



**HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (HVPAC)**
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

Monday, April 24, 2017
1:00 p.m.

AGENDA

ITEM 1 CALL TO ORDER

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

ITEM 3 PUBLIC COMMENTS: Any member of the public may address the Committee for up to two minutes on any subject within the jurisdiction of the Committee that is not scheduled for a public discussion before the Committee.

ITEM 4 AGENDA ADJUSTMENTS

ITEM 5 APPROVAL OF MINUTES – For Action
Recommendation: That the Committee waive the reading and approve the minutes for the regular meeting of March 13, 2017.

ITEM 6 VALLEY EXPRESS SERVICE MODIFICATION AND DRAFT FISCAL YEAR 2017/2018 BUDGET
Recommendation:
Proposed service modifications to take effect Q1 Fiscal-year 2017/2018:

- Direct the HVTAC and staff to plan Fixed Route service reductions based on ridership, and,
- Approve expansion of the Dial-a-ride service area for General Public riders to include the previously restricted “Fixed route service area”.

Approve the Draft Budget as recommended by the HVTAC for recommendation to the Commission.

ITEM 7 RECOMMENDATION FROM SELECTION PANEL OF CONSULTANT FOR MARKETING AND COMMUNITY OUTREACH PROGRAM FOR THE VALLEY EXPRESS

ITEM 8 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION – For Action
Recommendation: That the Committee determine the next Committee meeting date and location.

ITEM 9 ADJOURNMENT



POLICY ADVISORY COMMITTEE (HVPAC)

Monday, March 13, 2017, 1:00 p.m.
City of Santa Paula, Council Chambers
970 Ventura Street, Santa Paula, CA

MEETING MINUTES

MEMBERS PRESENT: Manuel Minjares, City of Fillmore
Ginger Gherardi, City of Santa Paula
Kelly Long, County of Ventura
Martin R. Erickson, VCTC

VCTC STAFF PRESENT: Aaron Bonfilio, VCTC
Heather Miller, VCTC

ITEM 1 CALL TO ORDER
Chair Minjares called the meeting to order at 1:00 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENT
None.

ITEM 3 PUBLIC COMMENTS
None.

ITEM 4 AGENDA ADJUSTMENTS

ACTION

Gherardi moved, seconded by Long, that the Committee take Item 7 before Item 6. The motion passed with no objections.

ITEM 5 APPROVAL OF MINUTES

ACTION

Gherardi moved, seconded by Minjares, that the Committee approve the January 18, 2017 meeting minutes. The motion passed 2/0. Long abstained.

ITEM 6 DRAFT FISCAL YEAR 2017/2018 VALLEY EXPRESS BUDGET

Mr. Bonfilio, VCTC, reviewed the draft fiscal year 2017/2018 Valley Express budget. He discussed 1) the need for the service to reach 10% farebox, 2) the staff hours required and the actual cost for administration of the service, 3) the current level of service provided and opportunities to increase ridership, 4) the role of school trippers with regard to the farebox recovery rate, and 5) poor performance of some fixed route service, leading to reduced farebox recovery rate.

Discussion

The Committee discussed 1) the need and ability to swap TDA revenue for non-TDA revenue, 2) the County's support for the draft budget, 3) the various types of fare media available to riders, 4) the necessity for the county to be connected by transit, 5) the potential to reconfigure the routes, and 6) the option of increasing the Dial-A-Ride service and reducing some fixed-route service.

Mr. Erickson stated that there is a market decline in ridership due to reduced gas prices, low automobile loan rates, ease of access to driver's licenses, and the rise of Transportation Network Companies (TNCs).

ACTION

Gherardi moved, seconded by Long, that the Committee recommend to the Ventura County Transportation Commission, the draft Fiscal Year 2017/1018 Valley Express program budget. The motion passed with no objections.

ITEM 7 SERVICE ANALYSIS: PASSENGER SURVEY AND OUTREACH UPDATE

Mr. Bonfilio presented a brief history of the budget process with respect to route and schedule changes.

Mr. Jim Moore, Moore & Associates, gave a brief overview of 1) the methodology used to conduct Valley Express passenger surveys for fixed-route and Dial-A-Ride services, 2) the purpose and methodology used to perform ride checks, and 3) an update on the efforts taken to promote the community listening sessions scheduled for March 15th and 16th.

Discussion

The Committee discussed 1) their ability to make adjustments to the budget based on the passenger surveys that are not yet complete, 2) the need for data and information in writing prior to adopting a draft budget, 3) including input received at the Unmet Transit Needs public hearings into the survey results, and 4) the role of the Policy Advisory Committee.

Mr. Bonfilio recommended that the Committee meet prior to December 1, 2017 in order to begin the route and schedule change process for the next fiscal year. He stated that the passenger survey results will be presented to the Heritage Valley Technical Advisory Committee in April.

ITEM 8 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION

The Committee agreed to meet on April 24, 2017 at 1:00 p.m. in the Santa Paula Council Chambers.

ITEM 9 ADJOURNMENT

Chair Minjares adjourned the meeting at 1:50 p.m.



DATE: APRIL 24, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: VALLEY EXPRESS SERVICE MODIFICATION AND PROPOSED FISCAL YEAR 2017/2018 BUDGET

RECOMMENDATION

- Proposed service modifications to take effect Q1 Fiscal-year 2017/2018:
 - Direct the HVTAC and staff to plan Fixed Route service reductions based on ridership, and,
 - Approve expansion of the Dial-a-ride service area for General Public riders to include the previously restricted "Fixed route service area".
- Approve the Draft Budget as recommended by the HVTAC for recommendation to the Commission.

BACKGROUND:

At the prior HVPAC meeting the Committee reviewed a draft budget which envisioned the current level of service and existing policies, with some service modifications to be determined at a later date. The HVPAC requested that the item be brought back to the Committees with more specific recommendations, that the budget be developed with specific assumptions regarding service levels. Those assumptions were:

- a) The Dial-a-ride service area be expanded to include the previously "restricted" Fixed Route service areas (see Attachment A)
- b) Service reductions of Fixed Route based on the off-peak (underperforming) times of day/days of week (see Attachment B)

Since that meeting, field work was conducted to gather data; which included on-board surveys, passenger listening session/workshops, as well as on-off ride-checks. A report regarding this effort was prepared by Moore & Associates who led the activities, which is attached as part of this staff report (Attachment E). Concurrent with this effort, the county-wide annual Unmet Transit Needs (UTN) process was conducted. This resulted in multiple public hearings, as well as the solicitation of feedback directly through email and online surveys. The UTN comments regarding the Valley Express and Heritage Valley are also attached for reference (Attachment D).

HVTAC DIRECTION REGARDING PROPOSED SERVICE MODIFICATIONS

As a result of the above processes the following service model options were prepared by staff and presented to the HVTAC for consideration and direction. Below is a high-level overview of each. Greater detail is provided in *Attachment C: Budget Models A, B and C*.

Option A – Minimal Change to Fixed Route with Dial-a-ride Expansion:

- Fixed Route Service
 - No significant change, minor route updates only
- Dial-a-ride Service
 - Expansions of General Public Dial-a-ride with no policy restrictions on service area; i.e. elimination of “restricted” areas near fixed routes for general public rider areas

Approximate levels would be 13,500 hours of fixed route, and 20,000 hours of Dial-a-ride = 33,500 total hours. Includes reduced hourly rate for Contract Services (hours over 28,861 hours).

Total Expense:

Projected Cost-share per Member-agency:

Option B – Fixed Route Reduction with Dial-a-ride Expansion:

- Fixed Route Service
 - Reduction of Fixed Route Service on Weekdays during off-peaks, and elimination of fixed route in Santa Paula and in Fillmore on the weekends.
- Dial-a-ride Service
 - Expansions of General Public Dial-a-ride with no policy restrictions on service area; i.e. elimination of “restricted” areas near fixed routes for general public rider areas

Approximate levels would be 7,500 hours of fixed route, and 20,000 hours of Dial-a-ride. 27,500 total hours estimated.

Option C – Equitable Split of Option B in 1/3, 1/3, 1/3

At the HVTAC chair’s request a third option, Option C, was provided which envisioned an equitable split of scenario “B” (Fixed Route Reduction/Dial-a-ride Expansion) i.e. an even 1/3rd split between member-agencies, as previously done at service implementation and prior to the HVTS MOU. This formula is not contained in the MOU and would require an amendment.

HVTAC DIRECTION

The HVTAC reviewed the above options and directed staff to proceed with **Option B**, which addressed the desire by the Committees to both reduce underperforming Fixed Route services and expand Dial-a-ride for the General Public. The HVTAC added that in addition to adjustments to Fillmore and Santa Paula Fixed Routes, that adjustment to the County-funded Piru/Fillmore route be reviewed, as well.

For budget purposes, the maximum annual level of service was recommended as *7,500 hours of service for Fixed Route and 20,000 hours for Dial-a-ride, for a total of 27,500 budgeted hours.*

WHY REDUCE FIXED ROUTE AND INCREASE DIAL-A-RIDE?

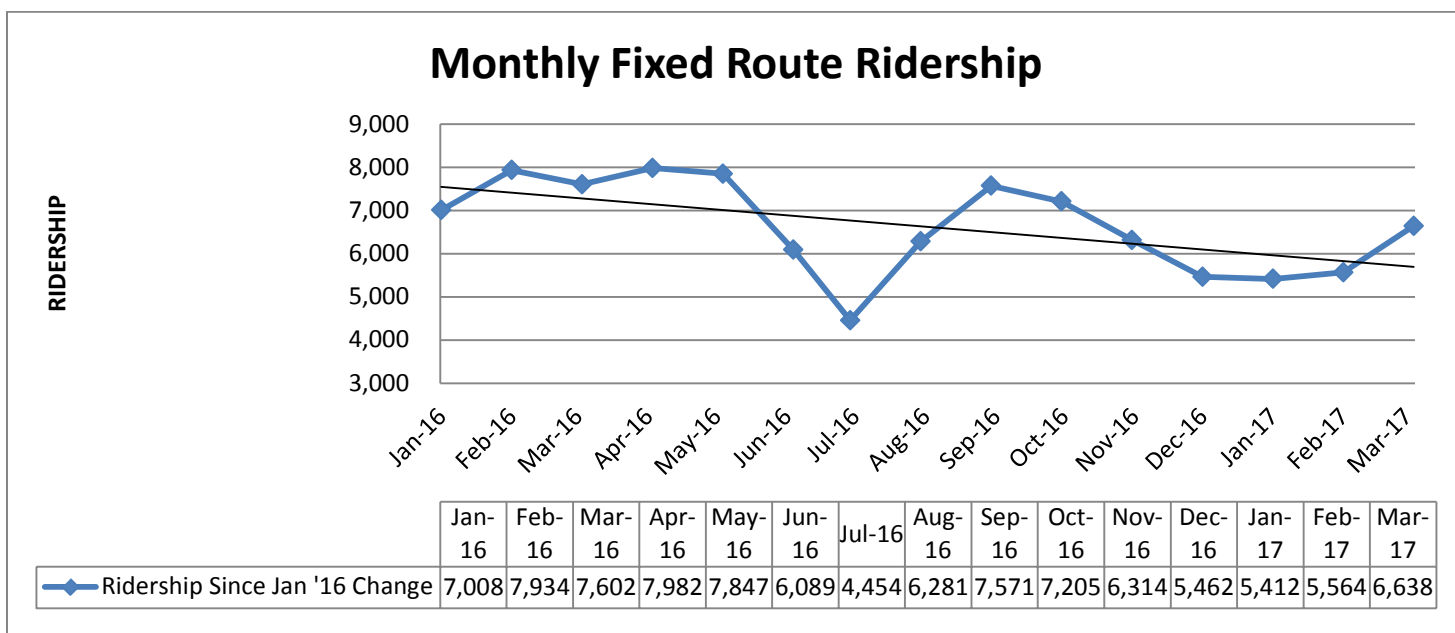
Current performance and the potential to attract more riders with expanded Dial-a-ride.

Currently, the annual levels of service are approximately 13,500 hours of Fixed Route, and 14,000 hours per year of Dial-a-ride (27,500 hours total).

- The fixed route total includes a budget of 10% recovery time, and the Dial-a-ride total is the “budgeted” total.¹

Based on this, the *Operating Rate*—that is, the rate for which farebox recovery must meet a 10% ratio—is: **\$64.00 / hour.**² Thus required farebox revenue system-wide is \$6.40 per hour. Based on historic ridership (FY16/17 year-to-date) the fare revenues per hour are \$5.24 and \$4.02 for Fixed Route and Dial-a-ride, respectively. To achieve the 10% farebox ratio—based on existing fares collected per passenger—the system, as it is currently designed, would need to gain on average an additional one and a half (1.5) Fixed Route passengers per hour, and an additional one (1) Dial-a-ride passenger per hour. Given the trend of declining ridership on the Fixed Route system, the potential to increase ridership on this mode would be difficult. However, reducing the level of service to operate only those most productive routes would be the first step to improving the passengers per hour, and thus farebox recovery relative to total hours.

The following table reflects the past fifteen months of Fixed Route ridership since the last service reduction (January 2016).



In addition, by expanding the General Public Dial-a-ride service to include the Fixed Route area, increases the potential for shorter trips, i.e. higher farebox recovery per hour, and generally expands the market for Dial-a-ride as it opens up services to a greater number of destinations.

¹ Average demand for Dial-a-ride YTD is 921 hours per month, (or 11,052 hours per year); average Fixed Route YTD is 996 hours per month, (or 11,952 hours per year). Total projected hours are 23,004.

² Based on actuals, the estimated year-end operating cost \$1,472,254.

Currently the General Public Dial-a-ride program is set by policy to be only those trips that are traveling to/from *outside* the Fixed Route service area, and/or trips based on eligibility (seniors 65 years and older, and paratransit riders). The HVTAC's recommendation is for this policy to be discontinued.

SERVICE LEVEL COMPARISON: CURRENT vs. PROPOSED

Current Level:

Current Level of Service (Budgeted)		
<u>Fixed Route</u>	<u>Projected Hours</u>	<u>Projected Share</u>
Fillmore	3,720	27.6%
Santa Paula	6,240	46.2%
County	3,540	26.2%
Total - Fixed Route	13,500	100.0%
<u>Dial-a-ride</u>	<u>Projected Hours</u>	<u>Share YTD (12/31/16)</u>
Fillmore	3,290	23.5%
Santa Paula	9,604	68.6%
County	1,106	7.9%
Total - Dial-a-ride	14,000	100.0%
Total	27,500	

Current Service Environment

- Fixed Route Level = 13,500 hours
- Dial-a-ride (DAR) Level = 14,000 hours (budgeted*)
Eligible riders are Paratransit, 65+, Gen public in non-fixed route area
**Actual DAR demand trend = ~11,050/yr*
- Farebox Trend: \$107,100 (projected)
- Fares needed (10%): \$158,000 (projected)

Fixed Route Service Levels:

Daily Breakdown of (Current)			
<u>Weekdays</u>	<u>Hours Day</u>	<u>Weekend</u>	<u>Hours Day</u>
Santa Paula			
Rte A	9.1	Rte A	5.5
Rte B	9.3	Rte B	4.6
Tripper	2.45		
Fillmore			
Fill Loop	7.33	Fill Loop	1.85
River Central	3.6	River Central	2.5
Tripper	2.12		
County			
Piru	10.5	Piru	5.5

*Hours include approximately 10% recovery

HVTAC Proposed Levels

“Option B” - Reduced Fixed Route / Expanded Dial-a-ride

<u>Fixed Route</u>	<u>Projected Hours</u>	<u>Projected Share</u>
Fillmore	2,000	26.7%
Santa Paula	2,100	28.0%
County	3,400	45.3%
Total	7,500	100.0%
<u>Dial-a-ride</u>	<u>Projected Hours</u>	<u>Share YTD (12/31/16)</u>
Fillmore	4,700	23.5%
Santa Paula	13,720	68.6%
County	1,580	7.9%
Total	20,000	100.0%
Total Hours	27,500	

Option B – Reduced Fixed Route / Expanded Dial-a-ride

- Reduced fixed route→ approx. 7,500 hrs./yr.
- Expanded Dial-a-ride: to 20,000 hrs./yr.
- Net neutral total budget: 27,500 hours total
(same level of service as FY16/17, no contract rate change)
- Farebox Trend³: \$119,750 (projected)
- Fares Needed: \$183,910 (projected)
 - o Shortfall: \$64,160 (projected)

Fixed Route Service Levels

Daily Breakdown (Option B)⁴

<u>Weekdays</u>	<u>Hours Day</u>	<u>Weekend</u> ⁵	<u>Hours Day</u>
Santa Paula			
Max Daily	6.5	Max Daily	4
Rte A	TBD	Rte A	TBD
Rte B	TBD	Rte B	TBD
Tripper	TBD		
Fillmore			
Max Daily	7	Max Daily	0
Fill Loop	TBD	Fill Loop	None
River Central	TBD	River Central	None
Tripper	TBD		
County			
Piru	11	Piru	5

³ Farebox trend based on level of service and historic trend of fares per hour.

⁴ City/County staff (HVTAC) and VCTC to finalize fixed route adjustments. Table reflects not to exceed totals.

⁵ Some weekend service is proposed for Santa Paula based on actual utilization. See Attachment B.

PROPOSED FISCAL YEAR 2017/2018 BUDGET
(OPTION B)

Budget Assumptions:

- **7,500 hours of Fixed Route**
- **20,000 hours of Dial-a-ride**
- **Cost-share determined by existing formula/policy**
 - **Fixed Route: percent share of hours operated within jurisdiction**
 - **Dial-a-ride: percent share of trips originated within jurisdiction**
 - **Admin/Other costs: shared equally (1/3, 1/3, 1/3)**
 - **Offsets (Fare revenues, FTA revenues) applied based on total cost-share of service**
- **Any potential fare revenue shortfall would be made up by member-agencies proportional to total cost-share of service (see Attachment C – Option Comparisons).**

Funding Source	Fiscal Year 2016/2017	Fiscal Year 2017/2018	Year-over-year Increase (Decrease)
FTA 5307	\$502,541	\$539,923	\$37,382
Prop1B PTMISEA	220,000	0	(\$220,000)
Local Contribution*	1,168,379	1,183,667	\$15,288
Local Fee – Farebox	176,080	183,910	\$7,830
Total Funding	\$2,067,000	\$1,907,500	(\$159,500)
Expenditures	Fiscal Year 2016/2017	Fiscal Year 2017/2018	Year-over-year Increase (Decrease)
Salaries	\$41,800	\$43,500	\$1,700
Fringe and Tax	\$21,000	\$20,800	(\$200)
Indirect Cost Allocation	\$34,500	\$35,700	\$1,200
Communications	\$7,000	\$13,200	\$6,200
Mileage	\$2,500	\$2,000	(\$500)
Postage	\$200	\$100	(\$100)
Printing	\$5,000	\$5,000	\$0
Supplies	\$200	\$200	\$0
Bank Fees	\$1,000	\$1,100	\$100
Legal Services	\$9,000	\$9,000	\$0
Professional Services	\$62,000	\$63,000	\$1,000
Marketing	\$68,128	\$79,000	\$10,872
On-board Video System	\$0	\$0	\$0
Bus / Farebox Equipment	\$220,000	\$4,400	(\$215,600)
Contract Services	\$1,594,672	\$1,630,500	\$35,828
Total Expenditures	\$2,067,000	\$1,907,500	(\$159,500)

[CONTINUED]

Proposed Budget Fiscal Year 2017/2018 [Continued]

*Projected Cost Share - Local Contribution	FINAL BUDGET 2016/2017	DRAFT BUDGET 2017/2018	Year-over-year Increase (Decrease)
City of Fillmore	\$309,035	\$301,958	(\$7,077)
City of Santa Paula	\$604,205	\$687,177	\$82,972
County of Ventura	\$255,139	\$194,532	(\$60,607)
	\$1,168,379	\$1,183,667	\$15,288

Item 6 Attachments:

Attachment A: Dial-a-ride Restricted Areas (Fixed Route Areas)

Attachment B: Fixed Route Service Performance by Time of Day

Attachment C: Budget Models – Options A, B, and C

Attachment D: Unmet Transit Needs 2016/2017, Public Comments re Heritage Valley

Attachment E: Valley Express 2017 System Evaluation



DATE: APRIL 24, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: MARTIN R. ERICKSON, PUBLIC TRANSIT DIRECTOR
AARON BONFILIO, PROGRAM MANAGER

SUBJECT: RECOMMENDATION FOR VALLEY EXPRESS MARKETING AND COMMUNITY OUTREACH SERVICES CONSULTANT

RECOMMENDATION

- Approve recommendation to the Ventura County Transportation Commission that the contract for Marketing and Outreach services for the Valley Express be awarded to Celtis Ventures, LLC.

BACKGROUND

The Heritage Valley Transit Service, operated under the name Valley Express, launched mid-fiscal year March 2015. At that time the Commission provided marketing and outreach services under its agency-wide marketing and outreach program with Moore & Associates (Moore). The contract with Moore ended at the end of the fiscal year. Considering the recent launch of this brand-new system and the ongoing post-launch promotional activities, the Heritage Valley Transit Service committees recommended VCTC engage (on behalf of the Valley Express) with Moore for a one-year agreement, effective July 2015 to June 30, 2016. Subsequently, VCTC continued its agreement with Moore, on behalf of the Valley Express for an additional year, which we are in now.

On January 18, 2017 HVPAC recommended to the Commission the issuance of a Request for Proposals for Marketing and Outreach Services (RFP). On February 3, 2017 the Commission approved release of the RFP. Four proposals were received from the following firms: Moore and Associates, Celtis Ventures LLC, Capitol Core Group, Inc., and Consortium Media and Public Relations. VCTC staff coordinated an evaluation panel consisting of members of the HVTAC (Dave Rowlands, City of Fillmore; Treena Gonzales, County of Ventura; Caesar Hernandez, City of Santa Paula), and also included Cynthia Torres-Duque from Gold Coast Transit District, and Aaron Bonfilio from VCTC.

The evaluation panel met on April 18, 2017 and interviewed each of the proposers. The evaluation process utilized a point scoring system, which took into consideration the following criteria:

- | | |
|--|--|
| ➤ <i>Understanding the scope of work</i> | ➤ <i>Quality of Proposal</i> |
| ➤ <i>Demonstrated professional skill and credentials</i> | ➤ <i>Approach to performing this type of work</i> |
| ➤ <i>Related Experience / references</i> | ➤ <i>Familiarity with Valley Express transit service</i> |

Each panelist scored the proposals, following which the average of all scores were identified.

