.

During the period covered by this Agreement, only upon the prior express written authorization of Contract Administrator, Consultant may increase such deductibles or self-insured retentions with respect to VCTC, its officers, employees, agents, and volunteers. The Contract Administrator may condition approval of an increase in deductible or self-insured retention levels with a requirement that Consultant procure a bond, guaranteeing payment of losses and related investigations, claim administration, and defense expenses that is satisfactory in all respects to each of them.

4.4.6 Subcontractors. Consultant shall include all subcontractors as insureds under its policies or shall furnish separate certificates and certified endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated herein.

4.4.7 Wasting Policy. No insurance policy required by Section 4 shall include a "wasting" policy limit.

4.4.8 Variation. VCTC may approve a variation in the foregoing insurance requirements, upon a determination that the coverage, scope, limits, and forms of such insurance are either not commercially available, or that VCTC's interests are otherwise fully protected.

4.5 Remedies. In addition to any other remedies VCTC may have if Consultant fails to provide or maintain any insurance policies or policy endorsements to the extent and within the time herein required, VCTC may, at its sole option exercise any of the following remedies, which are alternatives to other remedies VCTC may have and are not the exclusive remedy for Consultant's breach:

- a. Obtain such insurance and deduct and retain the amount of the premiums for such insurance from any sums due under the Agreement;
- b. Order Consultant to stop work under this Agreement or withhold any payment that becomes due to Consultant hereunder, or both stop work and withhold any payment, until Consultant demonstrates compliance with the requirements hereof; and/or
- c. Terminate this Agreement.

Section 5. INDEMNIFICATION AND CONSULTANT'S RESPONSIBILITIES. Consultant shall, to the fullest extent allowed by law, with respect to all Services performed in connection with this Agreement,

indemnify, defend with counsel selected by VCTC, and hold harmless VCTC and its officials, officers, employees, agents, and volunteers from and against any and all losses, liability, claims, suits, actions, damages, and causes of action arising out of any personal injury, bodily injury, loss of life, or damage to property, or any violation of any federal, state, or municipal law or ordinance ("Claims"), to the extent caused, directly or indirectly, in whole or in part, by the willful misconduct or negligent acts or omissions of Consultant or its employees, subcontractors, or agents. The foregoing obligation of Consultant shall not apply when (1) the injury, loss of life, damage to property, or violation of law arises wholly from the gross negligence or willful misconduct of VCTC or its officers, employees, agents, or volunteers and (2) the actions of Consultant or its employees, subcontractor, or agents have contributed in no part to the injury, loss of life, damage to property, or violation of law.

- 5.1 Insurance Not in Place of Indemnity.** Acceptance by VCTC of insurance certificates and endorsements required under this Agreement does not relieve Consultant from liability under this indemnification and hold harmless clause. This indemnification and hold harmless clause shall apply to any damages or claims for damages whether or not such insurance policies shall have been determined to apply. By execution of this Agreement, Consultant acknowledges and agrees to the provisions of this Section and that it is a material element of consideration.
- 5.2 PERS Liability.** In the event that Consultant or any employee, agent, or subcontractor of Consultant providing services under this Agreement is determined by a court of competent jurisdiction or the California Public Employees Retirement System (PERS) to be eligible for enrollment in PERS as an employee of VCTC, Consultant shall indemnify, defend, and hold harmless VCTC for the payment of any employee and/or employer contributions for PERS benefits on behalf of Consultant or its employees, agents, or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of VCTC.
- 5.3 Third Party Claims.** With respect to third party claims against the Consultant, the Consultant waives any and all rights of any type of express or implied indemnity against the Indemnitees.

Section 6. STATUS OF CONSULTANT.

- 6.1 Independent Contractor.** At all times during the term of this Agreement, Consultant shall be an independent contractor and shall not be an employee of VCTC. VCTC shall have the right to control Consultant only insofar as the results of Consultant's services rendered pursuant to this Agreement and assignment of personnel pursuant to Subparagraph 1.3; however, otherwise VCTC shall not have the right to control the means by which Consultant accomplishes services rendered pursuant to this Agreement. Notwithstanding any other VCTC, state, or federal policy, rule, regulation, law, or ordinance to the contrary, Consultant and any of its employees, agents, and subcontractors providing services under this Agreement shall not qualify for or become entitled to, and hereby agree to waive any and all claims to, any compensation, benefit, or any incident of employment by VCTC, including but not limited to eligibility to enroll in the California Public Employees Retirement

System (PERS) as an employee of VCTC and entitlement to any contribution to be paid by VCTC for employer contributions and/or employee contributions for PERS benefits.

