



TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)

Camarillo City Hall, Administrative Conference Room

601 Carmen Drive, Camarillo, CA

Thursday, May 10, 2018

1:30 p.m.

AGENDA

ITEM 1 CALL TO ORDER

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

ITEM 3 PUBLIC COMMENT

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 Election of New Vice Chair – For Action

ITEM 6 APPROVAL OF MINUTES – For Action

Waive the reading and approve the minutes of the April 12, 2018 meeting.

ITEM 7 ADA CERTIFICATION SERVICES AND MILEAGE REIMBURSEMENT PROGRAM – Update

ITEM 8 Approve Fiscal Year 2018/19 Program of Projects – For Action

ITEM 9 AVL Project Update – Verbal Update

ITEM 10 Marketing Update – For Information

ITEM 11 College Ride Pilot Program Update – For Information

ITEM 12 FUTURE AGENDA ITEMS – For Information

- California Air Resources Board (C.A.R.B.)
- UCLA Transit Association Transit Study – For Information

ITEM 13 ADJOURNMENT

In consideration of City of Camarillo staff, please use the exit door directly to the parking lot.

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 Committee at (805) 642-1591 ext. 118. 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.



DATE: May 10, 2018

MEMO TO: TRANSIT OPERATORS ADVISORY COMMITTEE

FROM: MARTIN ERICKSON, TRANSIT DIRECTOR

SUBJECT: ELECT NEW VICE CHAIR

RECOMMENDATION

- That the Committee nominate and elect a new Vice Chair to the Committee.

BACKGROUND

The Vice Chair shall be elected from among the Transit Operators Advisory Committee representatives by majority vote. Nomination and selection of a new officer(s) will occur during this meeting. The current Vice Chair is John Ilasin, City of Santa Paula.



**VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)**

Camarillo City Hall, Administrative Conference Room
601 Carmen Drive, Camarillo, CA
Thursday, April 12, 2018
1:30 p.m.

Meeting Minutes

MEMBERS PRESENT:

Bill Golubics, City of Camarillo
Austin Novstrup, City of Ojai
Justin Link, City of Oxnard
John Ilasin, City of Santa Paula
Robin Walker, City of Simi Valley
Mike Houser, City of Thousand Oaks
Treena Gonzalez, County of Ventura (Chair)
Vanessa Rauschenberger, Gold Coast Transit District
Aaron Bonfilio, VCTC Intercity Bus

Ben Cacatian, VCAPCD (ex-officio)

MEMBERS ABSENT:

City of Fillmore
City of Moorpark
City of Port Hueneme
City of Ventura
Caltrans District 7 (ex-officio)

VCTC STAFF PRESENT:

Martin Erickson, Public Transit Director
Claire Grasty, Program Manager – Regional Planning
Heather Miller, Transit Planner
Judy Johnduff, Program Analyst
Sally DeGeorge, Finance Director

ITEM 1 CALL TO ORDER

Chair Gonzalez called the meeting to order at 1:31 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

Mr. Martin Erickson, VCTC, gave a rail update on LOSSAN's new Pacific Surfliner service which began on April 2, serving Ventura County and Santa Barbara County, noting that ridership has been strong, and that on-time performance issues are still being worked out.

Ms. Vanessa Rauschenberger, mentioned that GCTD is promoting Token Transit with ads on their buses, using promotional video and advertisement in the VC Star and VC Reporter. GCTD, has

already noticed an increase in usage and is expected to continue to rise. Ms. Rauschenberger also mentioned that the driver's really like the app as it speeds up boarding.

Mr. Peter De Haan, VCTC, mentioned that the Federal Government passed the budget this past month so therefore, Federal FY 2017/18 grants can now move forward. All VCTC subrecipients were sent a list of questions and need to fill in the blanks on the grant applications. VCTC can only submit the grant application after it has been fully completed. Also, VCTC subrecipients need to submit their quarterly reports by April 18. Lastly, April 19 is the next deadline for SB 1 submittals.

ITEM 3 PUBLIC COMMENT

None.

ITEM 4 AGENDA ADJUSTMENTS

None.

