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

Monday, February 13, 2017
3:30 p.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 January 5, 2017.

ITEM 6 **DRAFT FISCAL YEAR 2017/2018 VALLEY EXPRESS BUDGET – For Action**

ITEM 7 **SERVICE INDICATOR REPORT AND REMAINING FISCAL YEAR 2016/2017 MARKETING PROGRAM DISCUSSION – For Information**

ITEM 8 **DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION – For Action**
Recommendation: That the Committee determine the next Committee meeting date and location.

ITEM 9 **ADJOURNMENT**

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

Thursday, January 5, 2017
1:30 p.m.

Meeting Summary

MEMBERS PRESENT: Dave Rowlands, City of Fillmore
David Fleisch, County of Ventura
John Ilasin, City of Santa Paula

VCTC STAFF PRESENT: Martin Erickson, Public Transit Director

ITEM 1 CALL TO ORDER
Chair Fleisch called the meeting to order at 1:30 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

ITEM 3 PUBLIC COMMENT
None.

ITEM 4 AGENDA ADJUSTMENTS
Items 9 and 11 were taken together.

ITEM 5 APPROVAL OF MEETING MINUTES

ACTION
Rowlands moved, seconded by Ilasin, to approve the October 27, 2016 meeting minutes. The motion passed 2/0. Fleish abstained.

ITEM 6 ELECTION OF COMMITTEE OFFICERS

ACTION
Rowlands moved, seconded by Ilasin, that John Ilasin and Dave Rowlands be the Heritage Valley Technical Advisory Committee Chair and Vice Chair, respectively. The motion passed 3/0.

ITEM 7 REQUEST FOR PROPOSALS FOR MARKETING SERVICES

ACTION
Rowlands moved, seconded by Ilasin, that the HVTAC recommend the Heritage Valley Policy Advisory Committee (HVPAC) approve for recommendation to the Ventura County Transportation Commission (VCTC) issuance of a Request for Proposals for Marketing and Outreach services for the Valley Express. The motion passed 3/0.

ITEM 8 INTRODUCTION TO THE VALLEY EXPRESS BUDGET
Mr. Erickson, VCTC, reviewed the proposed Fiscal Year 2017/18 Valley Express budget. He said that

VCTC expects to receive the TDA estimate in March or April 2017. The Committee asked for clarification regarding the funds allocated to "Local Fee – Fare Box." The Committee also requested to have the Fiscal Year 2016/17 Cost Share – Local Contribution added to the draft budget as well as corresponding percentages for the previous, current, and proposed budgets.

ITEM 9 SERVICE INDICATOR DISCUSSION

Mr. Erickson stated that having a uniform set of performance indicators would be helpful when communicating with elected officials, comparing services across the county, and meeting reporting requirements. He stated that they are also helpful when assessing performance.

Chair Fleisch stated that the MOU between the agencies includes a list of Key Performance Indicators and that it would be helpful to receive data in a format other than spreadsheets. He recommended graphical data that was indicative of the trends occurring with the Valley Express service.

Mr. Moore, Moore & Associates, recommended that staff follow-up with the most recent TDA auditor to determine if in-kind contributions can go toward fare box recovery in addition to customer payments. He said that advertising, charter fares, local contribution from program sponsors, as well as staff time may be viewed as a contribution towards fare box recovery. He said that most policy makers depend on ridership data related to passengers/vehicle service hour and fare box recovery. He said that Moore and Associates plans to use the remaining $27,000 of their current contract to conduct a survey, host community workshops, and perform ride checks in the next eight weeks as they shift their scope from marketing to performance evaluation.

VCTC staff and the Committee agreed to further discuss service and/or fare changes at the next meeting.

ITEM 10 CMAQ FUNDING FOR BUS STOPS IN THE VALLEY EXPRESS SERVICE AREA

Mr. Erickson stated that the City of Santa Paula applied for CMAQ funds for bus stops, which was approved by the Federal Government.

Chair Fleisch said that the intent of the item is to make the Committee aware that these funds have been awarded and as such the Committee needs to determine how the funds will be portioned and who will pay the local match. He said that the intent of the application was to add amenities to bus stops that are marked by a sign alone and that this is a single project to be managed by one entity.

Member agencies agreed to provide additional details in order to determine which bus stops will be receiving improvements.

ITEM 11 POTENTIAL SERVICE AND/OR FARE CHANGES

This discussion took place under Item 9 per the agenda adjustment.

