



**HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (HVPAC)**
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

Monday, July 10, 2017
11:00 a.m.

AGENDA

- ITEM 1 CALL TO ORDER**
- ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS**
- ITEM 3 PUBLIC COMMENTS:** Any member of the public may address the Committee for up to two minutes on any subject within the jurisdiction of the Committee that is not scheduled for a public discussion before the Committee.
- ITEM 4 AGENDA ADJUSTMENTS**
- ITEM 5 APPROVAL OF MINUTES – For Action**
Recommendation: That the Committee waive the reading and approve the minutes for the regular meeting of April 24, 2017.
- ITEM 6 FIXED ROUTE SCHEDULE CHANGES AND GENERAL PUBLIC DIAL-A-RIDE RESERVATION POLICIES**
Recommendation: That the Committee approve the implementation of the draft Fixed Route schedule changes and/or the updated General Public Dial-a-ride reservation policies as recommended by the Heritage Valley Policy Advisory Committee.
- ITEM 7 PROPOSED FARE INCREASE**
Recommendation: That the Committee direct staff to conduct public outreach regarding proposed fare increases for the Valley Express bus service and, following outreach and HVTAC review, direct staff to return to the HVPAC for consideration.
- ITEM 8 MARKETING AND COMMUNITY OUTREACH PROGRAM**
Celtis Ventures will provide a brief introduction and overview of their firm's approach to the Valley Express Marketing and Community Outreach Program as well as receive feedback from the Committee.
- ITEM 9 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION – For Action**
Recommendation: That the Committee determine the next Committee meeting date and location.
- ITEM 10 ADJOURNMENT**

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**HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (HVPAC)**
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

Monday, April 24, 2017
1:00 p.m.

MEETING MINUTES

MEMBERS PRESENT:

Manuel Minjares, City of Fillmore
Ginger Gherardi, City of Santa Paula
Kelly Long, County of Ventura
Darren Kettle, VCTC

VCTC STAFF PRESENT:

Aaron Bonfilio, Program Manager – Transit Services
Heather Miller, Transit Planner
Martin R. Erickson, Public Transit Director

ITEM 1 CALL TO ORDER

Chair Minjares called the meeting to order at 1:04 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENT

None.

ITEM 3 PUBLIC COMMENTS

None.

ITEM 4 AGENDA ADJUSTMENTS

None.

ITEM 5 APPROVAL OF MINUTES

ACTION

Gherardi moved, seconded by Long, that the Committee approve the March 13, 2017 meeting minutes. The motion passed with no objections.

ITEM 6 VALLEY EXPRESS SERVICE MODIFICATION AND DRAFT FISCAL YEAR 2017/2018 BUDGET

Mr. Bonfilio, VCTC, reviewed the Valley Express service modification and draft fiscal year 2017/18 budget.

Discussion

The Committee discussed 1) the billing process for Dial-A-Ride services for each agency, 2) daily ridership breakdowns for each route, 3) proposed fare increases, 4) the history of and potential for connecting to the Heritage Valley Transit Service area and Moorpark and/or Santa Clarita, 5) funding and student ridership, 6) marketing the Valley Express bus service, 7) the proposed timeline for implementation of a schedule change.

ACTION

Long moved, seconded by Gherardi, that the Committee:

- 1) **Direct the Heritage Valley Technical Advisory Committee and staff to plan Fixed Route service reductions based on ridership,**
- 2) **Approve expansion of the Dial-A-Ride service area for general public riders to include the previously restricted "Fixed Route Service Area," and**
- 3) **Approve the draft budget as recommended by the Heritage Valley Technical Advisory Committee for recommendation to the Commission.**

The motion passed unanimously.

ITEM 7 RECOMMENDATION FROM SELECTION PANEL OF CONSULTANT FOR MARKETING AND COMMUNITY OUTREACH PROGRAM FOR THE VALLEY EXPRESS

Mr. Bonfilio provided a brief explanation of the process taken to select Celtis Ventures for the Marketing and Community Outreach Program for the Valley Express.

Discussion

The Committee discussed 1) the need to target youth, seniors, and Spanish language audiences, 2) the next steps for Celtis Ventures' work effort, 3) the need to work with the schools and senior centers in Fillmore and Santa Paula.

ACTION

Long moved, seconded by Gherardi, that the Committee approve the recommendation to the Ventura County Transportation Commission that the contract for marketing and outreach services for the Valley Express be awarded to Celtis Ventures, LLC. The motion passed unanimously.

ITEM 8 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION

The Committee agreed to meet on July 10, 2017 at 11:00 a.m. in the Santa Paula Council Chambers.

ITEM 9 ADJOURNMENT

Chair Minjares adjourned the meeting at 1:56 p.m.



DATE: JULY 10, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: FIXED ROUTE SCHEDULE CHANGES AND GENERAL PUBLIC DIAL-A-RIDE RESERVATION POLICIES

RECOMMENDATION

- Approve implementation of the draft Fixed Route schedule changes
- Approve the updated General Public Dial-a-ride reservation policies

BACKGROUND

At the last HVPAC meeting, the Committee approved the draft fiscal year 2017/2018 budget which included a reduction of the Fixed Route service level and an increase to the General Public Dial-a-ride service as well as changes to the General Public Dial-a-ride (DAR) service area eligibility. Staff was then directed to work with the Heritage Valley Technical Advisory Committee (HVTAC) and return to the HVPAC with draft schedules for the Committee's review.¹ The HVTAC met June 5, 2017, and approved for recommendation the attached Fixed Route service changes. The changes to fixed route service levels were based on ridership, and specifically whether or not the route in question routinely performed above or below the threshold of 7.6 passengers per hour.² Similarly, the HVTAC reviewed and recommended for approval the attached changes to the DAR reservation policies.

Pursuant to the HVTSC Cooperative agreement, enclosed are the draft changes for HVPAC for approval. The recommendation by the HVTAC is for the HVPAC to approve these changes. The proposed the implementation is beginning August 16, 2017.

Attachments:

Attachment A – Draft August Fixed Route Schedules

Attachment B – Draft General Public Dial-a-ride Reservation Policies

¹ Per the Heritage Valley Transit Service Cooperative Agreement the TAC has discretion to modify up to 20% of the level of service, however, changes in excess of 20% shall be reviewed by the HVPAC. The August schedule change equates to approximately 50% change in the level of service.