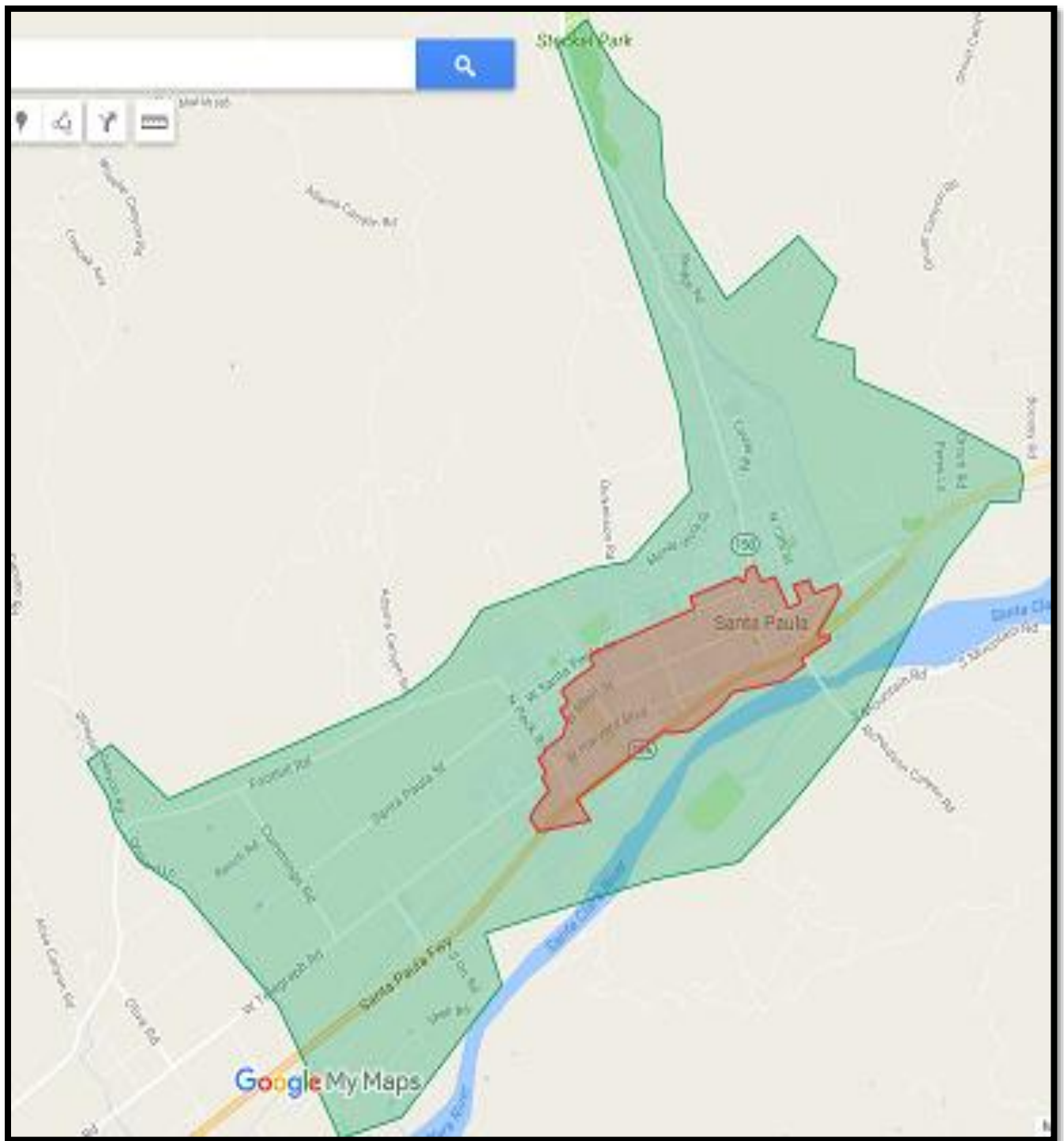
Average of all scores by scoring criteria:

Scoring Criteria	Potential Points	Celtis Ventures	Moore & Associates	Capitol Core Group	Consortium Media
<i>Understanding the scope of work</i>	20	19.2	19.0	13.8	10.6
<i>Demonstrated professional skill and credentials</i>	10	9.8	9.2	8.0	8.0
<i>Related experience / references</i>	20	19.4	18.0	13.2	12.2
<i>Quality of proposal</i>	20	19.2	16.4	14.2	12.0
<i>Approach to performing this type of work</i>	20	18.2	17.0	13.8	11.4
<i>Familiarity with Valley Express Transit Service</i>	10	8.4	10.0	3.8	3.4
Total	100	94.2	89.6	66.8	57.6

Through this process, the panel recommended that Celtis Ventures LLC be awarded the contract. The firm was which received the highest average score in all but one category. Staff plans to take the Award recommendation to the Commission at the May 12, 2017 meeting, and if approved, Celtis Ventures LLC will formally begin as the Marketing and Community Outreach Consultant on July 1, 2017.

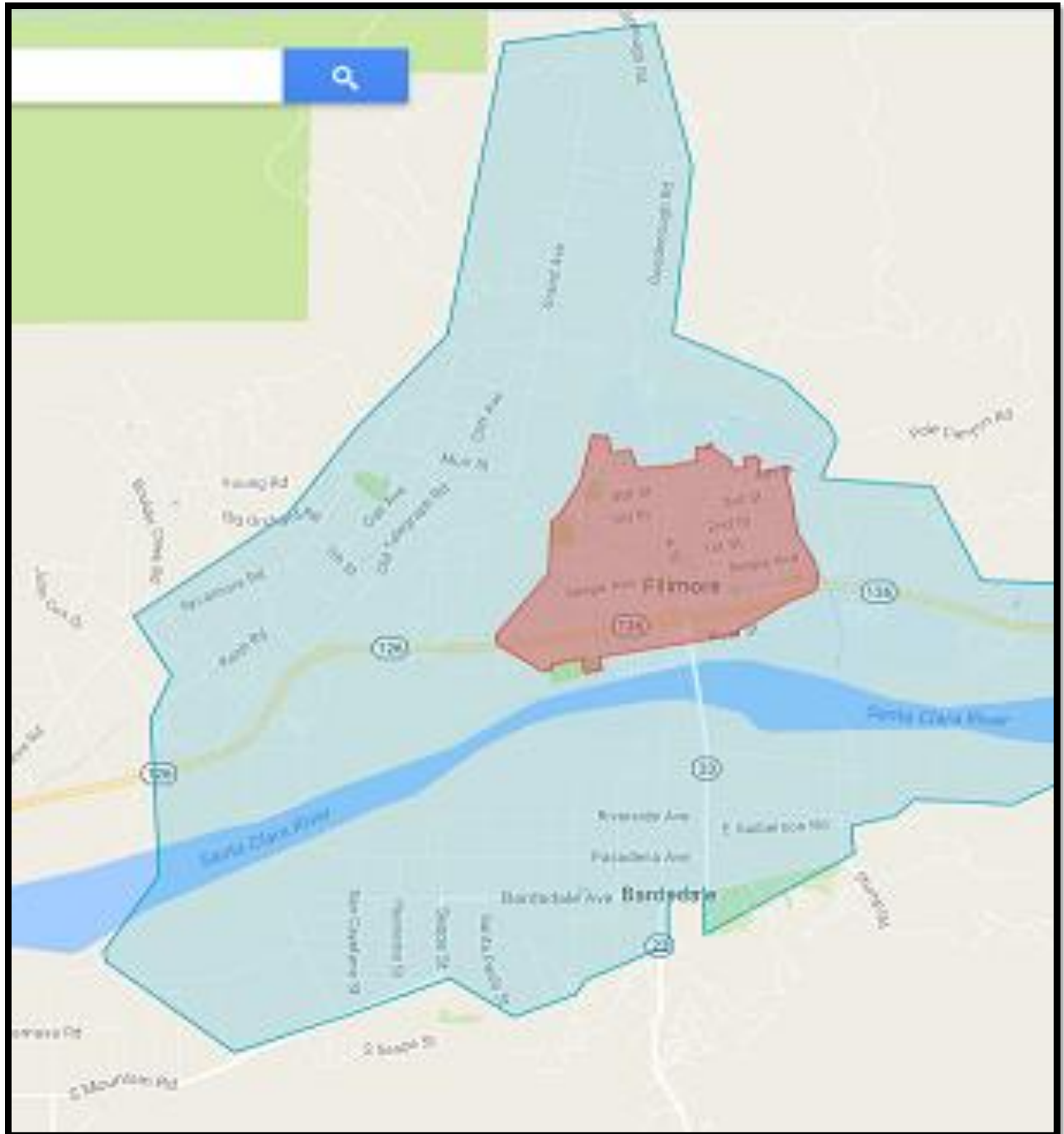
Santa Paula

Red shaded area indicates “Fixed Route” area.



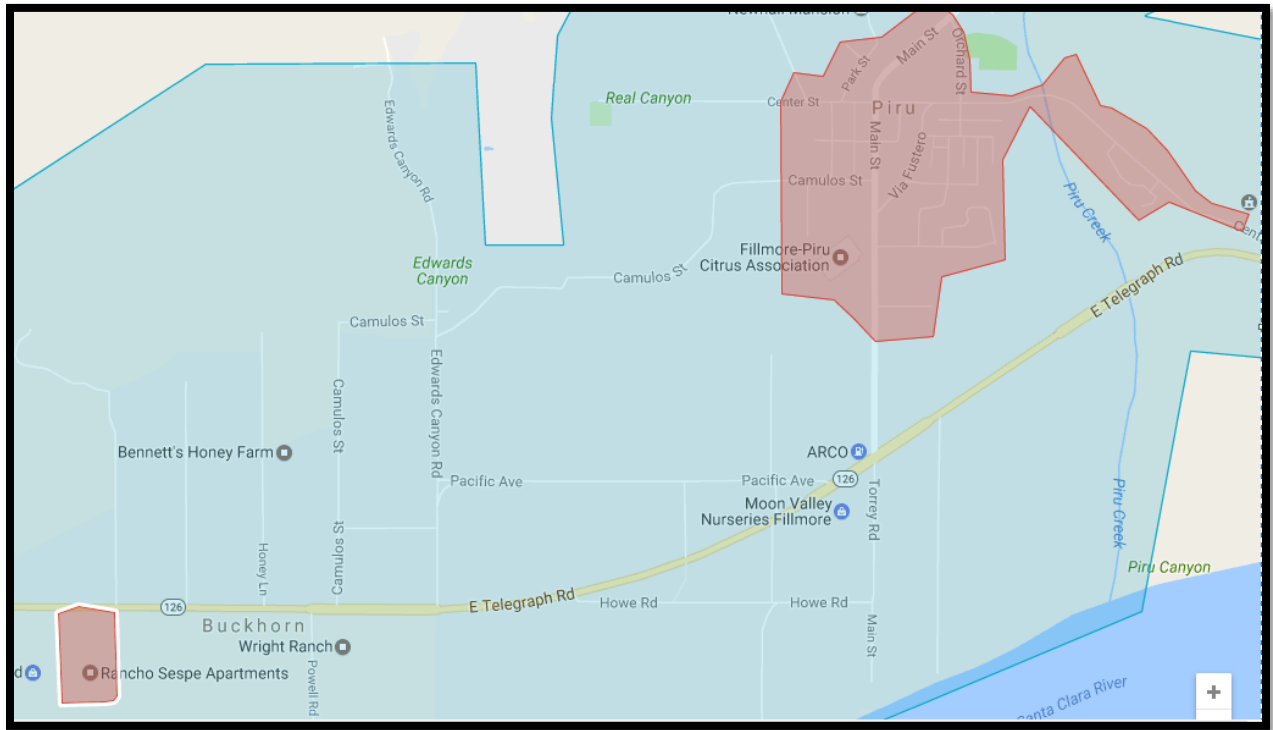
Fillmore

Red shaded area indicates “Fixed Route” area.



County Unincorporated (Piru & Rancho Sespe)

Red shaded area indicates “Fixed Route” area.



Following the HVPAC's approval, the red shaded areas will be added to the Dial-a-ride service area available to the General Public.

SANTA PAULA - WEEKDAYS

Route "A"	Passengers / Hour	Route "B"	Passengers /Hour	Trippers	Passengers /Hour
6:43 AM	5.11	6:31 AM	12.44	AM Tripper (6:50-7:45 AM)	15.58
7:13 AM	14.74	7:08 AM	21.28	PM Tripper (2:30 - 3:22 PM)	6.24
7:50 AM	10.50	7:51 AM	5.45		
8:39 AM	10.00	8:31 AM	4.76		
10:59 AM	6.00	9:07 AM	7.47		
12:22 PM	5.33	10:19 AM	6.46		
1:00 PM	4.27	11:34 AM	3.64		
1:45 PM	3.33	1:15 PM	6.46		
2:25 PM	8.53	1:56 PM	5.71		
3:01 PM	3.56	2:35 PM	5.66		
3:49 PM	1.98	3:21 PM	4.76		
4:25 PM	3.21	4:01 PM	3.43		
6:15 PM	4.67	5:33 PM	1.43		
		6:50 PM	1.41		

WEEKEND

Route "A"	Passengers/Hour	Route "B"	Passengers/Hour
8:00 AM	0.00	8:35 AM	1.06
9:10 AM	4.65	9:50 AM	6.38
10:25 AM	8.14	11:15 AM	7.45
11:55 AM	3.49	12:30 PM	1.06
1:15 PM	10.47	1:55 PM	2.13
2:30 PM	10.47	3:05 PM	4.26
3:45 PM	8.14	4:25 PM	2.13
5:00 PM	0.00		

FILLMORE - WEEKDAYS

Fillmore Loop	Passengers/ Hour
6:05 AM	0.00
6:40 AM	1.52
7:05 AM	3.33
7:30 AM	13.64
7:55 AM	7.67
8:20 AM	5.45
10:15 AM	5.76
12:05 PM	8.18
1:40 PM	12.67
2:10 PM	8.18
2:40 PM	8.00
3:10 PM	4.55
4:15 PM	4.24
5:15 PM	1.67
6:15 PM	0.00

River Central	Passengers/ Hour
9:45 AM	4.49
10:45 AM	0.77
12:45 PM	4.30
2:45 PM	3.08
3:45 PM	4.81
4:45 PM	1.75
5:45 PM	0.00
6:45 PM	3.08

Trippers	Passengers/ Hour
AM Tripper (7:00-7:37 AM)	23.80
PM Tripper (2:00 - 3:00 PM)	40.90

FILLMORE WEEKENDS: Zero boardings on Fillmore Loop or River Central during sample period.

PIRU WEEKDAYS

Piru	Passengers/Hour
5:40 AM	2.00
6:15 AM	5.50
6:55 AM	23.95
7:45 AM	8.26
8:20 AM	5.30
9:00 AM	10.70
10:00 AM	9.25
11:10AM	11.11
1:05 PM	16.00
2:15 PM	14.08
3:25 PM	18.75
4:15 PM	11.33
4:55 PM	18.00
5:30 PM	13.30
7:15 PM	9.50

PIRU WEEKENDS

Piru	Passengers/Hour
8:00 AM	13.57
9:05 AM	17.14
10:10 AM	11.79
11:10 AM	13.57
12:40 PM	12.86
1:45 PM	9.64
3:05 PM	14.29
4:20 PM	12.86
5:15 PM	9.29

HVPAC - MARCH 2017 - OPTION A (No Change to Fixed Route, Expanded Dial-a-ride)

FY 2017/2018 Budget Model

TABLE 1	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Jurisdiction	Fixed Route Hours (note 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 2017/18 (note 5)	TDA Balance
Fillmore	3720	28%	\$57.15	\$212,598.00	4,700	\$57.15	\$268,605.00	\$33,333.33	\$59,000.00	\$573,536.33	26%	\$373,732.01	\$523,832.00	\$150,099.99
Santa Paula	6240	46%	\$57.15	\$356,616.00	13,720	\$57.15	\$784,098.00	\$33,333.33	\$59,000.00	\$1,233,047.33	56%	\$831,129.91	\$1,037,343.00	\$206,213.09
Unincorporated County	3540	26%	\$57.15	\$202,311.00	1,580	\$57.15	\$90,322.00	\$33,333.34	\$59,000.00	\$384,966.34	18%	\$234,450.08	(note 6)	
Total	13500			\$771,525.00	20,000		\$1,143,025.00	\$100,000.00	\$177,000.00	\$2,191,550.00		\$1,439,312.00		

Notes:		(25.00)
1. Fixed Route hours based on current level of service (eff 1/18/16)		
2. DAR allocation of annual proj hours based on 6-mo trend (7/1/6- 12/31/16)		
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 2/3/17		
6. County TDA all to GCTD, County will request sufficient funds		
7. FTA Offset uses % of total cost		
8. Farebox Offset uses % of Fixed Route hours		
		Total less offset
		FTA
		Farebox
		TOTAL FY1718

Offset Revenue Sources (Table 2)

Additional Revenue	
FTA 5307	\$539,923
Farebox (10% minimum)	\$212,315
Total Offset	\$752,238

Offset per Agency Calc (Table 3)

Offset	FTA	Fare	Total
Fillmore	\$141,300	\$58,505	\$199,804
Santa Paula	\$303,781	\$98,137	\$401,917
County	\$94,843	\$55,674	\$150,516
Total	\$539,923	\$212,315	\$752,238
	note 7	note 8	

Operating Cost Calculation

FY17/18

Fully Burdened Labor	\$100,000
<i>Communications - Equipment [Capital]</i>	<i>n/a</i>
Communications - Airtime [Operations]	\$7,200
Mileage	\$2,000
Postage	\$100
Printing	\$5,000
Supplies	\$200
Bank Fees	\$1,100
Legal Services	\$9,000
Prof. Services- Fleet Inspection Services	\$5,000
<i>Prof. Services- Sched Soft Licenses [Capital]</i>	<i>n/a</i>
Marketing	\$79,000
<i>Bus / Farebox Equipment [Capital]</i>	<i>n/a</i>
Contract Services	\$1,914,550
Total Operating Cost per TDA	\$2,123,150

Target Farebox Revenues	\$212,315.00
-------------------------	--------------

Shared Expenditures

FY17/18

(Table 5)			
Admin Fee	Fully Burdened Labor	\$100,000	(Note 3)
Other Svcs	Communications - Equipment [Capital]	\$6,000	\$6,000
Other Svcs	Communications - Airtime [Operations]	\$7,200	\$7,200
Other Svcs	Mileage	\$2,000	\$2,000
Other Svcs	Postage	\$100	\$100
Other Svcs	Printing	\$5,000	\$5,000
Other Svcs	Supplies	\$200	\$200
Other Svcs	Bank Fees	\$1,100	\$1,100
Other Svcs	Legal Services	\$9,000	\$9,000
Other Svcs	Prof. Services- <i>Fleet Inspection Services</i>	\$5,000	\$5,000
Other Svcs	Prof. Services- <i>Sched Soft Licenses [Capital]</i>	\$58,000	\$58,000
Other Svcs	Marketing	\$79,000	\$79,000
Other Svcs	Bus / Farebox Equipment [Capital]	\$4,400	\$4,400
Transit Service	Contract Services	\$1,914,550	
	TOTAL EXPENDITURES	2,191,550	
		Subtotal Other svcs	\$ 177,000.00
		Share per Juris.	\$ 59,000.00

Transit Service Projected Hours

<u>Fixed Route</u>	<u>Projected Hours</u>	<u>Projected Share</u>
Fillmore	3,720	27.6%
Santa Paula	6,240	46.2%
County	3,540	26.2%
Total	13,500	100.0%

<u>Dial-a-ride</u>	<u>Projected Hours</u>	
Fillmore	4,700	23.5%
Santa Paula	13,720	68.6%
County	1,580	7.9%
Total	20,000	100.0%

HVPAC - MARCH 2017 - OPTION B (FIXED ROUTE REDUCED, DIAL-A-RIDE EXPANDED)

FY 2017/2018 Budget Model

Table 1	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Jurisdiction	Fixed Route Hours (note 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 2017/18 (note 5)	TDA Balance
Fillmore	2,000	27%	\$59.29	\$118,580.00	4,700	\$59.29	\$278,663.00	\$33,333.33	\$59,000.00	\$489,576.33	26%	\$301,957.77	\$523,832.00	\$221,874.23
Santa Paula	2,100	28%	\$59.29	\$124,509.00	13,720	\$59.29	\$813,458.80	\$33,333.33	\$59,000.00	\$1,030,301.13	54%	\$687,176.83	\$1,037,343.00	\$350,166.17
Unincorporated County	3,400	45%	\$59.29	\$201,586.00	1,580	\$59.29	\$93,703.20	\$33,333.34	\$59,000.00	\$387,622.54	20%	\$194,532.41	(note 6)	
Total	7,500			\$444,675.00	20,000		\$1,185,825.00	\$100,000.00	\$177,000.00	\$1,907,500.00		\$1,183,667.00		

Notes:		(25.00)	-
1. Fixed Route hours based on reduced level of service (eff Q1 17/18)			
2. DAR allocation of annual proj hours based on 6-mo trend (7/1/6- 12/31/16)		Total less offset	\$1,183,667.00
3. VCTC Admin fee of \$100,000 split three ways between agencies		FTA	\$539,923.00
4. Incl. Fleet Insp svcs, Legal, Marketing, Trapeze exp, and supplies, printing etc. (G&A)		Farebox	\$183,910.00
5. Approved at VCTC meeting on 2/3/17		TOTAL FY1718	\$1,907,500.00
6. County TDA all to GCTD, County will request sufficient funds			
7. FTA Offset uses % of total cost			
8. Farebox Offset uses % of Fixed Route hours			

Offset Revenue Sources (Table 2)

Additional Revenue	
FTA 5307	\$539,923
Farebox (10% minimum)	\$183,910
Total Offset	\$723,833

Offset per Agency Calc (Table 3)

Offset	FTA	Fare	Total
Fillmore	\$138,576	\$49,043	\$187,619
Santa Paula	\$291,630	\$51,495	\$343,124
County	\$109,718	\$83,373	\$193,090
Total	\$539,923	\$183,910	\$723,833
	note 7	note 8	

Operating Cost Calculation

(Table 4)

FY17/18

Fully Burdened Labor	\$100,000
<i>Communications - Equipment [Capital]</i>	<i>n/a</i>
Communications - Airtime [Operations]	\$7,200
Mileage	\$2,000
Postage	\$100
Printing	\$5,000
Supplies	\$200
Bank Fees	\$1,100
Legal Services	\$9,000
Prof. Services- Fleet Inspection Services	\$5,000
<i>Prof. Services- Sched Soft Licenses [Capital]</i>	<i>n/a</i>
Marketing	\$79,000
<i>Bus / Farebox Equipment [Capital]</i>	<i>n/a</i>
Contract Services	\$1,630,500
Total Operating Cost per TDA	\$1,839,100

Target Farebox Revenues	\$183,910.00
-------------------------	--------------

Shared Expenditures

(Table 5)

FY17/18

Admin Fee	Fully Burdened Labor	\$100,000	(Note 3)
Other Svcs	Communications - Equipment [Capital]	\$6,000	\$6,000
Other Svcs	Communications - Airtime [Operations]	\$7,200	\$7,200
Other Svcs	Mileage	\$2,000	\$2,000
Other Svcs	Postage	\$100	\$100
Other Svcs	Printing	\$5,000	\$5,000
Other Svcs	Supplies	\$200	\$200
Other Svcs	Bank Fees	\$1,100	\$1,100
Other Svcs	Legal Services	\$9,000	\$9,000
Other Svcs	Prof. Services- <i>Fleet Inspection Services</i>	\$5,000	\$5,000
Other Svcs	Prof. Services- <i>Sched Soft Licenses [Capital]</i>	\$58,000	\$58,000
Other Svcs	Marketing	\$79,000	\$79,000
Other Svcs	Bus / Farebox Equipment [Capital]	\$4,400	\$4,400
Transit Service	Contract Services	\$1,630,500	
	TOTAL EXPENDITURES	1,907,500	
		Subtotal Other svcs	\$ 177,000.00
		Share per Juris.	\$ 59,000.00

Transit Service Projected Hours

(Table 6)

<u>Fixed Route</u>	<u>Projected Hours</u>	<u>Projected Share</u>
Fillmore	2,000	26.7%
Santa Paula	2,100	28.0%
County	3,400	45.3%
Total	7,500	100.0%

<u>Dial-a-ride</u>	<u>Projected Hours</u>	
Fillmore	4,700	23.5%
Santa Paula	13,720	68.6%
County	1,580	7.9%
Total	20,000	100.0%

FY 2017/2018 Budget Model

Table 1		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Jurisdiction		Fixed Route Hours (note 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 2017/18 (note 5)	TDA Balance
1	Fillmore	2,500	33%	\$59.29	\$148,210.18	6,667	\$59.29	\$395,266.67	\$33,333.33	\$59,000.00	\$635,810.17	33%	\$394,541.00	\$523,832.00	\$129,291.00
2	Santa Paula	2,500	33%	\$59.29	\$148,210.18	6,667	\$59.29	\$395,266.67	\$33,333.33	\$59,000.00	\$635,810.18	33%	\$394,541.00	\$1,037,343.00	\$642,802.00
3	Unincorporated County	2,500	33%	\$59.29	\$148,210.18	6,667	\$59.29	\$395,291.67	\$33,333.34	\$59,000.00	\$635,835.18	33%	\$394,558.93	(note 6)	
4	Total	7,500			\$444,675.00	20,000		\$1,185,825.00	\$100,000.00	\$177,000.00	\$1,907,455.54		\$1,183,640.93		