- 6.2 Consultant Not an Agent.** Except as VCTC may specify in writing, Consultant shall have no authority, express or implied, to act on behalf of VCTC in any capacity whatsoever as an agent to bind VCTC to any obligation whatsoever.

Section 7. LEGAL REQUIREMENTS.

- 7.1 Governing Law.** The laws of the State of California shall govern this Agreement.
- 7.2 Compliance with Applicable Laws.** Consultant and any subcontractors shall comply with all federal, state and local laws and regulations applicable to the performance of the work hereunder. Consultant's failure to comply with such law(s) or regulation(s) shall constitute a breach of contract.
- 7.3 Other Governmental Regulations.** To the extent that this Agreement may be funded by fiscal assistance from another governmental entity, Consultant and any subcontractors shall comply with all applicable rules and regulations to which VCTC is bound by the terms of such fiscal assistance program.
- 7.4 Licenses and Permits.** Consultant represents and warrants to VCTC that Consultant and its employees, agents, and any subcontractors have all licenses, permits, qualifications, and approvals, including from VCTC, of whatsoever nature that are legally required to practice their respective professions. Consultant represents and warrants to VCTC that Consultant and its employees, agents, any subcontractors shall, at their sole cost and expense, keep in effect at all times during the term of this Agreement any licenses, permits, and approvals that are legally required to practice their respective professions. In addition to the foregoing, Consultant and any subcontractors shall obtain and maintain during the term of this Agreement valid Business Licenses from VCTC.
- 7.5 Nondiscrimination and Equal Opportunity.** Consultant shall not discriminate, on the basis of a person's race, religion, color, national origin, age, physical or mental handicap or disability, medical condition, marital status, sex, or sexual orientation, against any employee, applicant for employment, subcontractor, bidder for a subcontract, or participant in, recipient of, or applicant for any services or programs provided by Consultant under this Agreement. Consultant shall comply with all applicable federal, state, and local laws, policies, rules, and requirements related to equal opportunity and nondiscrimination in employment, contracting, and the provision of any services that are the subject of this Agreement, including but not limited to the satisfaction of any positive obligations required of Consultant thereby.

Consultant shall include the provisions of this Subsection in any subcontract approved by the Contract Administrator or this Agreement.

- 7.6 **Contractor's Residency and Tax Withholding** Contractor declares that Contractor is a resident of the State of California in accordance with the California Franchise Tax Board form 590 ("Form 590"), as may be amended, attached hereto and incorporated herein as Exhibit C. Unless provided with valid, written evidence of an exemption or waiver from withholding, VCTC may withhold California taxes from payments to Contractor as required by law. Contractor shall obtain, and maintain on file for three (3) years after the termination of the Contract, Form 590s from all subcontractors. Contractor accepts sole responsibility for withholding taxes from any non-California resident subcontractor and shall submit written documentation of compliance with Contractor's withholding duty to VCTC.

Section 8. TERMINATION AND MODIFICATION.

- 8.1 **Termination.** VCTC may cancel this Agreement at any time and without cause upon written notification to Consultant.

Consultant may cancel this Agreement for cause upon thirty (30) days' written notice to VCTC and shall include in such notice the reasons for cancellation.

In the event of termination, Consultant shall be entitled to compensation for services performed to the effective date of notice of termination; VCTC, however, may condition payment of such compensation upon Consultant delivering to VCTC all materials described in Section 9.1.

- 8.2 **Extension.** VCTC may, in its sole and exclusive discretion, extend the end date of this Agreement beyond that provided for in Subsection 1.1. Any such extension shall require Contractor to execute a written amendment to this Agreement, as provided for herein. Consultant understands and agrees that, if VCTC grants such an extension, VCTC shall have no obligation to provide Consultant with compensation beyond the maximum amount provided for in this Agreement. Similarly, unless authorized by the Contract Administrator, VCTC shall have no obligation to reimburse Consultant for any otherwise reimbursable expenses incurred during the extension period.

