HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

SPECIAL MEETING AGENDA

Thursday, March 26, 2015, 4:00 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 **FEBRUARY 10, 2015 MEETING MINUTES – PG. 2**

- Approve the February 10, 2015 meeting minutes.

Item #5 **UTILIZATION SUMMARY REPORT – PG. 4**

- Receive and File the service utilization report.

Item #6 **FISCAL YEAR 2015/2016 DRAFT BUDGET – PG. 11**

- Recommend approval of the Fiscal Year 2015/2016 budget.

Item #7 **POST-LAUNCH SERVICE REVIEW – PG. 15**

- Review and discuss Valley Express Policies and proposed Tripper route for Fillmore.

Item #8 **DETERMINE THE NEXT MEETING DATE**

Item #9 **ADJOURNMENT**

Item #4

MINUTES OF THE
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE (HVPAC)
February 18, 2015

1. Call to Order
Manuel Minjares called the meeting to order at 4:01 p.m.

2. Introductions
Self-introductions were performed. The following people were present (an asterisk represents voting Member Agencies):

Aracely Preciado	CAUSE / ASERT	Manuel Minjares	Fillmore*
Allison Moore	Moore and Associates	Tom Conlon	MV Transportation (ex-officio)
Brian Yanez	Santa Paula	Ginger Gherardi	Santa Paula*
Kathy Connell	Ventura County	Kathy Long	Ventura County*
Aaron Bonfilio	VCTC	Darren Kettle	VCTC
Kara Elam	VCTC	Vic Kamhi	VCTC

3. Public Comments
Aracely Preciado said she is excited at the start of fixed route service on March 2, that she has been speaking with members of the communities in the area who are also excited and she thanked the HVPAC members.

4. Elections of Officers – Action
Ginger Gherardi moved to nominate Manuel Minjares as Chairperson. Kathy Long seconded the motion. Ginger Gherardi moved to nominate Kathy Long as Vice Chairperson. Manuel Minjares seconded the motion. Manuel Minjares assumed his seat as Chair for the duration of the meeting.

5. January 22, 2015 Meeting Minutes – Action
Staff identified a correction to the January 22. 2015 meeting minutes in that, within Item 2 (Introductions), voting members of the HVPAC present were denoted with an asterisk with VCTC included however VCTC is not a voting member. Kathy Long moved to approve the January 22, 2015 meeting minutes as corrected. Ginger Gherardi seconded the motion. A voice vote was taken and the motion passed unanimously.

6. Consider Electronic Farebox Alternatives – Action
Discussion was had regarding the "pros" and "cons" of the procurement of either GFI Odyssey or GFI Cardquest farebox. The GFI Odyssey collects cash fare, could support immediate implementation of a magnetic strip pass or other fare types in the future and is a larger fare box. The GFI Cardquest is a smaller farebox that can process magnetic strip cards and smartcards and are compatible with the GFI Odyssey fareboxes however they do not collect cash fare. Ginger Gherardi moved to approve the staff recommendation to proceed with the procurement of the GFI Cardquest farebox as part of the Valley Express vehicle procurement. Kathy Long seconded the motion. A voice vote was taken and the motion passed unanimously.

7. Budget Impact of a "Free Fare" Day on the First Day of Service – Action
Discussion was had on the budget impact of offering one "free fare" day on March 2 on the first day of the new Valley Express service. The HVPAC requested a continuance of the discussion on additional "free fare" promotional options for each Member Agency. Staff will work on generating a "menu" that provides basic options for exercising a "free fare" promotion on ideal days in the respective communities along Heritage Valley corridor.

8. Valley Express Promotion Update
Marketing Consultant Alison Moore presented a matrix to the HVPAC denoting activity, status and timeframe of pre-launch marketing tasks, on-going. Discussion was had on upcoming service advertisements in the local paper; frequent small newspaper advertisements in black and white are more effective than infrequent large advertisements in color. The HVPAC continued discussions about how to make the Nextbus.org tool more obvious to riders, the issue of bus capacity, and standing passengers policies and the Valley Express website (www.valleyexpressbus.org).

9. Determine the Next Meeting Date
The next meeting was scheduled for March 26, 2015, at 4:00 p.m. within Santa Paula City Hall's Council Chamber Room.

10. Adjournment – Action
Manual Minjares moved to adjourn the meeting at 4:32 p.m. A voice vote was taken and the motion passed unanimously.

Item #5

March 26, 2015

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: UTILIZATION SUMMARY REPORT

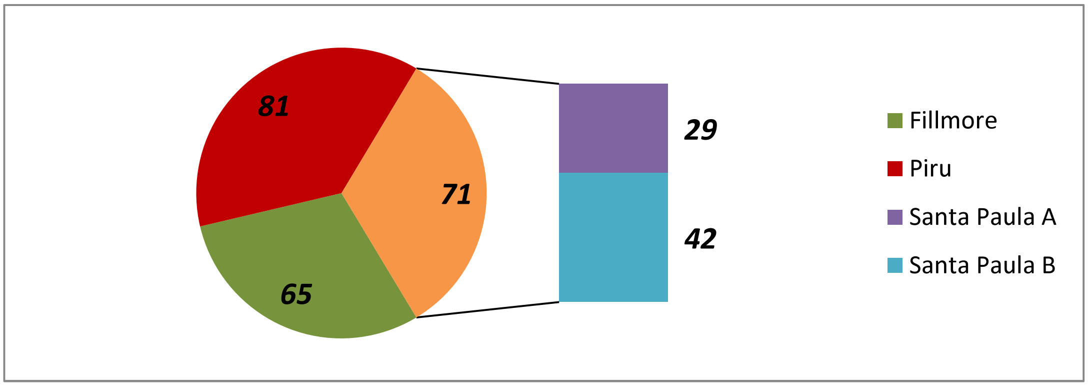
RECOMMENDATION:

- Receive and file the service utilization report.

BACKGROUND

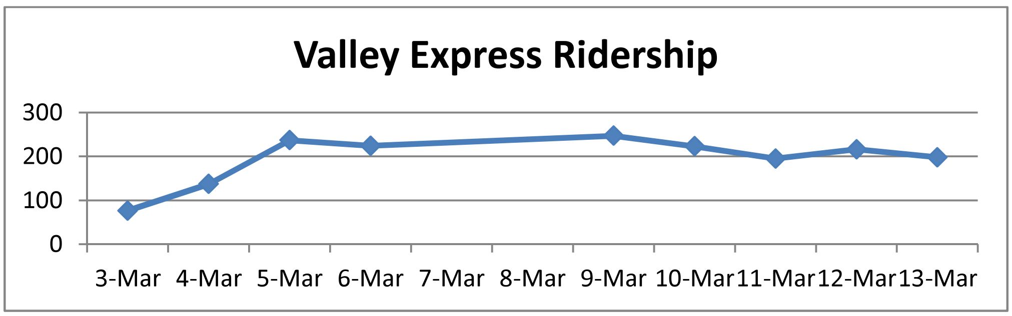
Since the launch of the service staff has worked with the Valley Express operator, MV Transportation to collect and compile the service statistics. A summary utilization report is attached to this item.