ITEM 12 DETERMINE THE NEXT MEETING DATE AND LOCATION

The next regularly scheduled meeting of the Heritage Valley Technical Advisory Committee is scheduled for February 2, 2017 at 3:00 p.m. in the Santa Paula Council Chambers.

ITEM 13 ADJOURNMENT

The meeting was adjourned at 2:30 p.m.

DATE: **FEBRUARY 13, 2017**

MEMO TO: **HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)**

FROM: **AARON BONFILIO, PROGRAM MANAGER**

SUBJECT: **DRAFT FISCAL YEAR 2017/2018 VALLEY EXPRESS BUDGET**

RECOMMENDATION

- Approve for recommendation to the HVPAC for recommendation to the Commission

BACKGROUND:

The Valley Express budget is reviewed each fiscal year prior to VCTC establishing the agency-wide budget which includes, among other programs, the Valley Express service. Per the Cooperative Agreement for the Heritage Valley Transit Service, the Heritage Valley Policy Advisory Committee is to formally approve the annual budget for recommendation to the Commission by April 1st.

Key elements and assumptions of the attached ***draft*** FY2017/2018 budget:

- *Contractor Services* -
    - Operator rates to increase approximately 1.7%, per agreement[1]
    - Service levels static, with zero contingency budgeted
- Addition of line-item for *Bus Stop Improvements* project (CMAQ funded with $27,500 of local match)
- Significant decrease in capital expenditures for *Onboard Video Surveillance System* and *Bus Purchase/Farebox Capital Equipment*
- Upgrade *Communications* equipment from discontinued mobile data terminals to tablets[2]
- Share of *Local Contribution* by member-agencies to be similar to FY2016/2017, with noted shift in Dial-a-ride share of hours from County to City of Santa Paula
- *Farebox revenues* equal to 10% of Operating costs (operating costs = total – capital expense)

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[1] Year over year contractor rate increase 1.7%; actual expense year over year increase estimated to be 2.25% due to anticipated savings from transit operations.
[2] Capital Expense for equipment not included in operating rate calculation for farebox recovery purposes.

DRAFT FISCAL YEAR 2017/2018 VALLEY EXPRESS BUDGET

Funding Source	**Fiscal Year 2016/2017**	**Fiscal Year 2017/2018**	*Year-over-year Increase (Decrease)*
FTA 5307	$502,541	$539,923	$37,382
CMAQ	0	82,500	$82,500
Prop1B PTMISEA	220,000	0	($220,000)
Local Contribution	1,168,379	1,211,145	$42,766
Local Fee – Farebox	176,080	183,907	$7,827
Total Funding	**$2,067,000**	**$2,017,475**	($49,525)

	Fiscal Year 2016/2017 Budget*	***DRAFT Fiscal Year 2017/2018 Budget***	*Year-over-year Increase (Decrease)*
Salaries	$41,800	**$43,500**	*$1,700*
Fringe and Tax	$21,000	**$20,800**	*($200)*
Indirect Cost Allocation	$34,500	**$35,700**	*$1,200*
Communications	$7,000	**$13,200**	*$6,200*
Mileage	$2,500	**$2,000**	*($500)*
Postage	$200	**$100**	*($100)*
Printing	$5,000	**$5,000**	*$0*
Supplies	$200	**$200**	*$0*
Bank Fees	$1,000	**$1,100**	*$100*
Legal Services	$9,000	**$9,000**	*$0*
Professional Services	$62,000	**$63,000**	*$1,000*
Marketing	*$68,128*	**$79,000**	*$10,872*
On-board Video System	$0	**$0**	*$0*
Bus Stop Improvements	$0	**$110,000**	*$110,000*
Bus / Farebox Equipment	$220,000	**$4,400**	*($215,600)*
Contract Services	*$1,594,672*	**$1,630,475**	*$35,803*
Total Expenditures	$2,067,000	**$2,017,475**	*($49,525)*

Projected Cost Share - Local Contribution	**FINAL BUDGET 2016/2017**	**DRAFT BUDGET 2017/2018**	*Year-over-year Increase (Decrease)*
City of Fillmore	$309,035	$322,152	*$13,117*
City of Santa Paula	$604,205	$665,441	*$61,236*
County of Ventura	$255,139	$223,552	*($31,587)*
Total Local Contribution	**$1,168,379**	**$1,211,145**	*$42,766*

See attached Budget Cost Model worksheet for additional information.