- 8.3 **Amendments.** The Parties may amend this Agreement only by a writing signed by all the Parties.

- 8.4 **Assignment and Subcontracting.** VCTC and Consultant recognize and agree that this Agreement contemplates personal performance by Consultant and is based upon a determination of Consultant's unique personal competence, experience, and specialized personal knowledge. Moreover, a substantial inducement to VCTC for entering into this Agreement was and is the professional reputation and competence of Consultant. Consultant may not assign this Agreement or any interest therein without the prior written approval of the Contract Administrator. Consultant shall not assign or subcontract any portion of the performance contemplated and provided for herein, other than to the subcontractors noted in the proposal, without prior written approval of the Contract Administrator.

- 8.5 Survival.** All obligations arising prior to the termination of this Agreement and all provisions of this Agreement allocating liability between VCTC and Consultant shall survive the termination of this Agreement.
- 8.6 Options upon Breach by Consultant.** If Consultant materially breaches any of the terms of this Agreement, VCTC's remedies shall include, but not be limited to, the following:
- 8.6.1** Immediately terminate the Agreement;
 - 8.6.2** Retain the plans, specifications, drawings, reports, design documents, and any other work product prepared by Consultant pursuant to this Agreement;
 - 8.6.3** Retain a different consultant to complete the work described in Exhibit A not finished by Consultant; or
 - 8.6.4** Charge Consultant the difference between the cost to complete the work described in Exhibit A that is unfinished at the time of breach and the amount that VCTC would have paid Consultant pursuant to Section 2 if Consultant had completed the work.

Section 9. KEEPING AND STATUS OF RECORDS.

- 9.1 Records Created as Part of Consultant's Performance.** All reports, data, maps, models, charts, studies, surveys, photographs, memoranda, plans, studies, specifications, records, files, or any other documents or materials, in electronic or any other form, that Consultant prepares or obtains pursuant to this Agreement and that relate to the matters covered hereunder shall be the property of VCTC. Consultant hereby agrees to deliver those documents to VCTC upon termination of the Agreement. It is understood and agreed that the documents and other materials, including but not limited to those described above, prepared pursuant to this Agreement are prepared specifically for VCTC and are not necessarily suitable for any future or other use. VCTC and Consultant agree that, until final approval by VCTC, all data, plans, specifications, reports and other documents are confidential and will not be released to third parties without prior written consent of both Parties except as required by law.
- 9.2 Consultant's Books and Records.** Consultant shall maintain any and all ledgers, books of account, invoices, vouchers, canceled checks, and other records or documents evidencing or relating to charges for services or expenditures and disbursements charged to VCTC under this Agreement for a minimum of three (3) years, or for any longer period required by law, from the date of final payment to the Consultant to this Agreement.
- 9.3 Inspection and Audit of Records.** Any records or documents that Section 9.2 of this Agreement requires Consultant to maintain shall be made available for inspection, audit, and/or copying at any time during regular business hours, upon oral or written request of

VCTC. Under California Government Code Section 8546.7, if the amount of public funds expended under this Agreement exceeds ten thousand (\$10,000.00), the Agreement shall be subject to the examination and audit of the State Auditor, at the request of VCTC or as part of any audit of VCTC, for a period of three (3) years after final payment under the Agreement.

- 9.4 Records Submitted in Response to an Invitation to Bid or Request for Proposals.** All responses to a Request for Proposals (RFP) or invitation to bid issued by VCTC become the exclusive property of VCTC. At such time as VCTC selects a bid, all proposals received become a matter of public record, and shall be regarded as public records, with the exception of those elements in each proposal that are defined by Consultant and plainly marked as "Confidential," "Business Secret" or "Trade Secret."

VCTC shall not be liable or in any way responsible for the disclosure of any such proposal or portions thereof, if Consultant has not plainly marked it as a "Trade Secret" or "Business Secret," or if disclosure is required under the Public Records Act.

Although the California Public Records Act recognizes that certain confidential trade secret information may be protected from disclosure, VCTC may not be in a position to establish that the information that a prospective bidder submits is a trade secret. If a request is made for information marked "Trade Secret" or "Business Secret," and the requester takes legal action seeking release of the materials it believes does not constitute trade secret information, by submitting a proposal, Consultant agrees to indemnify, defend and hold harmless VCTC, its agents and employees, from any judgment, fines, penalties, and award of attorneys fees awarded against VCTC in favor of the party requesting the information, and any and all costs connected with that defense. This obligation to indemnify survives VCTC's award of the contract. Consultant agrees that this indemnification survives as long as the trade secret information is in VCTC's possession, which includes a minimum retention period for such documents.