Notes: 1. Fixed Route hours based on even split of reduced hours (eff Q1 17/18) 2. DAR allocation based on even split of increased 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 2/3/17 6. County TDA all to GCTD, County will request sufficent funds 7. FTA Offset uses % of total cost 8. Farebox Offset uses % of Fixed Route hours														
												Total less offset	\$1,183,640.93	
												FTA	\$539,923.00	
												Farebox	\$183,910.00	
												TOTAL FY1718	\$1,907,473.93	

Offset Revenue Sources (Table 2)

Additional Revenue	
FTA 5307	\$539,923
Farebox (10% minimum)	\$183,910
Total Offset	\$723,833

Offset per Agency Calc (Table 3)

Offset	FTA	Fare	Total
Fillmore	\$179,972	\$61,297	\$241,269
Santa Paula	\$179,972	\$61,297	\$241,269
County	\$179,979	\$61,297	\$241,276
Total	\$539,923	\$183,892	\$723,815
	note 7	note 8	

Operating Cost Calculation

(Table 4)	FY17/18
Fully Burdened Labor	\$100,000
Communications - Equipment [Capital]	n/a
Communications - Airtime [Operations]	\$7,200
Mileage	\$2,000
Postage	\$100
Printing	\$5,000
Supplies	\$200
Bank Fees	\$1,100
Legal Services	\$9,000
Prof. Services- Fleet Inspection Services	\$5,000
Prof. Services- Sched Soft Licenses [Capital]	n/a
Marketing	\$79,000
Bus / Farebox Equipment [Capital]	n/a
Contract Services	\$1,630,500
Total Operating Cost per TDA	\$1,839,100
Target Farebox Revenues	\$183,910.00

Shared Expenditures

(Table 5)

Admin Fee	Fully Burdened Labor	\$100,000	(Note 3)
Other Svcs	Communications - Equipment [Capital]	\$6,000	\$6,000
Other Svcs	Communications - Airtime [Operations]	\$7,200	\$7,200
Other Svcs	Mileage	\$2,000	\$2,000
Other Svcs	Postage	\$100	\$100
Other Svcs	Printing	\$5,000	\$5,000
Other Svcs	Supplies	\$200	\$200
Other Svcs	Bank Fees	\$1,100	\$1,100
	Legal		
Other Svcs	Services	\$9,000	\$9,000
Other Svcs	Prof. Services- <i>Fleet Inspection Services</i>	\$5,000	\$5,000
Other Svcs	Prof. Services- <i>Sched Soft Licenses [Capital]</i>	\$58,000	\$58,000
Other Svcs	Marketing	\$79,000	\$79,000
Other Svcs	Bus / Farebox Equipment [Capital]	\$4,400	\$4,400
	Contract		
Transit Service	Services	\$1,630,500	
	TOTAL EXPENDITURES	1,907,500	
		Subtotal Other svcs	\$ 177,000.00
		Share per Juris.	\$ 59,000.00

Transit Service Projected Hours

(Table 6)	Fixed Route	Projected Hours	Projected Share
Fillmore		2,500	33.3%
Santa Paula		2,500	33.3%
County		2,500	33.3%
Total		7,500	100.0%
Dial-a-ride			
Fillmore		4,700	23.5%
Santa Paula		13,720	68.6%
County		1,580	7.9%
Total		20,000	100.0%

OPTION COMPARISON

Member Agency	Option A (Fixed Route Same, Dial a-ride Expanded)	Option B (Fixed Route Reduced, Dial-a-ride Expanded)	Option C (Same as "B" Split Evenly)
City of Fillmore	\$373,732.01	\$301,957.77	\$394,541.00
City of Santa Paula	\$831,129.91	\$687,176.83	\$394,541.00
County of Ventura	\$234,450.08	\$194,532.41	\$394,558.93
Total	\$1,439,312.00	\$1,183,667.00	\$1,183,640.93

Required Farebox	\$212,315.00	\$183,910.00	\$183,910.00
Projected Shortfall	-\$61,115.64	-\$64,160.03	-\$64,160.03

Member Agency Share of Shortfall (Additional Cost)	Option A - Share of Shortfall based on split total cost share	Option B - Share of Shortfall based on split total cost share	Option C - Share of Shortfall based on split total cost share
City of Fillmore	-\$15,994.18	-\$16,467.23	-\$21,386.40
City of Santa Paula	-\$34,385.92	-\$34,654.87	-\$21,386.40
County of Ventura	-\$10,735.54	-\$13,037.94	-\$21,387.24
Total	-\$61,115.64	-\$64,160.03	-\$64,160.03

Share of Total Costs (Column K - Budget Models)

	Option A	Option B	Option C
City of Fillmore	26.17%	25.67%	33.33%
City of Santa Paula	56.26%	54.01%	33.33%
County of Ventura	17.57%	20.32%	33.33%

SHORTFALL CALCULATION

Option A	Hours	Projected Fares
Fixed	13,500	\$ 70,761
Dial-a-ride	20,000	\$ 80,438
		\$ 151,199
Farebox Requirement		\$ 212,315
Shortfall		\$ (61,116)

Option B	Hours	Projected Fares
Fixed	7,500	\$ 39,312
Dial-a-ride	20,000	\$ 80,438
		\$ 119,750
Farebox Requirement		\$ 183,910
Shortfall		\$ (64,160)

Option C	Hours	Projected Fares
Fixed	7,500	\$ 39,312
Dial-a-ride	20,000	\$ 80,438
		\$ 119,750
Farebox Requirement		\$ 183,910
Shortfall		\$ (64,160)

Santa Paula's Contribution Considered Farebox - Route Guarantee = NO TDA PENALTY
Member agency contribution to include additional 1/3 share of \$64,160

Name	Date	City	Are there Unmet Needs	Comment	Does Service Currently Exist?	Category	Service Area
				[REDACTED]			
Richard Rudman		Santa Paula	Yes	Wants 24/7 service in Santa Paula and throughout the County. (1) Santa Paula's new Harvest community (AKA East Area 1) was not planned to incorporate a major bus, rail, taxi, Uber/Lyft, Rideshare, parking and airport transportation hub. This is a very serious deficiency considering the stress that private vehicles going to and from 1500 additional homes will place on Rt. 126 Telegraph Road, and Santa Paula Street. (2) The Fillmore and Western right of way is a seriously underused resource for recreational travel and should be supported with this goal in mind.	No	Service Hours	Valley Express

Name	Date	City	Are there Unmet Needs	Comment	Does Service Currently Exist?	Category	Service Area
Sheryl Hamlin		Santa Paula	Yes	Bus schedules too irregular for use. No way to get to LAX. I would use if schedules better. It is unfathomable East Area 1 was approved without transit such as Metro link or a train stop. 1500 homes with cars will make 126 unuseable. Ventura transit planning is too auto-centric which is why your retrograde sales tax failed. Too many transit systems should be integrated into one.	No	Service Expansion	Valley Express
Richard Redmond	20-Mar-17	Santa Paula		East Area 1 was not planned to incorporate transit	No	Service Expansion	Valley Express
Andreana DeMoss	7/25/16	Fillmore		Wants transportation from Fillmore to Moorpark High School	no	Service Expansion	Valley Express/Moorpark
Erika Arana	7/11/16	Fillmore		Wants transportation from Fillmore to Moorpark schools	no	Service Expansion	Valley Express/Moorpark

Name	Date	City	Are there Unmet Needs	Comment	Does Service Currently Exist?	Category	Service Area
Patricia Negrete	8/8/16	Fillmore		Wants transportation from Fillmore to Chaparral Middle School in Moorpark.	no	Service Expansion	Valley Express/Moorpark
Online Survey	Winter 2016	n/a		I would like to go to Moorpark College but there is no bus route from Fillmore to Moorpark	No	Service Expansion	Valley Express/Moorpark
Gaylynn Brien		Fillmore	Yes	Route from Fillmore to Moorpark in the afternoon or evening	No	Service Expansion	Valley Express/Moorpark
Norma Magana	7/1/16	Fillmore		Wants public transportation from Fillmore to Moorpark for access to jobs, recreation, schools (both middle, high and Moorpark College), services and shopping.	No	Service Expansion	Valley Express/Moorpark
Norma Magana	7/1/16	Fillmore		Wants public transportation from Fillmore to Santa Clarita for access to jobs (including to Magic Mountain), recreation, schools (both middle, high and College of the Canyons), services and shopping.	no	Service Expansion	Valley Express/Moorpark
Maria Villa	7/19/16	Piru		Wants public transportation from Fillmore to Moorpark for access to schools (including Moorpark College), jobs and access to the Metrolink Station. Specifically wants a bus to the Civic Center to facilitate	no	Service Expansion	Valley Express/Moorpark

Name	Date	City	Are there Unmet Needs	Comment	Does Service Currently Exist?	Category	Service Area
				transfers with Moorpark City Transit.			
dilan		piru	Yes	I would like to go to Moorpark college, but there is no bus route from Fillmore to Moorpark. Also, nothing between Fillmore/Camarillo	No	Service Expansion	Valley Express/Moorpark/Camarillo
Ron Lewis		Fillmore	Yes	Wants service between Fillmore/Simi Valley Town Center. Cannot use what we don't have... access to Simi Valley on a timely basis, also to Metrolink in Moorpark.	No	Service Expansion	Valley Express/Simi Valley Transit
dee		santa paula	Yes	Wants morning service from Santa Paula to Thousand Oaks and Santa Paula to Metrolink - also the fare is too expensive	No	Service Expansion/Frequency	Valley Express/VCTC
Online Survey	Winter 2016	n/a		Wants transit to Valencia	No	Service Expansion	Valley Express/VCTC
Kate English		Santa Paula	Yes	Wants service between Fillmore/Moorpark and Fillmore/Santa Clarita	No	Service Expansion	Valley Express/VCTC
Lynn Edmonds		Fillmore	Yes	Wants Fillmore to Santa Clarita service	No	Service Expansion	Valley Express/VCTC
Survey Responder	Fall 2016	No		Need better connections into Los Angeles County, including Valencia	No	Service Expansion	VCTC



DRAFT REPORT
APRIL 3, 2017

VALLEY EXPRESS 2017 SYSTEM EVALUATION



Table of Contents

Section 1: Executive Summary	01
Section 2: Fixed-Route Customer Survey	05
Section 3: Community Survey	19
Section 4: Dial-A-Ride Survey	31
Section 5: Community Listening Sessions.....	41
Appendix A: Fixed-Route Survey Instruments	A-1
Appendix B: Community Survey Instruments.....	B-1
Appendix C: Dial-A-Ride Customer Survey Instruments.....	C-1
Appendix D: Fixed-Route Simple Frequencies	D-1
Appendix E: Community Survey Simple Frequencies	E-1
Appendix F: Dial-A-Ride Survey Simple Frequencies.....	F-1
Appendix G: Ridecheck Summary	G-1



This page intentionally blank.



Section 1

Executive Summary

In February and March 2017, Moore & Associates worked with Ventura County Transportation Commission (VCTC) staff to conduct a System Evaluation of the Valley Express fixed-route and Dial-A-Ride services. The System Evaluation included a fixed-route rider survey, Dial-A-Ride customer survey, community survey, and ridecheck, as well as a series of community listening sessions.

This report summarizes the findings from these public engagement/market research activities. Ridecheck activities are summarized in Appendix G.

The surveys and listening sessions were intended to assess customer satisfaction, community awareness, public perceptions, barriers to use, and potential motivators for increased ridership. The results provide valuable insights that can be used to shape planning and marketing decisions.

The resulting data indicates unusually high levels of transit-dependency among both fixed-route and Dial-A-Ride riders. However, analysis of community feedback reveals some opportunities to attract “choice riders.” Based on survey data, we recommend the PAC undertake the following steps to increase Valley Express ridership and fare revenue:

- Continue to assess stop-level activity, trip generators, and on-time performance to ensure operating schedules address the needs of riders as well as potential riders.
- Shift the focus of marketing activities to address the significant percentage of community members who are unfamiliar with ridership procedures (understanding schedules and system maps, fare payment procedures, etc.). Examples of such activities are: on-site employer events that enables one-on-one assistance to employees and customers; travel training activities that demystify the ridership process; and door-to-door canvassing that enhances awareness/understanding of Valley Express.

FIXED-ROUTE RIDER SURVEY

Key findings of the fixed-route rider survey include:

- The “typical” Valley Express rider self-identifies as Hispanic/Latino (75.7 percent), speaks English at home, resides in Fillmore, and reports an annual income of less than \$15,000.
- Nearly half of all respondents (49.3 percent) ride four or more days per week. The majority of respondents use Valley Express primarily to travel to school or work (53.7 percent).
- Respondents reflect a high degree of transit-dependency (only 9.9 percent report having access to a personal vehicle).
- Forty-seven percent of respondents were eligible for discounted fare.
- Although 33.1 percent indicated no support for a potential fare increase, 38.5 percent indicated support for an increase of 50 cents or more.

The survey findings reveal at least some support for a fare increase, should one become necessary to meet farebox revenue goals. The strongest support appears to come from the persons who ride most frequently. Seventy percent of riders who make at least four trips per week would be willing to pay at least an additional 25 cents, and nearly 43 percent would be willing to pay an additional 50 cents. Further, 40.4 percent of persons who ride one to three times per week indicated support for a fare increase of 50 cents.

COMMUNITY SURVEY

Key findings of the community survey include:

- Only 34 percent of survey participants had utilized Valley Express within the three months prior to survey contact. Of the respondents who had previously ridden Valley Express, 86.7 percent indicated being at least “somewhat satisfied” with the service.
- The majority of respondents are most likely to travel in the morning, with significant percentages of respondents reporting travel before 7 a.m. and between 7 a.m. and 10 a.m.
- Forty-five percent of respondents indicated they were aware of Valley Express but lacked specifics. Nearly 23 percent of respondents indicated they were not aware of Valley Express before survey contact.
- Thirty-five percent said they do not ride because they do not know how to use the service.

The findings regarding awareness and understanding of how to use the service suggest that increased marketing/engagement focus should be placed on familiarizing community members with aspects of service use, such as service area, operating times, and fare/price.

Survey participants also identified “word-of-mouth” as a significant influencer in ridership decisions. Therefore, we recommend the PAC and its operations contractor continue to work to ensure positive ridership experiences.

DIAL-A-RIDE CUSTOMER SURVEY

Although the Dial-A-Ride survey resulted in only 12 valid responses, the data provides a snapshot of travel behavior and customer perceptions.

The typical Dial-A-Ride customer self-identifies as Hispanic and/or Latino (91 percent); does not speak English “very well” (54.6 percent); has a household income of less than \$15,000 (71.4 percent), and does not have access to a personal vehicle (all respondents).

Other findings of the Dial-A-Ride survey:

- Seventy-three percent indicated satisfaction with Valley Express services;
- Sixty-four percent indicated riding Dial-A-Ride four or more times per week;
- “Work,” “shopping,” and “healthcare” were tied for most-common trip destinations; and
- Forty-six percent qualify for senior/disabled fares.

COMMUNITY LISTENING SESSIONS

Three community listening sessions were held March 15-16, 2017. One workshop was held in Fillmore, Piru, and Santa Paula. For each listening session, Moore & Associates prepared a brief presentation which included an overview of Valley Express, an overview of the System Evaluation and preliminary results of the community survey.

Despite promotion through multiple channels—including posters and flyers in schools, newspaper and Public Access advertisements, and paid advertisements on social media, as well as gift card giveaways as incentives to attend—only one person attended these listening sessions. While it is difficult to explain this low attendance, we believe greater-than-anticipated response to the rider and community surveys suggests that Heritage Valley residents believe/concluded they had sufficient opportunities to provide feedback. Additionally, it is possible the value of on-site community workshops as a means of public engagement has diminished.

The balance of this report summarizes results of each of the 2017 System Evaluation activities:

- Chapter 2 provides detailed of the Fixed-Route Rider Survey,
- Chapter 3 discusses the Community Survey,
- Chapter 4 discusses the Dial-A-Ride Survey, and
- Chapter 5 summarizes the Community Listening Sessions.

Survey instruments and survey data are presented in the report appendices.

This page intentionally blank.



Section 2

Fixed-Route Customer Survey

In February and March 2017, Moore & Associates conducted an on-board survey of Valley Express customers.

A survey instrument was designed to enable the PAC to assess Valley Express strengths and weaknesses while developing strategies for enhancing service, and thus mobility, within the service area. The survey bilingual (English and Spanish) survey was designed to capture the following information:

- Travel patterns and behavior, including where Valley Express customers are traveling to, where they come from, how frequently they use transit services, trip purpose, and access to other travel modes.
- Perceptions of various service attributes, including schedules, bus stop location/condition, driver courtesy, and safety at bus stops.
- Rider demographics, including race/ethnicity, English proficiency, and household income, which will provide the PAC with a current snapshot picture of who is using the Valley Express.

Moore & Associates conducted the survey utilizing an intercept methodology on all Valley Express routes in Fillmore, Piru, and Santa Paula (including school trippers). Surveyors wore an identification badge on a laminated clip as well as a reflective vest.



Data collection was completed across six days (February 28, March 1, 2, 6, 10, and 11). Fielding resulted in 152 valid responses, exceeding the sample target of 115. This sample provides a 95-percent confidence level with a ± 2 percent margin of error, based on estimates of unique daily riders. Slightly more than 68 percent of respondents completed the survey in English.

Data cleaning was completed by trained personnel following completion of data entry. This process resolved variations in data formatting that resulted in identical responses being sorted as different (i.e., “Piru” and “piru” were cleaned to form one response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.

The SPSS database allowed Moore & Associates to compile simple frequencies as well as perform cross-tabulations within each dataset. Data cross-tabulations allow comparisons between survey responses that can provide additional insight into customer profiles, travel patterns, perceptions of service, and demographics.

“Typical” Rider Profiles

By analyzing the survey data we compiled a profile of the “typical” Valley Express rider:

- Speaks English at home (68.4 percent),
- Self-identifies as Hispanic/Latino (75.7 percent),
- Is under the age of 25 (44.6 percent),
- Resides in Fillmore (44.0 percent),
- Reports an annual household income of less than \$15,000 (50.0 percent), and
- Has a household of four to five persons (51.1 percent).

Travel Behavior

- The majority of respondents used Valley Express chiefly to travel to school or work (53.7 percent).
- Most likely to ride four or more days per week (49.3 percent).
- Survey respondents reflected a high degree of transit-dependency (only 9.9 percent reported having access to a personal vehicle).
- Respondents were most likely to pay cash (75.2 percent).

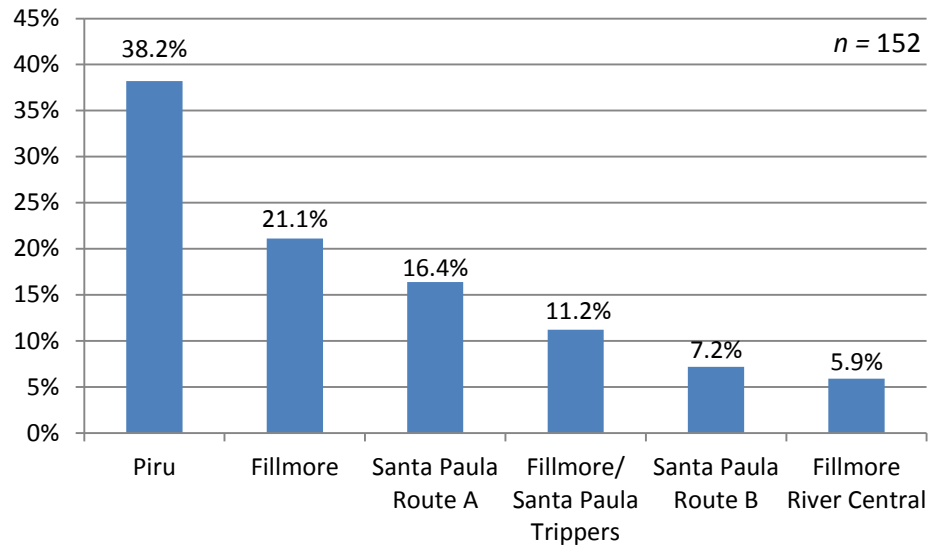
Perceptions and Preferences

- Majority of respondents (90.7 percent) “agreed” or “strongly agreed” with the statement, “Generally speaking I am satisfied with Valley Express bus service.”
- Gave highest satisfaction ratings to “*bus drivers are generally courteous*” (92.7 percent) and “*I feel safe while waiting for the bus*” (93.3 percent).
- Participants across all Valley Express services give lower satisfaction ratings to “*There is enough information at bus stops*” and “*The schedule meets my needs.*”
- Sixty-seven percent indicated support for a potential fare increase (if required to maintain current service levels). The balance indicated “no support” for a potential fare increase.

The balance of this section focuses on illustration and analysis of individual survey questions.

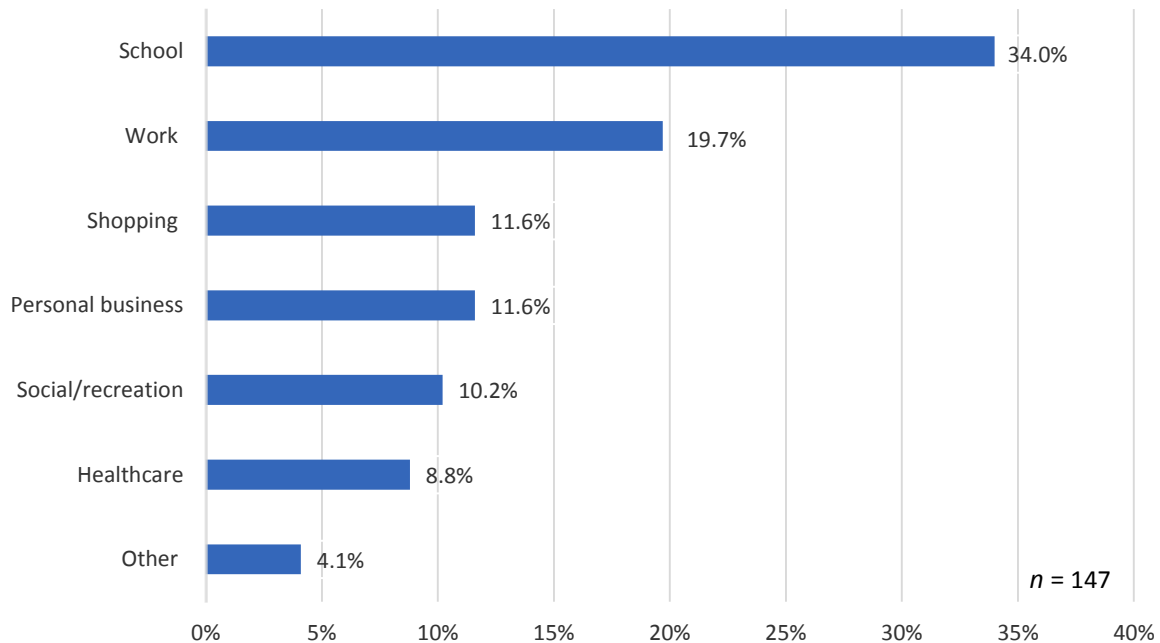
Question 1: What route are you telling us about?

Exhibit 2.1 Route



Question 2: What is the purpose of your trip today?

Exhibit 2.2 Trip purpose



Question 3: Select the most appropriate answer to each statement.

Most respondents indicated a favorable view of the Valley Express service and “agreed” or “strongly agreed” with the service attribute statements. The attribute garnering the least favorable rating was availability of service information at individual bus stops.

