HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (HVPAC)
Tuesday, March 1, 2016, 1:00 p.m.
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

MEMBERS OF THE COMMITTEE:

MANUEL MINJARES, City of Fillmore - CHAIR
KATHY LONG, Ventura County District 3 - VICE CHAIR
GINGER GHERARDI, City of Santa Paula
DARREN KETTLE, VCTC

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. 111. 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.

Item #1 **CALL TO ORDER**

Item #2 **INTRODUCTIONS AND ANNOUNCEMENTS**

Item #3 **PUBLIC COMMENTS**
Each speaker is limited to three minutes. The Committee may, either at the direction of the Chair or by majority vote, waive this three minute time limitation. Under the Brown Act, the Committee should not take action on or discuss matters raised during the Public Comment portion of the agenda which are not listed on the agenda.

Item #4 **OCTOBER 12, 2015 MEETING MINUTES – PG. 2**
- Approve the October 12, 2015 meeting minutes.

Item #5 **MARKETING STATUS UPDATE – PG. 4**
- Receive and file a status report on Valley Express marketing activities.

Item #6 **DRAFT FISCAL YEAR 2016/2017 VALLEY EXPRESS BUDGET – PG. 6**
- Recommend approval of the Draft FY 2016/2017 Budget for further consideration by the Ventura County Transportation Commission.

Item #7 **DETERMINE THE NEXT MEETING DATE**

Item #8 **ADJOURN**

Item #4

MINUTES OF THE
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE (HVPAC)
October 12, 2015

1. Call to Order
Chairperson Manuel Minjares called the meeting to order at 4:05 p.m.

2. Introductions and Announcements
Self-introductions were performed. A quorum was present. The following people attended the meeting:

Aracely Preciado	CAUSE	David Rowlands	Fillmore
Manuel Minjares	Fillmore	Jim Moore	Moore and Associates
Tom Conlon	MV Transportation	Veronica Hurtado	MV Transportation
Kate English	One Step A La Vez	Marie Wren	resident
Margaret Villalobos	resident	Ginger Gherardi	Santa Paula
David Fleisch	Ventura County	Kathy Long	Ventura County
Aaron Bonfilio	VCTC	Darren Kettle	VCTC
Ellen Talbo	VCTC	Treena Gonzalez	VCTC

3. Public Comments
Marie Wren and Margaret Villalobos provided feedback on the hold times and policy for Dial-a-ride (DAR) bus service reservations.

4. August 21, 2015 Meeting Minutes – Action
Ginger Gherardi moved to approve the August 21, 2015 meeting minutes. Kathy Long seconded the motion. The motion passed with no objections.

5. Service Performance
Staff presented key service performance indicators for the entire first six months of the Valley Express transit service, a detailed analysis of DAR service by origin and destination, and a summary table of formal complaints made by patrons to date. Ginger Gherardi moved to receive and file the item, modified to include a directive that the TAC consider adjustment to the fixed route fare for youth (under the age of eighteen), such as to $1.00, in an effort to improve the farebox recovery ratio – staff agreed to review this at the TAC, however, noted that another item was on the agenda which dealt with fare changes in more detail. Kathy Long seconded the motion. The motion passed with no objections.

6. Valley Express On-Board Survey Results
Jim Moore presented the results of the recent on-board rider survey, survey of current DAR patrons and survey of former DAR patrons. Information was provided on barriers and motivators to riding the Valley Express system, usage of the system, rider demographics and rider satisfaction. More information on the DAR system and data set comparisons will be provided at the next PAC meeting. As related to future marketing efforts, the PAC requested the following:

- Information on the number of bilingual bus drivers.
- Use of both in-person and online surveying tools; online-only surveying should be avoided.
- Provide bilingual marketing material on the specifics of the service modifications in January 2016 to school districts, senior centers, hospitals and churches.

7. Valley Express Service Modification – Action
David Fleisch presented the TAC recommended service modifications and fare adjustments, as follows:

- Fixed Route: interline Santa Paula's fixed route A and B during low ridership periods, interline during Fillmore and Piru's low ridership periods, modify Fillmore's weekday and weekend service to serve areas the public has expressed are needed (which are not currently served by DAR) and implement weekend service in Piru.
- DAR: Extend unrestricted DAR service area availability to seniors 65 years and older
- Implement the previously approved (by HVPAC and VCTC) fare changes, which include increases to all fare categories and services, effective with the January 2016 service modification date.