AVERAGE WEEKDAY BOARDINGS

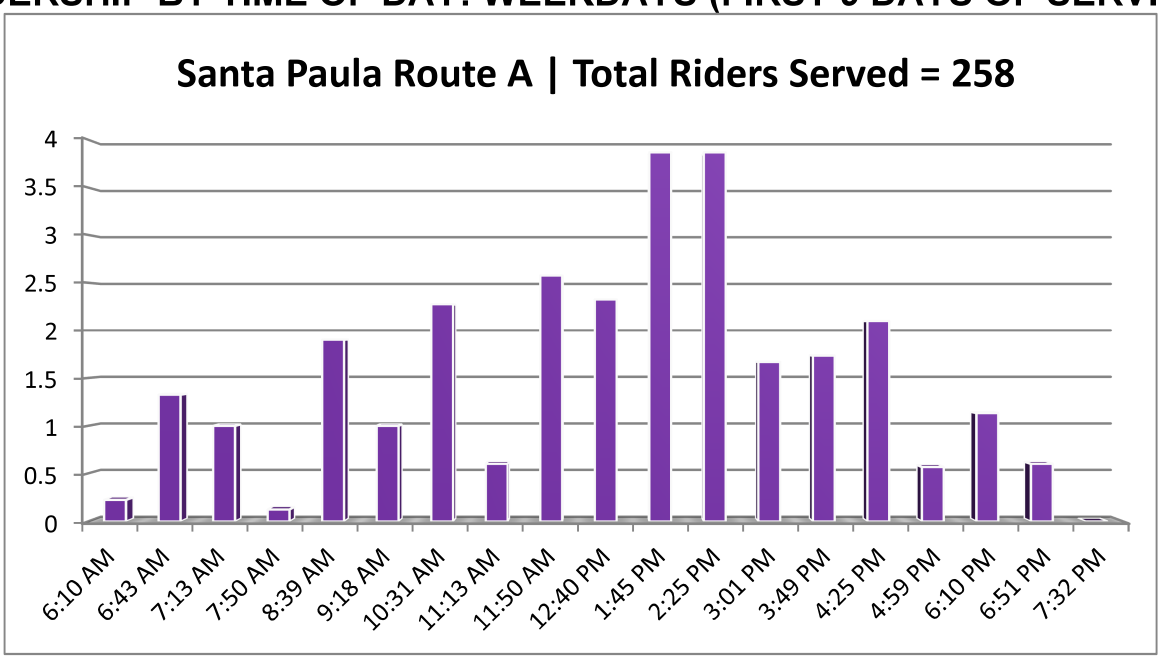


Total = 217 boardings per weekday

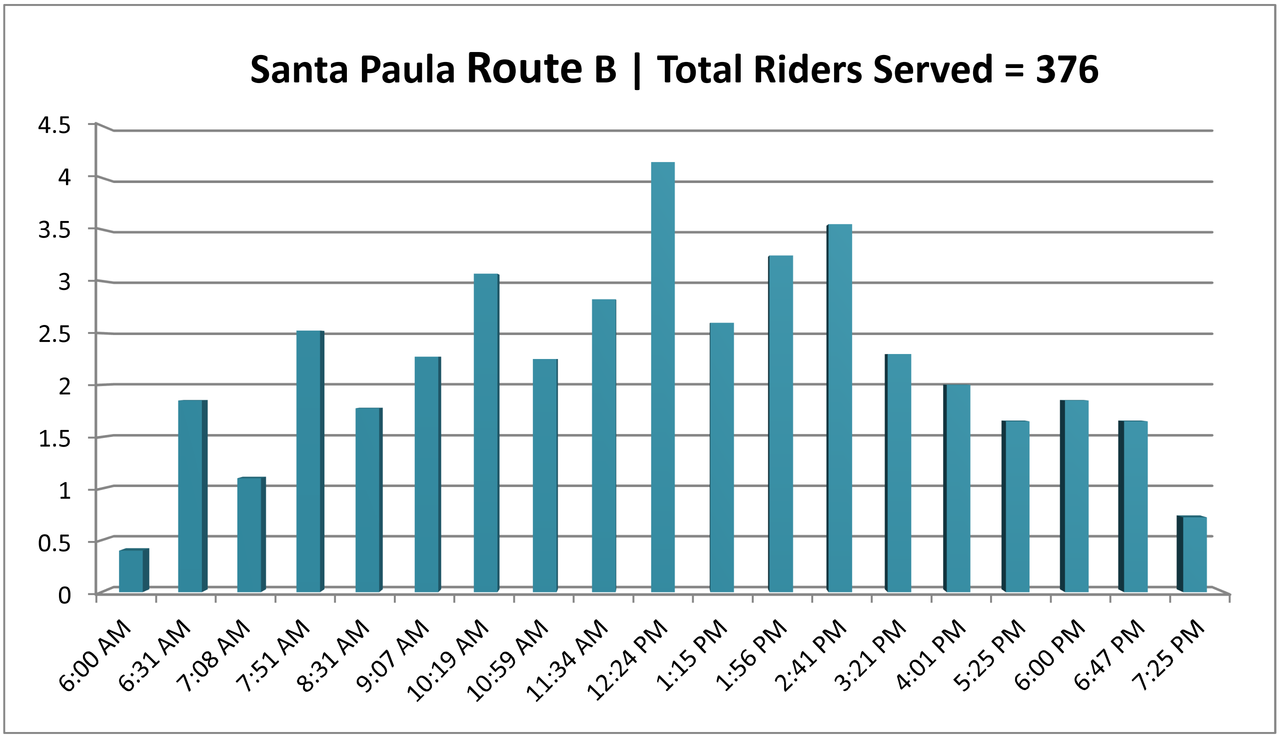
SYSTEM-WIDE RIDERSHIP