ITEM 5 APPROVAL OF MINUTES

ACTION

Novstrup moved, seconded by Golubics, that the Committee approve the March 8, 2018 meeting minutes. The motion passed with no objections.

ITEM 6 ADA CERTIFICATION SERVICES AND MILEAGE REIMBURSEMENT PROGRAM – For Information

Mr. De Haan informed the Committee that the Mobility Mileage Program is the only 5310 subrecipient that provides reports/updates to the Committee and Staff will soon be requesting similar monthly reports/updates from the other 5310 subrecipients.

Mr. Culver, MMP, updated the Committee that the ADA eligibility has a contract cap of 1150 and is projecting to easily surpass that number and is already nearing 1250 which moves it into the next contract tier. There has been no decline in the number of applications and MMP continues to receive new applications, the service continues to grow and expand. As for the Mobility Management Program, they are currently providing 2000 one-way trips a month; the program continues to be a beneficial service to the entire County.

ITEM 7 AUTOMATIC VEHICLE LOCATOR (AVL) PROJECT UPDATE – Verbal Update

Mr. Aaron Bonfilio updated the Committee that Syncromatics has been out to the various yards, including to the City of Thousand Oaks for their "Kanan Shuttle fleet". The Gold Coast pilot is about 50% complete. There is a good amount of data already being received which is similar to global reports in terms of APC information which is for the entire system (transit ridership data by stop and by Agency), this APC data will be available to each operator.

ITEM 8 DISBURSEMENT OF RESERVED STATE TRANSIT ASSISTANCE SECTION 99314 FUNDS – For Action

Ms. Sally De George reviewed with the Committee that Staff will be making a recommendation to the Commission to distribute \$104,943 State Transit Assistance Section 99314 funds placed in reserve as presented in Option 1, A) This method would allow for immediate distribution and use as the two agencies already have processes in place to claim and use STA funds, distribution to the agencies that were originally anticipating the revenue and not require the recipients to learn new STA requirements; B) This method would allocate the funds to the recognized and eligible transit operators at that time and be in keeping with the temporary legislation that reverted disbursements back to the original method and; C) This method would be the most straight

forward method allocating funds to agencies used to receiving STA funds and aware of the requirements associated with these funds.

ACTION

Link moved, seconded by Walker, that the Committee approve the recommendation from VCTC staff to the Committee of the Disbursement of Reserved State Transit Assistance Section 99314 Funds. The motion passed with no objections. Houser abstained.

ITEM 9 TRANSIT ASSET MANAGEMENT PLAN (TAM PLAN) UPDATE – Receive and File

Ms. Claire Grasty updated the Committee that VCTC will be conducting a group TAM plan for its sub-recipients, Camarillo, Downtown Ventura Partners, HELP of Ojai, Moorpark, Thousand Oaks plan, Valley Express, VCTC, Ventura Transit System. If a subrecipient wishes to do their own TAM, they must send an opt out letter by the end of April and if any other agencies wish to join the group plan, they must send in an opt in letter by the end of April.

The operators are to do an inventory of all their assets, owned or not, and a condition assessment of all owned assets, which should be completed by the end of May. VCTC will send out an Excel template to input all of the information as well as additional information to help complete it. VCTC will do the decision support tools and investment prioritization elements with input from the operators. The plan must be completed in October.

ITEM 10 FISCAL YEAR 2018/19 TRANSPORTATION DEVELOPMENT ACT (TDA) UNMET TRANSIT NEEDS FINDINGS – Receive and File

Ms. Claire Grasty provided the Unmet Transit Needs Assessment and comments received through the process. All operators were previously provided the comments. VCTC will be responding to comments where appropriate. If the operators would prefer to respond or provide VCTC with information to respond with, please let Claire know.

Over 180 comments were received with the outreach efforts reaching 20,000 people including 8,000 Spanish speakers. Most of the comments came from the survey and a number through Facebook as well.

Chair Gonzalez brought up the comment from CTAC/SSTAC that asked to see if there was a way to get more comments from those social service agencies serve or potentially weighting those comments and agreed it would be something to explore further. Staff said they will look into additional strategies to get more participation in this area.