HVTAC - FEBRUARY 2017

FY 2017/2018 Budget Model

Jurisdiction	Fixed Route Hours (1)	% of Fixed Hours	Hourly Rate	Fixed Route Cost (hours x rate)	Dial-A-Ride Hours (note 2)	Hourly Rate	Dial-A-Ride Cost (hours x rate)	Admin fee (note 3)	Other Svc Exps (note 4)	Total Agency Cost	% total cost	Total Agency cost less Offset	Agency Estimated TDA 2017/18 (note 5)	TDA Balance
Fillmore	3720	28%	$59.29	$220,558.80	3,290	$59.29	$195,064.10	$33,333.33	$68,166.67	$517,122.90	27%	$322,151.51	$523,832.00	$201,680.49
Santa Paula	6240	46%	$59.29	$369,969.60	9,604	$59.29	$569,421.16	$33,333.33	$68,166.67	$1,040,890.76	54%	$665,441.15	$1,037,343.00	$371,901.85
Unincorporated County	3540	26%	$59.29	$209,886.60	1,106	$59.29	$65,574.74	$33,333.34	$68,166.67	$376,961.35	19%	$223,551.84	(note 6)	
Total	13500			$800,415.00	14000		$830,060.00	$100,000.00	$204,500.00	$1,934,975.00		$1,211,144.50		
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Notes:
1. Fixed Route hours based on current level of service (eff 1/18/16)
2. DAR annual hours based on 6-mo trend (7/1/6- 12/31/16)
3. VCTC Admin fee of $100,000 split three ways between agencies
4.Incl. Fleet Insp svcs, Legal, Marketing, Trapeze exp, and supplies, printing etc. (G&A)
5. Approved at VCTC meeting on 2/3/17
6. County TDA all to GCTD, County will request sufficent funds
7. FTA Offset uses % of total cost
8. Farebox Offset uses % of Fixed Route hours

Total less offset	$1,211,144.50
CMAQ Grant Stop Improvements	$82,500.00
FTA	$539,923.00
Farebox	$183,907.50
TOTAL FY1718	$2,017,475.00

Offset Revenue Sources

Additional Revenue	
FTA 5307	$539,923
Farebox (10% minimum)	$183,908
Total Offset	$723,831

Offset per Agency Calc

Offset	FTA	Fare	Total
Fillmore	$144,295	$50,677	$194,971
Santa Paula	$290,443	$85,006	$375,450
County	$105,185	$48,225	$153,410
Total	$539,923	$183,908	$723,831
	note 7	note 8	

Operating Cost Calculation — **FY17/18**

Fully Burdened Labor	$100,000
Mileage	$2,000
Postage	$200
Printing	$5,000
Supplies and Materials	$100
Marketing	$79,000
Prof. Services- Fleet Inspection Services	$5,000
Prof. Services- Sched Soft Licenses [Capital]	*n/a*
Bank Fees	$1,100
Communications - Equipment [Capital]	*n/a*
Communications - Airtime [Operations]	$7,200
Bus Stop Improvements [Capital]	*n/a*
Bus / Farebox Equipment [Capital]	*n/a*
Legal Services	$9,000
Contract Services	$1,630,475
Total Operating Cost per TDA	**$1,839,075**
Target Farebox Revenues	**$183,907.50**

Shared Expenditures — **FY17/18**

Admin Fee	Fully Burdened Labor	$100,000	(Note 3)
Other Svcs	Mileage	$2,000	$2,000
Other Svcs	Postage	$200	$200
Other Svcs	Printing	$5,000	$5,000
Other Svcs	Supplies and Materials	$100	$100
Other Svcs	Marketing	$79,000	$79,000
Other Svcs	Prof. Services- *Fleet Inspection Services*	$5,000	$5,000
Other Svcs	Prof. Services- *Sched Soft Licenses [Capital]*	$58,000	$58,000
Other Svcs	Bank Fees	$1,100	$1,100
Other Svcs	Communications - Equipment [Capital]	$6,000	$6,000
Other Svcs	Communications - Airtime [Operations]	$7,200	$7,200
Other Svcs	Bus Stop Improvements [Capital]	$110,000	$27,500
Other Svcs	Bus / Farebox Equipment [Capital]	$4,400	$4,400
Other Svcs	Legal Services	$9,000	$9,000
Transit Service	Contract Services	$1,630,475	
	TOTAL EXPENDITURES	**2,017,475**	
		Subtotal Other svcs	$ 204,500.00
		Share per Juris.	$ 68,166.67