² Goal of 7.6 passengers per hour is based on the ratio of passengers per hour necessary to achieve the TDA-mandated farebox recovery ratio. (HVPAC, Item #6, April 24, 2017).

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WEEKDAYS

Piedras Deviation

ROUTE A

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
KMART	Communit y / Senior Center.	Chhinas Market	Rodney Fernande z Apartmen ts	400 E. Santa Barbara St Offices	Moose Lodge	Glen Tavern Inn	Santa Barbara St. & 11th St	12th St. & Santa Paula St.	Las Piedras Park	Our Lady of Guadalu pe	Barbara Webster Elem.	Moreton Bay Fig Tree	Main St. & 11th St.	SP. Medical Center	Boys and Girls Club	Harvard & Garcia	Harvard & Ojai	City Hall / Veterans Park (arr)	City Hall / Veterans Park (dep)	Harvard & 8th St.	Isbell School	Rite Aid	Enterprise	Harvard & Craig	VONS Shopping	Harvard & Laurie Ln.	El Pescador	K-Mart
Faulkner & Peck	W. Main & Steckel	Dean Dr. & W. Santa Barbara St.	Santa Barbara St. near Bradley	Santa Barbara St & 4th St.	Santa Barbara St near 8th	Santa Barbara St. & Mill St.	Santa Barbara St. & 11th St	12th St. & Santa Paula St.	13th St. & Orchard St	12 St. & Orchard St.	12. St & Saticoy	10th St. & Santa Barbara St.	E. Main St. & 11th St.	E. Main & 13th	Harvard & Ventura	Harvard & Garcia	Harvard & Ojai	Ventura & Mill St.	Ventura & Mill St.	Harvard & 8th St.	Harvard & 4th Street	Harvard before Palm	Harvard after Palm, mid- block	Harvard & Craig St.	Harvard & Steckel	Harvard & Laurie Ln.	Peck Road Mid- block	Faulkner & Peck
7:13 AM	F	F	F	7:18 AM	F	F	F	F	7:21 AM	F	F	F	F	7:27 AM	F	F	F	7:32 AM	7:35 AM	F	F	F	F	F	7:40 AM	F	F	7:42 AM
7:50 AM	F	F	F	7:55 AM	F	F	F	F	8:00 AM	F	F	F	F	8:05 AM	F	F	F	8:10 AM	8:13 AM	F	F	F	F	F	8:18 AM	F	F	8:20 AM
8:39 AM	F	F	F	8:44 AM	F	F	F	F	8:49 AM	F	F	F	F	8:54 AM	F	F	F	8:59 AM	9:02 AM	F	F	F	F	F	9:07 AM	F	F	9:09 AM
2:25 PM	F	F	F	2:30 PM	F	F	----	----	----	----	----	F	F	2:35 PM	F	F	F	2:40 PM	2:43 PM	F	F	F	F	F	2:48 PM	F	F	2:50 PM

F = Flag stop
----- = stop not served

ROUTE B

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	
KMART	Mtn. View Mobile Home Park	Ventura Cty. Public Health	Teague Park	DMV	McDonal d's	Rite Aid	Main & 4th	Union Bank	Clocktowe r	Main & Mill	City Hall / Veterans Park (arr)	City Hall / Veterans Park (dep)	Grace Thille Sch.	Boys & Girls Club	Santa Paula Medical Clinic	Main & 12th	Oil Museum	10th & Santa Barbara (Across Fig Tree)	First Five - Pre-K	Santa Paula Hospital	10th & Virginia Terr.	Rose Garden	Railroad Plaza Gazebo	Santa Barbara & 8th St.	St. Sebastian	Rodney Fernande z Apartmen ts	Dean Dr. Medical Center	Communit y / Senior Center	VONS Shopping Ctr.	Ventura Cty. Pub Health	El Pescador	K-Mart	
Faulkner & Peck	W. Harvard	W. Harvard	W. Harvard	W. Harvard	W. Harvard	Palm, North of	Main & 4th St.	Main & 7th St.	Main & Davis	Main & Mill St.	Ventura & 10th St.	Ventura & 10th St.	Ventura and Oak	Harvard & Ventura	E. Main & 13th St.	E. Main & 12th St.	Main & Ojai St.	10th St. & Santa Barbara	10th St. & Railroad	Hospital Entrance	10th & Virginia	10th St. &	Santa Barbara	Santa Barbara &	Santa Barbara &	Dean & March St.	Stecker & Main St.	Harvard & Steckel	Harvard & Laurie	Peck Road -	Faulkner & Peck		
6:31 AM	F	F	F	F	F	F	6:36 AM	F	F	F	6:41 AM	6:44 AM	F	F	F	F	F	6:48 AM	F	6:51 AM	F	F	F	6:54 AM	F	F	F	F	F	6:59 AM	F	F	7:01 AM
7:08 AM	F	F	F	F	F	F	7:13 AM	F	F	F	7:18 AM	7:21 AM	F	F	F	F	F	-----	-----	-----	-----	-----	7:26 AM	F	F	F	F	F	7:31 AM	F	F	7:34 AM	
9:07 AM	F	F	F	F	F	F	9:13 AM	F	F	F	9:19 AM	9:22 AM	F	F	F	F	F	9:26 AM	F	9:29 AM	F	F	F	9:32 AM	F	F	F	F	F	9:37 AM	F	F	9:40 AM
10:19 AM	F	F	F	F	F	F	10:25 AM	F	F	F	10:31 AM	10:34 AM	F	F	F	F	F	10:38 AM	F	10:41 AM	F	F	F	10:44 AM	F	F	F	F	F	10:49 AM	F	F	10:52 AM