ITEM 11 FY 2018/19 ESTIMATED FEDERAL PROGRAM OF PROJECTS (POP) FUNDS – Receive and File

Mr. Peter De Haan reviewed with the Committee that VCTC has begun the process for developing the Program of Projects (POP) for transit projects to be programmed in FY 2018/19 in Ventura County. It was also mentioned that each year all projects funded by the Federal Transit Administration (FTA) must be included in a publicly-reviewed POP, which is adopted by VCTC. These Projects must be included in the SCAG Regional Transportation Improvement Program (TIP), and that VCTC uses the adopted POP as a basis for preparing a TIP Amendment for SCAG to include the upcoming transit projects in the TIP. Each transit operator is to provide to VCTC staff by April 26th a program of projects that is proposed for funding using its share of the available funds. VCTC will use the programs submitted by the transit operators to prepare the countywide draft Program of Projects, which will be reviewed by the Committee at the May 10, 2018 meeting, and adopted by

VCTC at its June 1, 2018 meeting. The final version of the POP will be reviewed by the Committee in August, and approved by VCTC at its September 7, 2018 meeting.

ITEM 12 FUTURE AGENDA ITEMS – For Information

- Update on Transit Ridership Trends from SCAG
- California Air Resources Board (C.A.R.B.)

ITEM 13 ADJOURNMENT

Chair Gonzalez adjourned the meeting at 3:14 p.m.



DATE: May 10, 2018

MEMO TO: TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)

FROM: PETER DE HAAN, PROGRAMMING DIRECTOR

SUBJECT: ADA CERTIFICATION SERVICES AND MILEAGE REIMBURSEMENT PROGRAM
UPDATE

RECOMMENDATION:

- Receive and file the monthly ADA Certification services report and Mileage Reimbursement Program update.

DISCUSSION:

Attached is the April 2018 ADA Certification Services Report from Mobility Management Partners (MMP) for review at the TRANSCOM meeting.

MMP received Section 5310 funding to expand its services to include the development and implementation of a pilot volunteer driver mileage reimbursement program in cooperation with the Area Agency on Aging and other agencies serving the needs of the county's senior population. The April 2018 update on the Mileage Reimbursement Program (MRP) was unavailable for the agenda and will be distributed at the TRANSCOM meeting.

		April	March	Feb	Jan	Dec	Nov	
Call Center	Inbound ADA Calls	553	572	584	541	636	685	Total inbound and Outbound Calls: 716
	Outbound ADA calls	163	261	335	242	201	331	
	Average hold time (in seconds)	5.9	4.75	6.51	2.81	6.69	5.92	
	Outbound Area Transmittals	8	7	9	7	6	4	Riders requesting service outside of Ventura County
	Inbound Area Transmittals	9	9	11	7	0	7	Riders requesting service into Ventura County
Applications Received	Recertification	62	80	53	56	38	31	128 applications received Online Applications Received: 1 (1%)
	New Applications	66	55	52	64	45	62	
Applications Received by Service Area	Camarillo Area	8	10	11	5	5	8	Applications by Language 5% 95% ENGLISH SPANISH
	Gold Coast Area	50	49	41	40	35	32	
	Valley Express Area	4	5	6	8	2	1	
	Moorpark Area	4	4	3	8	6	4	
	Simi Valley Area	39	40	27	29	19	34	
	Thousand Oaks	20	22	16	30	15	12	
	Out of County	3	5	1	0	1	2	
Completed Evaluations In-person, Short-Term and Recertifications	Complete, with Functional Evaluation	21	22	27	24	13	14	Evaluations by Age and Determination Type 25-34 35-44 45-54 5-14 55-64 65-74 75-84 85-94 95 and Over Conditional Not Eligible Temporary Unconditional
	Complete, Interview w/o Functional Evaluation	6	2	3	1	6	1	
	Complete, Special Circumstance (no Interview)	34	33	19	24	18	30	
	Complete, Over 85+	16	14	13	8	5	9	
	Complete, Phone Interview	2	2	0	0	1	0	
	Complete, Short-term Certification (60 days)	0	0	0	0	0	0	
	Complete, Recertifications	60	38	50	35	30	23	
Total Evaluations	139	111	112	92	73	77		
Delays in Processing (Cumulative)	Due to incomplete application by client	9	10	7	4	2	8	
	Pending Professional Evaluation (PE)	62	14	15	25	16	17	
	Applications that failed to meet 21 day rule	0	0	0	0	0	0	
	Applicants awaiting in-person interviews	6	18	15	12	24	17	
Assessments	Assessment Catagories	Total	CAM	VCTC	SIMI	T.O.	MPK	In-person Interviews by Eligibility and Assessment Type Unconditional Conditional Temporary Physical Cognitive Interview only
	With Physical Assessment	9	1	5	2	1	0	
	With Cognitive Assessment	12	2	4	4	1	1	
	Interview only (at assessment sites)	6	0	3	0	2	1	
	No Shows	4	0	3	0	1	0	
	Total in-person interviews scheduled	31	3	15	6	5	2	
	Total Number of appointment days	10	1	4	2	2	1	
Determination Types:				Total	%			
Unconditional (including S.C., Over 85+ , Phone interviews)				120	86%			
Conditional				7	5%			
Temporary				11	8%			
Denials				1	1%			
Short Term				0	0%			

