



**CITIZEN'S TRANSPORTATION ADVISORY COMMITTEE/
SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (CTAC/SSTAC)**

TUESDAY, DECEMBER 11, 2012 -- 1:30 PM – 3:30 PM

County Government Center – Hall of Justice Pacific Meeting Room
800 South Victoria Avenue, Ventura, CA 93009
Staff Contact: Mary Travis (805)642-1591 ext. 102 or mtravis@goventura.org

- 1. CALL TO ORDER**
- 2. SELF INTRODUCTIONS**
- 3. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA**
- 4. APPROVAL OF 11/13/12 MEETING SUMMARY**
RESPONSIBLE STAFF: Mary Travis
- 5. UPDATE ON VENTURA COUNTY REGIONAL TRANSIT STUDY**
RESPONSIBLE STAFF: Vic Kamhi
- 6. UPDATE ON VISTA TRANSITION PLANS**
RESPONSIBLE STAFF: Vic Kamhi
- 7. CHAIRMAN'S REPORT**
- 8. STAFF REPORT**
- 9. COMMITTEE MEMBER REPORTS**
- 10. ADJOURNMENT**

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Item # 4.
Action

**CTAC/SSTAC MEETING SUMMARY
November 13, 2012**

Item # 1 CALL TO ORDER

Susan White Wood, Vice-Chair, called the meeting to order at 1:35 PM, and welcomed everyone.

Item # 2 SELF INTRODUCTIONS

The committee members and staff introduced themselves.

Item # 3 PUBLIC COMMENTS (for items not on agenda)

There were no public comments.

Item # 4 REVIEW OF 10/9/12 MEETING SUMMARY

The meeting summary was approved; there were no changes.

Item # 5 ELECTION OF CTAC/SSTAC CHAIR AND VICE-CHAIR

Mary Travis, VCTC staff, explained procedural concerns expressed by Committee members plus the need to elect a new Chair and/or Vice Chair resulted in bringing this item back for action. After discussion, Vice-Chair White Wood and Representative Miranda Patton were nominated for position of Chair. After vote, Vice-Chair White Wood was elected Chair. The position of Vice-Chair was then considered. Representatives Tello, Perrin and Patton nominated, and after vote, Representative Patton was elected.

Item # 6 APPROVAL OF FY 13/14 UNMET TRANSIT NEEDS PUBLIC HEARING DEFINITIONS AND SCHEDULE

Mary Travis, VCTC staff, presented the FY 13/14 Unmet Transit Needs Public Hearing schedule and evaluation criteria. The annual public hearing is required by the State Transportation Development Act (TDA) regulations to take testimony concerning possible unmet transit needs that might be reasonable to meet by the cities/County with TDA funds.

The hearing will be on Monday February 4th, 1:30 – 3:30 PM at Camarillo City Hall. Instead of the usual monthly CTAC/SSTAC meeting in February, members are encouraged to attend the public hearing. There will also be two public meetings to take comments – on Wednesday January 23rd, 6:30 -7:30 PM at Moorpark City Hall and on Thursday January 24th, 6:30 – 7:30 PM at the Oxnard Transportation Center. The public or interested agencies can also submit comments by mail to the Commission, by email or by telephoning VCTC's Transit Info Center. After all the comments are received, they will be analyzed by VCTC staff working with local transit providers, and recommendations developed for CTAAC/SSTAC and finally Commission approval.

The Committee discussed the draft schedule and evaluation criteria at length. It was noted that the unmet transit needs process has resulted in numerous improvements over the years. Although many times the findings declare there are no unmet transit needs, improvements are suggested as the result of the annual hearing process.

After discussion, the Committee approved the meeting schedule and evaluation criteria and forwarded them to the Commission for action in December.

**Item # 6 REVIEW OF FY 13/14 SCHEDULE AND EVALUATION CRITERIA FOR
TRANSPORTATION DEVELOPMENT ACT (TDA) ARTICLE 3 BICYCLE/PEDESTRIAN
FUND APPLICATIONS**

Mary Travis, VCTC staff, reviewed the FY 13/14 Transportation Development Act (TDA) Article 3 Bicycle/Pedestrian fund application schedule and evaluation criteria. There was a lengthy discussion, with several suggestions to improve the evaluation process. The Committee will take another look at the actual applications for a final “fine-tuning” at the January 8, 2013 meeting before the applications are mailed to the cities/County in mid-January. motion failed. At the end of the discussion, the schedule and evaluation criteria were approved for the Commission consideration in December with the application packets being mailed to the cities/County in mid-January.

Item # 7 CHAIRMAN’S REPORT

Chair White Wood thanked the committee for their support, and for attending and participating at the monthly meetings.