F = Flag stop
----- = stop not served

WEEKEND

ROUTE A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29					
	KMART	Communit y Ctr / Glen City School	Chhinas Market	Rodney Fernande z Apartmen ts	400 E. Santa Barbara St Offices	Moose Lodge	Glen Tavern Inn	<i>Santa Barbara St. & 11th St</i>	<i>12th St. & Santa Paula St.</i>	<i>Las Piedras Park</i>	<i>Our Lady of Guadalu pe</i>	<i>Barbara Webster Elem.</i>	Moreton Bay Fig Tree	Main St. & 11th St.	SP. Medical Center	Boys and Girls Club	Harvard & Garcia	Harvard & Ojai	City Hall / Veterans Park (arrive)	City Hall / Veterans Park (depart)	Harvard & 8th St.	Isbell School	Rite Aid	Enterprise	Harvard & Craig	VONS Shopping	Harvard & Laurie Ln.	El Pescador	K-Mart					
	Faulkner & Peck	Communit y / Senior Center.	Dean Dr. & W. Santa Barbara St.	Santa Barbara St. mid- block before Bradley	Santa Barbara St & 4th St.	Santa Barbara St mid- block before 8th	Santa Barbara St. & Mill St.	<i>Santa Barbara St. & 11th St</i>	<i>12th St. & Santa Paula St.</i>	<i>13th St. & Orchard St</i>	<i>12 St. & Orchard St.</i>	<i>12. St & Saticoy</i>	10th St. & Santa Barbara St.	E. Main St. & 11th St.	E. Main & 13th	Harvard & Ventura	Harvard & Garcia	Harvard & Ojai	Ventura & Mill St.	Ventura & Mill St.	Harvard & 8th St.	Harvard & 4th Street	Harvard and Palm	Harvard & Warren	Harvard & Craig St.	Harvard & Steckel	Harvard & Laurie Ln.	Peck Road Mid- block	Faulkner & Peck					
	10:25 AM	F	F	F	10:30 AM	F	F	F	F	10:35 AM	F	F	F	F	10:38 AM	F	F	F	10:43 AM	10:46 AM	F	F	F	F	F	10:51 AM	F	F	10:53 AM					
	1:15 PM	F	F	F	1:20 PM	F	F	F	F	1:25 PM	F	F	F	F	1:28 PM	F	F	F	1:33 PM	1:36 PM	F	F	F	F	F	1:41 PM	F	F	1:43 PM					
	2:30 PM	F	F	F	2:35 PM	F	F	----	----	----	----	----	----	F	F	2:42 PM	F	F	F	2:47 PM	2:50 PM	F	F	F	F	F	2:55 PM	F	F	2:57 PM				
	3:45 PM	F	F	F	3:50 PM	F	F	F	F	3:55 PM	F	F	F	F	3:58 PM	F	F	F	4:03 PM	4:06 PM	F	F	F	F	F	4:11 PM	F	F	4:13 PM					
F = Flag stop ----- = stop not served																																		
ROUTE B	1	2	3	4	5	6	7	8	9	11	12	13	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	
	KMART	Mtn. View Mobile Home Park	Ventura Cty. Public Health	Teague Park	DMV	McDonal d's	Rite Aid	Main & 4th	Union Bank	Clocktowe r	Main & Mill	City Hall / Veterans Park (arr)	City Hall / Veterans Park (dep)	Grace Thille Sch.	Boys & Girls Club	Santa Paula Medical Clinic	Main & 12th	Oil Museum	<i>10th & Santa Barbara (Across Fig Tree)</i>	<i>First Five - Pre-K</i>	<i>Santa Paula Hospital</i>	<i>10th & Virginia Terr.</i>	<i>Rose Garden</i>	Railroad Plaza Gazebo	Santa Barbara & 8th St.	St. Sebastian	Rodney Fernande z Apartmen ts	Dean Dr. Medical Center	Communit y / Senior Center	VONS Shopping Ctr.	Ventura Cty. Pub Health	El Pescador	K-Mart	
	Faulkner & Peck	W. Harvard (Across Elm)	W. Harvard & Laurie Ln.	W. Harvard and Steckel	W. Harvard before Craig	W. Harvard before Palm	Palm, North of Harvard	Main & 4th St.	Main & 7th St.	Main & Davis	Main & Mill St.	Ventura & 10th St.	Ventura & 10th St.	Ventura and Oak	Harvard & Ventura St.	E. Main & 13th St.	E. Main & 12th St.	Main & Ojai St.	<i>10th St. & Santa Barbara St.</i>	<i>10th St. & Railroad</i>	<i>Hospital Entrance</i>	<i>10th & Virginia Terr.</i>	<i>10th St. & Railroad</i>	Santa Barbara St. & N. Mill	Santa Barbara & 8th St.	Santa Barbara & 4th St.	Santa Barbara & Bradley	Dean & March St.	Steckel & Main St.	Harvard & Steckel	Harvard & Laurie Ln.	Peck Road - Mid-block	Faulkner & Peck	
	9:50 AM	F	F	F	F	F	F	9:55 AM	F	F	F	10:00 AM	10:03 AM	F	F	F	F	F	F	10:07 AM	F	10:10 AM	F	F	10:13 AM	F	F	F	F	F	10:15 AM	F	F	10:18 AM
	11:15 AM	F	F	F	F	F	F	11:20 AM	F	F	F	11:25 AM	11:30 AM	F	F	F	F	F	F	11:34 AM	F	11:37 AM	F	F	F	11:40 AM	F	F	F	F	F	11:42 AM	F	F

TRIPPER		Toward Bedell School - Northeast										→	Toward Briggs School - Southwest						
	Stop No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
	Location	Beckwith @ Via Pasada	Blanchard School (Peck Rd.)	Santa Paula @ Walden	Glen City School (Steckel @ Comm. Ctr)	Harvard @ Steckel (Cal West)	Isbell School (across Harvard)	City Hall (across bus depot)	Grace Thille School	Barbara Webster School (Saticoy)	12th St @ Richmond	Bedell School	McKevett School (Pleasant St.)	SP High School (Tennis Court)	Isbell School	Glen City School (Steckel)	Blanchard School	Briggs School	
	Time	6:50	6:55	6:56	6:59	7:00	7:03	7:05	7:08	7:13	7:15	7:20	7:25	7:28	7:34	7:37	7:40	7:45	