David Fleisch explained that the intent of the TAC's recommended changes is to increase the efficiency of the services in each community, improve resident's access and mobility, and increase ridership on the system. Ginger Gherardi asked that the TAC, prior to implementing another fare adjustment in July 2016, analyze the farebox recovery ratio attained between January 2016 and July 2016. Kathy Long moved to approve the TAC recommendations. Ginger Gherardi seconded the motion. The motion passed with no objections.

8. Determine the Next Meeting Date
The next HVPAC meeting will occur on Wednesday, December 9, 2015, at 2:00 p.m. at Santa Paula City Hall.

9. Adjournment – Action
Chair Manuel Minjares moved to adjourn the meeting at 4:55 p.m. The motion passed with no objection.

Item #5

March 1, 2016

MEMO TO: HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER
TREENA GONZALEZ, TRANSIT PLANNER

SUBJECT: MARKETING STATUS UPDATE

RECOMMENDATION:

- Receive and file a status report on Valley Express marketing activities.

BACKGROUND:

The bulk of recent Valley Express marketing activity has been focused on updating all service information to reflect the schedule and fare changes that went into effect on January 18, 2016 and on notifying the public of these changes.

Recently completed activities related to the January 18 service change:

- Update of all Fixed Route schedule and maps in brochures and Dial-A-Ride program brochure (production of brochures as well)
- Distribution of new route schedule brochures
- Production of additional Bus Stop Signage
- Infopost Insert production and installation
- Fillmore Utility Bill Insert
- Santa Paula Utility Bill Insert
- Wrote and distributed a media release
- Newspaper Ads in Fillmore Gazette and Santa Paula Times
- Web Banners/Announcements
- Social Media Announcements
- Design of a one page, bilingual flyer and car card highlighting the Jan 18 service and fare changes, distributed as follows:
    - Posted at bus terminals/transfer points
    - Mailed to local schools, businesses, senior centers, civic organizations, etc.
    - Posted at bus pass sales outlets
    - Posted onboard the buses
    - Aired on Santa Paula public access TV channel

Other, ongoing marketing activities:

- Production of monthly fare media
- Development and posting of bilingual social media content
- Car Cards for Holiday Service Alerts

Potential future activities:

- Social Media Contest tied with 1 year anniversary of service
- Social Media Ads
- Community Outreach
    - Valley Express Info Table at local events & activities
    - Outreach to Senior Community Centers to promote new expanded Dial-A-Ride service for Seniors
- Promotional mailers as Utility Bill inserts
- Ridership surveying/data collection
- Implementation of secret rider program

Staff will continue to work closely with the marketing consultant, Moore & Associates, to ensure the Committees' marketing objectives for the Valley Express service are met.

Item #6

March 1, 2016

MEMO TO: HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: DRAFT FISCAL YEAR 2016/2017 VALLEY EXPRESS BUDGET

RECOMMENDATION:

- That the Heritage Valley Policy Advisory Committee (HVPAC) recommend approval of the Draft FY 2016/2017 Budget for further consideration by the Ventura County Transportation Commission

BACKGROUND:

At the February 2016 VCTC meeting the Commission approved the draft TDA apportionment for FY 2016/2017. This included the revenues for the Heritage Valley member agencies, Fillmore, Santa Paula and the County as part of Gold Coast. Similarly VCTC recently identified the FTA 5307 revenues attributable to the Valley Express service. The Commission will review draft program budgets this spring. Prior the Commission's adoption, the Valley Express program budget must first be approved for recommendation by the Heritage Valley Technical Advisory Committee and then reviewed and recommended by the Heritage Valley Policy Advisory Committee. At the February 11, 2016 HVTAC meeting, representatives from each of the jurisdictions voted unanimously to recommend that the draft budget be approved by the HVPAC.

The attached draft budget includes standard expenditures for the contract operator, MV Transportation, a carry-over of the grant-funded farebox equipment installation, the mutually agreed-to fixed labor charge by VCTC, the scheduling software for ADA Paratransit, consultant expense for quarterly fleet inspection services, a modest marketing budget to (maintain collateral, brochures, web, social media and public outreach), standard legal expense, as well as, projected costs for general supplies, materials and minimal travel for VCTC staff to attend contractor and Committee meetings and perform field work such as surveys, outreach and ride checks.