Item # 8 STAFF REPORT

Mary Travis, VCTC staff, also thanked the Committee for their service to the Commission, and mentioned she will bring copies of the County Bicycle Map to the December meeting.

Item # 9 COMMITTEE MEMBER REPORTS

Representative Morris updated the group on SCAG’s RTP action to include a major section on non-transit “active” transportation such as bike and pedestrian facilities, and that SCAG will be adding staff specifically to work in this area. She also noted the Ventura Bike Riders Union is organizing locally.

Representative Tello mentioned a problem she recently noted while using public transit in Oxnard, that is, the bus stop near the old Levitz building lacking bus benches when this is a major transfer point; staff will contact Martin Erickson at the City of Oxnard and ask him to follow up.

Item # 10 ADJOURNMENT

The meeting was adjourned at 3:45 PM.



TRANSFORMING TRANSPORTATION IN VENTURA COUNTY

Ventura County Regional Transit Study

FINAL REPORT Executive Summary and Report to the Legislature

Prepared for:
Ventura County Transportation Commission

Prepared by:
MIG, Inc.
Wendel
Patti Post & Associates

As adopted by the Ventura County Transportation Commission April 13, 2012

Executive Summary

Introduction

This report presents the findings and outcomes of a nearly two-year study of options for organizing public transportation services for Ventura County and the direction and actions adopted by the Ventura County Transportation Commission pursuant to it. The direction for the study came from two sources: A 2009 Commission workshop on the future of VCTC's own VISTA service and legislative provisions arising out of SB 716, which went into effect January 1, 2010. SB 716 generally requires that Transportation Development Act funds be spent for public transit purposes, but in a section specific to Ventura County states that:

The Ventura County Transportation Commission may submit to the Senate Committee on Transportation and Housing and the Assembly Committee on Transportation a report analyzing options for organizing public mass transportation services in the county, for the expenditure of revenues deposited in the local transportation fund, and a recommended legislative proposal for implementing the plan by December 31, 2011. If the legislative proposal is not enacted by the end of the 2011-12 Regular Session of the Legislature, revenues deposited in the local transportation fund in that county shall be available for the fiscal year beginning on July 1, 2014, and each fiscal year thereafter, solely for claims for Article 4 (commencing with Section 99260) and Article 4.5 (commencing with Section 99275) purposes.

The study has involved data collection, analysis of options by a Steering Committee and engagement of the community, the operators, and city and county management. The process culminated in an unprecedented level of consensus among the operators on the desirable path forward in creating a more coordinated, customer-focused system of services in Ventura County. A proposal was developed by transit operators in the County, which ultimately resulted in adoption of a recommendation by the Commission to be forwarded to the Legislature. Details on the analysis, process and recommendations are presented in the report.

Commission Recommendation in Report to the Legislature

As an outcome to this study, the Commission adopted a consensus position reached by the Regional Transit Study Steering Committee, the transit managers and the city managers. The proposal is an innovative combination of the cooperation and consolidation approaches discussed in this report that is uniquely tailored to Ventura County's conditions and needs, and that allows for further development and change over time as results and conditions warrant:

1. Support creation of a Gold Coast Transit District (GCTD) to assume the responsibilities for West County public transportation services. Cities and communities in West County (including Heritage Valley) would be provided with the opportunity to join the District or the Heritage Valley communities could consent to form their own JPA for the administration and delivery of transit services. These options will be examined in this next year of transition.
2. Transition authority for VISTA services in West County to the new District, with services in the Heritage Valley subject to negotiation and participation by those communities and California State University Channel Islands (CSUCI) and Santa

Barbara County Association of Governments (for Coastal Express) pending continued funding agreements with those entities.

3. Support creation of a Memorandum of Understanding (MOU) in East County between the cities of Camarillo, Moorpark, Simi Valley and Thousand Oaks and the County of Ventura for unincorporated East County, to further coordination of individual services.
4. Transition authority for VISTA East service to the East County MOU.
5. Support legislation to allow the use of TDA funds for Article 8 purposes, including streets and roads, and continued return to source of Local Transit Funds.
6. Use VCTC discretionary transit funds to deliver sustainable levels of transit service. .

The Commission will continue the discussion and study of a consolidation of transit operations within the County.

Study Background and Process

The study began in April, 2010 with appointment of a Commission Steering Committee from the Commission membership, representing the diverse geography and interests of Ventura County. This Steering Committee met six times over the course of the study, providing policy guidance and a forum for deliberation on issues and alternatives. Each of the ten agencies providing public transportation was interviewed in-depth and operator profiles were prepared. Meetings were held with the technical committee of the operators (TRANSCOM), the city managers and the public. The public meetings were conducted in conjunction with VCTC's Comprehensive Transportation Plan and involved subregional advisory groups and a regional advisory group.

