



## **AGENDA**

**HERITAGE VALLEY TRANSIT SERVICE  
POLICY ADVISORY COMMITTEE (HVPAC)  
Wednesday, October 1, 2014, 9:00 a.m.  
Fillmore City Hall, Council Chambers  
250 Central Avenue, Fillmore, CA 93015**

**Item #1 INTRODUCTIONS**

**Item #2 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 Public Comment portion of the agenda which are not listed on the agenda.*

**Item #3 APPROVAL OF JULY 21, 2014 MEETING MINUTES – PG. 3**

**Item #4 PROPOSED TRANSFER POLICY, PASS FARES & FARE MEDIA – PG. 6**

- Approve the proposed Transfer Policy and Pass Fare Structure
- Approve the Proposed Fare Media and Implementation Schedule

**Item #5 TRANSIT RIDER GUIDELINES – PG. 11**

- Approve the proposed Rider Guidelines

**Item #6 VCTC-VISTA HIGHWAY 126 REPORT – PG. 16**

- Discuss VISTA 126 Customer Satisfaction Survey

**Item #7 SELECT FIRM AND AUTHORIZE VCTC EXECUTIVE DIRECTOR TO NEGOTIATE REMAINING TERMS OF THE CONTRACT FOR HERITAGE VALLEY TRANSIT SERVICE – PG. 18**

- Recommend for Commission approval, the VCTC Request for Proposals (RFP) Evaluation Panel's recommendation, in response to RFP 1415-9164-HV, for Fixed Route, Dial-a-ride and ADA Paratransit Services in the Heritage Valley, to award a contract to MV Transportation, Inc.

- Recommend that the Commission authorize the Executive Director to negotiate all remaining terms of the contract for transit services in a form and substance approved by VCTC legal counsel.
- Recommend that the Commission Authorize the VCTC Chairman to execute the five-year contract with MV Transportation, Inc. in an amount not to exceed \$12,000,000

**Item #8      MARKETING PROGRAM – PG. 22**

- Receive and file Pre-launch marketing program summary
- Receive and file Post-launch marketing programs with pricing parameters
- Receive and file Naming Contest Entries and Possible Action

**Item #9      DETERMINE NEXT MEETING DATE**

**Item #10     ADJOURNMENT**

*In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in this meeting, please contact the Clerk of the Board at (805) 642-1591 ext. 101. 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.*

**MINUTES of the  
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)  
HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE (HVPAC)  
July 21, 2014**

**Item # 1 Call to Order and Introductions**

Chair Ralph Fernandez of Santa Paula called the meeting to order at 3:08 p.m.

PAC Members present: Ralph Fernandez and Jamie Fontes (alternate) of Santa Paula; Manuel Minjares and Dave Rowlands (alternate) of Fillmore; Kathy Long of Ventura County; Darren Kettle of VCTC.

Staff present: Vic Kamhi, Aaron Bonfilio, Amy Ahdi and Treena Gonzalez of VCTC.

Other attendees: David Fleisch, and Kathy Connell of Ventura County; Brian Yanez of Santa Paula; Mike Powers of Santa Paula; Chap Morris and Jacqui Cervantez of Fillmore Area Transit Company (FATCo); Jim Moore of Moore and Associates; Aracely Preciado of CAUSE/ASERT.

**Item # 2 Public Comments**

No public comment was made.

**Item # 3 Approval of March 31, 2014 Meeting Summary**

Kathy Long of Ventura County moved to approve the March 31, 2014 meeting summary. A voice vote was taken and it passed; Ralph Fernandez of Santa Paula abstained from voting as he was not present at the last meeting.

**Item # 4 Status Update on Proposed Service Levels**

Aaron Bonfilio of VCTC presented this item; no action was required or requested of the HVPAC. Discussion was had on the initial demonstration period of service and route options included within the Request for Proposals (RFP). A correction was noted regarding the Expansion of the Dial-A-Ride (DAR) service (Page 5); the HVPAC should consider adding 5,000 (not 500) vehicle service hours to DAR, if demand presents itself in the future.

**Item # 5 Release of Draft Request for Proposals (RFP)**

Amy Ahdi of VCTC presented this item; The Staff recommendation was that the HVPAC approve the release of the RFP for the Heritage Valley Transit Service, subject to the Commission's approval at the July 25 meeting. Discussion was had on the scope of services, the inclusion of two bid options for possible expanded service (Santa Paula Circular reverse route and Dial-a-Ride expansion) and the requirement that Proposers bid a fixed hourly rate with each additional option, in addition to their proposed hourly rate for base level of service. The HVPAC requested that both options be presented as additional hours of service for fixed route (option 1) and DAR (option 2); that specifics beyond that be omitted so application of additional hours of service, if needed in the future, can be applied anywhere in the Heritage Valley that demand warrant. Kathy Long of Ventura County moved to approve the staff recommendation. Manuel Minjares of Fillmore seconded the motion. A voice vote was taken and it passed unanimously.

**Item # 6 Proposed Fare Schedule**

Aaron Bonfilio of VCTC presented this item; The Staff recommendation was that the HVPAC approve the proposed Cash Fare structure and the implementation schedule, allowing VCTC to prepare a Title VI (Civil Rights) analysis and schedule public hearings to receive comments prior to final action from the

Commission. The Title VI analysis takes close to two months to complete. Discussion was had on Disabled and ADA Certified riders, as well as the necessity of future discussions regarding additional fare media and transfer options for the new service, between DAR, fixed route and VISTA routes. The current DAR and VISTA fare media and cost information was provided to the HVPAC. The HVPAC asked Staff for additional information on the current fare structure for neighboring services (Moorpark, Gold Coast Transit, SB MTD, etc.), as well as researching the ability to start selling the fixed route passes at \$20.00 initially and marketing the introductory fare cost with the eventual, actual fare cost of fares. The HVPAC also asked Staff to research the possibility of significantly discounting fare, initially, to encourage the public to use of the new transit service; this would include promotion efforts. Manuel Minjares of Fillmore moved to approve the staff recommendation. Kathy Long of Ventura County seconded the motion. A voice vote was taken and it passed unanimously.

#### **Item # 7 Vehicle Procurement Update**

Vic Kamhi of VCTC presented this informational item; no action was required or requested of the HVPAC. Discussion was had on the types and quantity of vehicles purchased, delivery date (beginning November 2014) applicable sales tax, paint and decaling, the RFP requiring the vehicles storage in the Heritage Valley, Proposition 1B application for cameras and the aspect that the buses will be put into service immediately with current contractor.