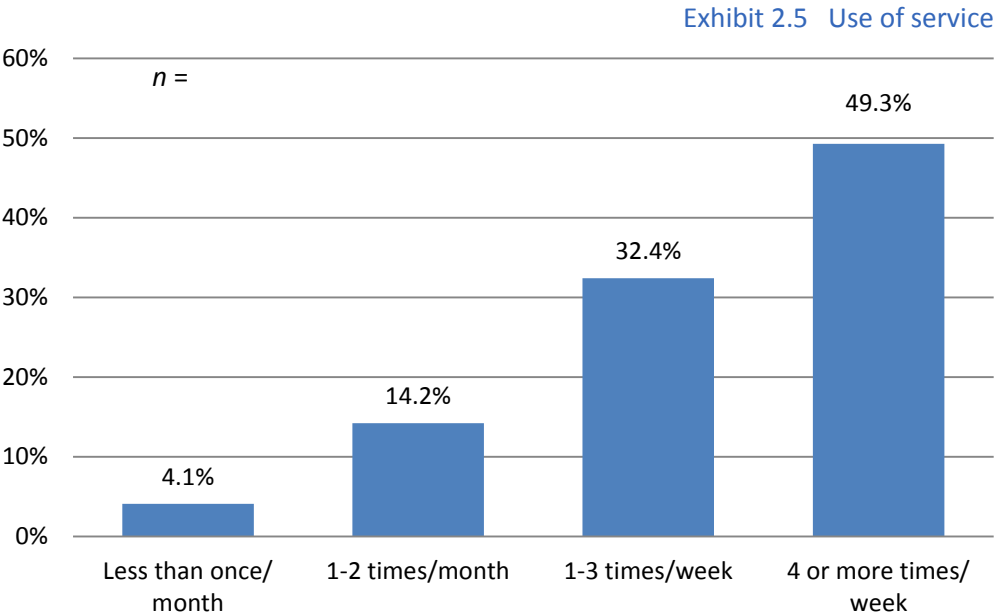
Exhibit 2.3 Service attributes

	Strongly Agree	Agree	Disagree	Strongly Disagree
Generally speaking, I am satisfied with Valley Express bus service.	42.4%	48.3%	5.3%	4.0%
The schedule meets my needs.	36.4%	47.0%	12.6%	4.0%
I feel safe while waiting for the bus.	50.0%	43.3%	5.3%	1.3%
Bus drivers are generally courteous.	43.0%	49.7%	6.0%	1.3%
The bus is generally clean.	45.0%	47.0%	5.4%	2.7%
Bus stops are generally clean.	35.1%	52.3%	7.9%	4.6%
There is enough information at bus stops.	30.6%	47.6%	15.6%	6.1%
It is easy to find and purchase bus passes.	36.9%	48.9%	9.9%	4.3%

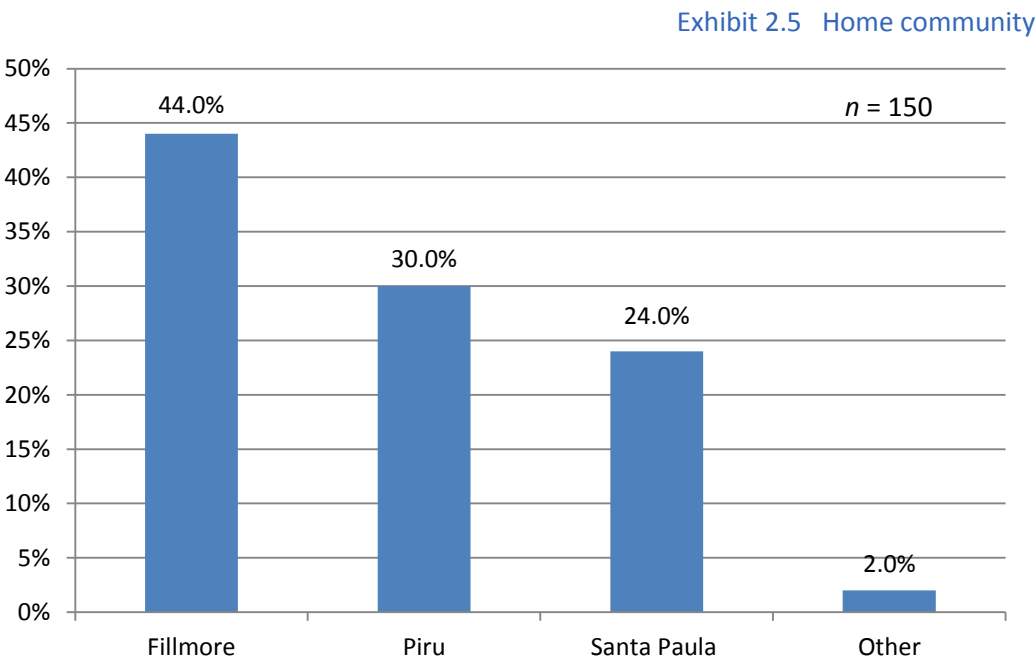
	Strongly Agree	Agree	Disagree	Strongly Disagree
Generally speaking, I am satisfied with Valley Express bus service.	42.4%	48.3%	5.3%	4.0%
The schedule meets my needs.	36.4%	47.0%	12.6%	4.0%
I feel safe while waiting for the bus.	50.0%	43.3%	5.3%	1.3%
Bus drivers are generally courteous.	43.0%	49.7%	6.0%	1.3%
The bus is generally clean.	45.0%	47.0%	5.4%	2.7%
Bus stops are generally clean.	35.1%	52.3%	7.9%	4.6%
There is enough information at bus stops.	30.6%	47.6%	15.6%	6.1%
It is easy to find and purchase bus passes.	36.9%	48.9%	9.9%	4.3%

Question 4: How often do you ride Valley Express?

We conclude 82 percent of respondents can be considered “frequent riders,” riding at least once a week. The 49.3 percent of respondents who indicated riding four or more times/week translates to more than 15,000 trips annually.



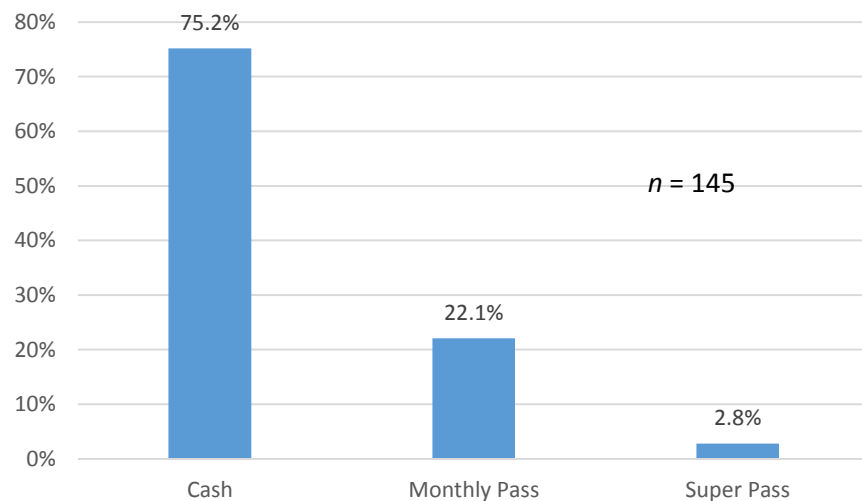
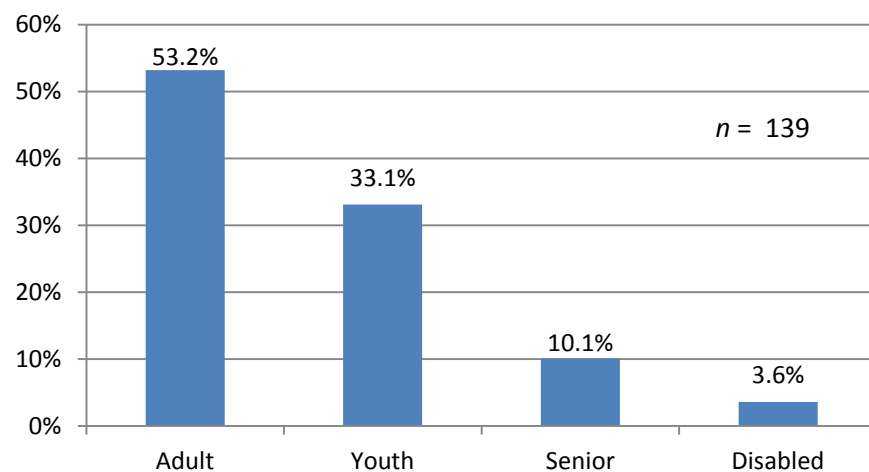
Question 5: What is your home community?



Question 6: How did you pay your fare today?

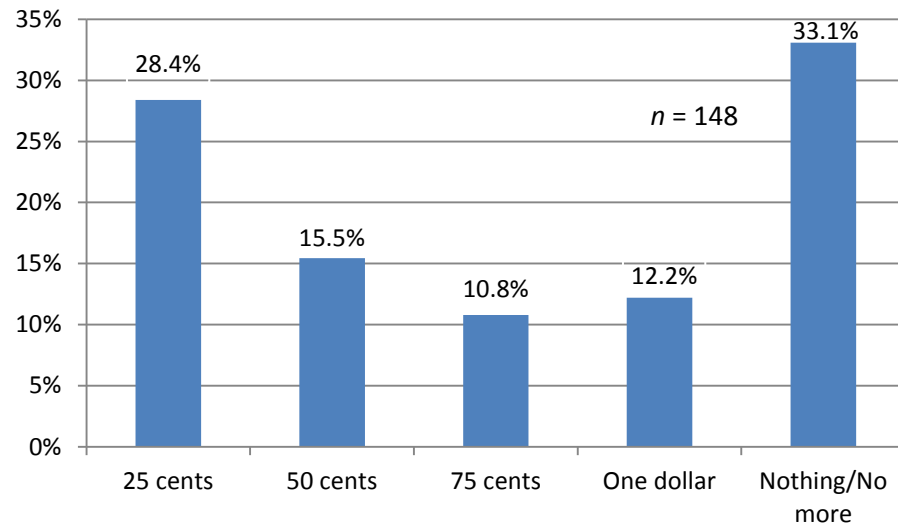
Despite the availability of non-cash fare media, the majority of survey participants cited use of cash for fare payment. There are two likely explanations for this:

1. Given the significant number of low-income respondents identified in Question 12, it's possible respondents cannot afford to purchase a pass up front.
2. Given the low cost of passes (\$20 for adult, \$10 for students), it is possible that customers find pass sales locations to be inconvenient.

Exhibit 2.6 Fare payment method**Question 7: What type of fare did you use today?****Exhibit 2.7 Fare type**

Question 8: If it became necessary to raise Valley Express fares in order to maintain the current level of service, how much more per trip would you be willing to pay?

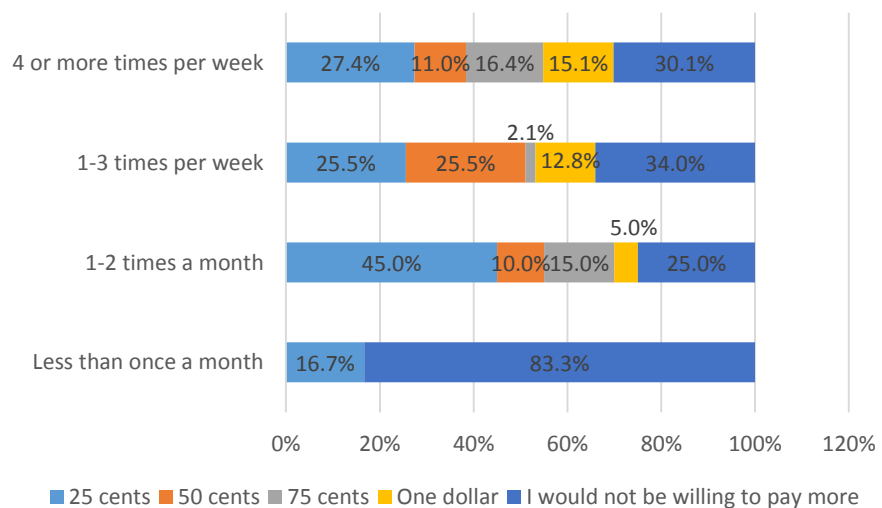
Exhibit 2.8 Fare increase support



Data cross-tabulation: Fare increase vs. ridership frequency

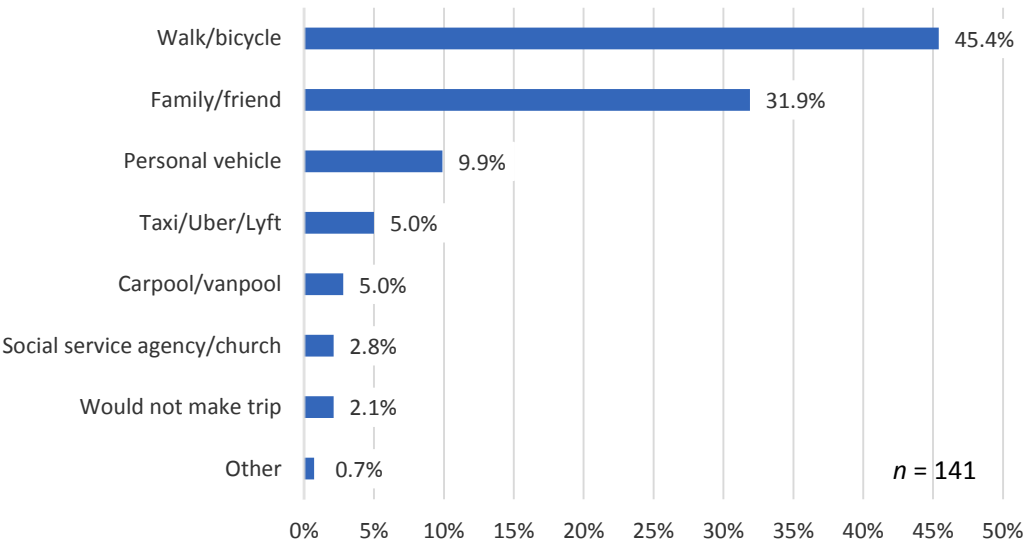
The following data cross-tabulation identifies the amount of additional fare that riders in each frequency category would be willing to pay. This cross-tabulation allows the PAC to assess support for a potential increase among the most-frequent Valley Express riders. The chart indicates nearly 70 percent of riders who make at least four trips per week would be willing to pay at least an additional 25 cents, and nearly 43 percent would be willing to pay an additional 50 cents. Further, 40.4 percent of respondents who ride one to three times per week indicated a willingness to pay an additional 50 cents.

Exhibit 2.8.a Fare increase support vs. ridership frequency



Question 9: If Valley Express were not available how would you have made this trip?

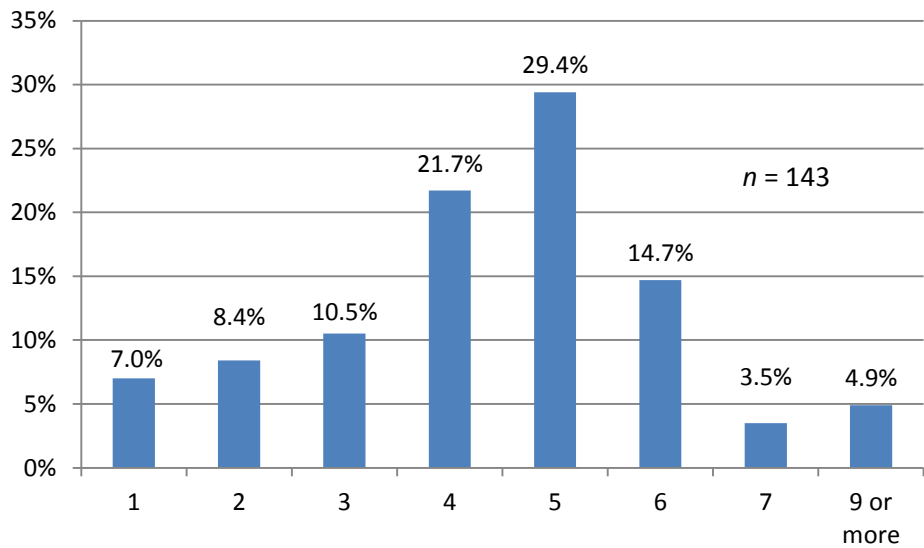
Exhibit 2.9 Alternative mode of travel



Question 10: How many people live in your household?

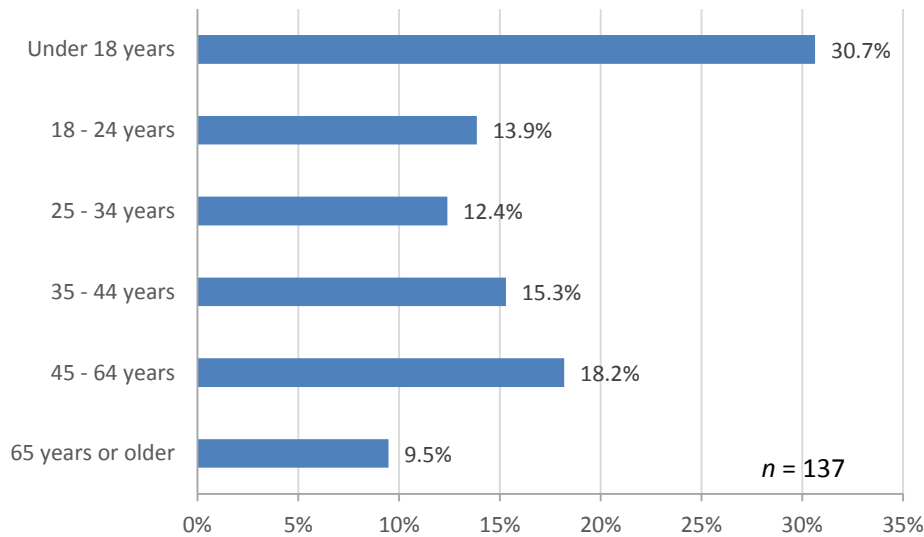
The mean household size among respondents is 4.5 persons.

Exhibit 2.10 Household size



Question 11: What is your age?

Exhibit 2.11 Age



Question 12: What is your annual household income?

More than 50 percent of all survey participants declined to state an annual household income. Exhibit 2.12.a shows the percentages adjusted when these non-responses are removed.

Exhibit 2.12 Household income

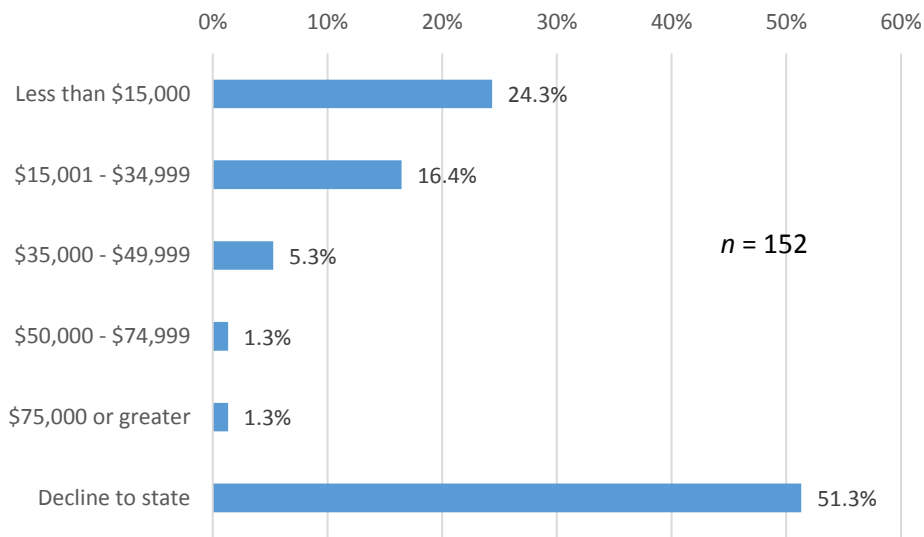
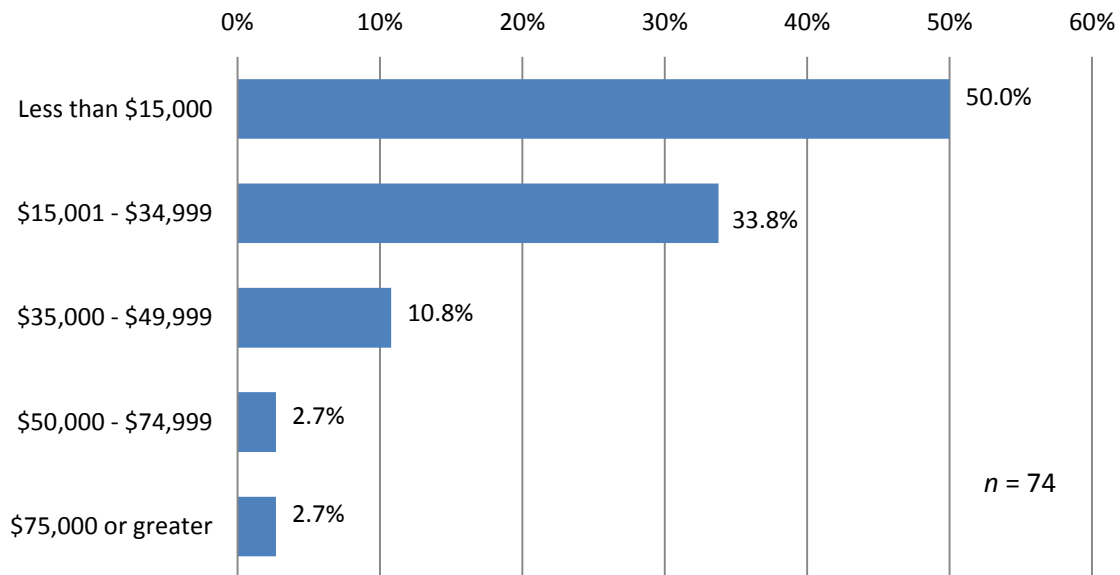


Exhibit 2.12.a Household income



Question 13: Which of the following best describes you? (Check all that apply)

Although survey participants were invited to select all that apply, total responses were less than the total number of survey participants.