Apr-18				
Applications Received - GCT Area Cities	April	March	Feb	Jan
Casitas Springs	0	0	0	0
Meiners Oaks	0	0	0	0
Miramonte	0	0	0	0
Ojai	4	4	0	1
Oak View	2	0	0	0
Oxnard	22	21	25	23
Port Hueneme	1	3	2	1
Ventura	21	21	14	15
Applications Received-Valley Express Area Cities				
Fillmore	3	3	1	4
Piru	0	0	0	0
Santa Paula	1	2	5	4
Travel Training				
Training Statistics	April	March	Feb	Jan
Referrrals received	9	5	4	2
Assessments	0	0	0	1
Trainings	0	0	0	0
Referral Source				
ADA-Camarillo Area	0	1	0	0
ADA-Gold Coast Area	3	1	0	0
ADA-Valley Express Area	0	0	0	0
ADA-Moorpark Area	0	0	0	0
ADA-Simi Valley Area	1	1	0	0
ADA-Thousand Oaks Area	1	1	0	0
Workshops	0	0	0	0
Other	4	1	4	0
Transit 101 Workshops				
Hosting Agency	Date	Attendees	Riders	Referrals



DATE: May 10, 2018

MEMO TO: TRANSIT OPERATORS COMMITTEE (TRANSCOM)

FROM: PETER DE HAAN, PROGRAM DIRECTOR

SUBJECT: APPROVE FISCAL YEAR 2018/19 PROGRAM OF PROJECTS

RECOMMENDATION:

- Approve the Program of Projects (POP) for federal transit operating, planning and capital assistance for FY 2018/19 (Attachment).

BACKGROUND:

The Federal Transit Administration (FTA) requires that the public be provided an opportunity to review transit projects proposed to be funded with federal dollars. As the designated recipient of federal transit funds, the VCTC is required to hold a public hearing and adopt a POP which lists projects to be funded with federal funds in each of the four urban areas in Ventura County. Thus, VCTC prepares the POP using separate programs for the Oxnard/Ventura, Thousand Oaks/Moorpark, Simi Valley, and Camarillo urbanized areas, as defined by the U.S. Census Bureau.

In early summer of each year VCTC approves a draft POP which can be used as the basis for a TIP amendment to incorporate the projects into the TIP. The Final POP, to be adopted in September, could incorporate changes based on adopted transit operator budgets, or other updated funding figures, such as the final adopted Metrolink budget.

Last month VCTC staff provided the transit operators with tables showing the calculation of estimated revenues and expenses for the four urbanized areas. That information was discussed at last month's Committee meeting. The transit operators were then to provide proposed programs based on the amounts of funds shown in the tables as being available for each operator.

Under VCTC's adopted policy, the estimated amount to be generated under the FTA formula by each transit operator's service provides the target amount for that operator's program. For agencies providing local bus service, the programming target includes the amount generated under the formula for the jurisdiction's population, after subtracting out a share of costs for countywide planning activities. As discussed last month at TRANSCOM the countywide planning totals \$2,458,600.