Section 10 MISCELLANEOUS PROVISIONS.

- 10.1 Attorneys' Fees.** If a Party to this Agreement brings any action, including arbitration or an action for declaratory relief, to enforce or interpret the provision of this Agreement, the prevailing Party shall be entitled to reasonable attorneys' fees in addition to any other relief to which that Party may be entitled. The court may set such fees in the same action or in a separate action brought for that purpose.
- 10.2 Venue.** In the event that either Party brings any action against the other under this Agreement, the Parties agree that trial of such action shall be vested exclusively in the state courts of California in the County of Ventura or in the United States District Court for the Central District of California.
- 10.3 Severability.** If a court of competent jurisdiction finds or rules that any provision of this Agreement is invalid, void, or unenforceable, the provisions of this Agreement not so

adjudged shall remain in full force and effect. The invalidity in whole or in part of any provision of this Agreement shall not void or affect the validity of any other provision of this Agreement.

- 10.4 No Implied Waiver of Breach.** The waiver of any breach of a specific provision of this Agreement does not constitute a waiver of any other breach of that term or any other term of this Agreement.
- 10.5 Successors and Assigns.** The provisions of this Agreement shall inure to the benefit of and shall apply to and bind the successors and assigns of the Parties.
- 10.6 Use of Recycled Products.** Consultant shall prepare and submit all reports, written studies and other printed material on recycled paper to the extent it is available at equal or less cost than virgin paper.
- 10.7 Conflict of Interest.** Consultant may serve other clients, but none whose activities within the corporate limits of VCTC or whose business, regardless of location, would place Consultant in a "conflict of interest," as that term is defined in the Political Reform Act, codified at California Government Code Section 81000, *et seq.*
- Consultant shall not employ any VCTC official in the work performed pursuant to this Agreement. No officer or employee of VCTC shall have any financial interest in this Agreement that would violate California Government Code Sections 1090, *et seq.*
- Consultant hereby warrants that it is not now, nor has it been in the previous twelve (12) months, an employee, agent, appointee, or official of VCTC. If Consultant was an employee, agent, appointee, or official of VCTC in the previous twelve (12) months, Consultant warrants that it did not participate in any manner in the forming of this Agreement. Consultant understands that, if this Agreement is made in violation of Government Code §1090, *et seq.*, the entire Agreement is void and Consultant will not be entitled to any compensation for services performed pursuant to this Agreement, including reimbursement of expenses, and Consultant will be required to reimburse VCTC for any sums paid to the Consultant. Consultant understands that, in addition to the foregoing, it may be subject to criminal prosecution for a violation of Government Code § 1090 and, if applicable, will be disqualified from holding public office in the State of California.
- 10.8 Solicitation.** Consultant agrees not to solicit business at any meeting, focus group, or interview related to this Agreement, either orally or through any written materials.
- 10.9 Contract Administration.** This Agreement shall be administered by Aaron Bonfilio, VCTC Program Manager ("Contract Administrator"). All correspondence shall be directed to or through the Contract Administrator or his designee.
- 10.10 Notices.** All notices and other communications which are required or may be given under this Agreement shall be in writing and shall be deemed to have been duly given (i) when

received if personally delivered; (ii) when received if transmitted by telecopy, if received during normal business hours on a business day (or if not, the next business day after delivery) provided that such facsimile is legible and that at the time such facsimile is sent the sending Party receives written confirmation of receipt; (iii) if sent for next day delivery to a domestic address by recognized overnight delivery service (e.g., Federal Express); and (iv) upon receipt, if sent by certified or registered mail, return receipt requested. In each case notice shall be sent to the respective Parties as follows:

Consultant

Jim Moore
Vice President, Moore & Associates
28159 Avenue Stanford, Suite 110
Valencia, CA 91355

VCTC

Darren Kettle
Executive Director
Ventura County Transportation Commission
950 County Square Drive, Suite 207
Ventura, CA 93003

10.11 Professional Seal. Where applicable in the determination of the contract administrator, the first page of a technical report, first page of design specifications, and each page of construction drawings shall be stamped/sealed and signed by the licensed professional responsible for the report/design preparation. The stamp/seal shall be in a block entitled "Seal and Signature of Registered Professional with report/design responsibility," as in the following example.