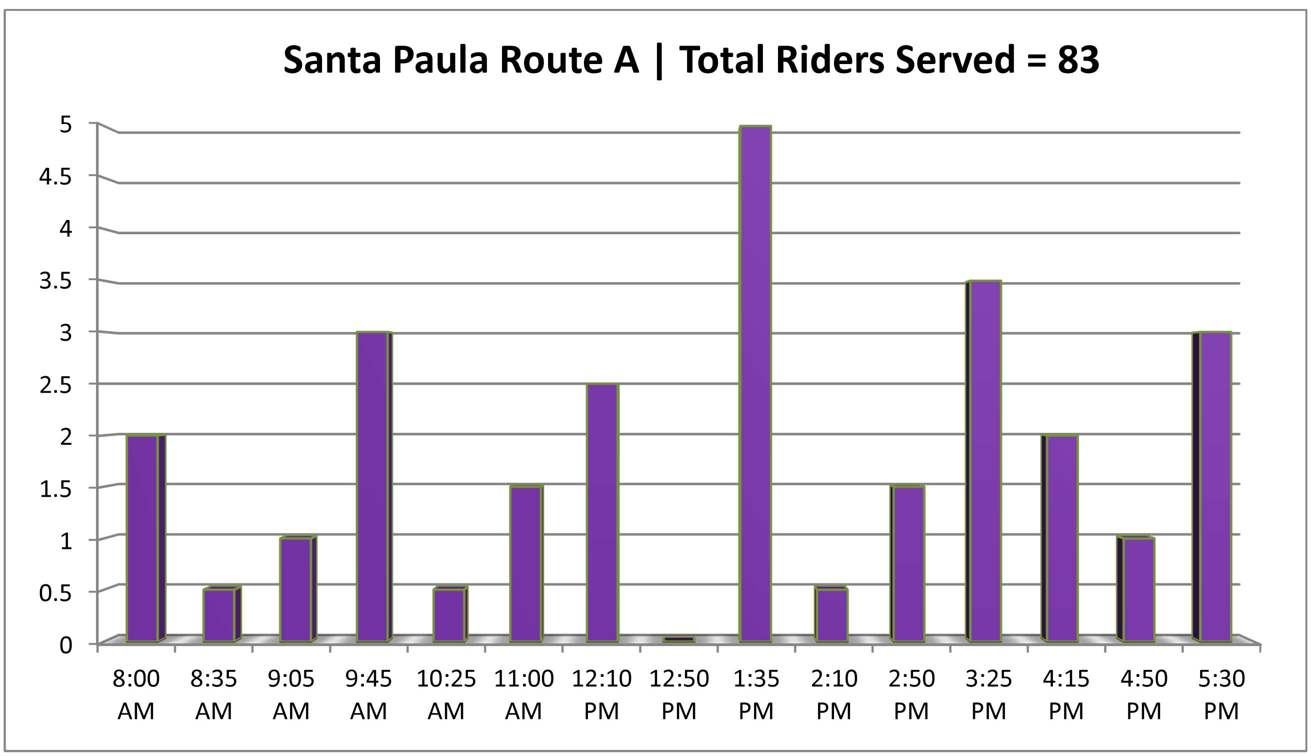
RIDERSHIP BY TIME OF DAY: WEEKDAYS (FIRST 9 DAYS OF SERVICE)



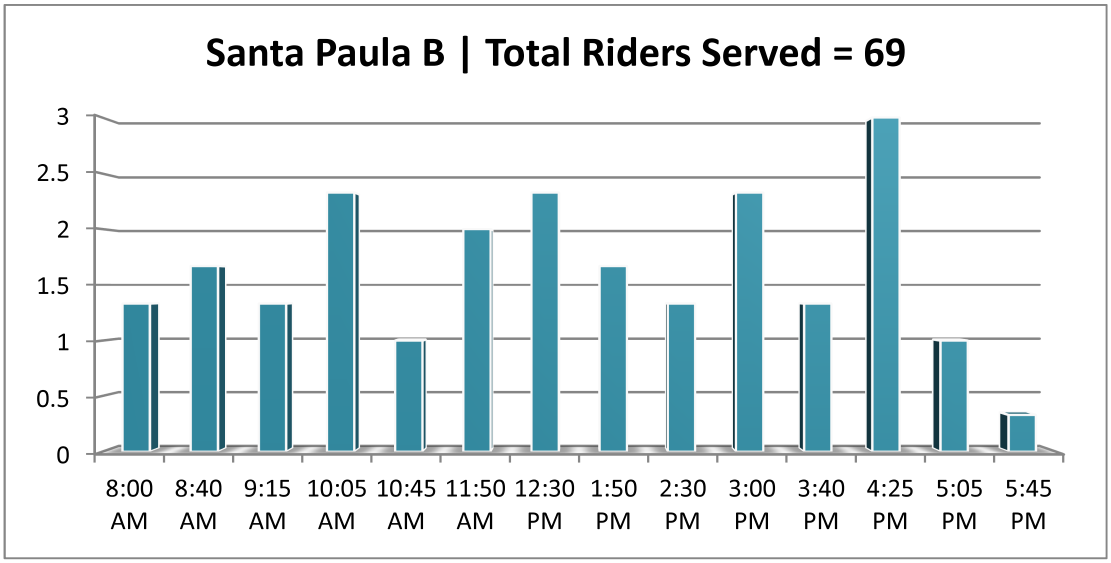
RIDERSHIP BY TIME OF DAY: WEEKDAYS (FIRST 9 DAYS OF SERVICE)