It is important to mention that the estimated FY 2018/19 funding is based on the amount authorized in the FAST Act reauthorization. Should the adopted FY 2019 Federal transportation budget be lower

than these estimates, it will be necessary to make changes to the Program of Projects. (The adopted FY 2017/18 budget provides slightly more than the authorized amount, which is highly unusual.)

As in prior years, rather than include a small amount of Section 5339 funds in each operator's program based on what they generate, the POP swapped each local operator's share of 5339 funds with 5307 funds generated by Gold Coast or VCTC Intercity Bus, thus assigning all Section 5339 funds to those two operators. Thus, in the Simi Valley and Camarillo areas, the countywide planning contribution is reduced by an amount equal to the area's 5339 apportionment, and VCTC receives the entire 5339 apportionment. In the Thousand Oaks/Moorpark area a portion of the 5307 funds allocated to VCTC Intercity are swapped with the 5339 funds generated by Thousand Oaks and Moorpark.

As part of the project selection action for the recent call for projects for Section 5310 funds for Enhanced Mobility of Seniors and Individuals with Disabilities and Section 5307 Jobs Access & Reverse Commute (JARC) program, the Committee approved a POP for the funds required for these projects in FY 2017/18. The recommended FY 2018/19 includes the remainder of the funds approved in that call for projects. The POP also includes transit projects approved in the most recent call for projects for the Congestion Mitigation and Air Quality (CMAQ) program.

As was discussed by TRANSCOM last year, due to the end of the Proposition 1B Transit Security program, VCTC can no longer point to the Proposition 1B expenditures as justifying an exemption from the federal requirement to set aside 1% of large urban 5307 apportionments for security. Staff is proposing that the funds for the Automatic Vehicle Locator again be counted as the required qualifying security expenditure.

Subsequent to the TRANSCOM meeting, staff will publish the POP for public notice, and will present the POP to the VCTC for Public Hearing and approval at the June 1st meeting.

Program of Projects

The Ventura County Transportation Commission (VCTC) will hold a public hearing on the Program of Projects (POP) for the Oxnard, Thousand Oaks, Camarillo and Simi Valley Urbanized Areas (UAs) for projects to be funded with Federal Transit Administration funds in the 2018/19 Fiscal Year (FY 2019). The funds available in FY 2019 are estimated to be \$425,000 in Section 5310 funds and \$22,000,000 in other funds for the Oxnard UA, \$170,000 in Section 5310 funds and \$6,595,000 in other funds for the Thousand Oaks UA, \$2,595,000 for the Camarillo UA, and \$3,295,000 for the Simi Valley UA, based on anticipated FY 2019 funds, prior year carry-over funds, and federal discretionary funds. The public hearing will be held at 9:00 a.m. on Friday, June 1, 2018, in the Camarillo City Council Chamber, 601 Carmen Drive, in Camarillo. The POP is available for public inspection at 950 County Square Drive, Suite 207, Ventura CA 93003.