#### **Item # 8 Service Branding and Design Plan**

Jim Moore of Moore & Associates, Inc. presented this item; no action was required or requested of the HVPAC however Staff requested direction on branding and design concepts for service image. Discussion was had on brand personality, competitive edge, positioning, name selection and brand elements, including the consideration of ideal, simple colors (green, blue, etc.) for the buses, as opposed to custom colors (teal, fuchsia) as custom colors require more frequent upkeep. Jim Moore of Moore & Associates handed out informational material regarding branding and suggested initiating feedback via an online forum, adding that consensus on service branding should be reached no later than October 2014. The HVPAC suggested initiating a contest for naming the service and asked Staff to begin by generating parameters for service branding and design, to help lead the public when they provide feedback.

#### **Item # 9 Determine Next Meeting Date**

The Committee was unable to determine the next meeting date. Staff will follow up and schedule the next meeting date/time/location.

#### **Item # 10 Adjourn**

Chair Ralph Fernandez adjourned the meeting at 4:34 p.m.



Heritage Valley Transit Service  
 Policy Advisory Committee Meeting  
 Monday July 21, 2014 3:00 p.m.  
 Santa Paula City Hall, Council Chambers  
 970 Ventura Street, Santa Paula, 93060

PLEASE SIGN IN:

| NAME             | ORGANIZATION               | PHONE                   | EMAIL                        | SIGNATURE          |
|------------------|----------------------------|-------------------------|------------------------------|--------------------|
| Aaron Bonfilio   | VCTC                       | (805) 642-1591 ext. 121 | abonfilio@poventura.org      | <i>[Signature]</i> |
| Amy Abdi         | VCTC                       | (805) 642-1591 ext. 118 | aahdi@poventura.org          | <i>[Signature]</i> |
| Brian Yanez      | City of Santa Paula        | (805) 933-4212 ext. 310 | byanez@spcity.org            | <i>[Signature]</i> |
| Darren Kettle    | VCTC                       | (805) 642-1591 ext. 123 | d.kettle@poventura.org       | <i>[Signature]</i> |
| Dave Fleisch     | Ventura County             | (805) 654-2077          | david.fleisch@ventura.org    | <i>[Signature]</i> |
| Dave Rowlands    | City of Fillmore           | (805) 524-3701          | davidr@ci.fillmore.ca.us     | <i>[Signature]</i> |
| Jaime Fontes     | City of Santa Paula        | (805) 933-4201          | jeff.pratt@ventura.org       | <i>[Signature]</i> |
| Jeff Pratt       | Ventura County             | (805) 654-2074          | jeff.pratt@ventura.org       | <i>[Signature]</i> |
| Jim Tovias       | City of Santa Paula        | (805) 525-4478          |                              | <i>[Signature]</i> |
| Kathy Connell    | Ventura County             | (805) 654-2052          | kathy.connell@ventura.org    | <i>[Signature]</i> |
| Kathy Long       | District 3, Ventura County | (805) 654-2276          | kathy.long@ventura.org       | <i>[Signature]</i> |
| Kara Flam        | VCTC                       | (805) 524-3701          | keam@poventura.org           | <i>[Signature]</i> |
| Manual Minjares  | City of Fillmore           | (805) 524-3701          | mminjares@ci.fillmore.ca.us  | <i>[Signature]</i> |
| Martin Hernandez | District 3, Ventura County | (805) 654-2276          | martin.hernandez@ventura.org | <i>[Signature]</i> |
| Mike Powers      |                            |                         | demypowers@hotmail.com       | <i>[Signature]</i> |
| Mike Sedell      |                            |                         | msedell@yahoo.com            | <i>[Signature]</i> |
| Ralph Fernandez  | City of Santa Paula        | (805) 525-4478          | info@ci.santa-paula.ca.us    | <i>[Signature]</i> |
| Treona Gonzalez  | VCTC                       | (805) 642-1591 ext. 114 | tgonzalez@poventura.org      | <i>[Signature]</i> |
| Vic Kamhi        | VCTC                       | (805) 642-1591 ext. 110 | vsamhi@poventura.org         | <i>[Signature]</i> |
| Agustín Riquelme | CAUSE/ASERT                | 805-824-6039            | ASERT@causa-santabarbara.org | <i>[Signature]</i> |
| JM Noble         | Mobile Associates          | 661-253-1777            |                              | <i>[Signature]</i> |
| Jaime Conventez  | FATCO                      | 805-524-1920            | JRoberts14@msn.com           | <i>[Signature]</i> |
| Chap Morris      | FATCO                      | " " " "                 | ChapMorris@bma1              | <i>[Signature]</i> |



**Item #4**

October 1, 2014

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

**FROM: AARON BONFILIO, PROGRAM MANAGER  
GLORIA SOTELO, SMARTCARD PROGRAM MANAGER  
TREENA GONZALEZ, TRANSIT SPECIALIST**

**SUBJECT: PROPOSED TRANSFER POLICY, PASS FARES & FARE MEDIA**

**RECOMMENDATION:**

- Approve the proposed Transfer Policy and Pass Fare Structure
- Approve the Proposed Fare Media and Implementation Schedule

**BACKGROUND AND DISCUSSION:**

The Heritage Valley Transit Service Policy Advisory Committee has identified the following goals for any proposed fare schedule:

- Attract ridership for the new fixed route service, including school age riders by creating a discount fare for youth
- Provide equitable passenger cost relative to other similar systems in the County
- Meet mandated farebox recovery levels

At the prior HVPAC meeting, the Committee requested information on fare structures for comparable systems in the county. This information has been reviewed by the Technical Advisory Committee and is available as Table 1 of the Attachment.

Both HV Committees have already approved the proposed Cash Fare Structure and implementation schedule (Table 2 of the Attachment), and directed VCTC staff to move forward with a Title VI (Civil Rights Act) analysis. VCTC Staff is currently in the process of developing the necessary Title VI Public Survey.

At the prior August and September meetings, the HVTAC supported recommending both the proposed Transfer Policy and Pass Fare Structure as detailed below to the HVPAC.

As part of the Ventura County Bus Transfer Program, currently transit riders transfer for free from Dial-a-ride to the VISTA (VCTC Intercity); and transfer to Dial-a-ride from VISTA with payment of a 50¢ “transfer fee”. Consistent with the current county-wide transfer policy, VCTC Staff recommends the HVPAC adopt the following proposed transfer policy for new service:

- Free, single-use transfers between fixed route services (including VCTC-VISTA Intercity and new Heritage Valley fixed routes).
- Require 50¢ “transfer fee” for transfers from fixed route services to the Heritage Valley General Purpose Dial-a-ride. (Maintaining the transfer fee at 50¢ simplifies the transfer policy for the new Heritage Valley service.)