Exhibit 2.13 Race/ethnicity

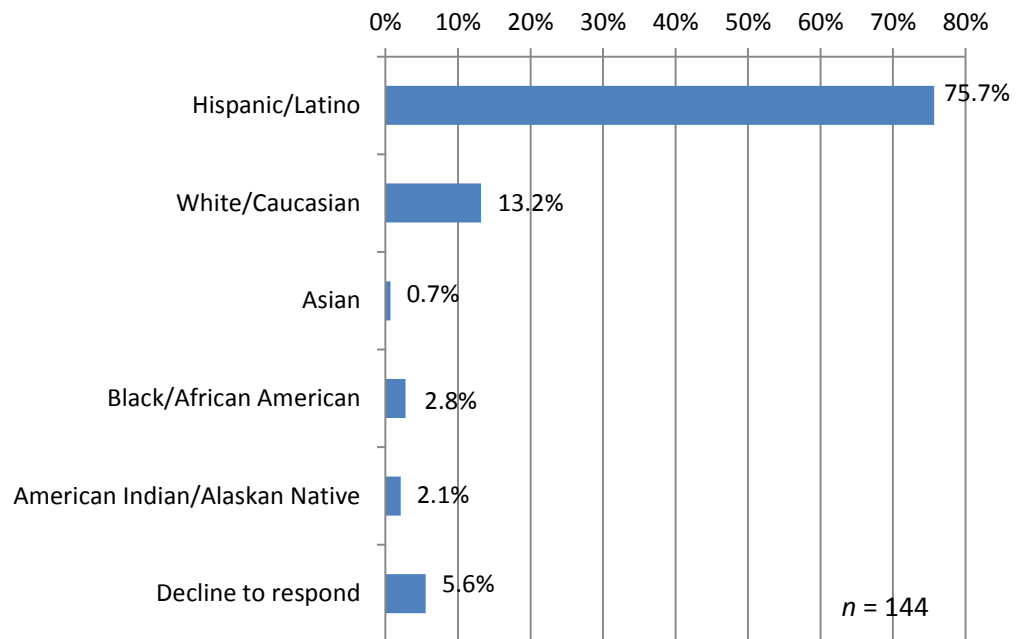
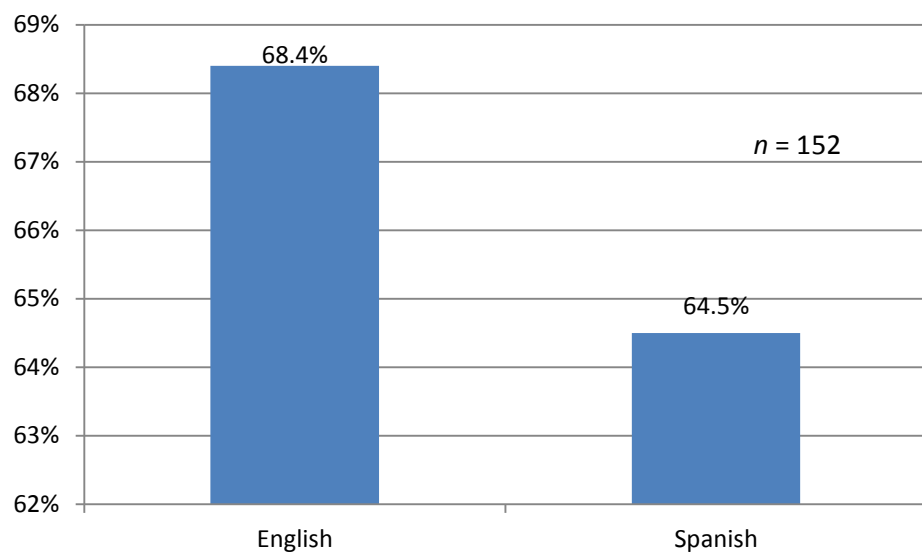
**Question 14: What language(s) are spoken in your home? (check all that apply)**

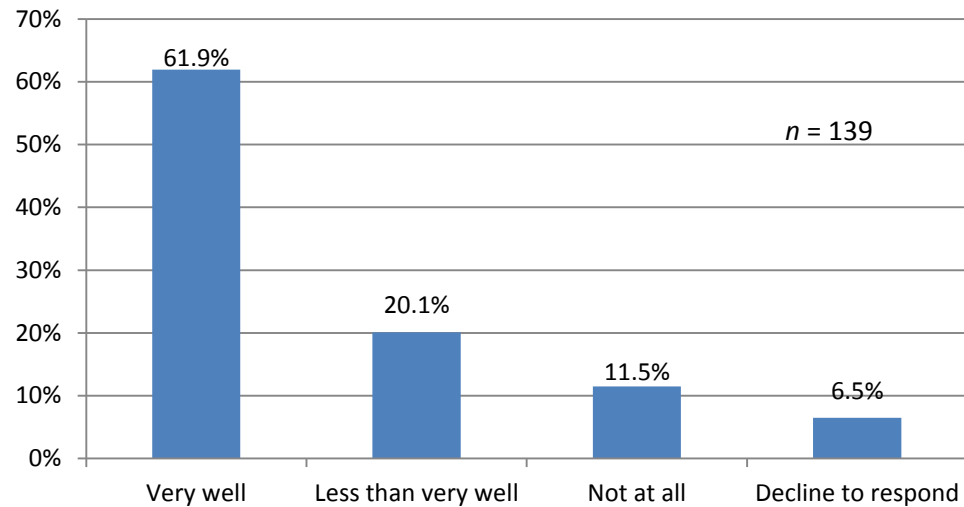
Exhibit 2.14 Language spoken at home



15

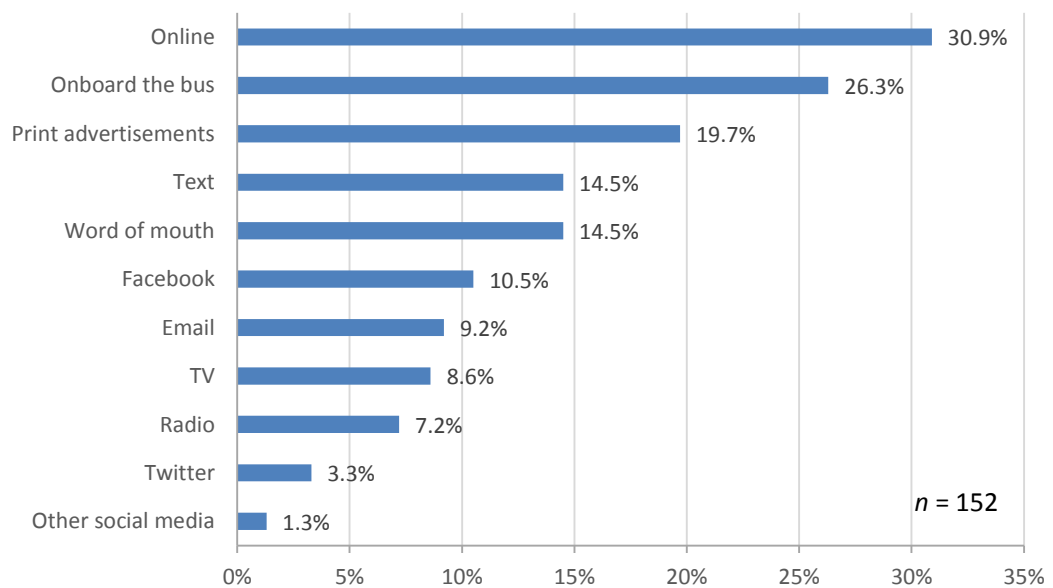
Question 15: How well do you speak English?

Exhibit 2.15 English proficiency

**Question 16: How would you prefer to receive information about Valley Express? (check all that apply)**

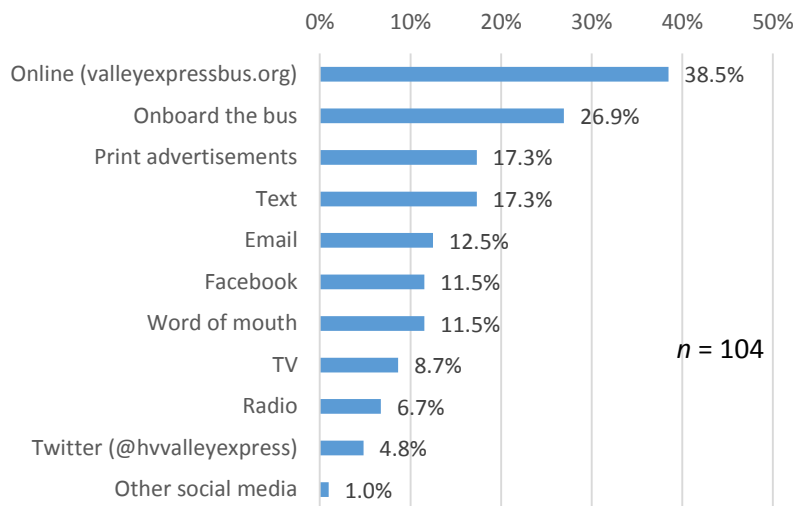
Nearly 31 percent of respondents indicated the Valley Express website is their preferred method of obtaining information about local public transit service. More than 26 percent reported a preference for information onboard the bus. Another 23.7 percent prefer text or email communication and 15.1 percent prefer to get their information through social media channels such as Facebook or Twitter.

Exhibit 2.16 Preferred information source

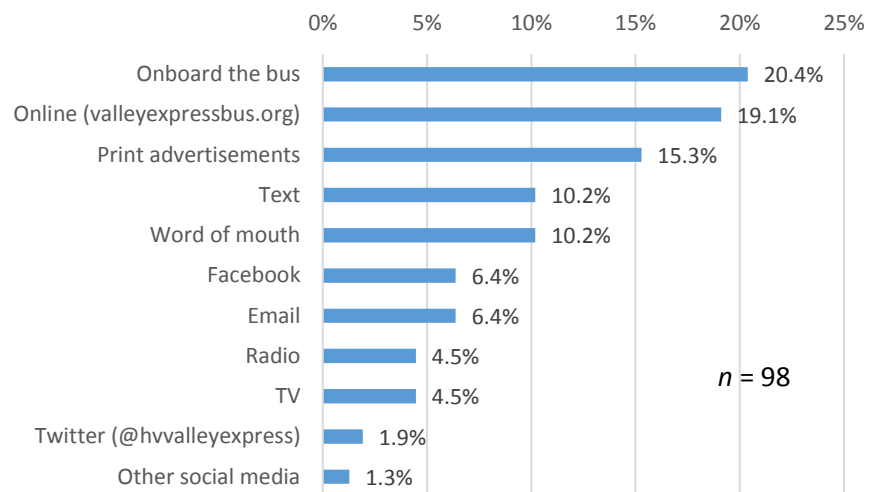


Data cross-tabulation: preferred information source v. language—English

A data cross-tabulation helps illustrate the preferred information source among English speakers. The largest percentage of English speakers preferred to receive information at the Valley Express website (38.5 percent), while one percent prefer social media alternatives to Facebook and Twitter. Percentages total more than 100 percent because respondents were permitted to select multiple responses.

Exhibit 2.16.a Information source v. language—English**Data cross-tabulation: preferred information source v. language—Spanish**

A review of the preferred information source by respondents who self-identified as Spanish speakers reveals slight differences in preferred information source. For instance, Spanish speakers most prefer to receive service information onboard buses. Spanish speakers also are less likely to prefer receiving email information. Note: Some respondents are counted in both Exhibit 2.16.a and Exhibit 2.16.b because they identified as speaking both English and Spanish.

Exhibit 2.16.b Information source v. language—Spanish

This page intentionally blank.



Section 3

Community Survey

In February 2017, Moore & Associates conducted a community survey throughout the Heritage Valley. The objectives of the survey were to assess awareness, perceptions, barriers to use, and potential motivators for increased ridership. The results provide valuable market intelligence which the PAC can explore to shape planning decisions and marketing decisions in the future.

Moore & Associates prepared a survey instrument for VCTC staff review and approval. Following approval, the survey instrument was translated into Spanish. The survey form was double-sided, with the English version on one side and the Spanish version on the reverse.

Survey fielding was conducted by Moore & Associates' staff utilizing an intercept methodology at high-traffic locations throughout Fillmore, Piru, and Santa Paula. Survey tallies were monitored throughout the data collection effort to ensure that participants' "home communities" approximated the relative share of Heritage Valley population.



Fielding occurred on February 22, 23, and 24. Surveyors were identifiable by an identification badge worn on a laminated clip as well as a reflective vest. Fielding resulted in 460 valid surveys, exceeding the sample target of 400. This sample provides a 95-percent confidence level with a ± 4.5 percent margin of error based on the estimated 13,532 households within the Heritage Valley (per Census data).

All survey data was entered into Microsoft Excel using trained data entry personnel. Moore & Associates staff was responsible for the data entry process, reviewing data entry work on a daily basis while also conducting spot-checks throughout each day.

Data cleaning was undertaken by trained personnel following completion of data entry. This process resolved variations in data formatting that resulted in identical responses being sorted as different (i.e., "Piru" and "piru" were cleaned to form one response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.

The SPSS database allowed Moore & Associates to compile simple frequencies as well as perform cross-tabulations within each dataset. Data cross-tabulations allow comparisons between survey responses that can provide additional insight into customer profiles, travel patterns, perceptions of service, and demographics.

"Typical" Community Survey Respondent

By analyzing the survey data we compiled a profile of the "typical" Community Survey respondent:

- Speaks English at home (79.2 percent)
- Nearly 44 percent also indicated speaking Spanish;
- Is age 35 or older (56.2 percent);
- Resides in Santa Paula (62.2 percent); and
- Is employed full-time or part-time (50.7 percent); and
- Is the only adult in the household or lives with one other adult (52.1 percent).

Travel Behavior

- Thirty-four percent had ridden Valley Express in the prior 90 days;
- Of the respondents who had ridden Valley Express, 82.2 percent had used the fixed-route service;
- Nearly 74 percent have access to a personal vehicle as primary means of transportation;
- Sixty-eight percent owned at least two working vehicles;
- “Work” is the primary trip purpose for 42.6 percent of all community survey respondents;
- Majority of community survey respondents are most likely to travel before 7 a.m., while a similar percentage of respondents are likely to travel between 7 a.m. and 10 a.m.; and
- Sixty-one percent of all community survey respondents most commonly travel to a destination in Santa Paula.

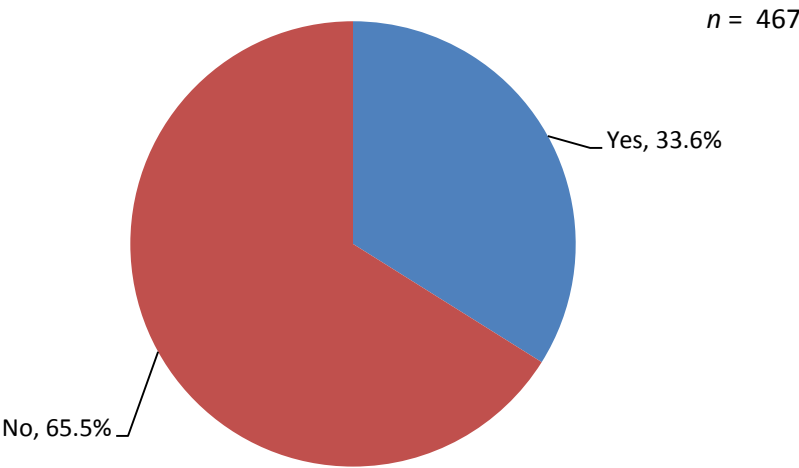
Perceptions and Preferences

- Valley Express service is valued by the overwhelming majority of respondents. Less than 3 percent believe it is not a good use of public money;
- Nearly 23 percent of respondents indicated they were not aware of Valley Express before survey contact. An additional 45 percent indicated they were aware of the service but did not know how to use it;
- Thirty-five percent indicated their primary barrier to ridership is lack of understanding regarding the service;
- Nearly 87 percent respondents who reported prior use of Valley Express indicated being at least “somewhat satisfied” with the service; and
- Online sources of information were most popular (36.6 percent), with additional support for Facebook (20.1 percent) and email (16.7 percent).

The balance of this section focuses on illustration and analysis of individual survey questions.

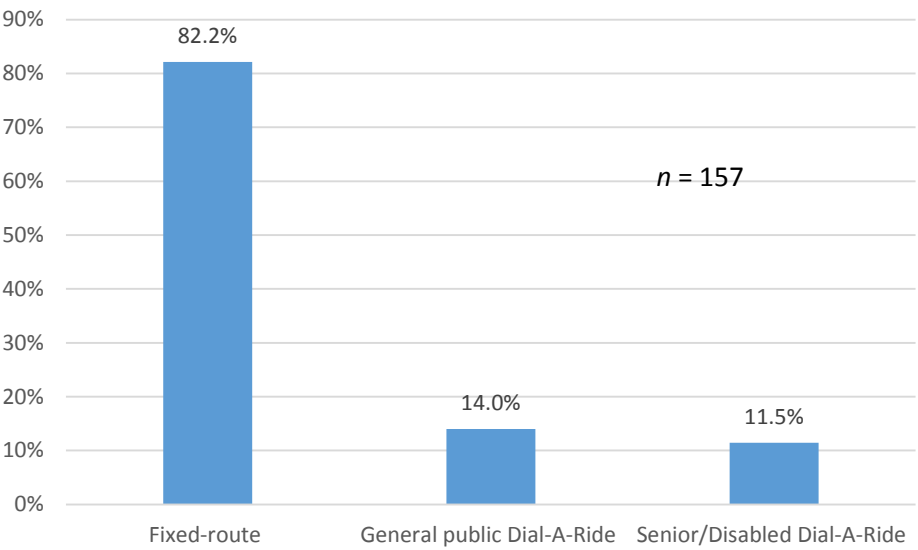
Question 1: In the last 90 days, have you ridden the Valley Express bus service?

Exhibit 3.1 Usage



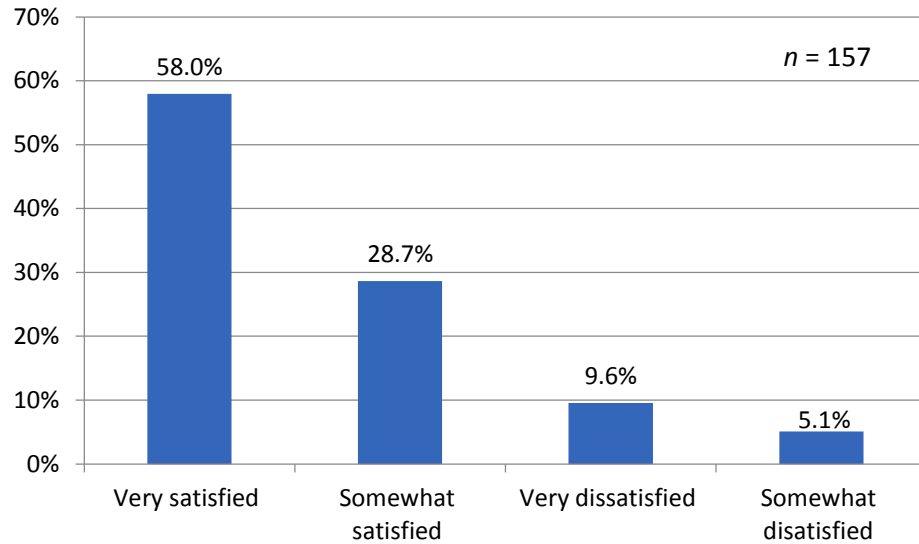
Question 2: Which Valley Express Service(s) have you used?

Exhibit 3.2 Specific service



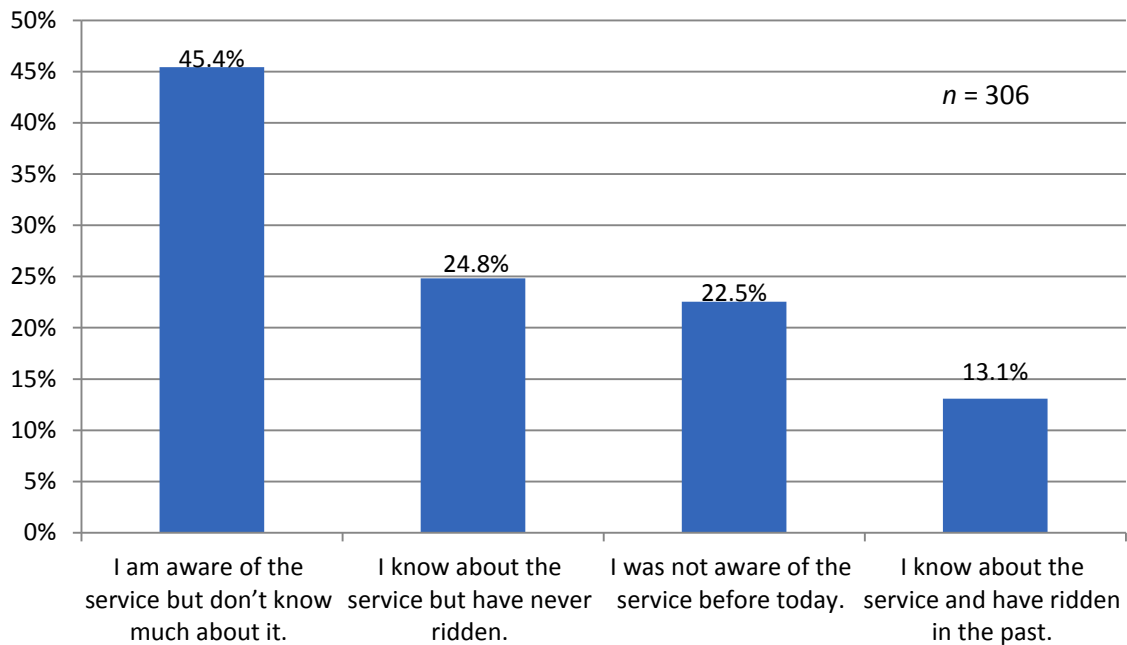
Question 3: How would you characterize your overall satisfaction with the Valley Express Service?

Exhibit 3.3 Satisfaction



Question 4: Which statement best describes your awareness of the Valley Express bus service?

Exhibit 3.4 Unaided awareness



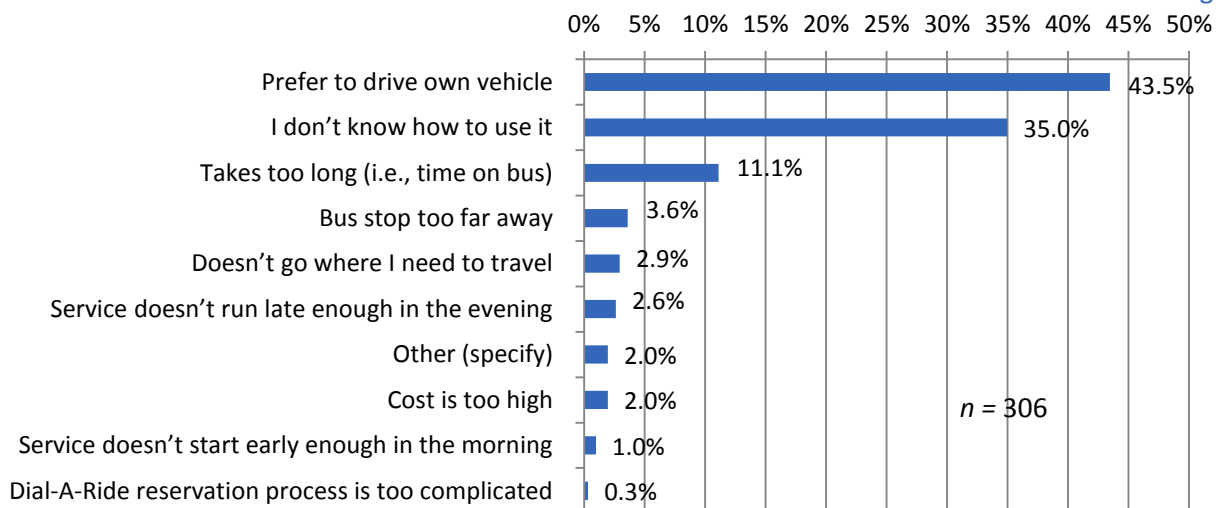
Question 5: What is your general perception of Valley Express? (check all that apply)

Survey participants indicated positive perceptions of Valley Express:

- Fifty-six percent agreed with the statement: “Valley Express makes a difference for people who don’t have transportation.”
- Fifty-four percent agreed with the statement: “Valley Express is a valued service in our community.”
- Three percent agreed with the statement: “Valley Express should only serve seniors and persons with disabilities.”
- Only 2.6 percent agreed with the statement: “Valley Express is not a good use of public money.”

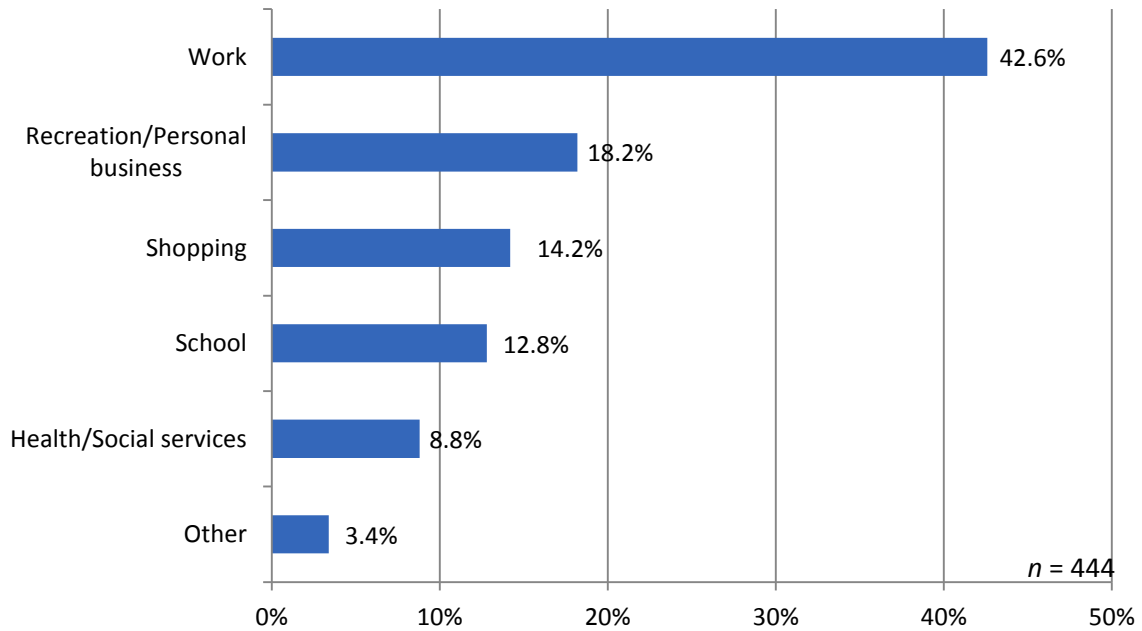
Question 6: What is the primary reason you do not use the Valley Express bus service?