FY 2018/19 Federal Transit Program of Projects

	Total Cost	Federal Share	Local Share & Other
OXNARD/VENTURA URBANIZED AREA			
Gold Coast Transit			
<u>Operating Assistance</u>			
Ventura Road Transit Service (FY 18/19 & 19/20) (CMAQ Funds)	\$ 2,751,717	\$ 2,436,095	\$ 315,622
Operating Assistance	\$ 2,500,000	\$ 1,250,000	\$ 1,250,000
	<u>\$ 5,251,717</u>	<u>\$ 3,686,095</u>	<u>\$ 1,565,622</u>
<u>Capital Assistance</u>			
Preventive Maintenance	\$ 1,662,895	\$ 1,330,316	\$ 332,579
Midlife Bus Refurbishment & Engine Replacement for 14 buses (CMAQ Funds)	\$ 2,056,982	\$ 1,821,046	\$ 235,936
Operations and Maintenance Facility Debt Service	\$ 486,815	\$ 389,452	\$ 97,363
Operations and Maintenance Facility Debt Service (5339 Funds)	\$ 888,185	\$ 710,548	\$ 177,637
ADA Paratransit Service	\$ 1,147,500	\$ 918,000	\$ 229,500
	<u>\$ 6,242,377</u>	<u>\$ 5,169,362</u>	<u>\$ 1,073,015</u>
Total Gold Coast	<u>\$ 11,494,094</u>	<u>\$ 8,855,457</u>	<u>\$ 2,638,637</u>
Ventura County Transportation Commission			
<u>Operating Assistance</u>			
VCTC Intercity Operating Assistance (FY 19/20)	\$ 2,449,156	\$ 1,224,578	\$ 1,224,578
CalVans Vanpool (JARC funds)	\$ 100,000	\$ 25,000	\$ 75,000
County Human Services Agency Work Reliability Transport (JARC funds)	\$ 37,500	\$ 30,000	\$ 7,500
	<u>\$ 2,586,656</u>	<u>\$ 1,279,578</u>	<u>\$ 3,866,234</u>
<u>Planning Assistance</u>			
Transit Planning and Programming (FY 19/20)	\$ 393,783	\$ 315,026	\$ 78,757
Regional Transit Information Center (FY 19/20)	\$ 280,000	\$ 224,000	\$ 56,000
Countywide Outreach Activities (FY 19/20) (CMAQ Funds)	\$ 600,000	\$ 600,000	\$ -
Fare Collection/Passenger Counting Data Management (FY 19/20)	\$ 350,000	\$ 280,000	\$ 70,000
Elderly/Disabled Planning/Evaluation (FY 19/20)	\$ 278,750	\$ 223,000	\$ 55,750
Bus Service Planning (FY 19/20)	\$ 565,000	\$ 452,000	\$ 113,000
	<u>\$ 2,467,533</u>	<u>\$ 2,094,026</u>	<u>\$ 373,507</u>
<u>Capital Assistance</u>			
Regional Transit Tech Equipment (FY 19/20)	\$ 118,750	\$ 95,000	\$ 23,750
Purchase 3 VCTC Intercity Buses (CMAQ Funds)	\$ 2,138,099	\$ 1,892,859	\$ 245,240
Metrolink Preventive Maintenance (FY 19/20)	\$ 1,820,228	\$ 1,820,228	\$ -
Metrolink Capital Rehab (FY 19/20)(Sec 5337)	\$ 2,477,608	\$ 2,477,608	\$ -
Metrolink Prev Maintenance (FY 19/20)(Sec 5337)	\$ 2,460,937	\$ 2,460,937	\$ -
	<u>\$ 8,896,872</u>	<u>\$ 8,651,632</u>	<u>\$ 245,240</u>
Total VCTC	<u>\$ 13,951,060</u>	<u>\$ 12,025,236</u>	<u>\$ 4,484,980</u>

Valley ExpressOperating Assistance

Operating Assistance (FY 19/20)	\$ 1,254,396	\$ 627,198	\$ 627,198
Total Valley Express	\$ 1,254,396	\$ 627,198	\$ 627,198
TOTAL	\$ 26,699,550	\$ 21,507,891	\$ 7,750,815

THOUSAND OAKS/MOORPARK URBANIZED AREA**Ventura County Transportation Commission**Planning Assistance

Transit Planning and Programming (FY 19/20)	\$ 570,971	\$ 456,777	\$ 114,194
	\$ 570,971	\$ 456,777	\$ 114,194

Capital Assistance

VCTC Svcs - Cap Leases (FY19/20)	\$ 352,981	\$ 282,385	\$ 70,596
VCTC Svcs - Cap Leases (FY19/20) (Sec 5339)	\$ 85,915	\$ 85,915	\$ -
Regional Transit Tech Equipment (FY 19/20)	\$ 37,500	\$ 30,000	\$ 7,500
Regional Transit Tech Equipment (FY 19/20) (Sec 5339)	\$ 144,600	\$ 144,600	\$ -
Metrolink Preventive Maintenance (FY 19/20)	\$ 742,381	\$ 742,381	\$ -
Metrolink Capital Rehab (FY 19/20)(Sec 5337)	\$ 1,694,545	\$ 1,694,545	\$ -
Metrolink Prev Maintenance (FY 19/20)(Sec 5337)	\$ 1,683,883	\$ 1,683,883	\$ -
	\$ -	\$ -	\$ -
	\$ 4,741,805	\$ 4,663,709	\$ 78,096
Total VCTC	\$ 5,312,777	\$ 5,120,486	\$ 192,291