A copy of the current Ventura County Bus Transfer Program brochure has been included for reference. (A Spanish-language version of this brochure is also available to the public.)

A proposed Pass Fare Structure was presented for discussion at the prior HVPAC meeting. Per the direction of the PAC, staff has reduced the Fixed Route Adult pass from \$25 to \$20 for the January 5, 2015 service start date. Additionally Staff has included a Day Pass. The HVTAC has approved the following table for the HVPAC’s consideration:

| <b>HERITAGE VALLEY PASS FARE STRUCTURE</b>               |                |                    |                    |
|--|----------------|--------------------|--------------------|
| <b>Pass Type</b>   | <b>Current</b> | <b>Proposed</b>    |                    |
|  |                | <b>Jan 5, 2015</b> | <b>Jan 1, 2016</b> |
| Dial-a-ride Monthly Pass – Adult/Youth                   | \$20           | \$30               | \$40               |
| Dial-a-ride Monthly Pass – Senior/Disabled               | \$20           | \$25               | \$25               |
| Fixed Route Monthly Pass – Adult                         | N/A            | \$20               | \$25               |
| Fixed Route Monthly Pass – Youth (<18) & Senior/Disabled | N/A            | \$10               | \$12               |
| Day Pass (Fixed Route, Dial-A-Ride)                      | \$3.50         | \$3.75             | \$4.00             |

Staff recommends the HVPAC approve the above-listed Pass Fare structure.

There are four separate Monthly passes (good from first to last day of calendar month) as well as a Daily pass that will need to be produced for the Heritage Valley. The HVTAC has approved for the HVPAC’s consideration the implementation of paper passes as the fare media for the new Heritage Valley Transit Service. A paper pass fare media system would require minimal start-up costs and a shortened implementation schedule when compared to other fare media options. The passes would be available for bulk order by schools or other public agencies. Staff has identified the following potential sales locations which are still to be confirmed:

- Contractor’s Office<sup>1</sup>
- Fillmore City Hall
- Santa Paula City Hall
- Ventura College East Campus in Santa Paula
- VCTC Office in Ventura

<sup>1</sup> HVTS Scope of work requires contractor provide retail counter operations for pass sales and customer service.

The current electronic fare media for the Dial-a-ride in the Heritage Valley is provided through the technology of a Smartcard, which is part of the county-wide GoVentura platform. This system has been operational since 2001 and is antiquated, minimally supported and is scheduled to be phased-out, with termination by the end of fiscal year 2015. VCTC plans to de-install the Smartcard and Automated Passenger Counter (APCs<sup>2</sup>) equipment from all countywide fleet no-later than July, 2015. Given the timeframe between the launch of the service in January and the end of the fiscal year, VCTC staff does not recommend installing the Smartcard equipment on the new Heritage Valley bus fleet. The cost associated with the re-installation onto the new fleet, and subsequent de-installation in July, make this option quite costly. Furthermore it is unclear whether the outdated system could even accommodate the necessary re-programming to recognize the additional Heritage Valley pass types and prices; i.e., to accommodate the new products for the new fixed route operations, and, the legacy dial-a-ride services as one transit operator.

Accordingly, VCTC staff recommends phasing out the use of the Smartcard in the Heritage Valley system at this juncture with launch of the new service. The HVTAC concurred that the new service start would be an opportune time to proceed with the transition of fare media. December 2014 would be the last month patrons would be able to purchase and use the legacy Dial-a-ride passes, (including the "Premium" or "Dial-a-ride" monthly passes [current Pass Fare details available on Table 3 of Attachment]). VCTC would refund those patrons that have purchased product in-advance for future months. Sales of the new Heritage Valley paper passes could begin as early as December 1, 2014, and be accepted effective January 2015.

In considering a longer-term fare media solution for the Heritage Valley, VCTC staff suggests moving towards a paper, magnetic strip pass system. As the county transitions away from the current Go Ventura Smartcard system, several agencies, including Gold Coast Transit, Simi Valley, and Thousand Oaks have already converted to a mag-stripe pass and a Genfare/GFI fare collection system (farebox). VCTC is scheduled to install the same Genfare/GFI fare collection system on the VISTA fleet this coming May 2015. Currently, the use of a regional Smartcard replacement is also being explored and any future regional system pass would likely utilize this technology as it has been deployed across the county with other operators, and has the potential for inter-agency fare acceptance. VCTC has discussed this potential, future fare-resolution with the HVTAC and will be presenting additional details on equipment options and pricing at the next HVTAC meeting.

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<sup>2</sup> HV Dial-A-Ride fleet is not equipped with APCs



Table 1

| FARE STRUCTURES         |               | Cash Fares  |               | Monthly/30 Day Passes |             | Day Pass |               |
|-------------------------|---------------|-------------|---------------|-----------------------|-------------|----------|---------------|
| Transit System          | Service       | Adult/Youth | Senior/Dis.   | Adult/Youth           | Senior/Dis. | Adult    | Senior/Dis.   |
| Camarillo Area Transit  | Fixed         | \$1.00      | \$0.50        | \$50*                 | \$25*       |          |               |
|                         | Dial-a-ride** | \$2.00      | \$1.50        | \$50*                 | \$25*       |          |               |
| Gold Coast Transit      | Fixed         | \$1.50      | \$0.75        | \$50/\$40             | \$25        | \$4      | \$2           |
|                         | Dial-a-ride   |             | \$3.00        |                       |             |          |               |
| Kanan Shuttle           | Fixed         | Free        | Free          |                       |             |          |               |
| Moorpark City Transit   | Fixed         | \$1.00      | \$0.50        | \$50*                 | \$25*       |          |               |
|                         | Dial-a-ride   |             | \$1.50        |                       |             |          |               |
| Oak Park Dial-a-ride    | Dial-a-ride** | \$1.50      | \$1.50        |                       |             | \$2.00   | \$1.00/\$0.50 |
| Ojai Trolley            | Fixed         | \$1.00      | \$0.50/\$0.25 |                       |             |          |               |
| Oxnard Harbor & Beaches | Dial-a-ride** | \$2.00      | \$1.50        |                       |             |          |               |
| Santa Barbara MTD       | Fixed         | \$1.75      | \$0.85        | \$52/\$42             | \$20        | \$6      |               |
|                         | Dial-a-ride   |             | \$3.50        |                       |             |          |               |
| Simi Valley Transit     | Fixed         | \$1.25      | \$0.50        | \$50*                 | \$25*       |          |               |
|                         | Dial-a-ride   |             | \$1.50        |                       |             |          |               |
| Thousand Oaks Transit   | Fixed         | \$1.50      | \$0.75        | \$42                  | \$21        | \$4      | \$2           |
|                         | Dial-a-ride   |             | \$3.00        |                       |             |          |               |

\*Regional Smartcard passes (include usage on additional systems)

\*\*General Purpose Dial-a-ride

Note: Several systems additionally offer multi-ride passes in varying increments that are not included in this table.