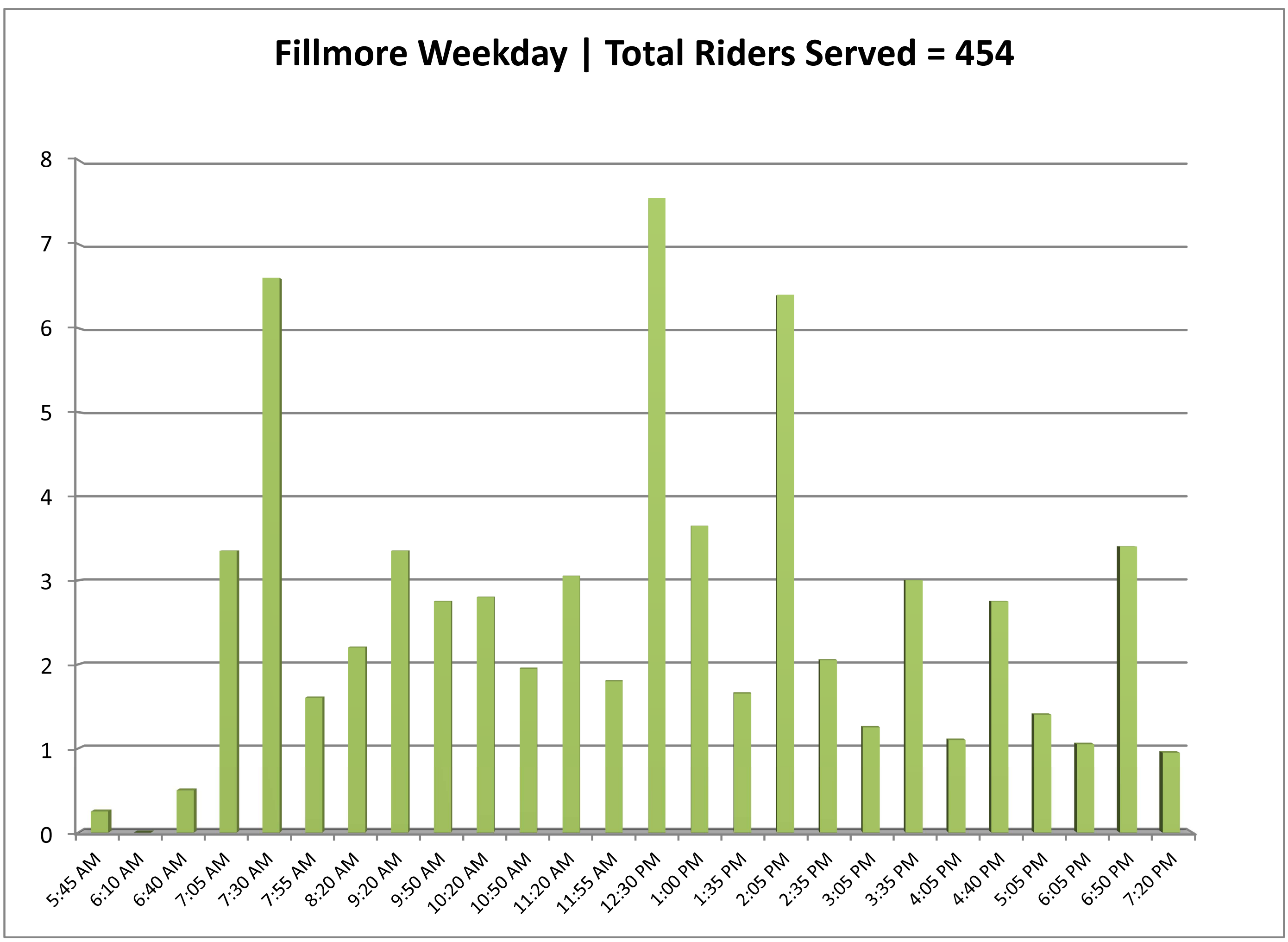
RIDERSHIP BY TIME OF DAY: WEEKENDS (FIRST 3 DAYS OF SERVICE)



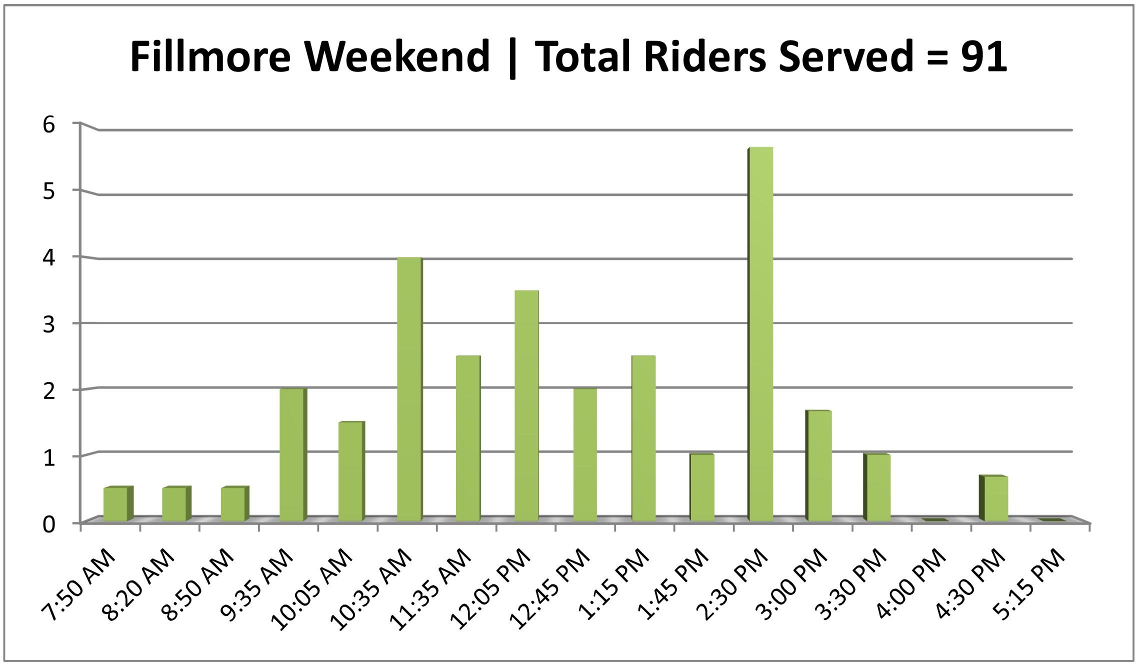
RIDERSHIP BY TIME OF DAY: WEEKENDS (FIRST 3 DAYS OF SERVICE)



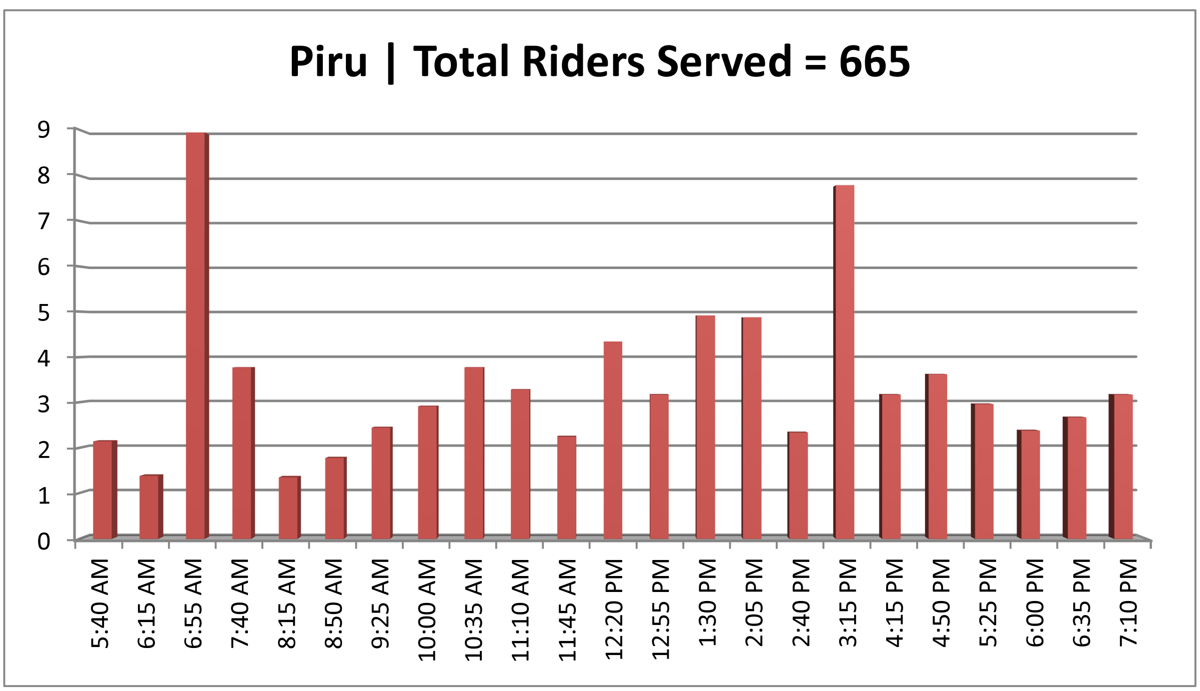
RIDERSHIP BY TIME OF DAY: WEEKDAYS (FIRST 7 DAYS OF SERVICE)