Guiding Principles

The Commission adopted the following Guiding Principles for the study:

Develop a network of sustainable services that meet the diverse needs of the customers through the following actions:

1. Foster open dialogue among communities, system users, operators and agencies
2. Transition to a user-focused system that goes beyond individual operator boundaries
3. Gain consensus on the approach from elected officials and city management
4. Incorporate applicable Federal, State, regional and local livability, sustainability and greenhouse gas reduction goals

Current State of Transit in Ventura County

Public transportation in Ventura County is provided by ten different agencies through a combination of fixed route and demand-responsive services. These operations range in size from the multi-jurisdictional Gold Coast Transit Joint Powers Authority to the Ojai Trolley. VCTC operates VISTA, which consists of basic interjurisdictional connector routes and a dial-a-ride serving Heritage Valley (mainly the communities of Santa Paula, Fillmore and Piru). Based on local funding policies and perception of transit needs, operators offer different days and hours of service. This makes connections difficult and service confusing, especially for the infrequent or new rider. While VCTC and the operators have attempted to improve connections through coordinated fare media and scheduling software, progress toward truly integrated service has been minimal.

Costs also vary widely – for example according to data from the 2009 National Transit Database (NTD), utilized for illustrative purposes early in the report process, cost per passenger trip for the four largest operations ranges from \$3.66 to \$7.70 for fixed route service and from \$5.55 to \$46.39 for demand-response service. There are many reasons for this range in costs – for example type of area served, level of service provided, type of vehicle operated and variance in labor costs, including contract or in-house service and administrative overhead. Also, agencies can use different reporting methods and some transit costs are not included.

Views of the Current Situation

Interviews of key stakeholders (including all of the Transportation Commissioners) revealed some common views:

- Many of the obstacles to transit service are inherent to Ventura County's characteristics – widely spaced, diverse communities and centers where geographic areas do not share common economic, social and transportation service values.
- Current transportation services are good given the amount of local resources that are available and individual cities are doing a good job of balancing resources.
- There is no one preferred organizational structure for transit service provision – views range from a single entity to the current system of smaller, customized providers
- There is extensive support for quality transit services

Organizational Options Considered

The Steering Committee and the Commission considered four potential models for structuring public transit service in Ventura County:

Collaboration – informal agreements to modify or change the status quo. For example, agreements for an “800” or “511” information number, regionwide marketing, or transfers. Over the years, VCTC has managed a number of these agreements, including a coordinated farecard, paratransit scheduling software and NextBus information program.

Coordination – formal agreements that modify ways of doing business. This could include a countywide ADA paratransit service, agreements to share funding responsibility (such as the current agreement between various parties and VCTC to VISTA service on the 101 corridor), a Joint Powers Authority to govern more formal service coordination, joint procurement or public information and marketing.

Consolidation – a formal combination or blending of services under a single or multiple entities. There are two types of Consolidation – Full or Moderate.

Full Consolidation – a single agency provides all policy, funding, planning and operations.

Moderate Consolidation - a central entity provides policy, planning and funding and one or two operating entities provide the service.

Policy Direction on Options

Mid-point in the study, the Steering Committee determined, with concurrence of the Commission, that Commission staff and the consultant team should move forward with analysis and city consultation on the Full Consolidation option (with strong continued local influence) and a hybrid version of Moderate Consolidation with two operating entities. Under this type of arrangement, the entities could be a combination of a District, a Joint Powers Authority or other alternative. Key principles moving forward were:

- Keep communities whole – having at least the level of service that communities have now
- Increase connectivity
- Improve local service
- Maintain a level of local influence and control

Evolution of the Organizational Concept

During consultation with the operators and city management, several expressed concern that the Coordination option had been abandoned prematurely and requested that it be re-inserted for further consideration. In meeting with the Steering Committee, the operators and management were offered the option of presenting their own alternative. VCTC informed State Senate Transportation Committee staff that the report would be submitted after December 31, 2011 so that an organizational option could be worked out that the Commission and the communities could come to consensus.

The operators developed an initial proposal that featured:

- Creating a Gold Coast Transit District (GCTD) to provide a framework for consolidated service in West County. Communities, including Heritage Valley, would be provided with the opportunity to join the District.
- Provide for member agency TDA to be subvented to GCTD as of July 1, 2014, net of funding for transit stations, stops and facilities. TDA would be returned to individual jurisdictions in East County and west county cities not participating in the Gold Coast Transit District and cities would be allowed to file for Article 8 purposes (for streets and roads) if there were no unmet transit needs.
- Transition responsibility for operation of VISTA (with the exception of VISTA East and the VISTA 126) based on funding agreements established with non-Gold Coast Transit (GCT) partners including California State University Channel Islands (CSUCI) and Santa Barbara Council of Governments (SBCAG), to GCTD. VISTA East would be operated under the East County MOU. VISTA 126 would be administered and operated in the same manner as all Heritage Valley Transit Service. In the event the Heritage Valley cities opt not to participate in the Gold Coast Transit District, a new JPA may be created to operate all Heritage Valley transit services.
- Consolidate ADA service into no more than two areas.
- Create an East County MOU to govern further coordination of service, transfers and fares among East County operators.