Table 2

| HERITAGE VALLEY CASH FARES    |         |              |              |              |
|-------------------------------|---------|--------------|--------------|--------------|
| Fare Type                     | Current | Proposed     |              |              |
|                               |         | Jan 5, 2015  | July 1, 2015 | Jan 1, 2016  |
| Dial-a-ride – Adult/Youth     | \$1.75  | \$1.75       | \$2.00       | \$2.50       |
| Dial-a-ride – Children < 5    | Free    | Free         | Free         | Free         |
| Dial-a-ride – Senior/Disabled | \$0.85  | \$0.85       | \$1.00       | \$1.25       |
| Fixed Route – Adult           | N/A     | \$1.00       | \$1.25       | \$1.25       |
| Fixed Route – Youth (<18)     | N/A     | \$0.50       | \$0.60       | \$0.60       |
| Fixed Route – Children < 5    | N/A     | Free         | Free         | Free         |
| Fixed Route – Senior/Disabled | N/A     | \$0.50       | \$0.60       | \$0.60       |
| Santa Paula Commuter Route    | \$1.75  | Discontinued | Discontinued | Discontinued |
| ADA Paratransit               | \$3.50  | \$2.00       | \$2.50       | \$2.50       |

**NOTES**  
 "Fixed Route" = New Santa Paula and Fillmore Circulators  
  
 ADA Paratransit Fares tied to Circulator/Fixed Route Fares

Table 3

| <b>CURRENT DAR/VISTA FARE MEDIA</b> |                    |                        |
|-------------------------------------|--------------------|------------------------|
| <b>Pass Type</b>                    | <b>Dial-A-Ride</b> | <b>VISTA Intercity</b> |
| Day Pass (DAR + VISTA)              | \$3.50             | \$3.50                 |
| Regular VISTA Monthly Pass          | N/A                | \$50.00                |
| Dial-a-ride Monthly Pass            | \$20.00 (all ages) | N/A                    |
| Premium (DAR + VISTA)               | \$60.00            | \$60.00                |
| Inter-county VISTA Monthly Pass     | N/A                | \$105.00               |



Item #5

October 1, 2014

**MEMO TO: HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE**  
**FROM: AARON BONFILIO, PROGRAM MANAGER**  
**AMY AHDI, TRANSIT PLANNER**  
**SUBJECT: TRANSIT RIDER GUIDELINES**

**RECOMMENDATION:**

- Approve the proposed Rider Guidelines for the Heritage Valley transit service (HVTS)

**BACKGROUND:**

The current dial-a-ride and limited fixed route services operated in the Heritage Valley area do not have an HVTS-specific set of passenger rules or code of conduct. Prior to launch of the service, staff recommends that a formal set of Rider Guidelines be adopted to ease transition and clarify rider expectations. Staff reviewed rider policies and guidelines of various transit operators in Ventura County, as well as, a variety of systems operating outside of the county.<sup>3</sup> The goal of adopting any rider guidelines is to provide a basic set of rules or code of conduct for patrons that clarifies passenger responsibilities as well as fosters orderly, safe and accessible public transit service.

Staff presented this item at the August HVTAC meeting, where a motion was made to approve the draft *HVTS Rider Guidelines* for HVPAC action (see Attachment). More detailed policies and procedures, specific to the *ADA Paratransit* component of the service, will be presented at subsequent Heritage Valley Transit Committee meetings as staff prepares the federally required Paratransit Plan.<sup>4</sup>

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<sup>3</sup> Agencies Include: Ventura county operators, SBMTD, Santa Clarita Transit, RTA, LA Metro, City of Banning, and Atascadero Transit

<sup>4</sup>DOT-FTA's ADA Regulations for implementing transportation services for people with disabilities requires that when instituting paratransit service, transit agencies must complete (or update annually) a "Paratransit Plan,". Plan shall include detailed policies and service description. [See 49 CFR Part 37]

Heritage Valley Transit Service  
Technical Advisory Committee, August 27, 2014  
Item #5

Attachment

(PROPOSED) HERITAGE VALLEY TRANSIT SERVICE RIDER GUIDELINES

*(Including Fixed Route, Dial-a-ride, and ADA Paratransit Service)*

**1. CODE OF CONDUCT:**

**Public transportation should be a pleasant and safe experience. HVTS will not provide transit service to passengers that exhibit disruptive, violent or illegal behavior. Passengers that engage in the behaviors listed below will be subject to suspension of their riding privileges, citation or arrest:**

- Threats of harm, assault, or battery on a driver or passenger
- Harassment, verbal abuse, or intimidation of and/or altercation with any HVTS customers riders, or personnel
- Smoking on any HVTS bus; this includes e-cigarettes
- Drug and/or alcohol use on the HVTS bus
- Any type of radio/electronic device or noise making device (including a cellphone) without the use of a headset
- Operating any of the bus controls
- Failure to obey a driver's lawful instructions
- Damage or vandalism of any HVTS bus
- Repeated violations of Rider Guidelines
- Criminal conduct prohibited by the California Penal Code

**2. Health & Safety**

➤ Young Children

Children age 5 years or under will not be transported without an accompanying caregiver over 12 years of age.

➤ Seatbelts and Car Seats

All HVTS Paratransit and Dial-a-ride passengers are required to wear seatbelts; wheelchair users must use HVTS lap-belts. HVTS does not provide car seats; Paratransit and Dial-a-ride patrons must provide and secure their own car seat for children as required by law.

➤ Shirts, Shoes and Hygiene

Shirts and shoes must be worn on the bus. Passengers are expected to maintain cleanliness and health standards that do not jeopardize the health of drivers, themselves, or other passengers.