Fillmore Loop Weekday							meadowlark park deviation				New Deviation (@ School bell hr)										Flag at downtown stop when on vons sched						
Fillmore Terminal [†]	Super A Plaza	7-Eleven	Mercado La Plaza	Pescador (CalTrans)	Faith Cmty Church	C St & Sespe	7-Eleven (Alternate)	B Street & Sespe	Meadowlark Park	C St & Meadowlark St.	Shiell Park	Mountain Vista School	B St at 4th St	3rd and B Street	A St & 3rd St	1st St b/w A and Orchard	Super A Plaza	VONS	Downtown	Library	4th Street & Central	Mtn. View and 3rd	San Cayetano School	Main Street Park	Fillmore Terminal [†]		
Santa Clara and Palm	Ventura & A St	Ventura & B St	Ventura & C St	D St & Ventura	D St & Sespe	C St & Sespe	B St & Ventura	Corner of B & Sespe Ave	1st and Price	C St & Meadowlark Dr.	C St & Old Telegraph Rd.	5th and Taylor				Mid. School & HS	Ventura & A St	In front	Central & Sespe	Central & 2nd St	4th and Central	Mtn. View and 3rd	Mountain View and 1st street	Mountain View & Main	Santa Clara and Palm		
7:05 AM	F	--	--	--	--	--	F	7:08 AM	F	F	F	7:10 AM	F	F	F	---	F	7:15 AM	F	F	F	F	7:23 AM	F	7:25 AM		
7:30 AM	F	F	7:33 AM	F	F	F	--	--	--	F	F	7:40 AM	F	F	F	F	----	----	7:45 AM	F	F	F	7:50 AM	F	7:52 AM		
7:55 AM	F	--	--	--	--	--	F	7:58 AM	F	F	F	8:03 AM	F	F	F	F	----	----	8:08 AM	F	F	F	8:13 AM	F	8:15 AM		
8:20 AM	F	F	8:23 AM	F	F	F	--	--	--	F	F	8:30 AM	F	F	F	F	----	----	8:35 AM	F	F	F	8:40 AM	F	8:42 AM		
10:15 AM	F	F	10:18 AM	F	F	F	--	--	--	F	F	10:25 AM	F	F	F	---	F	10:30 AM	F	F	F	F	10:35 AM	F	10:37 AM		
12:05 PM	F	F	12:08 PM	F	F	F	--	--	--	F	F	12:15 PM	F	F	F	---	F	12:20 PM	F	F	F	F	12:25 PM	F	12:27 PM		
1:40 PM	F	--	--	--	--	--	F	1:43 PM	F	F	F	1:48 PM	F	F	F	---	F	1:53 PM	F	F	F	F	1:58 PM	F	2:00 PM		
2:10 PM	F	F	2:13 PM	F	F	F	--	--	--	F	F	2:20 PM	F	F	F	F	---	---	2:25 PM	F	F	F	2:30 PM	F	2:32 PM		
2:40 PM	F	--	--	--	--	--	F	2:43 PM	F	F	F	2:48 PM	F	F	F	F	---	---	2:53 PM	F	F	F	2:58 PM	F	3:00 PM		
3:10 PM	F	F	3:13 PM	F	F	F	--	--	--	F	F	3:20 PM	F	F	F	F	---	---	3:25 PM	F	F	F	3:30 PM	F	3:32 PM		
4:15 PM	F	F	4:18 PM	F	F	F	--	--	--	F	F	4:25 PM	F	F	F	---	F	4:30 PM	F	F	F	F	4:35 PM	F	4:37 PM		

FILLMORE TRIPPER AM

Los seren Dr/Sierra Vista Dr	Los Serenos Dr (by PARK)	El Paseo St/ Sierra Vista Dr	Sierra Vista Dr/ Sespe Ave	Sespe Ave/Burson Ln	Price St/First St	McC Campbell St/Wileman St	B St/Santa Clara St	River St/Deerfield	Santa Fe St/Rio Grande	Surrey Way/Santa Fe	600 Block of River St (APARTMENTS)	Santa Clara St (Fillmore Bus Stop)	RIO VISTA ELEMENTARY
7:00A	7:02A	7:03A	7:05A	7:07A	7:10A	7:13A	7:15A	7:18A	7:19A	7:21A	7:24A	7:28A	7:37A

FILLMORE TRIPPER PM

RIO VISTA	B&G Club (First St)	Santa Clara St (Fillmore Bus Stop)	600 Block of River St (BEHIND VONS)	Santa Fe St/Surrey Way (BEHIND DAYCARE)	Santa Fe St/Reading St	River St/Deerfield	B St/Santa Clara St	B St/Wileman St (after Wileman St)	First St/Price St (West corner)	Sespe Ave/Burson Ln	Sierra Vista Dr/ Sespe Ave	Los Serenos Dr (by PARK)	El Paseo St/ Sierra Vista Dr
2:40pm	2:50PM	2:55PM	2:58PM	3:01PM	3:03PM	3:04PM	3:07PM	3:09PM	3:11PM	3:13PM	3:15PM	3:17PM	3:19PM

PIRU weekday

Filmore Terminal	El Dorado Estates	Hopper Canyon	Rancho Sespe	Torrey & Howe	Main and Citrus	Piru Square	Valle Naranjal Apts.	Fillmore Terminal	Fillmore MS & HS
Santa Clara and PalmT	At Clubhouse		2950 E Telegraph Rd.		Main and Citrus	Center & Piru Square	4268 Center	Santa Clara and PalmT	1st & Orchard
6:15 AM	6:17 AM	F	6:20 AM	*	F	6:30 AM	6:31 AM	6:45 AM	----
6:55 AM	6:57 AM	F	7:00 AM	----	F	7:10 AM	7:11 AM	7:25 AM	7:28 AM†
7:45 AM	7:47 AM	F	7:50 AM	----	F	8:00 AM	8:01 AM	8:15 AM	----
9:00 AM	9:02 AM	F	9:05 AM	----	F	9:15 AM	9:16 AM	9:30 AM	----
10:00 AM	10:02 AM	F	10:05 AM	----	F	10:15 AM	10:16 AM	10:30 AM	----
11:10 AM	11:12 AM	F	11:15 AM	----	F	11:25 AM	11:26 AM	11:40 AM	----
1:05 PM	1:07 PM	F	1:10 PM	1:15 PM	F	1:20 PM	1:21 PM	1:35 PM	----
2:15 PM	2:17 PM	F	2:20 PM	----	F	2:30 PM	2:31 PM	2:45 PM	----
3:25 PM	3:27 PM	F	3:30 PM	----	F	3:40 PM	3:41 PM	3:55 PM	4:00 PM
4:15 PM	4:17 PM	F	4:20 PM	4:25 PM	F	4:30 PM	4:31 PM	4:45 PM	----
4:55 PM	4:57 PM	F	5:00 PM	----	F	5:10 PM	5:11 PM	5:25 PM	----
5:30 PM	5:32 PM	F	5:35 PM	----	F	5:45 PM	5:46 PM	6:00 PM	----
7:15 PM	7:17 PM	F	7:20 PM	*	F	7:30 PM	7:31 PM	7:45 PM	----