10.12 Integration. This Agreement, including the scope of work attached hereto and incorporated herein as Exhibits A, B, [and]C, and D] **[ENSURE THAT THE CORRECT EXHIBITS ARE LISTED]** represents the entire and integrated agreement between VCTC and Consultant and supersedes all prior negotiations, representations, or agreements, either written or oral pertaining to the matters herein.

<u>Exhibit A</u>	Scope of Work
<u>Exhibit B</u>	Compensation Schedule
<u>Exhibit C</u>	CA Franchise Tax Board Form 590

10.13 Counterparts. This Agreement may be executed in multiple counterparts, each of which shall be an original and all of which together shall constitute one agreement.

10.14 Construction. The headings in this Agreement are for the purpose of reference only and shall not limit or otherwise affect any of the terms of this Agreement. The parties have had an equal opportunity to participate in the drafting of this Agreement; therefore any construction as against the drafting party shall not apply to this Agreement.

10.15 No Third Party Beneficiaries. This Agreement is made solely for the benefit of the Parties hereto with no intent to benefit any non-signatory third parties.

DRAFT

The Parties have executed this Agreement as of the Effective Date.

VCTC

CONSULTANT

Darren Kettle, General Manager

Jim Moore, Vice President

Approved as to Form:

Steven T. Mattas, General Counsel

DRAFT

EXHIBIT A

CONSULTING SERVICES AGREEMENT BETWEEN THE VENTURA COUNTY TRANSPORTATION COMMISSION AND MOORE & ASSOCIATES

Valley Express Marketing Work Scope FY 2016-2017

Task 1: Project Management

Moore & Associates will meet as requested with Valley Express and VCTC staff to discuss status/progress of the Valley Express program. Moore & Associates will also provide support regarding various operations-related matters such as service development, coordination with the operations contractor, fleet replacement, bus stop improvements, fare policies, Title VI compliance, and onboard/in-field surveying. The consultant will attend and participate in TAC and PAC meetings as requested.

Moore & Associates will assist with conducting surveys for both fixed-route and DAR services in an effort to glean feedback regarding current mobility needs as well as perceptions of the service provided by Valley Express bus. Ridechecks provide opportunities for collection of objective ridership data and insight into boarding and alighting patterns.

Cost for Task 1: not to exceed \$10,000

Task 2: Service Information

Valley Express has a total of four service brochures: Fixed-route brochures for Santa Paula and Fillmore/Piru, Dial-A-Ride, and School Tripper routes. These brochures are available at numerous community locations as well as onboard the vehicles. Each brochure features a route map, timetable, and general information. Moore & Associates' responsibilities will include:

- Update brochures to reflect current service offerings;
- Provide Spanish translation of all pieces;
- Design resizable artwork (posters, adverts, flyers) for multi-purpose use;
- Design onboard notices and decals;
- Distribute brochures throughout the community via routine physical visits;
- Maintain a database of distribution outlets; and
- Handle all production and vendor coordination of service materials.

Cost for Task 2: not to exceed \$15,000

Task 3: Website

Moore & Associates will update the website with service changes, media releases, new information, etc., keeping website content current and fresh.

Cost for Task 3: not to exceed \$3,500

Task 4: Bus Stops

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Moore & Associates
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Moore & Associates will continue to support Valley Express' bus stop improvement efforts. This includes monitoring and reporting of the condition/status of bus shelters, bus benches, and bus stop signage. Also included will be periodic updating of the various infopost units, including:

- Conduct field inspection twice during the year of bus stop signage and infopost inserts, following up inspection with a status report that details said inventory/condition report;
- Replace and update infopost inserts and hardware as needed;
- Maintain a database of bus stops, signage, and amenities; and
- Coordinate with other transit providers (i.e., VCTC, Santa Clarita Transit, LA Metro) as needed.

Cost for Task 4: not to exceed \$3,800

Task 5: Fare Media

Moore & Associates staff will continue to be responsible for development of monthly passes for both fixed-route and dial-a-ride services, day pass, and intra-system transfer. Each month a new design/color scheme will be used and will include a serialization as well as a foil sticker to aid in lowering the chances of fraud. Moore & Associates staff will also prepare print-ready artwork and then coordinate with a vendor for production and delivery.