➤ Aisles and Exits

Patrons shall not stand in the stairwells or block the back door or in front of the white line at the front of the bus. Patrons shall allow passengers to disembark before boarding

the bus. At all times passengers must keep feet, legs, and belongings out of other riders' paths, and inside the bus.

➤ Skateboards and Rollerblades

Skateboards and rollerblades (including roller-skates), must be carried by patrons and not in use onboard HVTS buses.

➤ Smoking

Smoking and use of electronic cigarettes are not permitted onboard any HVTS vehicle.

➤ Driver Communication

Conversation with the driver must be kept to a minimum to prevent distraction.

➤ Amplified Sound or Music

Radios, stereos and electronic devices such as cell phones, designed to reproduce (or amplify) sound must have headphones connected and volume set to a level that does not disturb other passengers or driver.

3. Service Animals, Accessibility and Priority Seating

➤ Service Animals:

Service animals are allowed on all HVTS buses. Service animals must be leashed (with minor exception) and under the control of their owner at all times. Service animals are defined by the Americans with Disabilities Act (ADA) as "any guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability." Service animals must remain under the owner's control. Service animals may not sit on a vehicle seat but should remain in the owners lap or at their feet and as far out of the aisle as possible. Customers with disruptive or destructive service animals may be asked to remove them from the vehicle.

➤ Lifts and Ramps:

All buses are equipped with boarding ramps or lifts and can be lowered for passengers who have a mobility device or upon request. Depending on the type of bus, riders will be able to board and disembark by either the front or rear doors. Drivers will instruct on which door to use. Mobility devices, such as wheelchairs and scooters, must be secured while HVTS vehicles are in motion. Operators will secure passenger mobility devices.

➤ Stop Announcements

Passengers onboard the bus may request to be notified by the bus driver with a verbal "stop announcement" when the vehicle has arrived at a specific stop. To request a stop announcement, riders must inform drivers when they board the bus of their request, including their planned destination.

In addition to requested announcements, drivers will make announcements at major stops, such as transfer points and landmarks, both internally (inside the bus) and externally (outside the bus) when they arrive.

➤ Priority Seating

The first few rows of seats are reserved for seniors and people with disabilities and are identified by blue decals on the windows above the seats. Additional areas may be identified and reserved in the securement areas for mobility device users. Customers are encouraged to yield these seats to seniors and people with disabilities. Upon request, drivers will ask passengers to move to another seat, but cannot force them to do so.

#### 4. Bikes, Strollers, Personal Belongings and Food & Beverage

##### ➤ Bike Policy

Each HVTs bus accommodates two two-wheel bicycles. Riders are responsible for loading and unloading their own bicycles.

Motorized or electric bicycles that use wet-cell batteries are not permitted on the bike rack. Large side bags (“saddle” bags) or bulky carrying crates must be removed prior to loading onto the rack.

Space is available on a “first come first served basis” and is not guaranteed. If the rack is full, customers should be prepared to choose a location to lock up their bike, or wait for the next bus.

##### ➤ Strollers

Strollers must be folded and stowed once seated. Children may not ride in the stroller while onboard the bus. For non-folding strollers Passengers must lock the wheels and hold onto their stroller at all times. Strollers may not block the aisle or exits at any time.

##### ➤ Personal Belongings

Up to two carry-on bags are allowed per passenger although they must be stored at the rider’s feet or in their lap—they may not block the aisle or require the use of another seat. Patrons must be able to carry the items themselves. Riders should gather belongings and be ready to exit when the vehicle stops.

##### ➤ Food & Beverage

Groceries and sealed containers are permitted on HVTs buses; however open-lid beverages and drinking and eating are prohibited.

##### ➤ Prohibited Items

###### **The following items are not permitted on buses at any time:**

- Items too large or too numerous to be controlled, carried, or handled by a passenger
- Weapons of any type (pistols, rifles, hunting knives, etc.) are not permitted on transit system vehicles unless carried by persons lawfully permitted to carry such weapons, which includes law enforcement and security personnel.
- Illegal or Illicit drugs
- Hazardous materials
- Items that block that aisles or require the use of another seat

#### 5. Non-service Animals and Pets:

##### ➤ Small pets and non-service or guide animals are allowed only if owners comply with the following rules:

- Small animals must be secured in a commercially made pet carrier or cage that can be safely placed on the passenger’s lap and does not require a separate seat.
- Glass, breakable or homemade carriers are not permitted.
- The animal must be completely enclosed within the pet carrier or cage at all times.
- The pet carrier or cage must completely prevent the animal from escaping or physically contacting another passenger or of escape.
- The pet carrier or cage must be constructed so that no bedding material or pet waste can exit.

6. Fares and Payment

- Exact fare is required; drivers are unable to make change and refunds are not available.
- Valid passes or tokens may be used in addition to cash; unlimited ride passes, or transfers are non-transferable.
- Patrons should have fares or transfers ready before the bus arrives.
- It is against the law to fail to pay the correct fare or to misuse transfers, passes or tickets. Offenders may be prosecuted under California Penal Code 640, which provides for a fine of up to \$250.



Item #6

October 1, 2014

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

**FROM: AARON BONFILIO, PROGRAM MANAGER  
TREENA GONZALEZ, TRANSIT SPECIALIST**

**SUBJECT: VCTC-VISTA HIGHWAY 126 REPORT**

**RECOMMENDATION:**

- Discuss VISTA 126 Customer Satisfaction Survey

**BACKGROUND AND DISCUSSION:**

In May of 2014, VCTC's marketing consultant team, *Moore and Associates*, conducted an on-board, Customer Satisfaction Survey of all the VISTA inter-city services: a summary of the full survey results is included as an attachment to this agenda as well as a detail report on the VISTA Highway 126 Route. At the request of the Committee, Moore and Associates will present the results specific to the VISTA Highway 126 intercity fixed route service which connects Ventura, Santa Paula, Fillmore, and Piru. VCTC staff has provided additional ridership and service indicators information for the VISTA Highway 126 route in Table 1 of the Attachment.