* Drop off by request, inform driver when boarding

†drop off only

Filmore Terminal	El Dorado Estates	Hopper Canyon	Rancho Sespe	Torrey & Howe	Main and Citrus	Piru Square	Valle Naranjal Apts.	Fillmore Terminal	
Santa Clara and PalmT	At Clubhouse		2950 E Telegraph Rd.		Main and Citrus	Center & Piru Square	4268 Center	Santa Clara and PalmT	
8:00 AM	8:02 AM	F	8:05 AM	----	F	8:10 AM	8:11 AM	8:28 AM	*
9:05 AM	9:07 AM	F	9:10 AM	F	F	9:15 AM	9:16 AM	9:33 AM	**
10:10 AM	10:12 AM	F	10:15 AM	----	F	10:20 AM	10:21 AM	10:38 AM	**
11:10 AM	11:12 AM	F	11:15 AM	F	F	11:20 AM	11:21 AM	11:38 AM	
12:40 PM	12:42 PM	F	12:45 PM		F	12:50 PM	12:51 PM	1:08 PM	*
1:45 PM	1:47 PM	F	1:50 PM		F	1:55 PM	1:56 PM	2:13 PM	**
3:05 PM	3:07 PM	F	3:10 PM		F	3:15 PM	3:16 PM	3:33 PM	*
3:15 PM	3:17 PM	F	3:20 PM		F	3:25 PM	3:26 PM	3:43 PM	**
4:20 PM	4:22 PM	F	4:25 PM		F	4:30 PM	4:31 PM	4:48 PM	**
5:15 PM	5:17 PM	F	5:20 PM		F	5:25 PM	5:26 PM	5:43 PM	*

HERITAGE VALLEY TRANSIT SERVICE
AUGUST 2017
DIAL-A-RIDE: Reservations and Scheduling Policies

New; ~~Deleted~~ = effective August 2017 schedule change

Reservations

ADA Certified Passengers

Reservations can be made up to seven days in advance and in no case less than twenty-four (24) hours in advance for a guaranteed reservation. Space permitting, same day reservations may be accepted (excluding trips to Ventura via transfer to Gold Coast Access at Wells Road). There is no guarantee of trip availability for same day reservations. Reservations can be made seven days a week, Sunday through Saturday. **ADA Paratransit Reservations made in advance are given priority before General Public Reservations made on same-day.**

General Public Passengers

Service is available on an on-demand “*first come, first served*” basis. ~~Trip requests will only be honored if the trip begins and/or ends more than one quarter (1/4) mile away from any Valley Express bus stop. Trips that begin and end within this distance are not eligible for reservation.~~ Trip requests should be called in at least two hours before requested pickup time, as space is limited. Day-before advance reservations are allowed only if the requested pickup occurs during the first two and half hours of service (6:00-8:30 AM weekdays, or 8-10:30 AM weekends). **In addition to reserved trips, General Public Dial-a-ride Vehicles will meet with the Highway 126 buses in each City for flag pickups. Passengers are encouraged to call ahead their reservations to guarantee a seat.**

Subscription Reservations

ADA Certified Passengers:

ADA Certified passengers may request a standing order or “subscription” for trips that repeat at the same time, on the same day(s); such as for travel to school or work. Subscriptions may be for one day, (e.g. occur every Tuesday at 1:30 PM); or for multiple days, (e.g. every Monday through Friday at 7:00 AM). Trips must repeat more than once in order to be considered a subscription. Open-ended subscriptions are not permitted. Passengers must indicate an end-date. The maximum length a subscription can last is twelve months. Subscription reservations are NOT guaranteed and available on a space-available basis. No more than 50% of all trips scheduled for any hour, may be subscription trips.

(Cont.)

General Public Passengers

General Public passengers may request a standing order or “subscription” for trips that repeat at the same time, on the same day(s); such as for travel to school or work, ~~AND either begin or end at least one quarter (1/4) mile from any Valley Express bus stop. (Reservation requests for trips that begin or end within this distance are not eligible for subscription reservations).~~ Subscriptions may be for one day, (e.g. occur every Tuesday at 1:30 PM); or for multiple days, (e.g. every Monday through Friday at 7:00 AM). Trips must repeat more than once in order to be considered a subscription. Open-ended subscriptions are not permitted. Passengers must indicate an end-date. The maximum length a subscription can last is twelve (12) months. Subscription reservations are NOT guaranteed and available on a space-available basis. No more than 50% of all trips scheduled for any hour may be subscription trips.

Intercity Reservations

ADA Certified Passengers

Intercity Dial-a-ride service between Fillmore/Piru, Santa Paula, and/or Ventura (to Wells Rd.) is available with prior reservation. This service is provided on a space-available basis, and is not guaranteed. Scheduled pickup time may be beyond one hour window from the passenger’s requested pickup time.

General Public Passengers

Intercity Dial-a-ride is not available to the general public. Passengers are instructed to use VCTC 126.

Scheduling

ADA Certified Passengers

Passengers trips reserved in advance shall be scheduled for within one-hour of the requested pickup time. Passengers must be offered a pickup time that is within one hour of the requested pickup time; service may not be denied for advance reservations. Same day requests/service is subject to availability.

General Public Passengers

Passenger trip requests are called in same day and handled on an as-available basis, scheduled “first come, first served.” Trip availability is not guaranteed, and pickups times may be offered to passenger that are greater than one-hour from the requested pickup time. Additional unscheduled service is available at the VCTC HWY 126 bus locations scheduled to pickup following the arrival of the HWY 126 bus. Seating on these trips are on a space available basis, unless otherwise called in advance.