They also articulated Guiding Principles that stated the right of local agencies to determine how to provide services, concern with equity of TDA requirements, the importance of continued local control of state and federal funds, and the desirability of consolidation of local ADA and dial-a-ride operations.

Steering Committee and Commission Direction

The Steering Committee considered the operators' proposal and recommended:

- Include Customer Focus as a top priority in any Guiding Principles
- Express consensus support for the operators' structural proposal
- Further consolidation would be pursued at a future undetermined date
- The operators' proposal for use of TDA for Article 8 purposes in East County remained an open issue

March 2, 2012 Commission Action

On March 2 the Commission took action to *“Support the operators’ proposal in concept with the understanding that all cities would have flexible use of TDA funds and further discussion of Heritage Valley Service would take place before a proposal is brought back to VCTC on April 13th with the specifics fleshed out and with the recognition that the concept of full consolidation will continue to be discussed as a long term goal. Staff was directed to work with city managers to flesh out specifics.”*

April 13, 2012 Commission Action

On April 13, 2012 the Commission acted to receive and file the final VCTC Regional Transit Study as amended by Commission action and submit the Executive Summary as amended as the plan called for by SB 716, to the Senate Committee on Transportation and Housing and the Assembly Transportation Commission.

Future Steps

VCTC and the operators, working with the consultant team, have identified a number of issues to be considered in successful implementation of this new organizational model. These include logistics for transition of VISTA service, including outside funding arrangements from CSUCI and SBCAG; VCTC roles and responsibilities; framework for further consolidation of ADA and dial-a-ride services; creation and constitution of GCTD; terms and timing of the East County MOU and arrangements for use of VCTC discretionary funds to meet the objective of “keeping communities whole” from a service perspective. The intent is to submit this report to the Legislature and continue proceeding in the preferred direction for reorganizing and improving the delivery of public transportation in Ventura County.



Item #6

December 11, 2012

MEMO TO: CTAC/SSTAC

FROM: VICTOR KAMHI, BUS SERVICES DIRECTOR

SUBJECT: VISTA TRANSITION UPDATE

RECOMMENDATION:

- Receive status report.

BACKGROUND:

In April, 2012, the Commission approved the Ventura Countywide Transit Plan. The plan recommended that the VCTC transition transit operations to other agencies, including VISTA East to the East County Cities, and other VISTA operations to Gold Coast Transit. The Commission included in its plan the desire that the provision of transit be a cooperative effort, and the approved plan stated that "Cities and communities in West County (including Heritage Valley) would be provided with the opportunity to join the District, or the Heritage Valley communities could consent to form their own JPA for the administration and delivery of transit services." While recognizing that the most appropriate agency to manage the VISTA services is Gold Coast Transit, the plan included provisions that the services in the Heritage Valley would be subject to negotiation, and participation by those communities and by California State University Channel Islands (CSUCI) and Santa Barbara County Association of Governments (for Coastal Express) for VISTA services would be pending continued funding agreements with those entities.

The plan also called for creation of a Memorandum of Understanding (MOU) in East County between the cities of Camarillo, Moorpark, Simi Valley and Thousand Oaks and the County of Ventura for unincorporated East County, to further coordination of individual services. The Commission's expectation is that the VISTA East services would be operated through this MOU.

To date, VCTC has received no formal transmittals regarding either the creation or approval of an East County MOU nor any actions by other agencies to develop agreements for the continued funding and operation of the VISTA service. Work is going on in the East County Cities and by Gold Coast Transit; however, there has been nothing transmitted which can be shared with the Commission at this time.

The future of VISTA has been somewhat more complicated, since when the Commission approved the Countywide Transit Plan, the expectation was that the Commission would be able to operate VISTA under the existing contracts through June of 2014. While this remains true for the Heritage Valley Dial-a-Rides, because of the bankruptcy of Coach and the emergency contract with Roadrunner to provide intercity services through July 2013, the future of VISTA is more challenging. The Commission,

recognizing the challenge of implementing major institutional changes, directed staff to consult with the Federal Transit Administration (FTA) on the possibility of extending the current Roadrunner contract until July 2014. FTA has recognized that this contract extension may be necessary to prevent a disruption of service, but it has not formally responded to the Commission's request.