Table 1

| VISTA HIGHWAY 126 - ROUTE TOTALS   |             |             |             |             |             |             |              |                     |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------------------|
|                                    | Jan-14      | Feb-14      | Mar-14      | Apr-14      | May-14      | Jun-14      | Jul-14       | YTD                 |
| <b>RIDERSHIP</b>                   | 18,140      | 15,993      | 19,545      | 18,377      | 16,688      | 16,356      | 17,074       | <b>122,173</b>      |
| <b>FAREBOX REVENUE</b>             | \$20,134.18 | \$17,875.22 | \$21,340.33 | \$19,313.38 | \$18,490.85 | \$17,865.15 | \$18,847.74  | <b>\$133,866.85</b> |
| <b>SERVICE HOURS</b>               | 835.75      | 828.00      | 901.34      | 896.35      | 879.97      | 881.52      | 896.32       | <b>6,119.25</b>     |
| <b>TOTAL COST</b>                  | \$89,099.31 | \$88,273.08 | \$96,091.86 | \$95,559.87 | \$94,409.02 | \$93,978.85 | \$120,662.60 | <b>\$678,074.59</b> |
| <b>OPERATING COST</b>              | \$35,644.74 | \$35,314.20 | \$38,442.15 | \$38,229.33 | \$38,126.14 | \$37,596.83 | \$48,983.89  | <b>\$272,337.28</b> |
| <b>CAPITAL COST</b>                | \$53,454.57 | \$52,958.88 | \$57,649.71 | \$57,330.54 | \$56,282.88 | \$56,382.02 | \$71,678.71  | <b>\$405,737.31</b> |
| <b>AVG. COST/PASSENGER</b>         | \$4.91      | \$5.52      | \$4.92      | \$5.20      | \$5.66      | \$5.75      | \$7.07       | <b>\$5.57</b>       |
| <b>AVG. PASSENGERS/HOUR</b>        | 21.71       | 19.32       | 21.68       | 20.50       | 18.96       | 18.55       | 19.05        | <b>19.97</b>        |
| <b>ADJ. FAREBOX RECOVERY RATIO</b> | 48%         | 43%         | 47%         | 43%         | 41%         | 41%         | 33%          | <b>42%</b>          |



**Item #7**

October 1, 2014

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

**FROM: AARON BONFILIO, PROGRAM MANAGER**

**SUBJECT: SELECT FIRM AND AUTHORIZE VCTC EXECUTIVE DIRECTOR TO NEGOTIATE REMAINING TERMS OF THE CONTRACT FOR HERITAGE VALLEY TRANSIT SERVICE**

**RECOMMENDATION:**

- Recommend for Commission approval, the VCTC Request for Proposals (RFP) Evaluation Panel's recommendation, in response to RFP 1415-9164-HV, for Fixed Route, Dial-a-ride and ADA Paratransit Services in the Heritage Valley, to award a contract to MV Transportation, Inc;
- Recommend that the Commission authorize the Executive Director to negotiate all remaining terms of the contract for transit services in a form and substance approved by VCTC legal counsel;
- Recommend that the Commission Authorize the VCTC Chairman to execute the five-year contract with MV Transportation, Inc. in an amount not to exceed \$12,000,000

**BACKGROUND:**

In May 2014 the Commission entered into a Cooperative Agreement with the Cities of Santa Paula and Fillmore, and, the County of Ventura. The purpose of the agreement is for the Cities and County to cooperatively provide transit service in the Heritage Valley area. The institutional arrangement was developed to ensure that the local agencies retain responsibility for and control over the service. (The service is also referred to as the Heritage Valley Transit Service or HVTS.) The Cooperative Agreement established the creation of a "Transit Committee," (also referred to as the Heritage Valley Policy Advisory Committee or HVPAC), which is responsible for overseeing the operations of the HVTS. HVPAC membership is made up of representatives from each of the local agencies, as well as, the VCTC Executive Director as an ex-officio member. Of its roles defined in the Agreement, VCTC is to administer the HVTS contractor selection process as well as ongoing contract administration.

Following the direction of the local agencies technical staff, VCTC prepared for the HVPAC's approval and recommendation a Request for Proposals (RFP) for operations and maintenance of the HVTTS system. The RFP sought the most qualified proposal that provided the *best value* to the agencies. The HVPAC subsequently approved the RFP and recommended it to the full Commission. The Commission approved release of the RFP, July 25, 2014, and immediately following the Commission meeting, the RFP was released and publicized locally as well as nationally. An optional pre-proposal conference for potential bidders was held on August 8, 2014. Nine transportation operations and management firms attended the conference. Two addenda packages to the RFP were issued, which included VCTC's responses to questions submitted by potential bidders seeking additional clarification regarding the RFP and its requirements. The deadline to submit proposals was September 4, 2014. VCTC received responsive proposals from three (3) transportation companies.

- 1) Fillmore Area Transit Corp. (FATCO)
- 2) MV Transportation, Inc. (MV)
- 3) Ride Right LLC. (RR)

### **EVALUATION PROCESS:**

An Evaluation Panel, comprised of representatives from the HVPAC member agencies, as well as, current and former managers of neighboring agencies (all of whom have experience with transit contracting), reviewed the proposals submitted in response to the solicitation.

Pursuant to the RFP, the proposals were evaluated based on the following criteria:

- 1- Qualification of the Proposer; based on the proposer's history of successfully operating similar services to those described in the RFP, including VCTC service **(15 points available)**.
- 2- Qualification and experience of the proposed team **(15 points available)**
- 3- Operating methodology; that is, the proposer's effective use of personnel and resources to ensure quality service delivery, including the proposed fleet and facility plan, the implementation plan and timeline, comprehensive staffing plan, and the performance plan **(30 points available)**
- 4- Cost effectiveness of the proposal, that is, the proposed cost in relation to the quality and level of service to be provided **(40 points available)**

And

- 5- **Ten (10) bonus** points will be awarded if proposers declare as part of their written proposal that they will retain the employees of the prior contractor for a period of not less than ninety (90) days, pursuant to CA Labor Code Section 1072, Chapter 4.6, subdivision (a)

As part of the proposal selection process, Oral Interviews were scheduled with the three responsive proposers. A survey was distributed in advance of the interviews and proposers presented their responses as well as answered additional questions from the panel. The Evaluation Panel interviewed each of the firms for approximately one hour. Following the Oral Interviews, the six-member Evaluation Panel completed scoring of the proposals.

