



AGENDA

HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

Thursday, January 22, 2015, 3:00 p.m.
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

- Item #1** **CALL TO ORDER**
- Item #2** **INTRODUCTIONS**
- Item #3** **PUBLIC COMMENTS**
- Item #4** **NOVEMBER 26, 2014 MEETING MINUTES – PG. 2**
 - Approve the November 26, 2014 meeting minutes.
- Item #5** **BUDGET AMENDMENT**
 - Recommend that the Commission amend the Heritage Valley Transit Service budget by increasing the FTA 5307 funding line-item, increasing the Local Contribution (TDA) funding line-item, reducing the Local Fee-Farebox funding line-item, increasing the Contractor expenditure line-item and adding the new Marketing line-item.
- Item #6** **VALLEY EXPRESS PROMOTION UPDATE**
- Item #7** **STATUS OF THE HERITAGE VALLEY TRANSIT SERVICE IMPLEMENTATION PLAN**
- Item #8** **DETERMINE THE NEXT MEETING DATE**
- Item #9** **ADJOURNMENT**

**MINUTES of the
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE (HVPAC)
November 26, 2014**

1. Call to Order

Chairperson Ralph Fernandez of Santa Paula called the meeting to order at 9:00 a.m.

2. Introductions

PAC Members present: Ralph Fernandez of Santa Paula; Manuel Minjares of Fillmore; Jeff Pratt of Ventura County; Darren Kettle of VCTC.

Staff present: Vic Kamhi, Aaron Bonfilio, Treena Gonzalez and Kara Elam of VCTC.

Other attendees: Aracely Preciado of CAUSE/ASERT; Lynn Edmonds of One Step A La Vez; Jaime Fontes, Brian Yanez and Michael Powers of Santa Paula; David Fleisch of Ventura County; David Rowlands of Fillmore; Joe Escobedo and Tom Conlon of MV Transportation.

3. Public Comments

Lynn Edmonds of One Step a La Vez thanked the Committee for endeavoring to bring more dependable and frequent transportation to the area and asked if, in the future, the Committee could consider transportation to and from Piru and Santa Clarita.

4. November 10, 2014 Meeting Minutes – Action

Manuel Minjares moved to approve the November 10, 2014 meeting minutes. The motion was seconded by Ralph Fernandez and passed unanimously.

5. Heritage Valley Transit Service Contract For Fixed Route, Dial-A-Ride and ADA Paratransit – Action

Ralph Fernandez made a motion to approve for recommendation to the Commission the draft five year Transit Services Contract with MV Transportation for an amount not to exceed \$12,000,000. The motion was seconded by Manuel Minjares and passed unanimously.

6. Heritage Valley Transit Service Budget Amendment – Action

Darren Kettle requested this item be removed from the Agenda; a voice vote was taken, which passed unanimously.

7. Determine the Next Meeting Date

The HVPAC asked Staff to schedule the January 2015 meeting at a later date.

8. Adjournment

Chairperson Ralph Fernandez moved to adjourn the meeting at 9:11 a.m. A voice vote was taken and it passed unanimously.



Item #5

January 22, 2015

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: FISCAL YEAR 2014-2015 BUDGET AMENDMENT TO THE VCTC HERITAGE VALLEY TRANSIT SERVICE BUDGET

RECOMMENDATION:

- Recommend that the Commission amend the Heritage Valley Transit Service budget as follows:
 - by increasing the FTA 5307 funding line-item by \$198,375, from \$543,895 to \$742,270, and increasing the Local Contribution (TDA) funding line-item by \$275,655, from \$1,277,905 to \$1,553,560; and reducing the Local Fee-Farebox funding line-item by \$41,200, from \$175,000 to \$133,800; resulting in a net increase in revenues of \$432,830; and,
 - by increasing the Contractor expenditure line-item by \$415,830, from \$1,879,400 to \$2,295,230; and adding the new Marketing line-item in an amount of \$17,000; increasing the total expenditures by \$432,830.

BACKGROUND AND RECOMMENDATION:

At the November 10, 2014, Heritage Valley Policy Advisory Committee meeting, the Committee approved for recommendation to the Commission an amendment to the Heritage Valley Transit Service budget to cover the anticipated budgetary shortfall, by increasing the Local Contribution line-item in an amount of \$183,000, or \$61,000 per member agency. This amount covered anticipated excess Contract Services costs associated with the extension of the FATCO contract, through March 1, 2015. Staff noted at that time, that while these funds would offset the immediate shortfall due to the extension, additional funding would be needed to cover the final year-end shortfall associated with projected increases to Contract Services expenditures, decreases in Farebox revenues, and the addition of a Marketing line-item. Staff informed the Committee that a subsequent budget amendment would be required to cover the anticipated shortfall of \$657,030.