City of Thousand OaksPlanning Assistance

Transit Planning & Education	\$ 187,500	\$ 150,000	\$ 37,500
	\$ 187,500	\$ 150,000	\$ 37,500

Capital Assistance

Transit Vehicle Maintenance	\$ 500,000	\$ 400,000	\$ 100,000
Transit Facilities / Bus Stops Maintenance	\$ 187,500	\$ 150,000	\$ 37,500
Transit Vehicle Capital Lease	\$ 187,500	\$ 150,000	\$ 37,500
Inter-City ADA	\$ 62,500	\$ 50,000	\$ 12,500
	\$ 937,500	\$ 750,000	\$ 187,500
Total Thousand Oaks	\$ 1,125,000	\$ 900,000	\$ 225,000

City of MoorparkOperating Assistance

Fixed Route/Paratransit Operating Assistance	\$ 240,000	\$ 120,000	\$ 120,000
	\$ 240,000	\$ 120,000	\$ 120,000

Capital Assistance

Metrolink Station South Entrance + Other Station Improvements / Upgrades	\$ 126,928	\$ 101,542	\$ 25,386
Dial-a-Ride Capital Leases / Cap Maint	\$ 93,750	\$ 75,000	\$ 18,750
	\$ 220,678	\$ 176,542	\$ 44,136
Total Moorpark	\$ 460,678	\$ 296,542	\$ 164,136
TOTAL	\$ 6,898,454	\$ 6,317,028	\$ 581,426

CAMARILLO URBANIZED AREA**Ventura County Transportation Commission**Planning Assistance

Transit Planning and Programming (FY 19/20)	\$ 164,430	\$ 131,544	\$ 32,886
	\$ 164,430	\$ 131,544	\$ 32,886

Capital Assistance

VCTC Svcs - Cap Leases (FY18/19) (Sec 5339)	\$ 186,125	\$ 186,125	\$ -
VCTC Svcs - Cap Leases (FY19/20) (Sec 5339)	\$ 149,392	\$ 149,392	\$ -
	\$ 335,517	\$ 335,517	\$ -
Total VCTC	\$ 499,947	\$ 467,061	\$ 32,886

City of CamarilloPlanning Assistance

Transit Planning

\$	80,000	\$	64,000	\$	16,000
\$	80,000	\$	64,000	\$	16,000

Operating Assistance

Camarillo Area Transit Operating Assistance

\$	1,071,100	\$	535,550	\$	535,550
\$	1,071,100	\$	535,550	\$	535,550

Capital Assistance

One Replacement Minivan

\$	60,000	\$	48,000	\$	12,000
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Two Replacement Buses

\$	375,000	\$	300,000	\$	75,000
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ADA Service

\$	210,000	\$	168,000	\$	42,000
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Bus Capital Maintenance

\$	728,500	\$	582,800	\$	145,700
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Rail Station Capital Maintenance

\$	94,780	\$	75,824	\$	18,956
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\$	1,468,280	\$	1,174,624	\$	293,656
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Total Camarillo

\$	2,619,380	\$	1,774,174	\$	845,206
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TOTAL

\$	3,119,327	\$	2,241,235	\$	878,092
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SIMI VALLEY URBANIZED AREA**Ventura County Transportation Commission**Planning Assistance

Transit Planning and Programming (FY 19/20)

\$	277,282	\$	106,653	\$	170,629
\$	277,282	\$	106,653	\$	170,629

Capital Assistance

VCTC Svcs - Cap Leases (FY18/19) (Sec 5339)

\$	280,557	\$	280,557	\$	-
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VCTC Svcs - Cap Leases (FY19/20) (Sec 5339)

\$	296,533	\$	296,533	\$	-
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\$	296,533	\$	296,533	\$	-
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Total VCTC