### **Scoring Summary**

The following table represents the breakdown of how each of the proposers scored in relation to the technical evaluation factors; (1) Qualification of the Proposer, (2) Qualification and Experience of the Proposed Team and (3) Operating Methodology:

| FACTOR                       | TECHNICAL SCORES |              |              |
|------------------------------|------------------|--------------|--------------|
|                              | FATCO            | MV           | RR           |
| 1 - Firm Qualification       | 11.50            | 14.33        | 10.50        |
| 2 - Team Qualification       | 12.33            | 13.83        | 9.17         |
| 3 – Operating Methodology    | 20.67            | 27.33        | 22.00        |
| <b>TOTAL TECHNICAL SCORE</b> | <b>44.50</b>     | <b>55.50</b> | <b>41.67</b> |

The following table represents the breakdown of how each of the proposers scored in relation to the fourth factor, Cost Effectiveness:

| FACTOR                       | COST PROPOSALS |              |              |
|------------------------------|----------------|--------------|--------------|
|                              | FATCO          | MV           | RR           |
| <b>4- Cost Effectiveness</b> | <b>30.17</b>   | <b>39.17</b> | <b>30.83</b> |

Finally, because each of the proposers pledged to retain the incumbent staff pursuant to CA Labor Code 1072, all received the ten (10) available bonus points. The final total scores were as follows:

| FACTOR                    | FINAL SCORES |               |              |
|---------------------------|--------------|---------------|--------------|
|                           | FATCO        | MV            | RR           |
| 1 - Firm Qualification    | 11.50        | 14.33         | 10.50        |
| 2 - Team Qualification    | 12.33        | 13.83         | 9.17         |
| 3 – Operating Methodology | 20.67        | 27.33         | 22.00        |
| 4- Cost Effectiveness     | 30.17        | 39.17         | 30.83        |
| 5 - CA 1072               | 10.00        | 10.00         | 10.00        |
| <b>TOTAL ALL FACTORS</b>  | <b>84.67</b> | <b>104.67</b> | <b>82.50</b> |

Based on the proposals submitted, the oral interviews, and subsequent deliberations, the Evaluation Panel recommends the commencement of contract negotiations for the provision of Heritage Valley Transit Service with MV Transportation, Inc.

### **PRICING SUMMARY:**

The following table represents the cost proposals submitted for the base proposed level of service, as well as, the three service level expansion options, for the full five-year term

TOTAL PROPOSED COST ALL FIVE YEARS:

| Service Package Proposed*        | Total Projected Annual Hours of Service |
|----------------------------------|---|
| BASE PACKAGE                     | 24,050                                  |
| OPTION A - FIXED ROUTE EXPANSION | 36,550                                  |
| OPTION B - DIAL-A-RIDE EXPANSION | 29,050                                  |
| OPTION C - BOTH OPTION A + B     | 41,550                                  |

| FATCO        | MV Trans.    | Ride Right   |
|--------------|--------------|--------------|
| \$9,201,034  | \$6,578,889  | \$8,986,387  |
| \$11,499,706 | \$8,856,124  | \$11,214,031 |
| \$10,368,019 | \$7,746,790  | \$9,884,327  |
| \$12,795,784 | \$10,030,237 | \$12,077,557 |

**RECOMMENDATION:**

As per the requirements of the RFP, section 7.4.1, the Evaluation Panel’s recommendation must be approved by vote of the Commission in order for a contract to be awarded. Pursuant to the Cooperative Agreement, as stated in section 3, “when formal action is required by the Commission, the HVPAC must make the recommendation to the VCTC, including regarding the selection of the transit operator.” As such, staff recommends that the HVPAC formally recommend for Commission approval the Evaluation Panel’s recommendation to award a contract to MV Transportation, Inc.

As stated in the RFP, section 7.3.9.7, “(the) RFP and the proposal, or any part thereof, shall be incorporated into and made part of the final contract, however, VCTC reserves the right to further negotiate the terms and conditions of the contract with the selected proposer.” Staff also recommends that HVPAC formally recommend to the VCTC, that the Commission authorize the Executive Director to negotiate the remaining terms of the Heritage Valley transit services contract in a form and substance approved by VCTC legal counsel.

Lastly, staff also recommends that HVPAC formally recommend that the Commission authorize the VCTC Chairman to execute the five-year contract with MV Transportation, Inc. in an amount not to exceed \$12,000,000. The not to exceed amount reflects the total approximate value proposed by MV Transportation Services Inc. for operation of Expansion “Option C”, including the potential service expansion of up to 20% from the proposed level of service for the respective option<sup>1</sup>. However, the HVPAC, pursuant to the Cooperative Agreement, section 3, will determine and make recommendations to the VCTC regarding the annual budget for the service.

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<sup>1</sup> Pursuant with the RFP: VCTC reserves the right to adjust service at any time plus or minus twenty percent from the projected number of hours, including to proposed options, without affecting the rates for service. Modifications to services may include, but are not limited to, extending, deleting, or adding routes, or parts of routes, and expanding or decreasing revenue hours. (RFP sections 6.1.4, 9 Ex 4 and 9 Form “C”)



Item #8

October 1, 2014

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

**FROM: AARON BONFILIO, PROGRAM MANAGER  
AMY AHDI, TRANSIT PLANNER**

**SUBJECT: MARKETING PROGRAM**

**RECOMMENDATION:**

- Receive and file Pre-launch marketing program summary
- Receive and file Post-launch marketing programs with pricing parameters
- *Receive and file Naming Contest Entries and Possible Action (Attachment)*

**BACKGROUND**

In addition to the “bus naming” contest, VCTC Staff identified (and assumed responsibility for) necessary, basic “pre-launch” marketing items to be completed prior to the start of the new service in January 2015. The activities included fleet branding, initial outreach, bus stop signage/info-posts, and service brochure printing.

At the August 27, 2014 HVTAC meeting, Moore & Associates presented proposed “post-launch” marketing options for the Committee's consideration. Staff advised the HVTAC that “post-launch” would assist in the success of the new service. After discussions, the HVTAC requested Moore & Associates bring back a proposed “post-launch” marketing plan for its review and consideration.

At the September 25, 2014 HVTAC meeting, Jim Moore provided a summary of the “pre-launch” marketing program for the Heritage Valley Transit Service thus far, as well as recommended key points regarding “post-launch” marketing. The pricing for this plan was developed using the transit marketing rule-of-thumb (i.e. three percent of the operating budget). For the Heritage Valley Transit Service, the total budget is approximately \$1,700,000 (less capital fleet expense, and contract administration fee of \$100,000), three percent of which equates to \$51,000. Split equally between the Cities and County, this comes to \$17,000, each. The HVTAC recommended that the marketing summary and budget breakdown be shared with the HVPAC.