Staff returned to the HVPAC on November 26, 2014 with a final budget amendment to increase the total Local Contribution to \$657,030. However, at that meeting Staff recommended to the HVPAC that the budget amendment item be removed from the agenda and instead would only bring the previously approved budget amendment to the Commission on December 5, 2014. While the budget amendment would only provide a stop-gap during the contract extension period, Staff informed the HVPAC it was looking into whether additional funding might be available that could be provided by VCTC to further mitigate the shortfall and reduce the impact to the member agencies. Staff recommended to the HVPAC that the HVTAC and HVPAC reconvene in January for an updated budget amendment recommendation that could then be presented to the Commission. Staff subsequently presented the revised budget

amendment to the HVTAC on January 6, 2015. The TAC approved the item for the HVPAC's review and recommendation.

The budget amendment recommendation is as follows:

- Increase the FTA 5307 funding line-item by \$198,375, from \$543,895 to \$742,270, and increase the Local Contribution (TDA) funding line-item by \$275,655, from \$1,277,905 to \$1,553,560; and reduce the Local Fee-Farebox funding line-item by \$41,200, from \$175,000 to \$133,800; resulting in a net increase in revenues of \$432,830; and,
- Increase the Contractor expenditure line-item by \$415,830, from \$1,879,400 to \$2,295,230; and add the new Marketing line-item in an amount of \$17,000; increasing the total expenditures by \$432,830; for a total Heritage Valley Transit Service budget of \$4,354,630.

Pursuant with the Cooperative Agreement, the requested Local Contribution of \$275,655 is to be split three ways between the member agencies, the City of Fillmore, City of Santa Paula and the County of Ventura. This amount is equal to \$91,885 per agency. If approved, the remaining funds needed to cover the projected shortfall will be provided by VCTC through available FTA 5307 funding.

The following tables reflect the recommended changes to the Heritage Valley Transit Service budget line-items, for both expenditures and revenues.

EXPENDITURES	Original (June 2014)	Amended (Dec 14)	RECOMMENDED	Difference
Salaries	43,600	43,600	43,600	0
Fringe and Tax Allocation	22,900	22,900	22,900	0
Indirect Cost Allocation	33,800	33,800	33,800	0
Mileage	2,300	2,300	2,300	0
Postage	300	300	300	0
Printing	200	200	200	0
Marketing	0	0	17,000	+17,000
Bank Fees	1,300	1,300	1,300	0
Legal Services	13,000	13,000	13,000	0
Bus Purchase	1,925,000	1,925,000	1,925,000	0
Contract Services	1,696,400	1,879,400	2,295,230	+415,830
Total Expenditures	\$3,738,800	\$3,921,800	\$4,354,630	

FUNDING	ORIGINAL	Amended (Dec 14)	RECOMMENDED	Difference
FTA 5307	\$543,895	\$543,895	\$742,270	+ 198,375
Proposition 1B	\$1,925,000	\$1,925,000	\$1,925,000	0
Local Contribution	\$1,094,905	\$1,277,905	\$1,553,560	+275,655
City of Fillmore	\$364,968.33	\$425,968.33	\$517,853.33	\$91,885
City of Santa Paula	\$364,968.33	\$425,968.33	\$517,853.33	\$91,885
County of Ventura	\$364,968.34	\$425,968.34	\$517,853.34	\$91,885
Local Fee - Farebox	\$175,000	\$175,000	\$133,800	-41,200
Total	\$3,738,800	\$3,921,800	\$4,354,630	



Item #6

January 22, 2015

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE
FROM: VICTOR KAMHI, DIRECTOR OF BUS TRANSIT
SUBJECT: VALLEY EXPRESS PROMOTION UPDATE

RECOMMENDATION

- Receive and file status update and provide feedback regarding design concepts related to Valley Express route map guide, bus branding and bus stop signage.

BACKGROUND

At the last Heritage Valley Technical Advisory Committee (TAC) meeting, VCTC's marketing consultant, Moore and Associates, provided the TAC with an update and presented concepts regarding the Valley Express service branding, including the service logo and route map brochure. Staff has asked Moore and Associates to now continue to the HVPAC with a similar presentation and solicit feedback regarding the branding and design concepts related to bus stop signage, route map guide and bus branding.

Following the PAC's review and comment, Staff will work with Moore and Associates to finalize the design of these items and move to production and installation.



Item #7

January 22, 2015

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE

**FROM: VICTOR KAMHI, DIRECTOR OF BUS TRANSIT,
AARON BONFILIO, PROGRAM MANAGER**

**SUBJECT: STATUS OF THE HERITAGE VALLEY TRANSIT SERVICE
IMPLEMENTATION PLAN**

RECOMMENDATION

- Receive and file status report.

BACKGROUND

At the December 2014, Commission meeting the Commission approved the Heritage Valley Transit Service (Valley Express) Implementation Plan. VCTC staff will provide to the HVPAC a verbal status report related to various items associated with the implementation of the Valley Express, including but not limited to, fleet delivery, contractor startup, service planning and other field work related to the implementation. A summary memo shall be provided at the meeting.