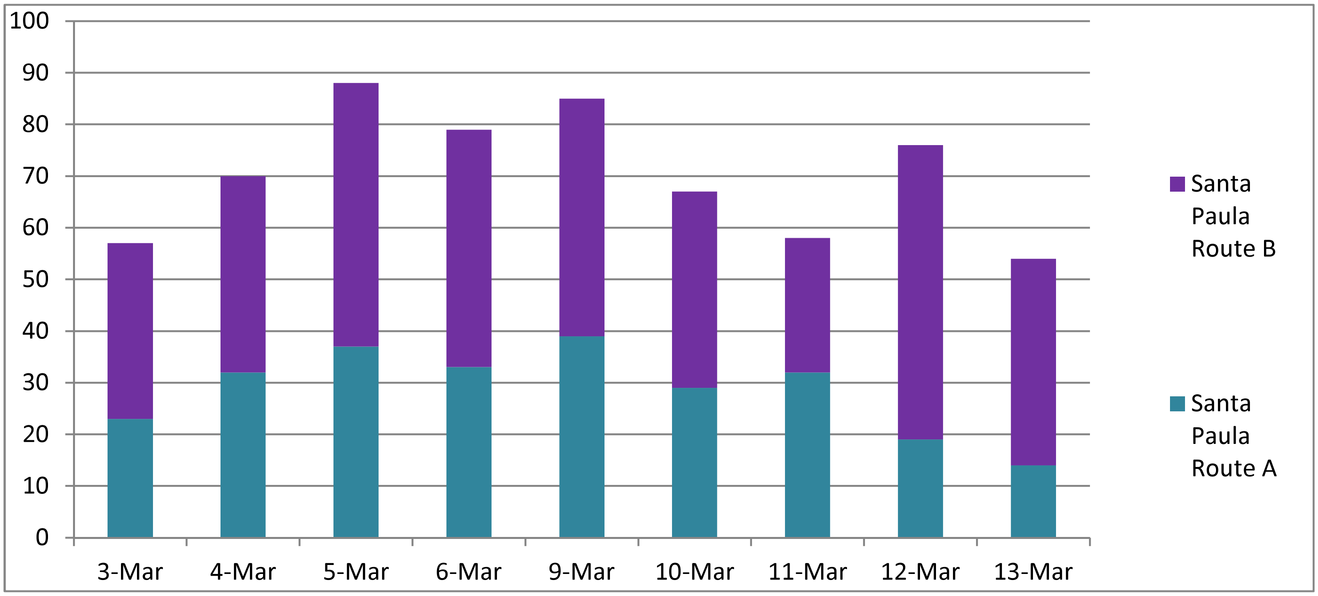
RIDERSHIP BY TIME OF DAY: WEEKENDS (FIRST 3 DAYS OF SERVICE)



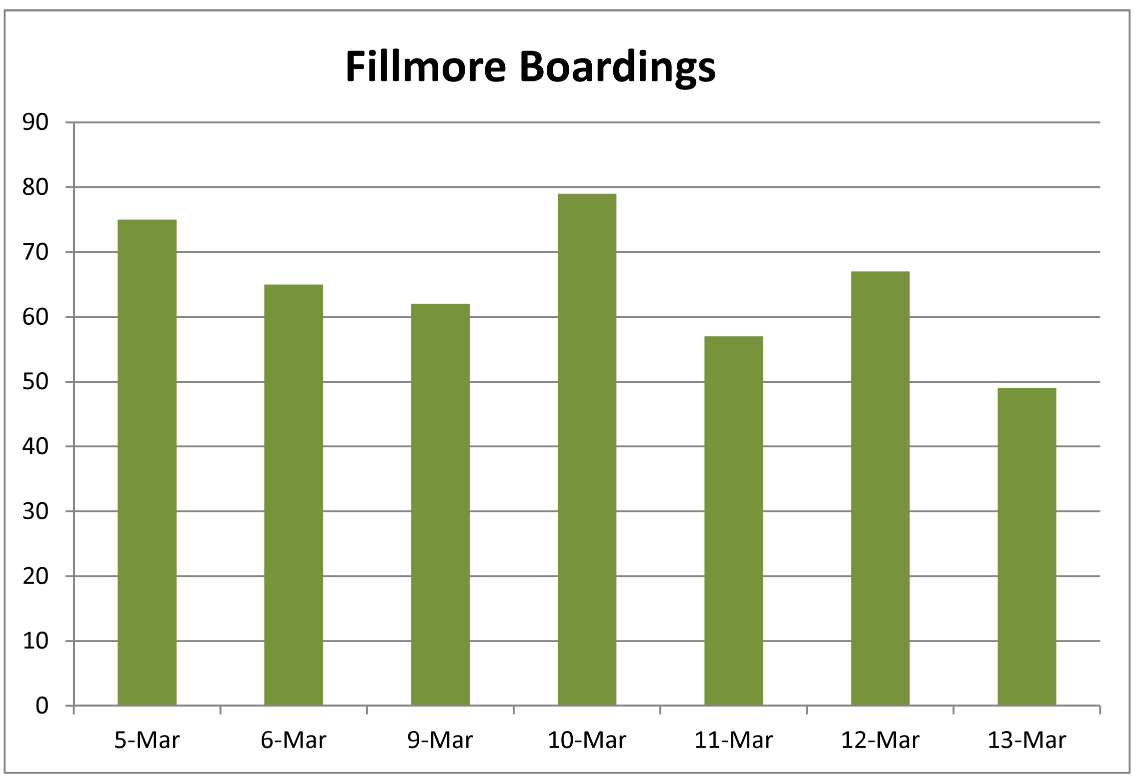
RIDERSHIP BY TIME OF DAY: WEEKDAYS (FIRST 8 DAYS OF SERVICE)