Cancellations, No-Shows and On-time Window (Applies to ADA Certified/General Public Passengers)

Cancellations

Operator must be notified of cancellations at least two hours before the scheduled pick-up time. Cancellations made less than two (2) hours in advance will count as a “late cancellation.” Late cancellations impact service availability and have a negative impact on the system. Excessive late cancellations could result in a warning, and if continued result in suspension of Dial-a-ride services. Passengers will be warned prior to any suspension of service due to late cancellations.

No Show Policy

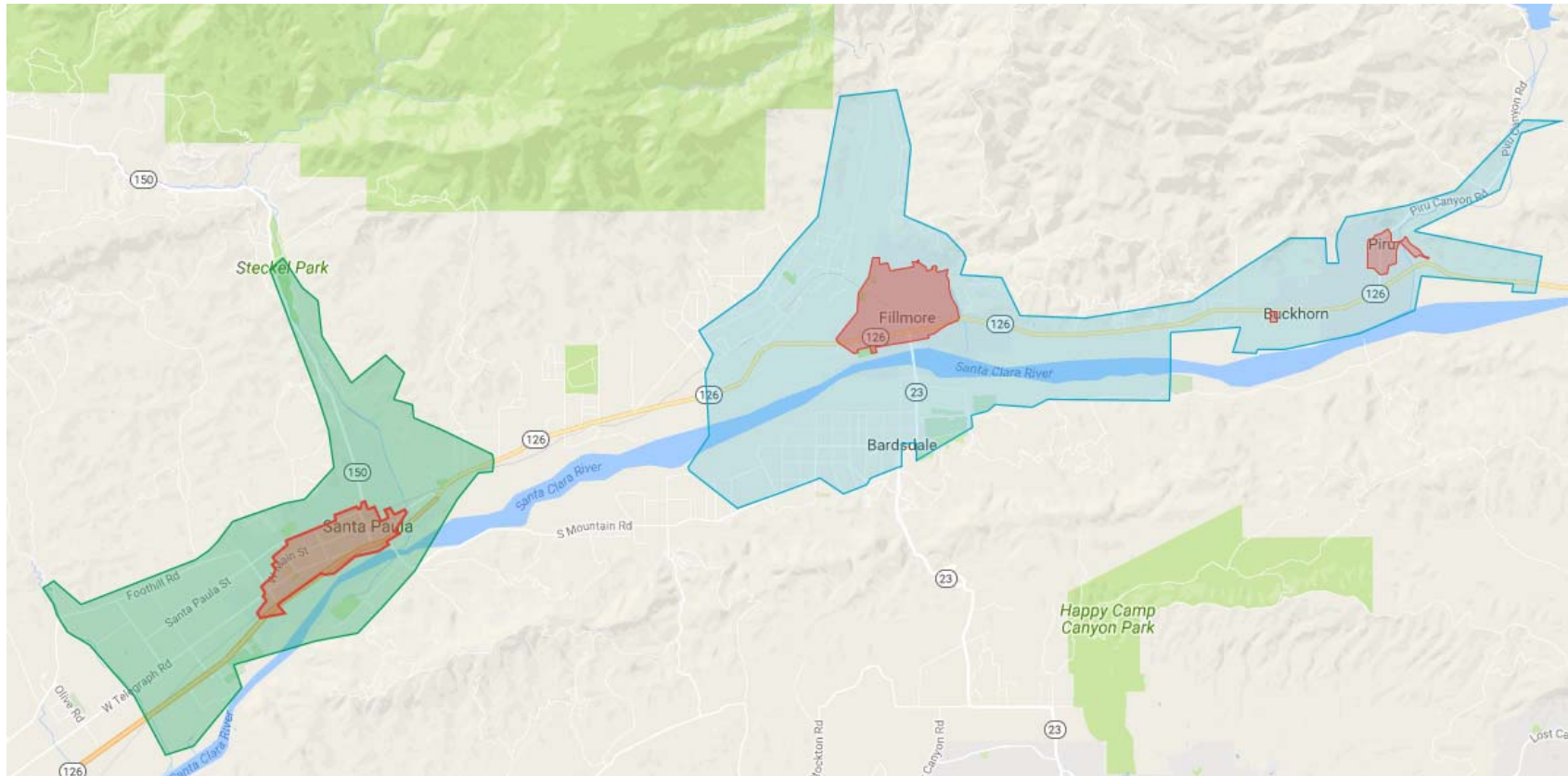
A no-show is when a passenger fails to board an on-time Dial-a-ride vehicle. A passenger will be considered a no-show if they do not board within five (5) minutes of the vehicle’s arrival at the scheduled pickup location. A trip is considered on-time if it arrives within the “on-time window.” Drivers and/or dispatchers may attempt to contact the passenger using the contact information/instructions provided during the reservation. Drivers may not lose line-of-sight with vehicles that have passengers on-board (e.g. may not enter an apartment or medical building). No-shows negatively impact service and reduce availability for other riders. Excessive no-shows could result in a warning, and if continued, result in suspension of Dial-a-ride services for the passenger. Passengers will be warned prior to any suspension of service due to no-shows.

On-time Window

The on-time window refers to the period of time which the vehicle may arrive to the scheduled pickup location and the passenger is expected to be ready to board. The on-time window is thirty (30) minutes from the scheduled pickup time. That is the scheduled time “plus thirty” minutes. For example, if a trip is scheduled for 2:00 PM pickup, the on-time window is between 2:00 to 2:30 PM. Trips that arrive after the on-time window are considered late or missed. Passengers who refuse a late or missed trip will NOT be subject to disciplinary action.