Cost for Task 5: not to exceed \$7,000

Task 6: Social Media

Social media has become a practical outlet to disseminate information, promote campaign/outreach activities, and provide valuable customer service. Moore & Associates will continue to administer Valley Express' online presence via social media including regular postings and maintenance of Facebook and Twitter. Other task activities will include:

- Develop content in English and Spanish;
- Monitor Facebook and Twitter accounts to ensure timely response to questions and concerns, as well as to disseminate rider alerts;
- Periodic review of the two platforms and determine if any advertising would be beneficial for increasing followers;
- Utilize hashtags (clickable links/tags), allowing users to search associated messages;
- Implement social media contests for such things as posting photos or videos; and
- Incorporate QR codes into marketing collateral.

Cost for Task 6: not to exceed \$6,100

Task 7: Advertising

Moore & Associates will pursue effective and targeted advertising opportunities for Valley Express that will incorporate TAC/PAC-approved themes and messaging. Moore & Associates proposes two annual campaigns. Among the advertising locations envisioned are:

- Community newspapers and associated websites;

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- Locally-focused publications and websites;
- HVTS-member publications for residents;
- Utility bill inserts;
- Facebook and Twitter advertising;
- Onboard Valley Express vehicles; and
- Valley Express fixed-route bus stops.

Cost for Task 7: _____ not to exceed \$1,200

Task 8: Public Communications

Moore & Associates will prepare and distribute media releases, promotional copy for local media, feature articles, and eblasts. Public media releases and eblasts will serve to increase public awareness and support of the service. This will enhance perceptions of Valley Express as a valuable mobility resource, while also increasing ridership and fare revenue.

- Media releases will be distributed to local news outlets, industry publications, and community publications on an as-needed basis to communicate service changes, campaigns, and connecting service updates. They will also be posted on valleyexpressbus.org.
- An email distribution database will be developed through promotions, outreach events, and social media interactions, and will be utilized for e-communications.
- Feature articles on such topics as rider safety, "going green," and other transit-related topics may be developed, placed in industry publications, and posted on valleyexpressbus.org.
- Campaigns may be created around days of national recognition such as the following national events:
 - o Earth Day (April),
 - o Bike to Work Week (May),
 - o Dump the Pump Day (third Thursday in June), and
 - o Rideshare Week (October)

All materials will be translated into Spanish.

Cost for Task 8: _____ not to exceed \$7,500

Task 9: Outreach

Moore & Associates will leverage local events to increase Valley Express' involvement within the communities it serves. In addition to events at the senior center and local high schools, specific events to consider include:

- Fillmore May Fest Parade (May)
- July 4 Sespe Car Show (July),
- Jazz & Art Fest in Santa Paula (July),
- Cruise Night (first Friday of the month),
- Labor Day parade (September),
- Moonlight event (September),
- Rideshare Week (October),

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- Santa Paula Christmas Parade (November), and
- Fillmore Chamber holiday mixer (December).

Moore & Associates will assist with coordination and preparation of the events, design notices for placement onboard vehicles or in local publications, prepare all supporting collateral (print and online – website and social media), and provide bilingual event staffing.

Cost for Task 9: _____ not to exceed \$6,000

Task 10: Promotional items

To support both outreach events as well as promotions/advertising campaigns, Moore & Associates will design and produce promotional items. Moore & Associates will continue to keep an updated inventory, tracking usage, and gathering overall customer feedback for each item we use.

Cost for Task 10: _____ not to exceed \$4,000

EXHIBIT A

SCHEDULE OF COMPENSATION

1) Moore & Associates Consultation Fee:

Project Manager/Principal: \$115 per hour
Account Manager: \$90 per hour
Graphic Designer: \$65 per hour
Copywriter: \$55 per hour
Spanish translation: \$55 per hour
Administrative/Outreach/Support Staff: \$35 per hour

2) Direct Expenses: at cost

The dollar amounts identified in each of the Tasks above may be changed at the discretion of VCTC to reflect actual marketing activities conducted during the contract term.

Total contract cost for the term shall not exceed \$50,000. Contract costs are inclusive of all costs: 1) consultation fees, 2) direct expenses and 3) translation.