Exhibit 3.6 Potential barriers to usage



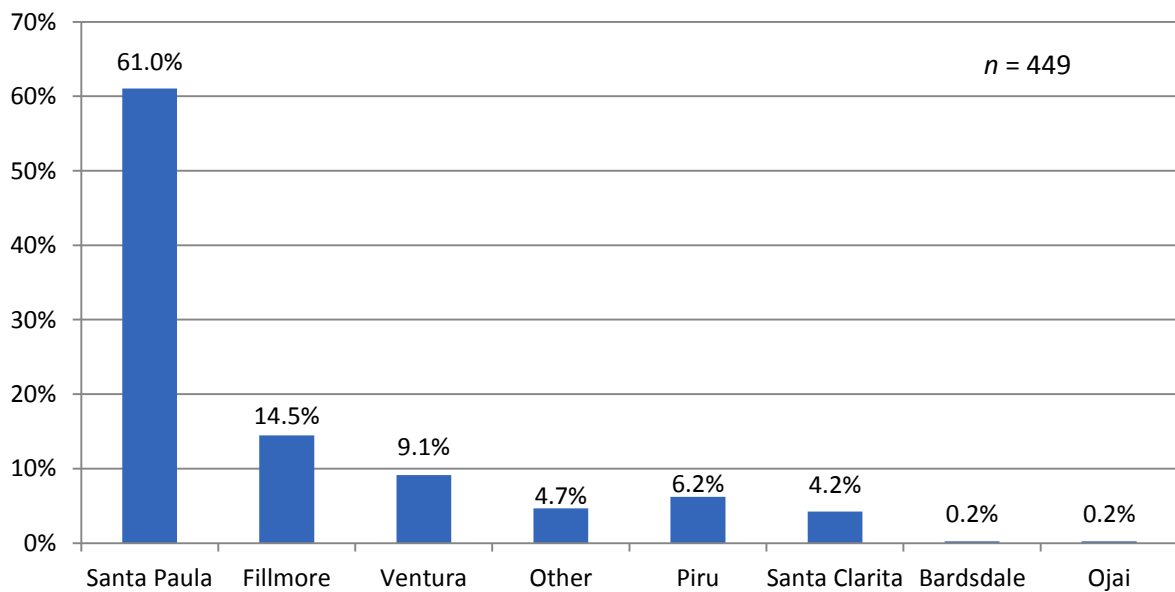
Question 7: What is your most frequent travel purpose within the Heritage Valley?

Exhibit 3.7 Intra-valley travel



Question 8: Which community is your most common destination?

Exhibit 3.8 Destination



Question 9: What is your primary means of transportation?

Exhibit 3.9 Primary means of transportation

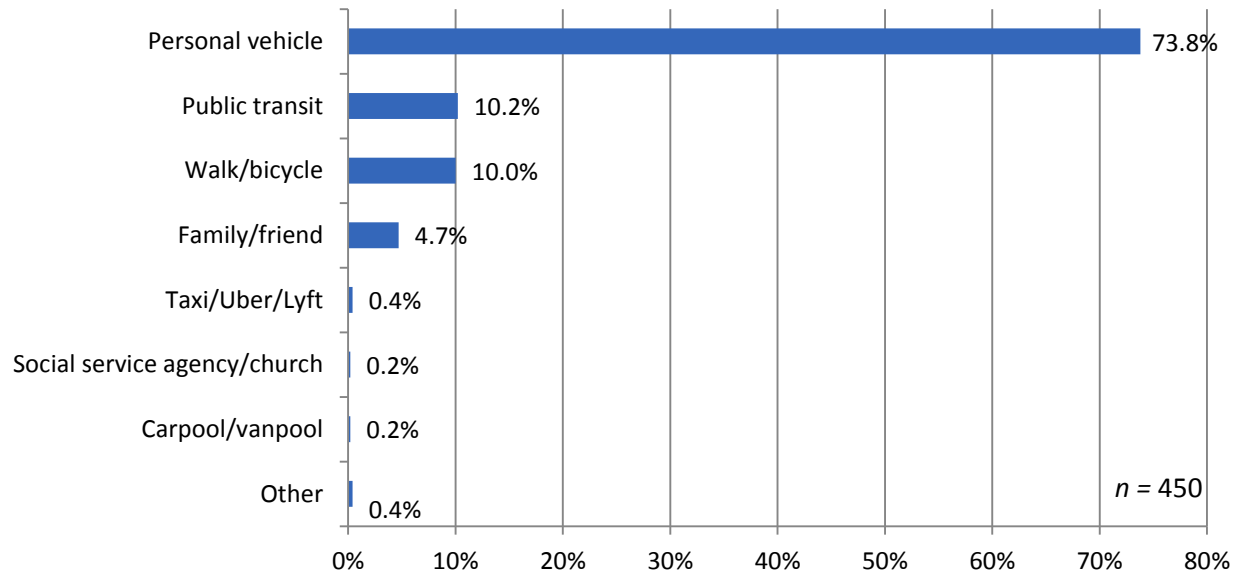
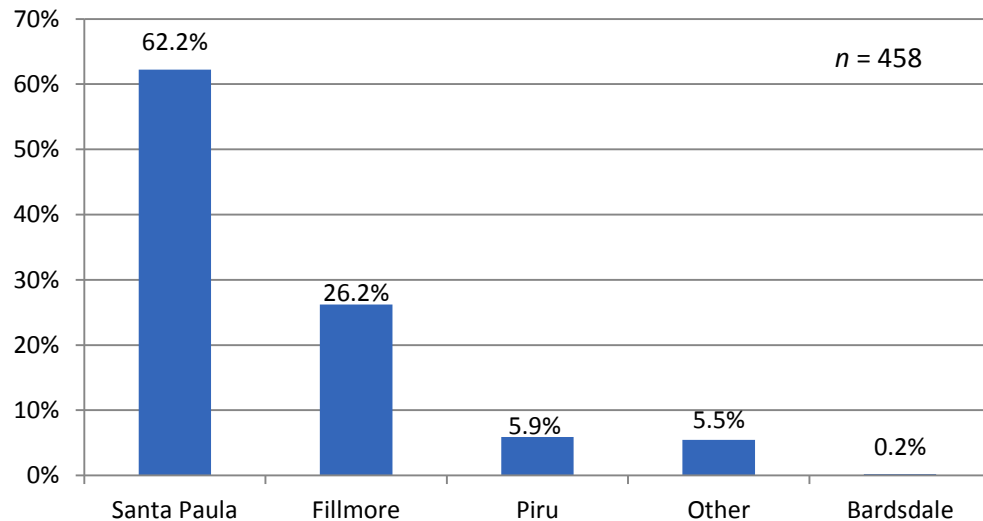
**Question 10: During what times of day are you most likely to travel? (check all that apply)**

Exhibit 3.10 Travel times

Time	Weekday	Weekend
Early morning (Before 7 a.m.)	233	76
Morning commute (to work/school 7-10 a.m.)	214	75
Midday (10 a.m.-2 p.m.)	184	95
Afternoon/evening commute (from work/school 2-6 p.m.)	172	77
Evening (after 6 p.m.)	128	94

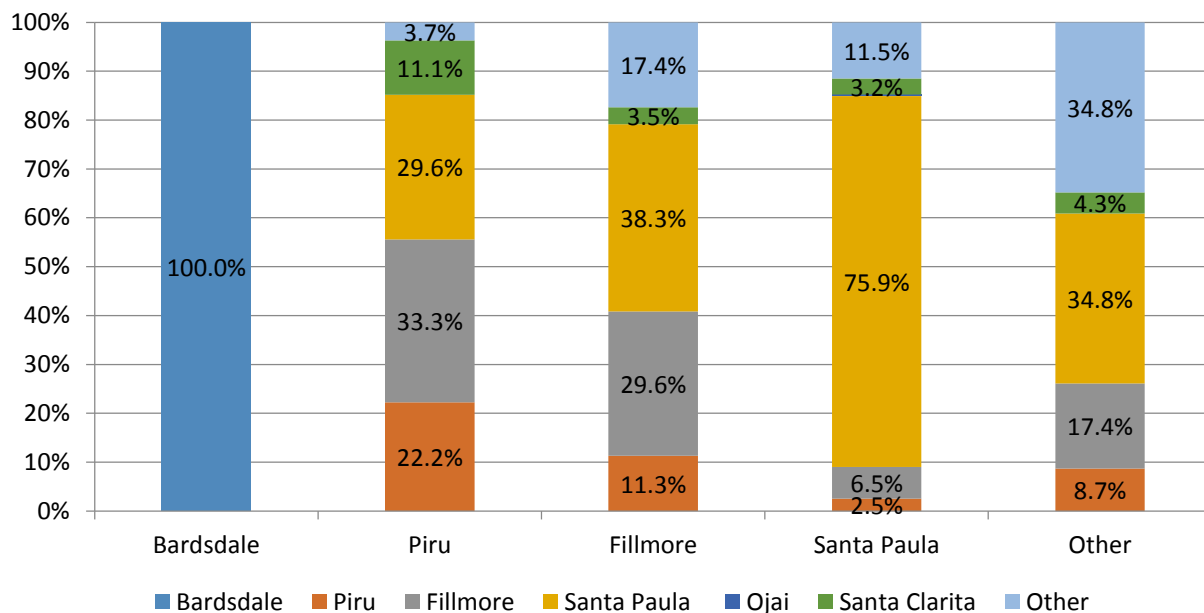
Question 11: What is your home community?

Exhibit 3.11 Home community

**Data cross-tabulation: Home community vs. common destination**

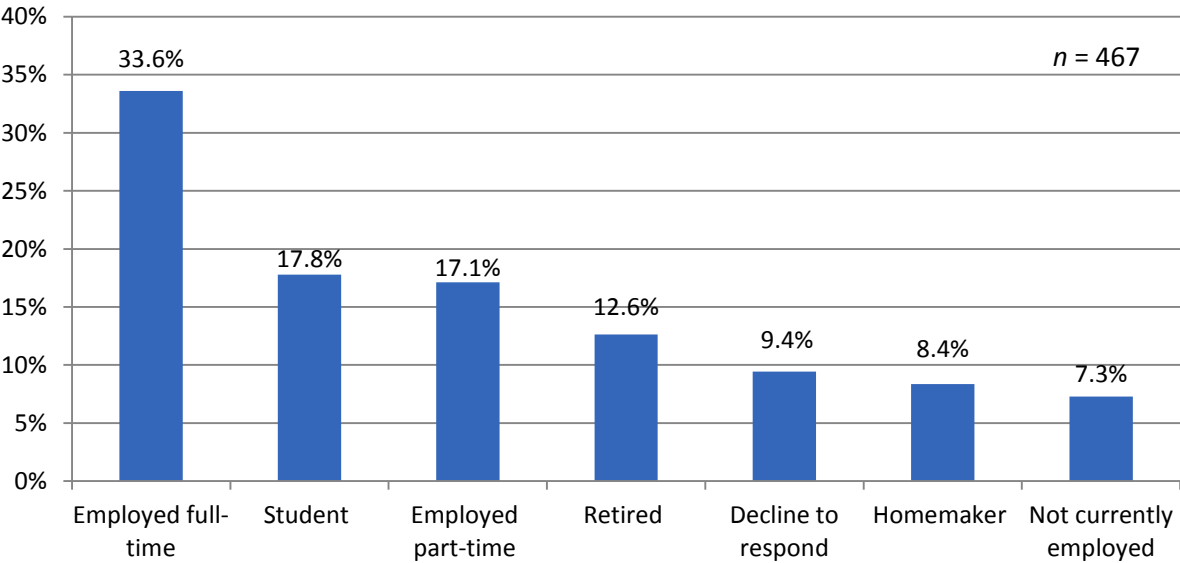
The following data cross-tabulation reveals the link/relationship between home community and most-frequent travel destination. For example, persons who live in Santa Paula travel most commonly to destinations within Santa Paula (75.9 percent). Similarly, persons who live in Fillmore also most commonly travel to Santa Paula (38.3 percent). In contrast, residents of Piru most commonly travel to Fillmore (33.3 percent).

Exhibit 3.11.a Home community vs. destination



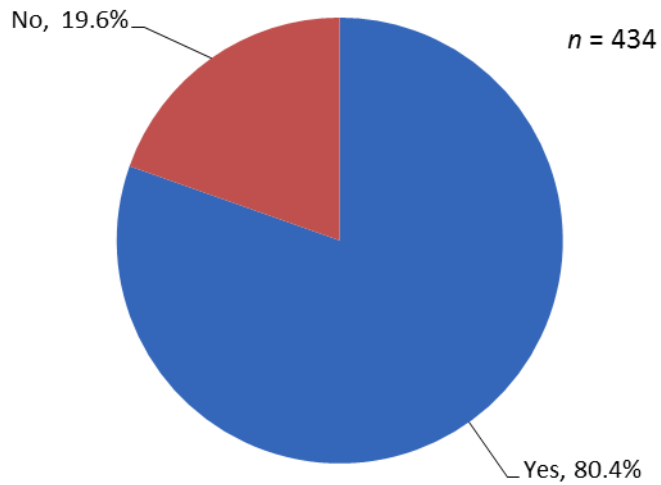
Question 12: Which of the following describes you best? (check all that apply)

Exhibit 3.12 Employment status



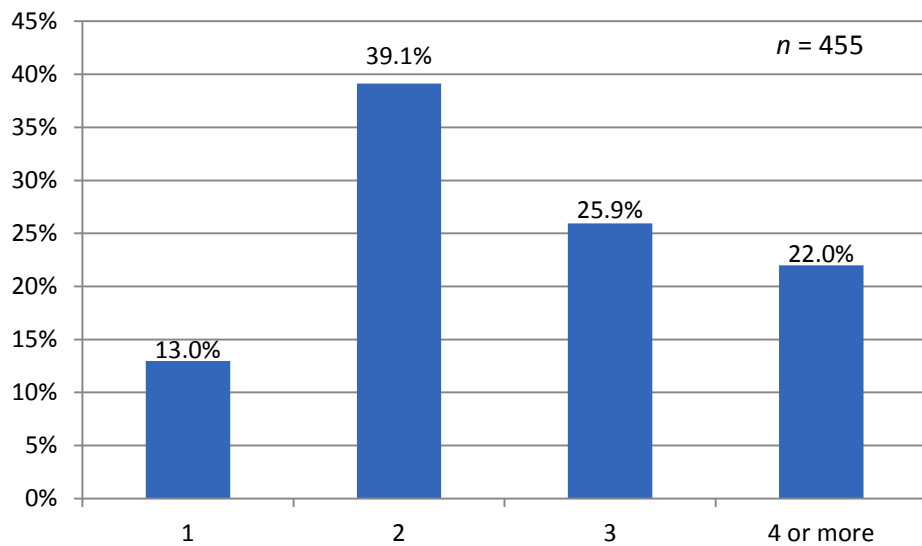
Question 13: Do you have a valid driver license?

Exhibit 3.13 Driver license



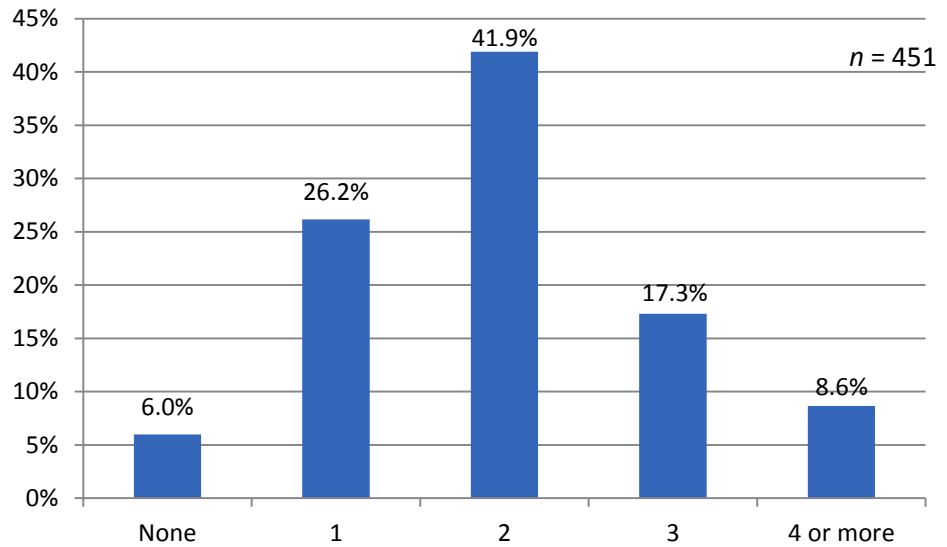
Question 14: How many adults live in your household?

Exhibit 3.14 Adults/Household



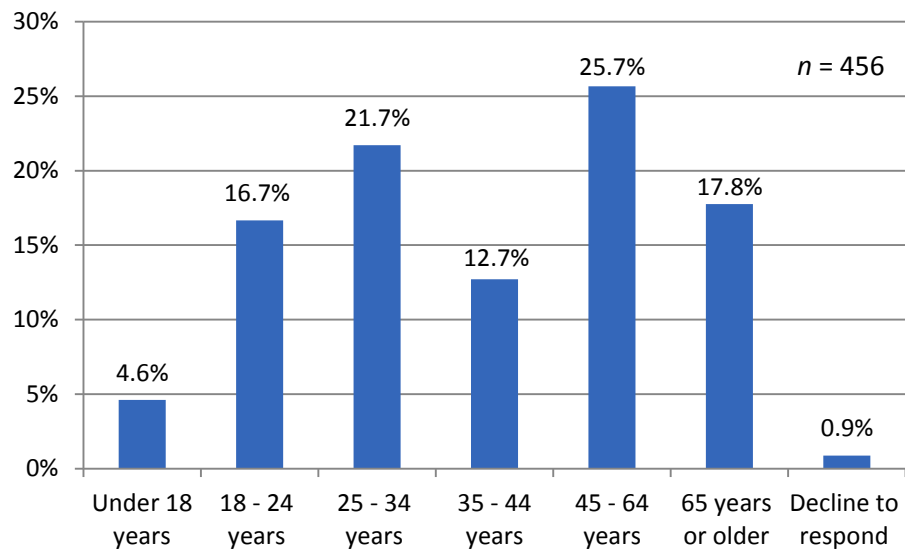
Question 15: How many working vehicles are in your household?

Exhibit 3.15 Vehicles/Household



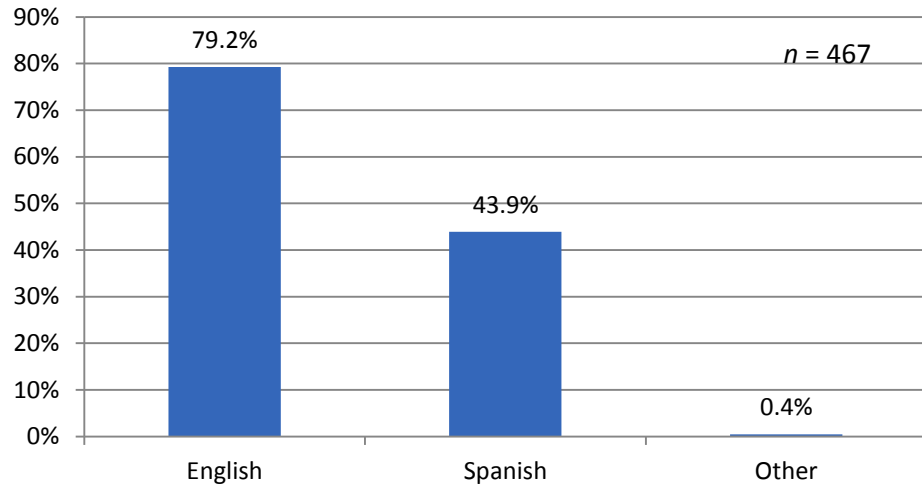
Question 16: What is your age?

Exhibit 3.16 Age



Question 17: Please indicate which language(s) are spoken in your home. (Check all that apply)

Exhibit 3.17 Home Language



Question 18: How do you prefer to receive community information? (check all that apply)

Online sources of information were most popular among respondents (36.6 percent), with additional support for Facebook (20.1 percent) and email (16.7 percent). Although there was significant support for social media, Twitter was preferred by 6.4 percent of respondents.

Exhibit 3.18 Preferred information source

Method	Frequency	Percent
Online	171	36.6
Facebook	94	20.1
Email	78	16.7
Print advertisements	67	14.3
Text	57	12.2
Word of mouth	53	11.3
Television	39	8.4
Twitter	30	6.4
Radio	29	6.2
Other social media	14	3.0

Section 4

Dial-A-Ride Customer Survey

In February and March 2017, Moore & Associates conducted a survey of Valley Express Dial-A-Ride customers. The bilingual (English and Spanish) survey instrument was designed to assess travel behavior, overall satisfaction, English proficiency, and potential for mode-shift to Valley Express' fixed-route service.

The survey was distributed onboard vehicles by MV Transportation drivers along with postage-paid return envelopes. This methodology was determined most cost-effective given project scope and budget parameters. Examples of alternative methodologies considered: a direct-mail effort to registered Dial-A-Ride customers and on-board intercept surveying. While on-board driver distribution theoretically provides access to the same number of potential respondents as on-board intercept surveying, this methodology provides a smaller level of control given it is reliant on customers mailing back responses or turning them in to drivers.

The on-board distribution effort resulted in 12 valid survey responses. While this is not a sufficient sample for statistical validity, survey responses do provide insight into actual, recent customer opinions.

All survey data was entered into Microsoft Excel using trained data entry personnel. Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis while also conducting quality spot-checks throughout each day.

“Typical” Dial-A-Ride Survey Respondent

- Self-identifies as Hispanic and/or Latino (91 percent);
- Speaks English at home (75 percent) and/or speaks Spanish at home (50 percent);
- Is age 65 or older (54.5 percent);
- Resides in Fillmore (63.6 percent);
- Lives alone or with one other person (50 percent);
- Reports an annual household income of less than \$15,000 (71.4 percent); and
- Does not have access to a personal vehicle.

Travel Patterns

- While 83.3 percent of respondents had ridden Valley Express' Dial-A-Ride services, a further 33.3 percent had utilized fixed-route;
- Sixty-four percent indicated utilizing Dial-A-Ride four or more times per week;
- “Work,” “shopping,” and “healthcare” were tied for most-common trip destinations; and
- Forty-six percent qualify for senior/disabled fare.

Perceptions and Preferences

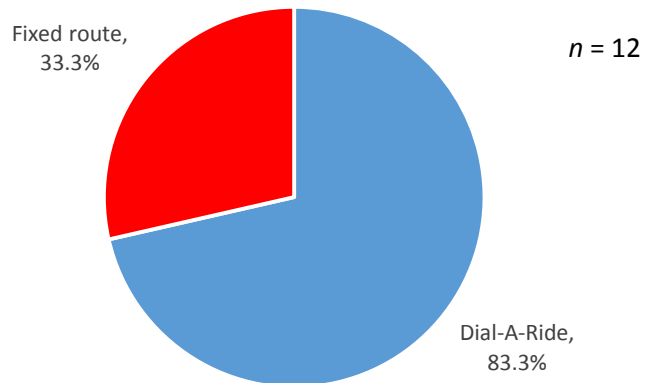
- Seventy-three percent indicated satisfaction with Valley Express services; and

- Although 17 percent indicated they would utilize fixed-route services more frequently if it provided access to their preferred destinations, they declined to specify such.

The balance of this section focuses on illustration and analysis of individual survey questions.