*Attached, for HVPAC consideration, are the entries from Heritage Valley residents for the Heritage Valley Transit Service bus naming contest. In the interest of time, Staff requests that*

*the HVPAC review all entries and recommend the naming of the new Heritage Valley Transit Service.*

**Heritage Valley Bus Service – Name the Bus Contest Submissions**

| Name                                | Submitter's Statement   | Naming Considerations   |
|-------------------------------------|---|---|
| Agriculturally Rich State Route 126 | State Route 126 is part of California's last pristine agricultural valley's. Nestled among the banks of the Santa Clara Valley-it's a real scenic wonder for all of it's traveler's!  |   |
| Agri-Valley Transit                 | I feel that Agri-Valley or Agrivalley Transit should be the name because it represents that we are an agricultural community in this valley. Also because most people who ride the bus are agricultural workers and I feel it will make them feel appreciated for what they do for the community.   | Agri-Valley is also part of the name of several non-transportation-related companies in the Central Valley. |
| Around the Town                     | I think it should be called Around The Town because it takes you around the town and its a catchy name that goes with it.   |   |
| Blue Express                        | I think we should name the new circulatory the blue express to match the new name of the blue vctc buses. The new blue express is faster and more enjoyably then the bigger bus.  |   |
| Citrus Blossoms Area Transit        | Citrus blossoms from citrus trees are what shaped this valley into what it is today. A culture with everything from the packing houses and landscapes, to the economy and people. :)  |   |
| Citrus Express                      | In recognition of the agricultural foundation of Santa Clara River Valley and the symbol of the Orange as its reference, this name seems appropriate as well as modern.   |   |
| Citrus Groves                       | We are known for our citrus.<br>We have more citrus than anything else  |   |
| Citrus Orchard Valley Transit       | These communities started with the Orchards. Most families worked for the orchards.   |   |
| Citrus Valley Bus                   | The areas of Santa Paula and Fillmore are famous for their citrus-based industry.   | Citrus Valley also associated with Corona, Norco, Redlands, San Gabriel Valley areas.                       |
| Citrus Valley Transit               | I believe this name represents the 3 communities combined. Our towns have been in the agriculture business for hundreds of years. We have generations of families who are proud to reside in the Santa Clara River Valley, like myself. If my entry is chosen I would like to see a small orange over the i in the word Citrus instead of a dot. I would also like to see a small lemon over the i in the word Transit instead of a dot. This would give the name a personal touch and would look great on the buses for the new transit service. Thank you for the opportunity to participate! | Citrus Valley also associated with Corona, Norco, Redlands, San Gabriel Valley areas.                       |



| Name                                      | Submitter's Statement   | Naming Considerations  |
|---|---|--|
| Citrus, Abacados, Paradise Transportation | Because is the Santa Paula Citrus Capital   |  |
| Fillmore Western Transit                  | I like the name because it is originated in Fillmore. Fillmore and Piru are western like towns.   | Similarity to Fillmore & Western Railway.  |
| H.N.C. Shuttle                            | If you Have No Car you take the shuttle. Quick and easy if you have no car.   |  |
| Heritage Valley Bus Transit               | The Heritage Valley area is in need of a bus stop where the clients can have a bus stop that is close to the day program  | There is a "Heritage Valley Bus" located in Santa Paula ( <a href="http://www.hvbus.com">www.hvbus.com</a> ) |
| Heritage Valley River Line                | This particular bus route goes through Heritage Valley but what most people don't understand or know about is that it runs next to our famous river. This river helped shape the roads we built.  |  |
| Heritage Valley Transit                   | The Heritage Valley Transit should best represent the communities of the Santa Clara River Valley because there's a lot of family, combined cultures, and life throughout the cities. I think the name and design should picture agriculture, different culture, and life of every city.  | There is a "Heritage Valley Bus" located in Santa Paula ( <a href="http://www.hvbus.com">www.hvbus.com</a> ) |
| Highway 126 Valley Transportation         | Highway 126 represents history. It also represents all the local communities.   |  |
| History Bus                               | Well History Bus I chose not because everything is history in these towns but history created the life of them. People going in the bus always create history by doing something. With this bus people create history going places as how the towns were created by people traveling to work and stuff to keep this town since day one. Later in the future when kids are growing up some will ask parents "what was a transportation did you have?" and then parents will say i took the History bus as they created history and supporting the towns. |  |
| Jerico Transport                          | I think people will like the name because it's historic   |  |
| Majestic Mountain Bus Company             | The mountains that we are surrounded in are majestic and the beautiful blue skies. And the word Majestic reminds me of America, the Beautiful to honor our past and present soliders.   |  |
| Orange Grove Transportation               | I believe that Orange Grove transportation would be a great name because this area is known for the great oranges produced by our local farmers. Our community was built on our great farm lands and it is fitting that we name our bus service with a name that the community would be proud of.   |  |
| Santa Clara River Valley "Quick Run"      | I choose this name Santa Clara River Valley represents the three city's; it is such a beautiful senic ride to sit back, relax and enjoy. And Quick Run because the system take's you too your distenaion in no time.  |  |
| Santa Clara's Quick and Easy Ride         | Because I never enter anything like this, but I believe this is the best way for people who have no other way of getting around, for their needs.   |  |

| Name  | Submitter's Statement  | Naming Considerations |
|---|--|-----------------------|
| Strawberry Services/<br>Lemon/Orange/Citrus | History of our community and agriculture heritage  |                       |
| The Citrus Express                          | As a citrus/agriculture community, "The Citrus Express" captures our communities culture and economy.  |                       |
| The Citrus Shuttle                          | This name best represents the communities of the Santa Clara River Valley because of our fame towards our citrus. It is what we are best known for and the name expresses that.                                    |                       |
| The Little Green Bus                        | I believe we should call our bus this because public transport is environmentally sound. It reduces the amount of carbon put in the air, therefore it's green, hence, Little Green Bus.                            |                       |
| The Orchard Express                         | I think it should be named that because trees are pretty and graceful. Also because Santa Clara River Valley is known for the orchards and fruit trees.  |                       |
| The Valley Express                          | We are a small valley area and since there is only one bus traveling through all three cities. It only makes sense that we name it based on the beautiful location, which is in the Valley.                        |                       |
| Tri-City Transit                            | Three cities one name, Tri-City Transit.   |                       |
| Valley Hopper                               | It hops from city to city in the Santa Clara River Valley  |                       |
| Vamos Transit                               | I chose this name because "we go" is a great way for Spanish speaking families to know that it is a transportation service. Also, English speaking people will know that is it a bus because of the word "transit" |                       |
| Viajante                                    | The Santa Clara River Valley is unique in its heritage. I believe a Hispanic name for the travelling system is in keeping with population as a whole.<br>It is a beautiful word for a beautiful valley.            |                       |