Transit Service Projected Hours

Fixed Route	Projected Hours	Projected Share
Fillmore	3,720	27.6%
Santa Paula	6,240	46.2%
County	3,540	26.2%
Total	13,500	100.0%
Dial-a-ride	Projected Hours	
Fillmore	3,290	23.5%
Santa Paula	9,604	68.6%
County	1,106	7.9%
Total	14,000	100.0%

Valley Express

DATE: FEBRUARY 13, 2017

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: KEY PERFORMANCE INDICATOR AND MARKETING PROGRAM DISCUSSION

RECOMMENDATION

- Receive and file Key Performance Indicators report and,
- Provide direction regarding future reporting as well as next steps for data collection needs, including marketing and outreach services for remaining fiscal year.

BACKGROUND:

At the last HVTAC meeting the group discussed the performance indicators previously reported including those metrics used to assess farebox.

A year-to-date review of Key Performance Indicators (KPIs) for the Valley Express Transit Service will be provided under separate cover at the meeting.

Similarly this agenda item is presented as an opportunity for the HVTAC members to discuss and provide guidance to staff regarding any data needed for analysis and planning related to potential system adjustments. In December 2016 Moore and Associates (M&A), the Valley Express Marketing and Outreach consultant was tasked by staff to develop a work plan for further service evaluation and public engagement (Attached). In addition, the Heritage Valley Policy Advisory Committee member from Santa Paula recently directed Santa Paula City staff to pursue ride-checks to collect ridership data for the Santa Paula set of routes.

To further assess performance, future analysis and actions may include:

- Peer review analysis of Ventura county and similarly-sized transit services
    - Including goal setting for KPIs that pertain to ridership and farebox
- Detailed farebox reporting, including farebox recovery by media type
    - Including data which leads to future fare pricing modifications
- Conduct ride-checks, intercept surveys, and related actions in M&A work plan
    - To direct route refinements and service optimization, as well as
    - To inform general planning, policy, and improve service delivery
- Consider use of additional consultant services for Comprehensive Operational Analysis (COA)

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memo

to:	Aaron Bonfilio, Ventura County Transportation Commission	**from:**	Allison Moore
re:	Valley Express Service Evaluation and Public Engagement Strategies	**date:**	December 23, 2016

The JPA partners have expressed a desire to conduct an evaluation of the Valley Express fixed-route and Dial-A-Ride service operating in the Heritage Valley. The purpose of this memo is to outline the types of data that would provide the most relevant information to support such an evaluation, as well as recommended strategies for collecting such data.

Recommended data:

- Customer data,
- Market data,
- Farebox revenue data, and
- Operating data (on-time performance, boarding and alighting, etc.).

The operator (MV Transportation) possesses farebox revenue data and operating data. However, we believe operating data should be verified independently to confirm accuracy, validity, and "completeness." As such, we recommend the following methodology for collecting data in support of the desired service evaluation:

1. Customer survey (fixed-route and Dial-A-Ride)
    a. Intercept methodology (surveyors would offer the survey to passengers onboard the vehicles).
    b. Capture information on service usage, satisfaction, and demographics.
    c. Offer an incentive (random drawing for cash/gift card or fare media).

2. Community survey (riders and non-riders)
    a. Collect information from riders that may not have taken a survey onboard the vehicle.
    b. Intercept methodology (surveyors would offer the survey at activity centers throughout the three communities) with an online component.
    c. Offer a drop-off option at city halls and/or libraries.

d. Captures information on perceptions of the service, barriers to use, and demographics.
e. Offer an incentive (random drawing for cash/gift card or fare media).
f. Demographic data collected via the survey will be supplemented by American Community Survey.

3. Ride checks
    a. While Moore & Associates conducted ride checks in March 2016, the age of the data and the actual data collected warrant updating.
    b. Collect on-time performance information by documenting arrival or departure time at designated time-points, which can be used to verify the operator's reported on-time performance.
    c. Collect boarding and alighting information to identify which stops are being used and which ones are not.
    d. Identify when external conditions (traffic, school bell times, etc.) can impact travel times.

4. Additional community engagement
    a. Facilitate "open house"-style meetings in each community.
    b. Provide residents the opportunity to learn about/discuss the Valley Express service.

Other tools that can be used for outreach include social media. Valley Express currently maintains a presence on Twitter and Facebook, though Facebook has more followers. However, social media followers do little to engage with Valley Express via social media at this time. Until this changes, social media is better used as an avenue to disseminate information (but not gather it.)