The contract services expenditures assume the upcoming March 2016-forward hourly service rate, which has been weighted to include the March 2017-forward rate increase. Total costs were projected based on the level of service for both modes, Dial-a-ride and Fixed route as effective January 18, 2016. Revenues were identified using the most recent reports and calculations provided by VCTC finance and programming staff.

The draft budget presented before the Committee also assumes farebox revenues equal to 10% of the complete operating costs of the system. Total projected operating costs equal approximately $1.79M, which may mean that the Valley Express will need to make some tough decisions if farebox revenues are not adequate to meet the 10% recovery ratio. In addition to the attached Draft Budget, the following table of the recent trend in Dial-a-ride service and corresponding budget cost model are provided for additional reference.

DIAL-A-RIDE
RIDERSHIP SHARE BY JURISDICTION

July 1, 2015 - Jan 17, 2016

Jurisdiction	Prior to Svc Chg	Share
Santa Paula	9,058	57.72%
Fillmore	3,687	23.49%
Vta County	2,949	18.79%
Total	**15,694**	100.00%

Jan 18, 2016 - Feb 7, 2016

Jurisdiction	Svc Chg to-date	Share
Santa Paula	826	64.08%
Fillmore	307	23.82%
Vta County	156	12.10%
Total	**1,289**	100.00%

The above tables reflect the breakdown of Dial-a-ride trips by jurisdiction based on trip origin; note, that for trips from the Gold Coast ADA transfer point (i.e. Wells Road in Ventura), the destination jurisdiction was used. Dial-a-ride ridership by jurisdiction is the metric by which the future fiscal year DAR cost-share formula will be determined. Previously the funding share for Dial-a-ride was split evenly. The future budget assumes both Fixed Route and Dial-a-ride are funded based on share of service.

Trends:

Utilizing data since the service change through February 7, 2016, it appears that Dial-a-ride utilization has shifted slightly, with an increase in trip share utilization from Santa Paula, and a slight decrease in the trips from the County unincorporated. Such a decrease in Dial-a-ride ridership attributable to the County jurisdiction was anticipated per the recent implementation of additional Piru fixed route service on the weekends.

For the immediate illustrative purposes of the attached Draft Budget, percent shares for the *full* fiscal year to-date were used. Staff recommends that the PAC consider revisiting the Dial-a-ride cost share at a future date as recently implemented policy changes regarding the Dial-a-ride service may impact future utilization trends. An updated ridership trend analyses (Fixed Route and Dial-a-ride) is scheduled to be presented to the HVTAC at the April 7, 2016 meeting.

DRAFT FISCAL YEAR 2016/2017 VALLEY EXPRESS BUDGET

Expenditures	Prior Year Budget[t]	Fiscal Year 2016/2017 Budget	Net Change
Salaries, Fringe and Indirect	*100,000*	***100,000***	*$0*
Mileage	*2,500*	***2,500***	*$0*
Postage	*200*	***200***	*$0*
Printing	*15,000*	***5,000***	*-$10,000*
Supplies and Materials	*200*	***200***	*$0*
Marketing	*85,000*	***59,000***	*-$26,000*
[Prof. Services] Fleet Inspection Services	*44,000*	***13,000***	*-$31,000*
[Prof. Services] Sched Software Licenses	*46,000*	***49,000***	*$3,000*
Bank Fees	*1,300*	***1,000***	*-$300*
Communications	*3,500*	***7,020***	*$3,520*
On Board Security Cameras	*185,000*	***-***	*-$185,000*
Bus Purchase/ Farebox Capital Equipment	*220,000*	***220,000***	*$0*
Legal Services	*18,000*	***9,000***	*-$9,000*
Contract Services	*1,630,681*	***1,603,800***	*-$26,881*
Total Expenditures*	*2,351,381*	***2,069,720***	*-$281,661*

t: Final budget amended following reduction in service from Santa Paula eff. July 1, 2015

* See below for TDA defined Operating Cost

Funding Source	Prior Year Budget	Funding Dollars	Net Change
FTA 5307	*$502,541*	**$502,541**	*$0*
Prop 1B PTMISEA (Carryover)	*220,000*	**220,000**	*$0*
Prop 1B Security	*185,000*		*-$185,000*
Local Contribution**	*1,313,840*	**1,168,379**	*-$145,461*
Local Fee – Farebox	*130,000*	**178,800**	*$48,800*
Total Funding	*$2,351,381*	**$2,069,720**	*-$281,661*