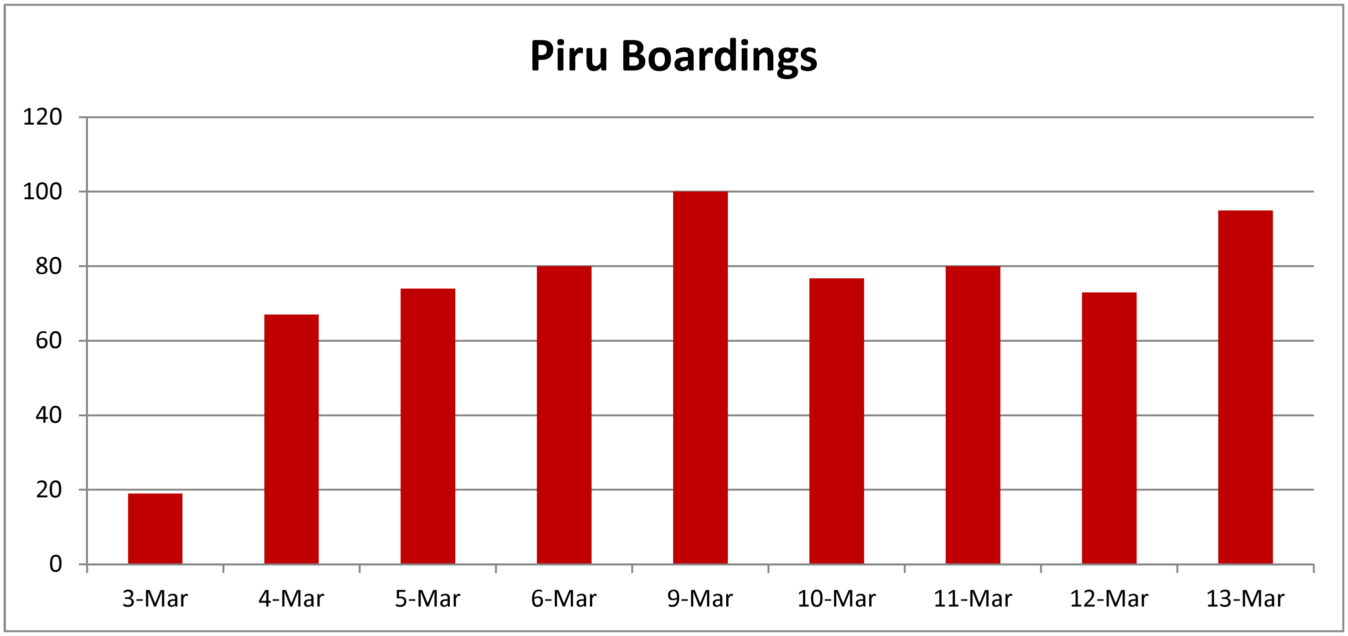
SANTA PAULA FIXED ROUTE BOARDINGS BY DAY (WEEKDAYS)



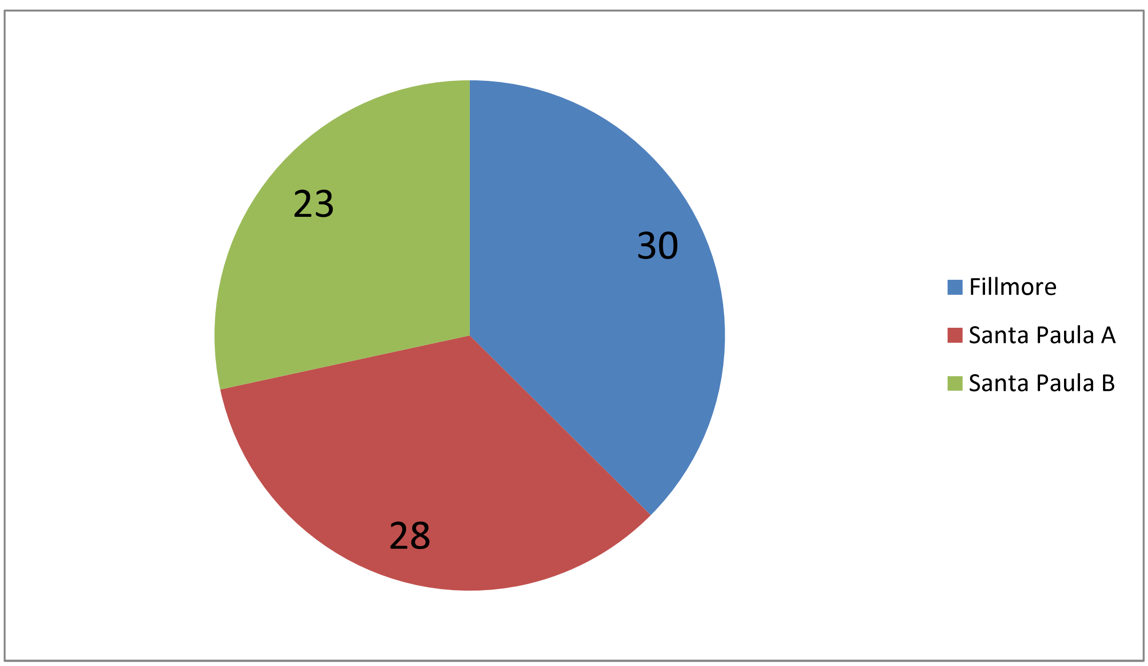
FILLMORE FIXED ROUTE TOTAL BOARDINGS BY DAY (WEEKDAYS)



PIRU FIXED ROUTE TOTAL BOARDINGS BY DAY



WEEKEND – DAILY BOARDINGS



Item #6

March 26, 2015

MEMO TO: **HERITAGE VALLEY POLICY ADVISORY COMMITTEE**

FROM: **VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR**
AARON BONFILIO, PROGRAM MANAGER

SUBJECT: **FISCAL YEAR 2015/2016 DRAFT BUDGET**

RECOMMENDATION:

- Recommend approval of the Fiscal Year 2015/2016 budget.

BACKGROUND

As part of the annual planning process the Heritage Valley Policy Advisory Committee must review and adopt a budget for the transit service. The attached draft budget was developed based on the current level of fixed route service and the previously established level of dial-a-ride service of 10,400 annual hours. This budget does *not* include potential fixed route modifications discussed further in the agenda.

New to the budget this year is the line-item of Professional Services, (in an amount of $90,000). Previously the expenses under Professional Services, which include fleet inspections and the dispatch and scheduling software, were both contained under the other, more general, line-items. These sub-items are identified on the budget expenditure table. Other new expenses include one-time capital expenditures for On-board Video Surveillance System and farebox pass reader equipment; both are funded 100% by external Proposition 1B Grant monies. It should be noted, printing costs are projected to go up, as the increased costs reflect printing of the advanced fare media. The Contract Services line-item for next fiscal year relates to the Contract transit operator expense only, which is projected to decrease 23%.

Revenues were calculated given projected FTA 5307 attributable funds, farebox revenues, capital project funding, and a revised cost formula for the local share. This revised formula was reviewed and recommended by the Technical Advisory Committee.