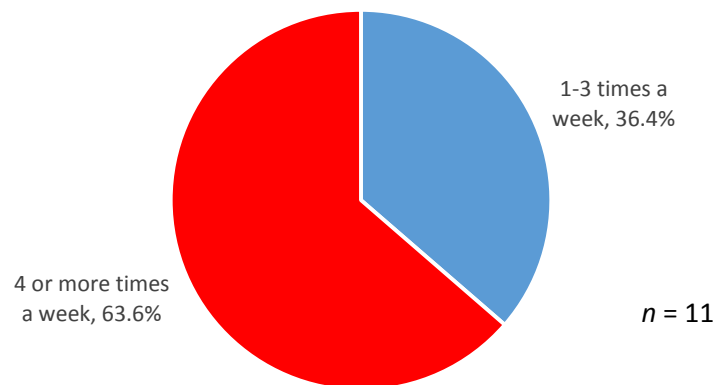
Question 1: What Valley Express services have you used? (select all that apply)

Exhibit 4.1 Service usage



Question 2: How often do you ride Valley Express Dial-A-Ride?

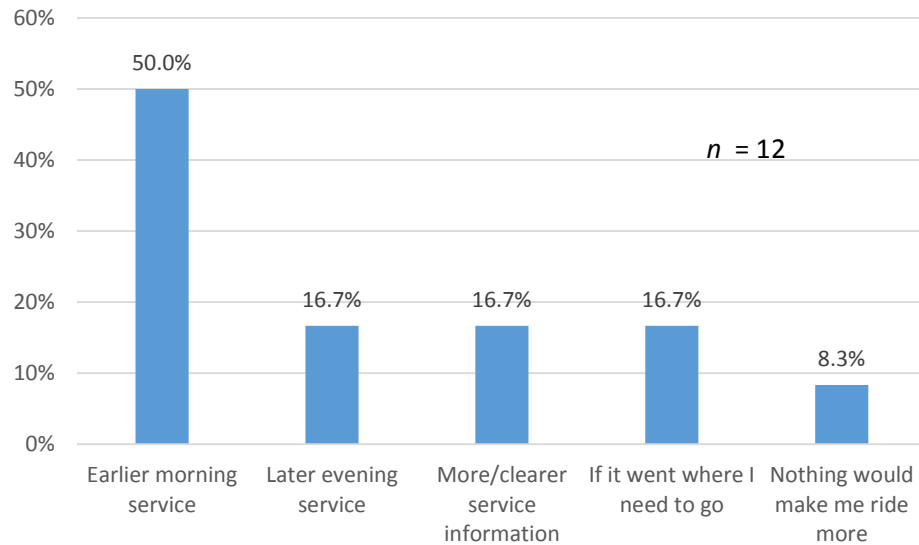
Exhibit 4.2 Ridership frequency



Question 3: What would encourage you to being using (or increase your use of) the Valley Express fixed-route service? (select all that apply)

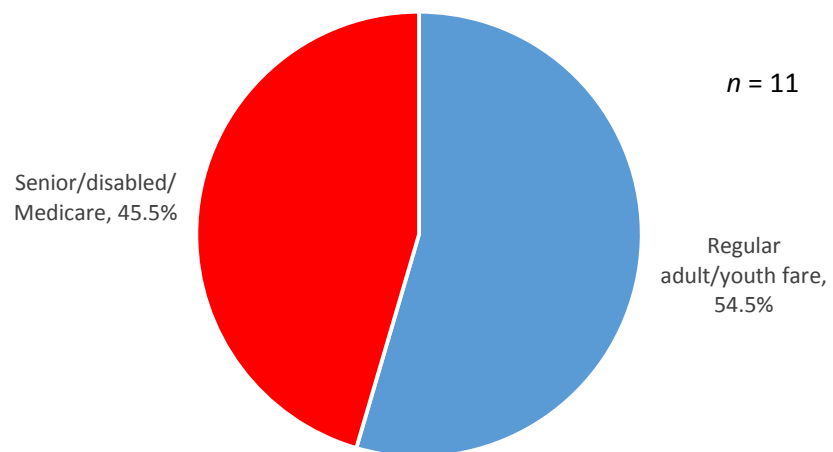
Although “earlier service” was the most popular response (50 percent), responses failed to identify any start time outside current Valley Express service span. The lone “later evening service” response specified was 9 p.m.

Exhibit 4.3 Motivators for fixed-route use



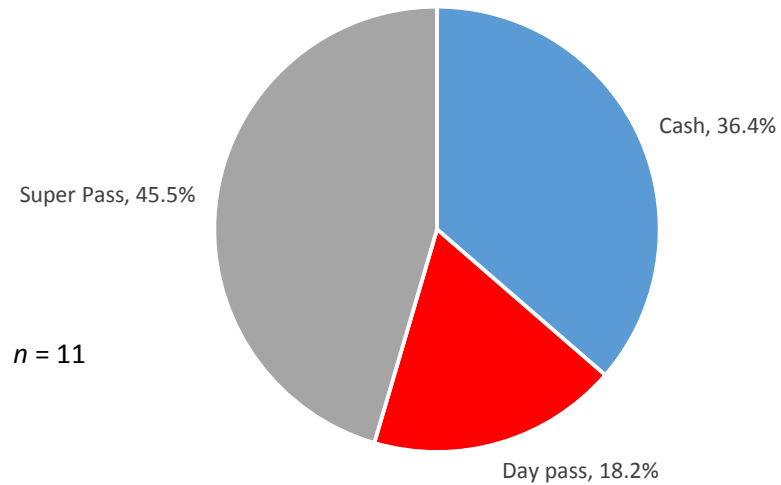
Question 4: What type of fare do you typically pay when you ride Valley Express Dial-A-Ride?

Exhibit 4.4 Fare type



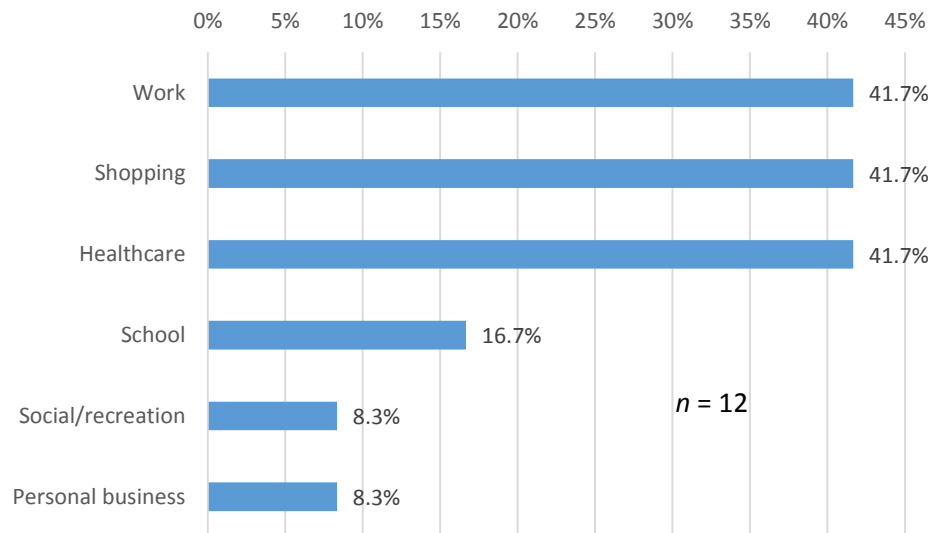
Question 5: How do you typically pay your fare?

Exhibit 4.5 Fare payment method



Question 6: What are your most common destinations when using Valley Express Dial-A-Ride? (select up to two)

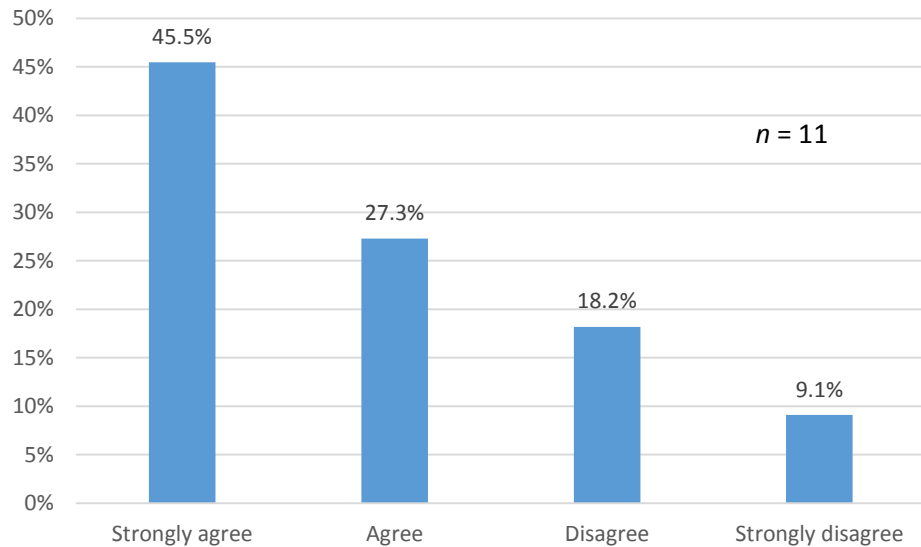
Exhibit 4.6 Primary trip destinations



Question 7: Generally speaking, I am satisfied with Valley Express bus service.

The majority of respondents indicated satisfaction with Valley Express with Valley Express services. Rider concerns were limited to vehicle crowding (lack of seating) and on-time performance.

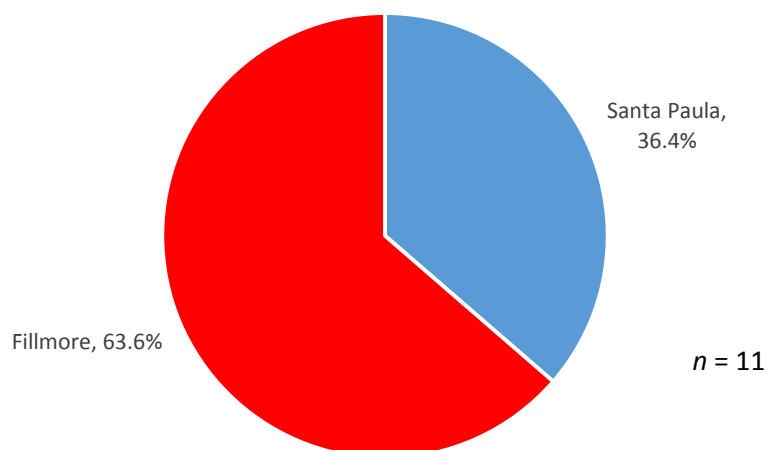
Exhibit 4.7 Overall satisfaction



Question 8: What is your home community?

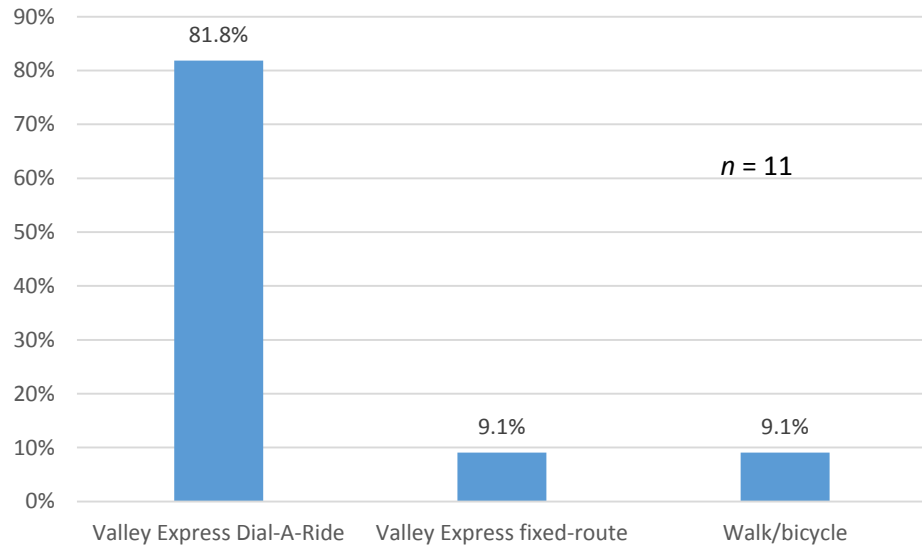
No respondents cited Piru as their home community.

Exhibit 4.8 Home community



Question 9: What is your primary mode of transportation? (select one)

Exhibit 4.9 Primary transportation mode

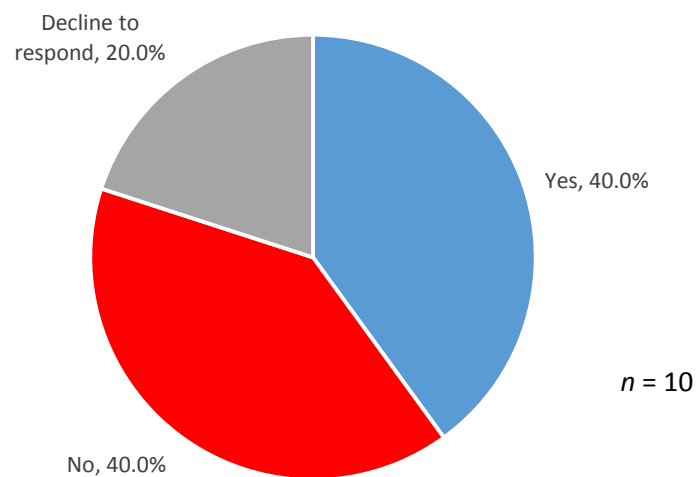


Question 10: Do you have access to a personal vehicle?

No respondent reported having access to a personal vehicle.

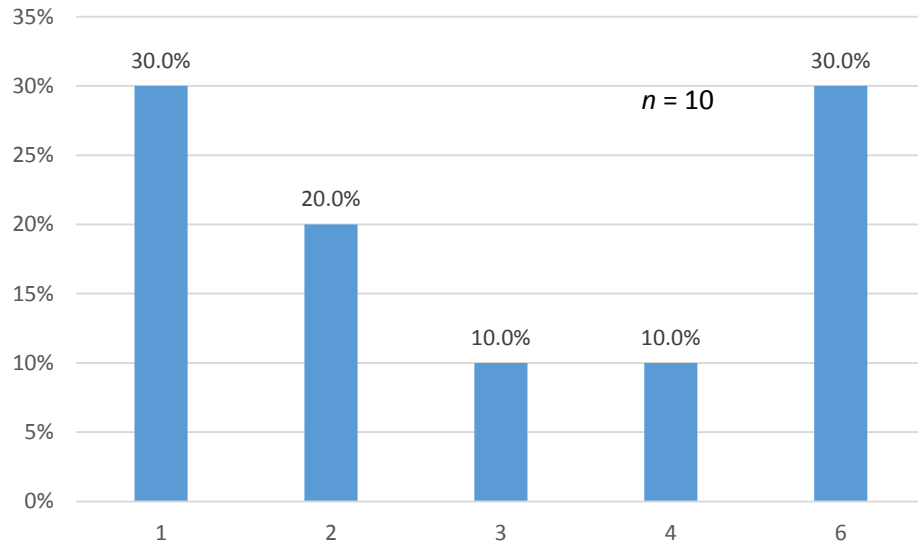
Question 11: Do you have a disability that impacts your mobility?

Exhibit 4.11 Primary transportation mode



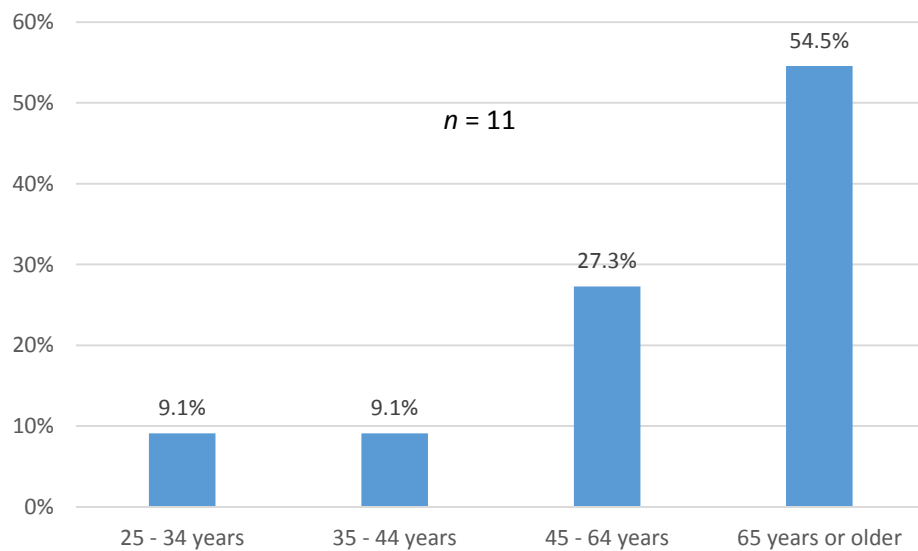
Question 12: How many persons are in your household?

Exhibit 4.12 Household size



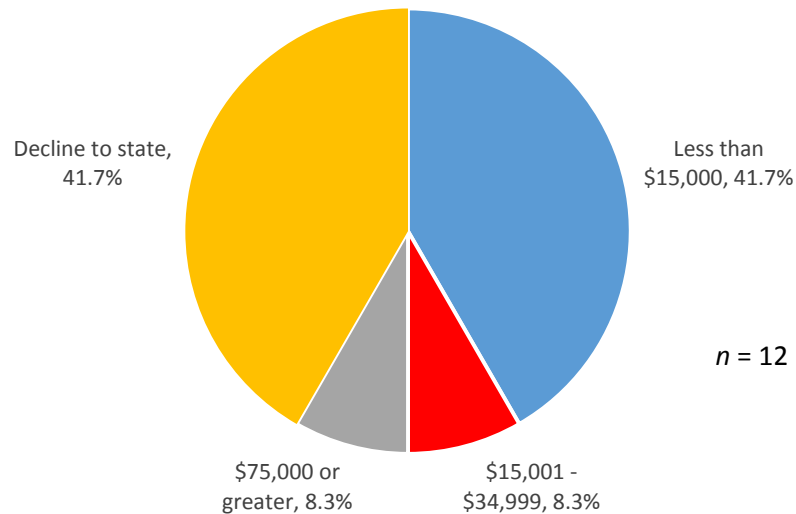
Question 13: What is your age?

Exhibit 4.13 Age



Question 14: What is your annual household income?

Exhibit 4.14 Household income



Question 15: What is your race/ethnicity (select all that apply)

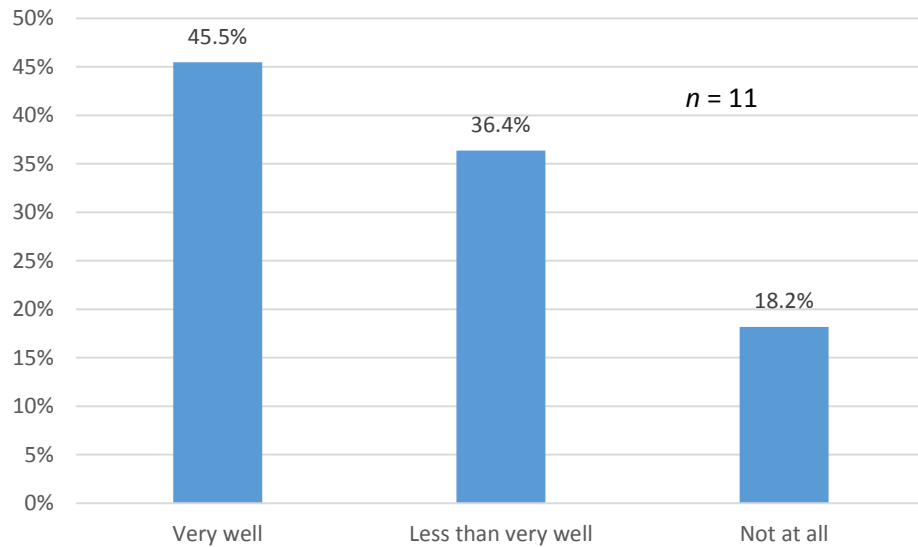
All but one respondent self-identified as Hispanic and/or Latino.

Question 16: What language(s) are spoken in your home?

Respondents were allowed to select more than one response. Seventy-five percent of respondents reported speaking English at home. Fifty percent also reported speaking Spanish at home.

Question 17: How well do you speak English?

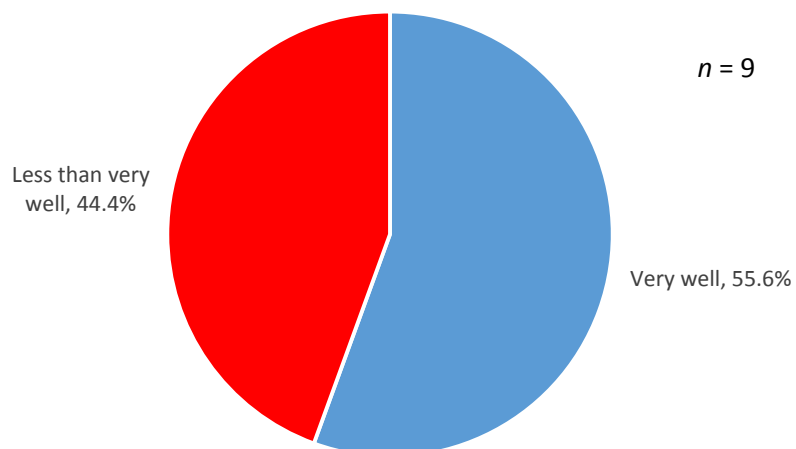
Exhibit 4.17 English proficiency



Data cross-tabulation: Language spoken at home vs. English proficiency

Although 75 percent of respondents indicated speaking English at home, not all of them speak it very well. As Exhibit 4.17.a shows, 44.4 percent of respondents who indicated speaking English at home indicated that they speak it “less than very well.”

Exhibit 4.17a. Language spoken at home vs. English proficiency



This page intentionally blank.

Section 5

Community Listening Sessions

Three community listening sessions were held March 15-16, 2017. One workshop was held in Fillmore, Piru, and Santa Paula. For each listening session, Moore & Associates prepared a brief presentation which included an overview of Valley Express, an overview of the System Evaluation and preliminary results of the community survey.

Promotion was conducted in advance of the listening sessions to raise community awareness. Incentives for \$25 VISA gift cards were promoted on all printed materials in an effort to encourage attendance.

Promotional activities of a variety of channels included:

- Distribution of posters and flyers to 25 locations within the Heritage Valley and nine schools within the Santa Paula Unified School District;
- Media release distributed (via email) to local news outlets and elected officials;
- Web banner for Fillmore and Santa Paula city clerks to use on their websites;
- Advertisements placed in the Santa Paula *Times* and Fillmore *Gazette*;
- Announcements submitted for the Fillmore Access Channel; and
- Social media paid advertisements and posts on the Valley Express Facebook and Twitter pages.

All promotional materials produced in both Spanish and English in an effort to reach the public in its entirety. Promotion through such a variety of channels helped alert members of the community of their opportunities to provide input for the project.

Despite these promotional efforts, only one person attended these listening sessions—the listening session in Santa Paula. While it is difficult to explain this low attendance, we believe greater-than-anticipated response to the rider and community surveys suggests that Heritage Valley residents believe/concluded they had sufficient opportunities to provide feedback. Additionally, it is possible the value of on-site community workshops as a means of public engagement has diminished.

This page intentionally blank.



Appendix A

Fixed-Route Survey Instruments

A-1

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report



Customer Survey

2017

Valley Express, in partnership with the communities of the Heritage Valley, is currently evaluating its public transit services operating in the region. Please take a moment to complete this survey as your opinion can help shape future transit service for the Valley.