\$	573,815	\$	403,186	\$	170,629
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City of Simi ValleyOperating Assistance

Simi Valley Transit Operating Assistance

\$	4,151,850	\$	2,075,925	\$	2,075,925
\$	4,151,850	\$	2,075,925	\$	2,075,925

Capital Assistance

Preventive Maintenance

\$	280,400	\$	224,320	\$	56,080
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Non Fixed-Route ADA Paratransit Capital

\$	339,291	\$	271,433	\$	67,858
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Dispatch Software

\$	45,000	\$	36,000	\$	9,000
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\$	664,691	\$	531,753	\$	132,938
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Total Simi Valley

\$	4,816,541	\$	2,607,678	\$	2,208,863
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TOTAL

\$	5,390,356	\$	3,010,864	\$	2,379,492
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FY 2018/19 SECTION 5310 / NEW FREEDOM PROGRAM OF PROJECTS

OXNARD/VENTURA URBANIZED AREAPlanning Assistance

Program Administration	\$	27,326	\$	27,326	\$	-
	\$	27,326	\$	27,326	\$	-

Operating Assistance

Gold Coast Access Direct Service to Camarillo	\$	101,333	\$	81,066	\$	20,267
Area Agency on Aging MediRide	\$	157,500	\$	105,000	\$	52,500
	\$	258,833	\$	186,066	\$	72,767

Capital Assistance

					\$	-
Gold Coast Young Adult Mobility Education	\$	60,000	\$	48,000	\$	12,000
	\$	60,000	\$	24,000	\$	12,000
Total Enhanced Mobility	\$	346,159	\$	237,392	\$	84,767

THOUSAND OAKS/MOORPARK URBANIZED AREAPlanning Assistance

Program Administration	\$	17,040	\$	17,040	\$	-
	\$	17,040	\$	17,040	\$	-

Operating Assistance

Moorpark Free Senior/Disabled Fares	\$	12,750	\$	10,200	\$	2,550
ECTA Saturday Senior ADA Service	\$	25,000	\$	20,000	\$	5,000
Thousand Oaks Free Rides ADA/DAR	\$	25,000	\$	20,000	\$	5,000
Area Agency on Aging MediRide	\$	105,000	\$	70,000	\$	35,000
	\$	167,750	\$	120,200	\$	47,550

Capital Assistance

ECTA Intercity Service Vehicle Lease	\$	25,000	\$	20,000	\$	5,000
	\$	25,000	\$	20,000	\$	5,000
Total Enhanced Mobility	\$	209,790	\$	157,240	\$	52,550



DATE: May 10, 2018

MEMO TO: TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)

FROM: CLAIRE GRASTY, PROGRAM MANAGER

SUBJECT: VCTC TRANSIT MARKETING PROGRAM

RECOMMENDATION:

- Informational Item.

DISCUSSION:

Transcom has requested information about plans for transit marketing. VCTC is working to develop a marketing plan and strategy based on the near term and longer time priorities listed below.

New Initiatives

AVL – in process

- Toolkit for operators to promote the AVL features including:
 - Car cards
 - Bus ad
 - Fliers
 - Social media graphics
 - News release
 - Way sign decals
 - Sign blade decals and stop numbers
- Video promotion to highlight app
 - Shorter promo video
 - Longer how to video
- Marketing app/website

College Ride Pilot Program – developing plan

- Work with colleges to market program

SB 1

- Highlight projects receiving SB 1 funds
- Identify what would happen if funds went away

Ongoing Programs

Highlight Existing Services

- Promotion of VCTC 1800 number
- Promotion of all county services
- Promotion of destinations served

Increased Promotion of Taking Transit

- To events and festivals
- To local businesses in conjunction theme days
- Promote both VCTC Intercity and county operators

Increased Presence at Events (fairs, festivals, panels, etc.)

- Health fairs
- Senior events
- Environmental events
- Transportation events
- Events that support disadvantaged populations
- Increased promotion of staff at these events

Transit Benefits Promotion

- How many people we carry
- VMT reduced
- Time in traffic reduced

Emissions reductions