**See below for cost per jurisdiction; cost based on approved cost share formula.

Operating Cost Calculation (Per TDA)	
Fully Burdened Labor	*100,000*
Mileage	*2,500*
Postage	*200*
Printing	*5,000*
Supplies and Materials	*200*
Marketing	*59,000*
[Prof Services] Fleet Inspection Services	*n/a*
[Prof Services] Sched Software Licenses	*n/a*
Bank Fees	*1,000*
Communications	*7,020*
Farebox System	*n/a*
Legal Services	*9,000*
Contract Transit Services	*1,603,800*
Total Operating Cost	***1,787,720***

Local Contribution:	*FY 15/16*	***FY16/17***	***Net Change***
Santa Paula	*$568,196*	***$604,205.00***	*$36,009*
Fillmore	*$387,526*	***$309,035.00***	*-$78,491*
County of Ventura	*$358,118*	***$255,139.00***	*-$102,979*
Total	*$1,313,840*	***$1,168,379.00***	*-$145,461*

HVPAC - MARCH 1, 2016

FY 2016/2017 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 2016/17 (note 5)	TDA Balance
Fillmore	3720	28%	$58.32	$216,950.40	3,310	$58.32	$193,039.20	$33,333.33	$48,640.00	$491,962.93	27%	$309,034.70	$ 526,044.00	$ 217,009.30
Santa Paula	6240	46%	$58.32	$363,916.80	8,525	$58.32	$497,178.00	$33,333.33	$48,640.00	$943,068.13	51%	$ 604,205.43	$ 1,040,983.00	$ 436,777.57
Unincorporated County	3540	26%	$58.32	$206,452.80	2,165	$58.32	$126,262.80	$33,333.34	$48,640.00	$414,688.94	22%	$ 255,138.88	(note 6)	
Total	13500			$787,320.00	14000		$816,480.00	$100,000.00	$145,920.00	$1,849,720.00		$1,168,379.00		
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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 current trend
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 2/4/16
6. County TDA all to GCTD, County will request sufficent funds to include adjustments to DAR amount if needed
7. FTA Offset uses % of total cost
8. Farebox Offset uses % of Fixed Route hours

Total less offset	$1,168,379.00
Prop 1B funded Fareboxes	$220,000.00
FTA	$502,541.00
Farebox	$178,800.00
TOTAL FY1617	$2,069,720.00

Offset Revenue Sources

Additional Revenue	
FTA 5307	$ 502,541
Farebox (10% minimum)	$ 178,800
Total Offset	$ 681,341.00

Offset per Agency Calc

Offset	FTA	Fare	Total
Fillmore	$133,659	$49,269	$182,928
Santa Paula	$256,217	$82,645	$338,863
County	$112,665	$46,885	$159,550
Total	$502,541	$178,800	$681,341
	note 7	note 8	

Operating Cost Calculation

Fully Burdened Labor	$100,000
Mileage	$2,500
Postage	$200
Printing	$5,000
Supplies and Materials	$200
Marketing	$59,000
[Prof. Services] Fleet Inspection Services	n/a
[Prof. Services] Sched Software Licenses	n/a
Bank Fees	$1,000
Communications	$7,020
Farebox System	n/a
Legal Services	$9,000
Contract Services	$1,603,800
Total Operating Cost per TDA	**$1,787,720**

Shared Expenditures

		FY 16/17	
Admin Fee	Fully Burdened Labor	$100,000	(Note 3)
Other Svcs	Mileage	$2,500	2,500
Other Svcs	Postage	$200	200
Other Svcs	Printing	$5,000	5,000
Other Svcs	Supplies and Materials	$200	200
Other Svcs	Marketing	$59,000	59,000
Other Svcs	[Prof. Services] *Fleet Inspection Services*	$13,000	13,000
Other Svcs	[Prof. Services] *Sched Software Licenses*	$49,000	49,000
Other Svcs	Bank Fees	$1,000	1,000
Other Svcs	Communications	$7,020	7,020
Grant Funded	Farebox System	*$220,000*	(Grant Funded)
Other Svcs	Legal Services	$9,000	9,000
Transit Service	Contract Services	$1,603,800	
	TOTAL EXPENDITURES	**2,069,720**	
		Subtotal Other svcs	$ 145,920.00
		Share per Juris.	$ 48,640.00

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	Projected Share
Fillmore	3,310	23.6%
Santa Paula	8,525	60.9%
County	2,165	15.5%
Total	14,000	100.0%