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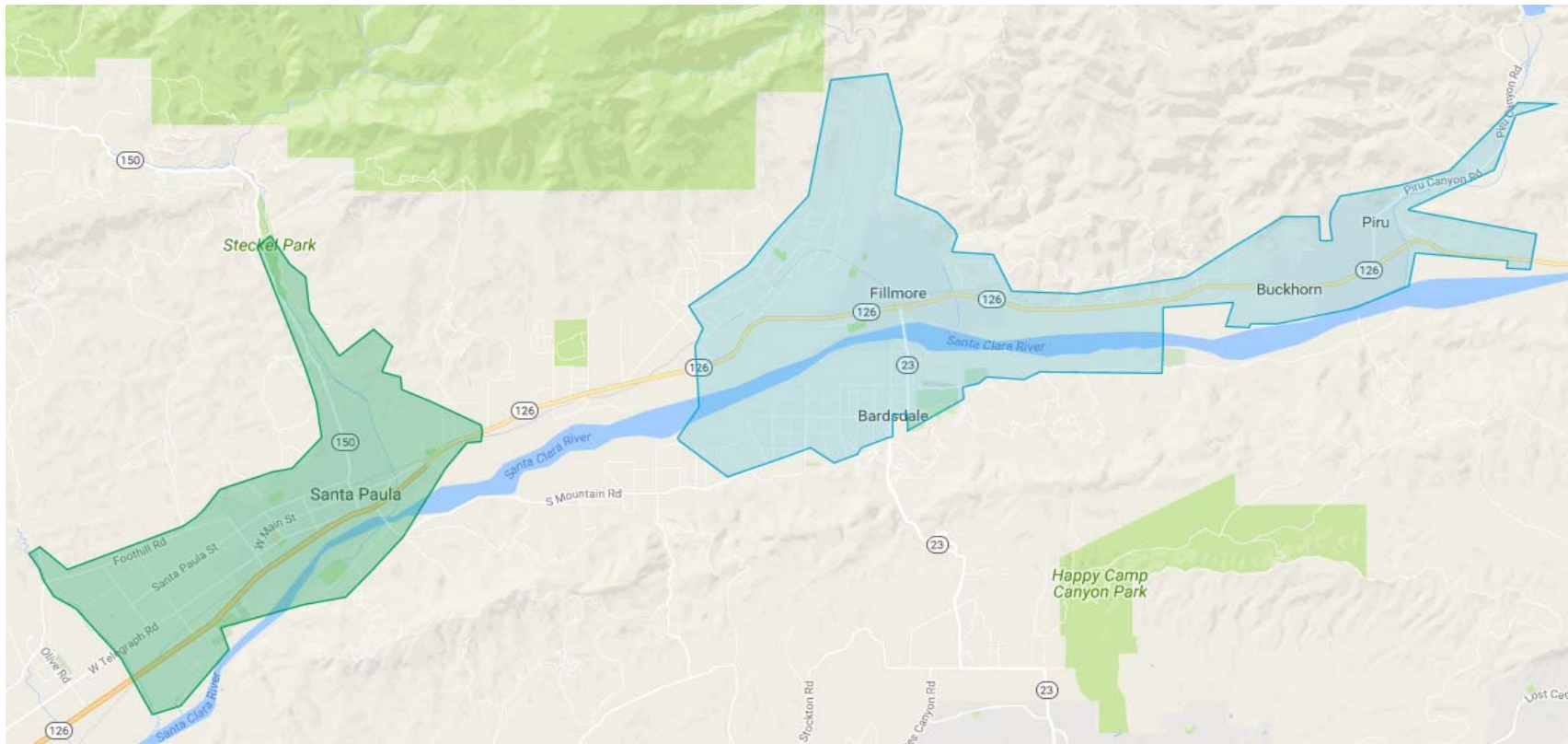




EXISTING DIAL-A-RIDE SERVICE AREA: Restricted (Fixed Route) Service Area

Red shaded area indicates restricted (fixed route) service area. General public restricted from taking dial-a-ride trips that begin and end within this “zone”.

NEW DIAL-A-RIDE SERVICE AREA



Restricted (Fixed Route) Service Area eliminated effective August 16 (in Santa Paula), and August 17, 2017 (in Fillmore & Piru).



DATE: JULY 10, 2017
MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)
FROM: AARON BONFILIO, PROGRAM MANAGER
SUBJECT: PROPOSED FARE INCREASE

RECOMMENDATION

- Direct staff to conduct public outreach regarding proposed fare increases for the Valley Express service.
- Following outreach and HVTAC review, direct staff to return to the HVPAC for consideration and/or approval.

BACKGROUND

At the last HVPAC meeting, the Committee discussed current system performance and potentially raising fare prices to address the continued farebox recovery shortfalls; such increases were initially planned by the HVPAC through a multi-phase process. The first of the two-phased increase has been implemented. The second phase which increases pass pricing has yet to be implemented. Discussion continued as to the extent of the shortfall and the options for decreasing/eliminating the shortfall. The HVPAC reiterated the need to evaluate and then proceed with fare adjustments.

DISCUSSION:

Based on *current ridership trends* and the existing fare price structure, the anticipated year-end farebox revenue shortfall is approximately: **\$64,000, or 3.5%.**

The current fare structure of the Valley Express system is as follows:

<u>CURRENT</u>	<u>Fixed Route</u>		<u>Dial-A-Ride</u>	
	Cash	Monthly	Cash	Monthly
Adult	\$1.25	\$20	\$2.00	\$30
Youth	\$0.60	\$10	\$2.00	\$30
Senior/Medicare/ADA	\$0.60	\$10	\$2.00	\$25

At the June 5, 2017, HVTAC meeting, the Technical Committee approved for HVPAC's review the following proposed set of fares. Additional fare price scenarios were reviewed and are attached to this

item for reference. The below recommended fare prices were developed through discussion regarding the desire to address the farebox shortfall, as well as to standardize the fare structure itself.¹

<u>PROPOSED</u>	<u>Fixed Route</u>				<u>Dial-A-ride</u>			
	Cash	% ch	Monthly	% ch	Cash	% ch	Monthly	% ch
Adult	\$1.25	0%	\$25	25%	\$2.50	25%	\$40	33%
Youth	\$1.00	67%	\$25	150%	\$2.50	25%	\$40	33%
Senior/Medicare/ADA	\$0.60	0%	\$12	20%	\$2.00	0%	\$30	20%

While the date of the projected implementation was not specified, it was understood that these prices would be implemented as soon as possible following sufficient public outreach procedures. And, while a formal FTA Title VI fare equity analysis is not required, best-practice is to go through a process whereby changes are noticed publicly in advance of the change with an opportunity for members of the community to potentially provide input prior to implementation.