The proposed formula for FY15/16 assigns costs for each of the fixed routes to the respective jurisdiction (i.e. the City of Fillmore, the City of Santa Paula, and the County of Ventura). Under this proposal, farebox revenues are allocated each jurisdiction's costs based on the percentage of fixed route revenue hours. The proposal presumes that the dial-a-ride costs would continue to be split 1/3, 1/3, and 1/3. However, the TAC requested that staff would bring service statistics back for review mid-year performance to consider adjustments, such as that each jurisdiction would pay for its "own" service (i.e. service beginning and/or ending in the funding partner's specific service area).

HERITAGE VALLEY TRANSIT SERVICE
VALLEY EXPRESS
DRAFT BUDGET FY 2015/2016

FUNDING:

Funding Source	Funding Dollars
FTA 5307	$502,541
Prop 1B PTMISEA (Carryover)	220,000
Prop 1B Security	185,000
Local Contribution*	1,355,199
Local Fee – Farebox	130,000
Total Funding	**$2,392,740**

*Local Contribution provided by the cities of Santa Paula and Fillmore and the County of Ventura.

EXPENDITURE COMPARISON:

	Fiscal Year 2013/2014 Actual	Fiscal Year 2014/2015 Budget*	Fiscal Year 2015/2016 Budget
Salaries	$47,090	$43,600	**42,900**
Fringe and Tax Allocation	0	22,900	**22,200**
Indirect Cost Allocation	21,478	33,800	**34,900**
Mileage	188	2,300	**2,500**
Postage	0	300	**200**
Printing	0	200	**15,000**
Supplies and Materials	0	0	**200**
Bank Fees	1,126	1,300	**1,300**
Communications	0*	3,500	**3,500**
Marketing	0*	17,000	**51,000**
Consultant Services	63,454	0	**0**
Professional Services	0	0	**90,000**
On-going Fleet Inspections	*0*	*0*	*15,000*
Scheduling and Dispatch Software	*0*	*0*	*75,000*
Legal Services	1,180	13,000	**18,000**
On-board Vide System	0	0	**185,000**
Bus Purchase/ Farebox Capital Equipment	0	1,925,000	**220,000**
Bus Purchase / Farebox Equipment	*0*	*1,920,000*	*220,000*
Pre-delivery Fleet Inspections	*0*	*5,000*	*0*
Contract Services	2,525,207	2,295,230	**1,706,040**
Contract Operator	*2,525,207*	*2,226,230*	*1,706,040*
Scheduling and Dispatch Software	*0*	*69,000*	*0*
Total Expenditures	$2,659,723	$4,354,630	**$2,392,740**

EXPENDITURE TO REVENUE SOURCE BREAKDOWN

	Fiscal Year 2015/2016 Budget	FTA 5307	Prop 1B PTMISEA (Carryover)	Prop 1B Security	Local Contribution* C o Fillmore	C o Santa Paula	Ventura Cty	Local Fee – Farebox
Salaries	**$42,900**				$14,300	$14,300	$14,300	
Fringe and Tax Allocation	**22,200**				$7,400	$7,400	$7,400	
Indirect Cost Allocation	**34,900**				$11,633	$11,633	$11,633	
Mileage	**2,500**				$833	$833	$833	
Postage	**200**				$67	$67	$67	
Printing	**15,000**				$5,000	$5,000	$5,000	
Supplies and Materials	**200**				$67	$67	$67	
Bank Fees	**1,300**				$433	$433	$433	
Communications	**3,500**				$1,167	$1,167	$1,167	
Marketing	**51,000**				$17,000	$17,000	$17,000	
Consultant Services	**0**				$0	$0	$0	
Professional Services	**90,000**				$30,000	$30,000	$30,000	
Legal Services	**18,000**				$6,000	$6,000	$6,000	
On-board Vide System	**185,000**			185000				
Bus Purchase/ Farebox Capital Equipment	**220,000**		220,000					
Contract Services	**1,706,040**	502541			305678.94	492561.5	275258.56	130,000
Total Expenditures	**$2,392,740**	502541	220000	185000	399578.94	586461.5	369158.56	130000

FUNDING SOURCE BREAKDOWN FY15/16

Funding Source	Funding Dollars	FTA 5307	Prop 1B PTMISEA (Carryover)	Prop 1B Security	Local Contribution* C o Fillmore	C o Santa Paula	Ventura Cty	Local Fee – Farebox
FTA 5307	$502,541	502541						
Prop 1B PTMISEA (Carryover)	220,000		220,000					
Prop 1B Security	185,000			185,000				
Local Contribution*	1,355,199				399,578.94	586,461.5	369,158.56	
Local Fee – Farebox	130,000							130,000
Total Funding	**$2,392,740**	**502,541**	**220,000**	**185,000**	**399,578.94**	**586,461.5**	**369,158.56**	**130,000**

The Following Table Presents Recurring Operations Costs. The year-over-year increase is largely due to increased marketing ($51K), printing magnetic passes ($14.5K) , and recurring fleet maintenance audits ($15K).

YEAR-OVER-YEAR COMPARISON: OPERATIONS	***Fiscal Year 2013/2014***	***Fiscal Year 2014/2015****	***Fiscal Year 2015/2016***
Staff and Administration	*68,568*	*100,300*	*100,000*
Subtotal Other Operations Expenses	*65,948*	*103,100*	***181,700***
Contract Operator	*2,525,207*	*2,226,230*	*1,706,040*
Total Operations Costs	***$2,659,723***	***$2,429,630***	***$1,987,740***

Capital Expenses:

Fleet and Equipment Purchase	*$0*	*$1,925,000*	*$405,000*

Item #7

March 26, 2015

MEMO TO: **HERITAGE VALLEY POLICY ADVISORY COMMITTEE**

FROM: **VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR**
AARON BONFILIO, PROGRAM MANAGER

SUBJECT: **POST-LAUNCH SERVICE REVIEW**

RECOMMENDATION:

- Approve for Implementation the Fillmore Tripper Route
- Approve Staff Recommendations to Modify Valley Express Policies

BACKGROUND

Following the launch of the Valley Express service a number of policy questions have been raised, including comments from riders, feedback from members of the two committees, questions from social service agencies, and requests for clarification from contract operations staff. Of those issues raised, staff has identified the significant items for the PAC's review and provided staff's recommendations under Attachment A. In addition staff and the operations contractor have identified a potential cost savings to the three agencies with the implementation of a new fixed route for the City of Fillmore, which is presented immediately below.

FILLMORE TRIPPER

Staff recommends a fixed route modification for the City of Fillmore that would help to alleviate the current dial-a-ride demand as well as streamline fixed route service during the peak "school bell" hours.

Specifically, staff recommends implementation of a fixed route "tripper" bus similar to the two tripper routes that operate in the City of Santa Paula. This tripper route would be in addition to the pre-existing fixed route current circulator. Implementation would greatly reduce the number of dial-a-ride trips taken to-and-from Rio Vista Elementary, which sits outside the fixed route service area and is an eligible dial-a-ride location.

While an exact budget impact is difficult to determine, as the dial-a-ride service fluctuates based on actual demand, staff projects that tripper implementation would result in a net savings for the system as a whole. The current dial-a-ride reservations total over 20 passengers per day and are subscribed for the rest of the school year. The current service takes approximately four hours of revenue hours a day and can require up to four buses to perform. Conversely the proposed tripper "fixed route" will utilize only one bus and operate a little over two hours a day during the school calendar. Moreover, this change helps control costs of service to and from this popular trip generator location. A table detailing the cost of two different options is attached, including the per agency share and the projected budget impact.

Staff recommends implementation of the Fillmore tripper route beginning Monday, April 27, 2015. The timing provides VCTC and MV sufficient lead time to inform the current dial-a-ride patrons, conduct outreach to the affected schools and generate the necessary passenger materials. We believe this more efficient routing would be heavily utilized by the student ridership due to the fare differential. At the same time, it would open up the availability of dial-a-ride service during the peak period for those eligible to schedule rides.

FY15/16 Budget Impact to Tripper Implementation:

- Increase in Fillmore's Local Contribution by $6,763.70;
- Decrease the local contribution from Santa Paula and County by $13,526 each.

FILLMORE TRIPPER BUDGET ANALYSIS

FY14/15 IMPACT

Mode Option	Daily Hours	Cost /hr	Daily Cost	Days Left (4/27/15)	System Cost	Projected Farebox	Net per Agency Share*
Dial-a-ride	4	$60.93	$243.72	40	$9,749	$975	$2,933
Tripper	2	$60.93	$121.86	40	$4,874	$487	$1,462

Projected Savings	Each Agency:	$1,471

** Per MOU, all costs for FY 14/15 are split three ways.*

FOR FY15/16

Mode	Daily Hours	Cost /hr	Daily Cost	Days of Year	Annual Cost	Projected Farebox	Net Cost of Service
Dial-a-ride	4	$60.93	$243.72	185	$ 45,088.20	$4,509	$ 40,579.20
Tripper	2	$60.93	$121.86	185	$ 22,544.10	$2,254	$ 20,290.10

DIAL-A-RIDE	
Fillmore Cost	13,526.40
Santa Paula Cost	13,526.40
County Cost	13,526.40
Total	$40,579.20

VS.

FIXED ROUTE OPTION**	
Fillmore Cost	$20,290.10
Santa Paula Cost	-
County Cost	-
Total	$20,290.10

***Assumes MOU is amended to reflect Fixed Route funded directly by each Jurisdiction.*

VALLEY EXPRESS POST-LAUNCH POLICY CONSIDERATIONS

The following questions were raised regarding Valley Express policies that were not previously considered and/or fully clarified prior to service launch AND supported by the HVPAC. None of them are policy changes, but clarifications of details that have come up in the first few weeks.

1) *Can ADA Paratransit trips (i.e. trips scheduled by ADA eligible riders at least one day in advance) be paid for using the Dial-a-Ride Monthly Pass?*

   Background: Previously these individuals could purchase the monthly pass and could use it for payment. For example, the ARC of Ventura-Santa Paula currently provides passes to its patrons. The riders then schedule subscription service to-and-from the ARC program. These individuals are eligible for paratransit, and are interested in continuing the practice of paying for trips using the monthly pass. Because they have a verified disability they are able to buy the reduced price dial-a-ride pass, however the policy is silent on whether the ADA Dial-a-Ride accepts it. Alternatively, if not accepted, patrons would be required to pay cash. The passenger cost for one month of trips, estimated at two trips per day, would jump from $25 per month for the pass, to $88 dollars per month cash. The impact would be to paratransit users only, such as those who may attend adult-day health care programs or senior centers. Conversely the non-disabled Dial-a-Ride pass-holder, is restricted to taking longer trips (i.e. to or from outside the fixed route area) and pays $25 or $30. This service is more expensive, and, arguably, cost-prohibitive.

   Recommendation: Accept the Dial-a-Ride Monthly Passes as payment for trips reserved by ADA eligible riders. While a general increase in paratransit-based trips may occur under the new restricted Dial-a-Ride service model, based on demand the current number of projected Monthly Pass trips on paratransit is minimal (15-30 per day). Staff will continue to monitor Dial-a-ride pass utilization on trips scheduled under the paratransit category and report this information as part of the regular farebox recovery reporting.

2) *A) Can ADA Paratransit trips be paid for using Tokens?*
   B) Can general public Dial-a-Ride trips be paid for using Tokens?

   Background: The VCTC-issued token is purchased by social service agencies, such as Ventura County Medical Center, and the HSA Job Career Centers. Around the County, transit operators, including other Dial-a-Ride operators accept the token. Tokens may only be purchased by approved social service organizations. Token use in the Heritage Valley prior to the service change ranged between 450 and 550 tokens per month.

   Recommendation: Continue the historical practice of accepting tokens as full fare payment for all trips on the Dial-a-Ride services, as the tokens are only available for purchase by non-profit organizations or other governmental agencies that provide the token to low income or at-risk populations. Beginning in May VCTC will phase out the token available for social service agencies and replace them with printed one-ride tickets, which are recommended to be accepted by the dial-a-ride services, in addition to the previously approved fixed route services.

3) *Can the Dial-a-Ride monthly passes be used as payment to board the Fixed Route bus system?*

Background: Following the start of service multiple dial-a-ride pass-holders asked if their pass, which comes at a higher price than the fixed route pass, would be accepted as payment on the new fixed route system. While there is a free transfer onto the fixed route from a Dial-a-Ride vehicle, this requires the patron to first take a Dial-a-Ride trip. Change to allow patrons the ability to use both systems with the higher priced pass, would incentivize and encourage use of the fixed route system by dial-a-ride pass-holders, which could shift future Dial-a-Ride demand, as it builds greater utilization and reliance for the fixed route system. In addition, if Item #1 listed above is approved, this policy could potentially reduce ADA-paratransit trips as well.

Recommendation: While a great deal of thought was put into the pass structure including creation of the price differential to encourage fixed route utilization, pass sales of the Dial-a-Ride pass continue despite the service area restrictions. To encourage greater participation by riders of the fixed route system, staff recommends the TAC consider this modification to allow the Dial-a-Ride monthly pass as fare payment on the fixed route. Staff will track the pass utilization and bring back the policies regarding pass pricing at future TAC and PAC meetings. Until the SMARTCARD is taken out of service, we will have to put a sticker on each card identifying that it is valid for the month. After July, there will only be a printed monthly flash pass for the Valley Express.