Service level adjustments notwithstanding, using the Simpson-Curtin fare elasticity rule², the above increases could theoretically translate to the following potential **decreases** in ridership:

Fixed Route	Cash	Monthly	Dial-a-ride	Cash	Monthly
Adult	0%	-8.33%	Adult	-8.33%	-11.11%
Youth	-22.22%	-50.00%	Youth	-8.33%	-11.11%
Senior/Medicare/ ADA	0%	-6.67%	Senior/Medicare/ ADA	0%	-6.67%

However, despite these ridership losses, impact to Farebox revenues is projected to be a net positive. The following table reflects potential revenue **increases** for each mode:

<u>% Change Farebox Revenues</u>	<u>Fixed Route</u>		<u>Dial-A-Ride</u>	
	Cash	Monthly	Cash	Monthly
Adult	N/a	+15%	+15%	+19%
Youth	+30%	+25%	+15%	+19%
Senior/Medicare/ADA	N/a	+12%	N/a	+46%
<i>Overall Change</i>	<i>+19%</i>	<i>+21%</i>	<i>+10%</i>	<i>+37%</i>

RECOMMENDATION AND IMPLEMENTATION:

Following this Committee's approval of the recommendation, staff will conduct public outreach regarding fare and service changes. It is anticipated that at least one community outreach event in each City will take place (perhaps agendaized at city council meetings). As well, notices will be publicized using print and social/digital media, on board the vehicles, at community locations (such as, active adult

¹ The Committee also discussed the pending implementation of new electronic farebox reader equipment, which would make it possible for the Valley Express to utilize/accept the regional VCTC fare media. The regional fare media, accepted on Gold Coast, Thousand Oaks and Simi Valley and soon Moorpark has a somewhat different fare structure.

² The Simpson-Curtin Rule of transit fare elasticity states that for every 3% change in fare prices, there is a 1% corresponding change in ridership.

centers, schools, medical facilities, etc.) and at pass sales outlets; which include both Santa Paula and Fillmore city halls, and the Santa Paula Job Career Center and the Valley Express sales office.

As part of the process staff will examine and report to each Committee the timing considerations related to the pending delivery and implementation of the new farebox technology, as well. This new technology will, for example, make it easier to facilitate “10-ride tickets” which could offer an alternative to the existing monthly flash pass and mitigate increases in potential costs, while still achieving a higher per fare payment by the rider.

Staff anticipates that this process will be completed by end of September, which coincides directly with the delivery of the new farebox equipment.³

Attachment(s):

June 5, 2017 HVTAC – Fare Increase Scenarios

³ Following the June 5, 2017 HVTAC meeting, staff met with the farebox vendor and received updated delivery/system implementation information.

HVTAC
JUNE 5, 2017

FARE INCREASE SCENARIOS

CURRENT FARES AND PASSES

	Fixed Route	
	CASH	MO. PASS
Adult	\$ 1.25	\$ 20.00
Youth	\$ 0.60	\$ 10.00
Senior/Medicare/Disabled	\$ 0.60	\$ 10.00

	Dial-a-ride	
	CASH	MO. PASS
Adult	\$ 2.00	\$ 30.00
Youth	\$ 2.00	\$ 30.00
Senior/Medicare	\$ 2.00	\$ 25.00
ADA Paratransit	\$ 2.00	\$ 25.00

1) CITY OF SANTA PAULA'S RECOMMENDATION

	Fixed Route	
	CASH	MO. PASS
Adult	\$ 1.00	\$ 20.00
Youth	\$ 1.00	\$ 20.00
Senior/Medicare/Disabled	\$ 0.50	\$ 10.00

	Dial-a-ride	
	CASH	MO. PASS
Adult	\$ 2.00	\$ 30.00
Youth	\$ 2.00	\$ 30.00
Senior/Medicare	\$ 2.00	\$ 30.00
ADA Paratransit	\$ 2.00	\$ 30.00

2) PREVIOUSLY APPROVED PHASE 2 FARE INCREASE

	Fixed Route	
	CASH	MO. PASS
Adult	\$ 1.25	\$ 25.00
Youth	\$ 0.60	\$ 12.00
Senior/Medicare/Disabled	\$ 0.60	\$ 12.00

	Dial-a-ride	
	CASH	MO. PASS
Adult	\$ 2.50	\$ 40.00
Youth	\$ 2.50	\$ 40.00
Senior/Medicare	\$ 1.25	\$ 25.00
ADA Paratransit	\$ 2.50	\$ 25.00

3) MODIFIED VERSION

	Fixed Route	
	CASH	MO. PASS
Adult	\$ 1.25	\$ 25.00
Youth	\$ 0.60	\$ 12.00
Senior/Medicare/Disabled	\$ 0.60	\$ 12.00

	Dial-a-ride	
	CASH	MO. PASS
Adult	\$ 2.00	\$ 40.00
Youth	\$ 2.00	\$ 40.00
Senior/Medicare	\$ 2.00	\$ 30.00
ADA Paratransit	\$ 2.00	\$ 30.00

BOLD ITALIC = CHANGE FROM CURRENT

NOTE: After discussion, the TAC approved a modified recommendation for the PAC's consideration.



DATE: JULY 10, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: MARKETING AND COMMUNITY OUTREACH PROGRAM

RECOMMENDATION

- Receive and File

BACKGROUND

At the last HVPAC meeting, the Committee approved the award for the Marketing and Community Outreach Program contract to Celtis Ventures. The HVPAC's recommendation was subsequently approved at the next meeting of the Ventura County Transportation Commission (VCTC). At the meeting, the Committee asked for Celtis to return to the HVPAC to discuss the program.

At the meeting Celtis will provide a brief introduction and overview of their firm's approach to the project, as well as, listen and receive input from the PAC.

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DATE: JULY 10, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: DETERMINE THE NEXT MEETING DATE AND LOCATION

Below are recommended dates and times for the Policy Advisory Committee to meet again in September. Please be prepared to share your availability to meet on one or more of the dates/times listed below.

Wednesday, September 20th – After 1:30 p.m.

Monday, September 25th – After 11:00 a.m.

Wednesday, September 27th – After 10:30 a.m.

Thursday, September 28th – Before 1:00 p.m.