All completed surveys will be entered into a random drawing for two \$25 VISA gift cards. Thank you for your participation. If you prefer to complete the survey online, visit:

www.ValleyExpressRiderSurvey.com

1. Route: _____

Date: _____ Time: _____

2. What is the purpose of your trip today? (check only one)

- ☐ Work ☐ Social/recreation
☐ School ☐ Personal business
☐ Shopping ☐ Other (specify): _____
☐ Healthcare _____

3. Please select the most appropriate answer for each statement.

	Strongly Agree	Agree	Disagree	Strongly Disagree
Generally speaking, I am satisfied with Valley Express bus service	☐	☐	☐	☐
The schedule meets my needs	☐	☐	☐	☐
I feel safe while waiting for the bus	☐	☐	☐	☐
Bus drivers are generally courteous	☐	☐	☐	☐
The bus is generally clean	☐	☐	☐	☐
Bus stops are generally clean	☐	☐	☐	☐
There is enough information at bus stops	☐	☐	☐	☐
It is easy to find and purchase bus passes	☐	☐	☐	☐

4. How often do you ride Valley Express?

- ☐ Less than once a month ☐ 1-3 times per week
☐ 1-2 times a month ☐ 4 or more times per week

5. What is your home community?

- ☐ Santa Paula ☐ Bardsdale
☐ Fillmore ☐ Other (specify): _____
☐ Piru _____

6. How did you pay your fare today?

- ☐ Cash ☐ Monthly Pass ☐ Super Pass

7. What type of fare did you use today?

- ☐ Adult ☐ Senior
☐ Youth ☐ Disabled

8. If it became necessary to raise Valley Express fares in order to keep the current level of service, how much more per trip would you be willing to pay?

- ☐ 25 cents ☐ One dollar
☐ 50 cents ☐ I would not be willing to pay more
☐ 75 cents

9. If Valley Express were not available how would you make this trip? (check only one)

- ☐ Walk/bicycle ☐ Social service agency/church
☐ Personal vehicle ☐ Carpool/vanpool
☐ Family/friend ☐ Other (specify): _____
☐ Taxi/Uber/Lyft _____

10. How many people live in your household?

- ☐ 1 ☐ 4 ☐ 7
☐ 2 ☐ 5 ☐ 8
☐ 3 ☐ 6 ☐ 9 or more

11. What is your age?

- ☐ Under 18 years ☐ 45 - 64 years
☐ 18 - 24 years ☐ 65 years or older
☐ 25 - 34 years ☐ Decline to respond
☐ 35 - 44 years

12. What is your annual household income?

- ☐ Less than \$15,000 ☐ \$50,000 - \$74,999
☐ \$15,001 - \$34,999 ☐ \$75,000 or greater
☐ \$35,000 - \$49,999 ☐ Decline to respond

13. What is your race/ethnicity? (check all that apply)

- ☐ Hispanic/Latino ☐ American Indian/Alaskan Native
☐ White/Caucasian ☐ Native Hawaiian/Pacific Islander
☐ Asian ☐ Decline to respond
☐ Black/African American ☐ Other (specify): _____

14. What language(s) are spoken in your home? (check all that apply)

- ☐ English ☐ Spanish ☐ Other (specify): _____

15. How well do you speak English?

- ☐ Very well ☐ Not at all
☐ Less than very well ☐ Decline to respond

16. How would you prefer to receive information about Valley Express? (check all that apply)

- ☐ Online (valleyexpressbus.org) ☐ Print advertisements
☐ Text ☐ Facebook
☐ Email ☐ Twitter (@hvvalleyexpress)
☐ Onboard the bus ☐ Other social media (specify): _____
☐ Radio ☐ Other (specify): _____
☐ TV ☐ Word of mouth _____

17. Additional Comments

Thank you for your time!

If you would like to be entered into a drawing for a \$25 VISA gift card, please provide your name and phone number below.

Name _____

Phone _____

A-2



Encuesta del Cliente 2017

Valley Express, en colaboración con las comunidades del Heritage Valley, están evaluando actualmente sus servicios de transporte público que operan en la región. Por favor tome un momento para llenar esta encuesta, su opinión puede ayudar a dar forma a los servicios futuros de transporte en el valle.

Todas las encuestas completas serán entradas en un sorteo para ganar una de dos tarjetas de regalo VISA de \$25. Gracias por su participación. Si prefiere, puede completar esta encuesta en línea en: www.ValleyExpressRiderSurvey.com

1. Ruta: _____

Fecha: _____ Hora: _____

2. ¿Cuál es el propósito de su viaje de hoy? (seleccione sólo una)

- ☐ Trabajo ☐ Social/recreación
☐ Escuela ☐ Negocios personales
☐ Ir de compras ☐ Otro (especifique): _____
☐ Atención médica _____

3. Por favor seleccione la respuesta más adecuada para cada declaración.

	Muy de acuerdo	De acuerdo	No de acuerdo	Muy en desacuerdo
En general, estoy satisfecho con el servicio de autobús de Valley Express	☐	☐	☐	☐
El programa cumple con mis necesidades	☐	☐	☐	☐
Me siento seguro mientras espero al autobús	☐	☐	☐	☐
Los conductores de autobús son generalmente cortés	☐	☐	☐	☐
El autobús esta generalmente limpio	☐	☐	☐	☐
Las paradas de autobús están generalmente limpias	☐	☐	☐	☐
Hay suficiente información en las paradas de autobús	☐	☐	☐	☐
Es fácil de encontrar y comprar un pase para el autobús	☐	☐	☐	☐

4. ¿Con qué frecuencia viaja en Valley Express?

- ☐ Menos de una vez al mes ☐ 1-3 veces a la semana
☐ 1-2 veces al mes ☐ 4 o más veces a la semana

5. ¿Cuál es su comunidad?

- ☐ Santa Paula ☐ Bardsdale
☐ Fillmore ☐ Otro (especifique): _____
☐ Piru _____

6. ¿Cómo pagó su tarifa de hoy?

- ☐ Efectivo ☐ Pase mensual ☐ Super Pass

7. ¿Qué tipo de tarifa utilizo hoy?

- ☐ Adulto ☐ Mayor de edad
☐ Joven ☐ Discapacitado

8. Si fuera necesario subir las tarifas de Valley Express para mantener el nivel actual de servicio, ¿cuánto más por viaje estaría dispuesto a pagar?

- ☐ 25 centavos ☐ Un dólar
☐ 50 centavos ☐ No estoy dispuesto a pagar más
☐ 75 centavos

9. ¿Si el Valley Express no estuviera disponible cómo haría usted este viaje? (seleccione sólo una)

- ☐ A pie/bicicleta ☐ Agencia de servicios sociales /iglesia
☐ Vehículo personal ☐ Carpool/vanpool
☐ Familia/o amigo ☐ Otro (especifique): _____
☐ Taxi/Uber/Lyft _____

10. ¿Cuántas personas viven en su casa?

- ☐ 1 ☐ 4 ☐ 7
☐ 2 ☐ 5 ☐ 8
☐ 3 ☐ 6 ☐ 9 o más

11. ¿Cuál es su edad?

- ☐ Menor de 18 ☐ 45 - 64 años
☐ 18 - 24 años ☐ 65 años o mayor
☐ 25 - 34 años ☐ Negar a responder
☐ 35 - 44 años

12. ¿Cuál es su ingreso anual?

- ☐ Menos de \$15,000 ☐ \$50,000 - \$74,999
☐ \$15,001 - \$34,999 ☐ \$75,000 o más
☐ \$35,000 - \$49,999 ☐ Negar a responder

13. ¿Cuál es su raza/etnia? (seleccione todos los que apliquen)

- ☐ Hispano/Latino ☐ Nativo Hawaiano/Isleño del Pacífico
☐ Blanco/Caucásico ☐ Negar a responder
☐ Asiático ☐ Otro (especifique): _____
☐ Negro/Africano Americano _____
☐ Indio Americano/Nativo de Alaska

14. ¿Qué idioma(s) se habla en su hogar? (seleccione todos los que apliquen)

- ☐ Inglés ☐ Español ☐ Otro (especifique): _____

15. ¿Qué tan bien habla el inglés?

- ☐ Muy bien ☐ Para nada
☐ No muy bien ☐ Negar a responder

16. ¿Cómo prefiere recibir información sobre Valley Express? (seleccione todos que apliquen)

- ☐ En línea (valleyexpressbus.org) ☐ Anuncios impresos
☐ Texto ☐ Facebook
☐ Correo electrónico ☐ Twitter (@hvvalleyexpress)
☐ Abordo del autobús ☐ Otros medios de comunicación social (especifique): _____
☐ Radio ☐ Otro (especifique): _____
☐ Televisión _____
☐ De boca en boca _____

17. Comentarios adicionales:

¡Gracias por su tiempo! Si desea entrar en un sorteo para ganar una tarjeta de regalo VISA de \$25, por favor proporcione su nombre y número de teléfono a continuación.

Nombre _____

Teléfono _____

This page intentionally blank.



Appendix B

Community Survey Instruments

B-1





Community Survey 2017

Valley Express, in partnership with the communities of the Heritage Valley, is currently evaluating its public transit services operating in the region. Please take a moment to complete this survey as your opinion can help shape future transit service for the Valley. Please return your completed survey by March 1, 2017. You can also take the survey online at www.HVCommunitySurvey.com.

1. In the last 90 days, have you ridden the Valley Express bus service?
- ☐ Yes → Continue to Section A
- ☐ No → Skip to Section B

Section A – Transit Riders

2. Which Valley Express service(s) have you used?
- ☐ Fixed-route
- ☐ Senior/disabled Dial-A-Ride
- ☐ General Public Dial-A-Ride
3. How would you rate your overall satisfaction with the Valley Express service?
- ☐ Very satisfied ☐ Somewhat dissatisfied
- ☐ Somewhat satisfied ☐ Very dissatisfied
- Skip to Section C.*

Section B - Non-Riders

4. Which statement best describes your awareness of the Valley Express bus service? (select one)
- ☐ I was not aware of the service before today.
- ☐ I am aware of the service but don't know much about it.
- ☐ I know about the service but have never ridden.
- ☐ I know about the service and have ridden in the past.
5. What is your general perception of Valley Express? (select all statements with which you agree)
- ☐ Valley Express is a valued service in our community.
- ☐ Valley Express makes a difference for people who don't have any other form of transportation.
- ☐ Valley Express should be expanded to serve more people.
- ☐ Valley Express should only serve seniors and persons with disabilities.
- ☐ Valley Express is not a good use of public money.
6. What is the primary reason you do not use the Valley Express bus service? (select one)
- ☐ I don't know how to use it
- ☐ Service doesn't start early enough in the morning (how early? _____)
- ☐ Service doesn't run late enough in the evening (how late? _____)
- ☐ Bus stop too far away
- ☐ Doesn't go where I need to travel (where? _____)
- ☐ Takes too long (i.e., time on bus)
- ☐ Cost is too high
- ☐ Dial-A-Ride reservation process is too complicated
- ☐ Prefer to drive own vehicle
- ☐ Other (specify): _____

Section C - Travel Habits

7. What is your most frequent travel purpose in the Heritage Valley? (select one)
- ☐ Work ☐ Recreation/Personal Business
- ☐ School ☐ Health/Social Services
- ☐ Shopping ☐ Other (specify): _____
8. Which community is your most common destination? (select one)
- ☐ Santa Paula ☐ Ojai
- ☐ Piru ☐ Santa Clarita
- ☐ Fillmore ☐ Other (specify): _____
- ☐ Bardsdale
9. What is your primary means of transportation? (select one)
- ☐ Walk/bicycle ☐ Taxi/Uber/Lyft
- ☐ Personal vehicle ☐ Social service agency/church
- ☐ Public transit ☐ Carpool/vanpool
- ☐ Family/friend ☐ Other (specify): _____

10. During what times of day are you MOST likely to travel? (select all that apply)

	WEEKDAY	WEEKEND
Early morning (Before 7 a.m.)	☐	☐
Morning commute (to work/school 7-10 a.m.)	☐	☐
Midday (10 a.m. – 2 p.m.)	☐	☐
Afternoon/evening commute (from work/school 2-6 p.m.)	☐	☐
Evening (After 6 p.m.)	☐	☐

Section D - Tell Us About Yourself

11. What is your home community?
- ☐ Santa Paula ☐ Bardsdale
- ☐ Fillmore ☐ Other (specify): _____
- ☐ Piru
12. Which of the following describes you best? (check all that apply)
- ☐ Employed full-time ☐ Retired
- ☐ Employed part-time ☐ Not currently employed
- ☐ Student ☐ Decline to respond
- ☐ Homemaker
13. If you are currently employed, please indicate your work zip code: _____ (If not employed, leave blank)
14. Do you have a valid driver license? ☐ Yes ☐ No
15. How many adults live in your household?
- ☐ 1 ☐ 2 ☐ 3 ☐ 4 or more
16. How many working vehicles do you have available to your household?
- ☐ None ☐ 1 ☐ 2 ☐ 3 ☐ 4 or more
17. What is your age?
- ☐ Under 18 years ☐ 45 - 64 years
- ☐ 18 - 24 years ☐ 65 years or older
- ☐ 25 - 34 years ☐ Decline to respond
- ☐ 35 - 44 years
18. Please indicate which languages are spoken in your home. (select all that apply)
- ☐ English ☐ Spanish ☐ Other (specify): _____
19. How do you prefer to receive community information?
- ☐ Online ☐ Print advertisements
- ☐ Text ☐ Facebook
- ☐ Email ☐ Twitter
- ☐ Radio ☐ Other social media (specify): _____
- ☐ TV
- ☐ Word of mouth ☐ Other (specify): _____

20. Comments _____

Thank you for your time!

If you would like to be entered into a drawing for a \$25 VISA gift card, please provide your name and phone number below.

Name _____

Phone _____



Encuesta Comunitaria 2017

Valley Express, en colaboración con las comunidades del Heritage Valley, están evaluando actualmente sus servicios de transporte público que operan en la región. Por favor tome un momento para llenar esta encuesta, su opinión puede ayudar a dar forma a los servicios futuros de transporte en el valle. Por favor devuelva su encuesta completa antes del 1 de marzo, 2017. También puede tomar la encuesta en línea en www.HVCommunitySurvey.com.

1. ¿En los últimos 90 días, ha viajado en el Valley Express?

- ☐ Sí → Continúe a la Sección A
☐ No → Pase a la Sección B

Sección A – Usuarios de Tránsito

2. ¿Qué servicio(s) de Valley Express ha utilizado?

- ☐ Ruta-fija
☐ Dial-A-Ride personas mayores de edad/discapacitados
☐ Dial-A-Ride público general

3. ¿Cómo calificaría su satisfacción general de la ruta-fija de Valley Express?

- ☐ Muy satisfecho ☐ Un poco desatisfecho
☐ Un poco satisfecho ☐ Muy desatisfecho

Pase a la Sección C.

Sección B – No Usuarios

4. ¿Cuál describe mejor su conocimiento sobre el servicio de Valley Express? (Seleccione solo una)

- ☐ No estaba consciente del servicio antes de hoy.
☐ Conozco el servicio pero no sé mucho al respecto.
☐ Conozco el servicio, pero nunca lo he usado.
☐ Conozco el servicio y he estado en el pasado.

5. ¿Cuál es su percepción general de Valley Express? (seleccione todas las declaraciones con las que usted está de acuerdo)

- ☐ Valley Express es un servicio valioso en nuestra comunidad.
☐ Valley Express hace una diferencia para las personas que no tienen otra forma de transporte.
☐ Valley Express debería ampliarse para servir a más gente.
☐ Valley Express sólo debe servir a las personas mayores de edad y personas con discapacidades.
☐ Valley Express no es un buen uso del dinero público

6. ¿Cuál es la razón principal por la cual no utiliza el Valley Express? (Seleccione solo una)

- ☐ No sé cómo usarlo
☐ El servicio no se inicia bastante temprano en la mañana (que tan temprano? _____)
☐ El servicio no opera tan tarde en la noche (que tan tarde? _____)
☐ Las paradas del autobús están muy lejos
☐ No va a donde tengo que ir (¿a dónde? _____)
☐ Se tarda demasiado (es decir, tiempo en el autobús)
☐ El costo es demasiado alto
☐ El proceso de reservaciones de Dial-A-Ride es demasiado complicado
☐ Prefiero conducir vehículo propio
☐ Otro (especifique): _____

Sección C – Hábitos de Viaje

7. ¿Cuál es su propósito más frecuente de su viaje en Heritage Valley? (Seleccione solo una)

- ☐ Trabajo ☐ Recreación/ Negocios Personales
☐ Colegio ☐ Salud/ Servicios Sociales
☐ Ir de Compras ☐ Otro (especifique): _____

8. ¿Cuál comunidad es su destino más común?

- (Seleccione solo una)
☐ Santa Paula ☐ Ojai
☐ Píru ☐ Santa Clarita
☐ Fillmore ☐ Otro (especifique): _____
☐ Bardsdale _____

9. ¿Cuál es su medio de transporte principal? (Seleccione solo una)

- ☐ Caminando/en bicicleta ☐ Taxi/Uber/Lyft
☐ Vehículo personal ☐ Agencia de servicios sociales/iglesia
☐ Tránsito público ☐ Carpool/vanpool
☐ Familiar o Amigo ☐ Otro (especifique): _____

10. ¿Durante qué horas del día es más probable que usted viaje? (Seleccione todas las que apliquen)

	Entre semana	Fin de semana
Temprano por la mañana (antes 7 a.m.)	☐	☐
Viaje de la mañana (hacia trabajo/colegio 7-10 a.m.)	☐	☐
Medio día (10 a.m. – 2 p.m.)	☐	☐
Viaje por la tarde/noche (del trabajo/colegio 2-6 p.m.)	☐	☐
Noche (después de 6 p.m.)	☐	☐

Sección D – Cuéntenos Acerca de Usted

11. ¿Cuál es su comunidad de origen?

- ☐ Santa Paula ☐ Bardsdale
☐ Fillmore ☐ Otro (especifique): _____
☐ Píru _____

12. ¿Cuál de las siguientes lo describe mejor? (marque todas las que apliquen)

- ☐ Empleado tiempo completo ☐ Retirado
☐ Empleado medio tiempo ☐ Desempleado
☐ Estudiante ☐ Negar a responder
☐ Ama de casa

13. Si está actualmente empleado, por favor indique el código postal de su trabajo: _____ (deje en blanco si no está empleado)

14. ¿Tiene una licencia válida de conducir? ☐ Sí ☐ No

15. ¿Cuántos adultos viven en su casa?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 o más

16. ¿Cuántos vehículos disponibles tiene en su casa?

- ☐ Ninguno ☐ 1 ☐ 2 ☐ 3 ☐ 4 o más

17. ¿Qué edad tiene?

- ☐ 18 o más joven ☐ 45 a 64 años
☐ 18 - 24 años ☐ 65 años o mayor
☐ 25 - 34 años ☐ Negar a responder
☐ 35 - 44 años

18. Favor de Indicar los idiomas que se hablan en su hogar. (seleccione todas las que apliquen)

- ☐ Inglés ☐ Español ☐ Otro (especifique): _____

19. ¿Cómo prefiere recibir información de la comunidad?

- ☐ En línea ☐ Anuncios impresos
☐ Texto ☐ Facebook
☐ Correo electrónico ☐ Twitter
☐ Radio ☐ Otros medios de comunicación social
☐ Televisión (especifique): _____
☐ De boca a boca ☐ Otro (especifique): _____

20. Comentarios _____

¡Gracias por su tiempo!

Si desea entrar en un sorteo para ganar una tarjeta de regalo VISA de \$25, por favor proporcione su nombre y número de teléfono a continuación.

Nombre: _____

Número de teléfono: _____

This page intentionally blank.

Appendix C

Dial-A-Ride Survey Instruments

C-1



2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Valley Express Dial-A-Ride



Customer Survey 2017

Valley Express is conducting a survey to determine the level of satisfaction with its Dial-A-Ride service. As a registered Dial-A-Ride customer, your feedback is important. Return the completed survey in the attached postage-paid envelope by **Monday, March 13, 2017** to be entered into a random drawing for two \$25 VISA gift cards. Thank you for your participation! You can also take this survey online at www.ValleyExpressDARSurvey.com

1. What Valley Express services have you used?
(select all that apply)
☐ Dial-A-Ride ☐ ADA paratransit
☐ Fixed route ☐ None of the above
2. How often do you ride Valley Express Dial-A-Ride?
☐ Less than once a month ☐ 1-3 times a week
☐ 1-2 times a month ☐ 4 or more times a week
3. What would encourage you to begin using (or increase your use of) the Valley Express fixed-route service? (select all that apply)
☐ Earlier morning service (how early? _____)
☐ Later evening service (how late? _____)
☐ More/clearer service information
☐ If it went where I need to go (where? _____)
☐ Nothing would make me ride more
☐ Other (specify) _____
4. What type of fare do you typically pay when you ride Valley Express Dial-A-Ride?
☐ Regular adult/youth fare
☐ Senior/disabled/Medicare fare
☐ ADA paratransit fare
5. How do you typically pay your fare?
☐ Cash ☐ Day pass ☐ Super Pass
6. What are your most common destinations when using Valley Express Dial-A-Ride? (select up to two)
☐ Work ☐ Social/recreation
☐ School ☐ Personal business
☐ Shopping ☐ Other (specify): _____
☐ Healthcare _____
7. Generally speaking, I am satisfied with Valley Express bus service.
☐ Strongly agree ☐ Disagree
☐ Agree ☐ Strongly disagree
- 7a. If you selected "strongly disagree," please explain: _____

8. What is your home community?
☐ Santa Paula ☐ Bardsdale
☐ Fillmore ☐ Other (specify): _____
☐ Piru _____
9. What is your primary mode of transportation? (select one)
☐ Walk/bicycle ☐ Taxi/Uber/Lyft
☐ Personal vehicle ☐ Family/friend
☐ Valley Express Dial-A-Ride ☐ Other (specify): _____
☐ Valley Express fixed route _____
☐ Social service agency/church _____
10. Do you have access to a personal vehicle?
☐ Yes ☐ No
11. Do you have a disability that impacts your mobility?
☐ Yes ☐ No ☐ Decline to respond
12. How many people live in your household?
☐ 1 ☐ 4 ☐ 7
☐ 2 ☐ 5 ☐ 8
☐ 3 ☐ 6 ☐ 9 or more
13. What is your age?
☐ Under 18 years ☐ 45 - 64 years
☐ 18 - 24 years ☐ 65 years or older
☐ 25 - 34 years ☐ Decline to respond
☐ 35 - 44 years
14. What is your annual household income?
☐ Less than \$15,000 ☐ \$50,000 - \$74,999
☐ \$15,001 - \$34,999 ☐ \$75,000 or greater
☐ \$35,000 - \$49,999 ☐ Decline to respond
15. What is your race/ethnicity? (select all that apply)
☐ Hispanic/Latino
☐ White/Caucasian
☐ Asian
☐ Black/African American
☐ American Indian/Alaskan Native
☐ Native Hawaiian/Pacific Islander
☐ Decline to respond
☐ Other (specify): _____
16. What language(s) are spoken in your home?
☐ English ☐ Other (specify): _____
☐ Spanish _____
17. How well do you speak English?
☐ Very well ☐ Not at all
☐ Less than very well ☐ Decline to respond
18. Additional comments:

Thank you for your time!

If you would like to be entered into a drawing for a \$25 VISA gift card, please provide your name and phone number below.

Name _____
Phone _____

C-2

Valley Express Dial-A-Ride



Encuesta de Clientes 2017

Valley Express está llevando a cabo una encuesta para determinar el nivel de satisfacción del servicio de Dial-A-Ride. Como cliente registrado de Dial-A-Ride, su opinión es importante. Devuelva la encuesta completada en el sobre proporcionado adjunto antes del **lunes, 13 de marzo del 2017** para ser entrado en un sorteo para ganar una de dos tarjetas de regalo VISA de \$25. ¡Gracias por su participación! Si prefiere, puede completar esta encuesta en línea en: www.ValleyExpressDARSurvey.com

1. ¿Cuál servicio de Valley Express a usted usado?
(Seleccione todas las que apliquen)
☐ Dial-A-Ride ☐ Paratransito de ADA
☐ Ruta-fija ☐ Ninguna de las anteriores
2. ¿Con qué frecuencia viaja en el Dial-A-Ride de Valley Express?
☐ Menos de una vez al mes ☐ 1-3 veces a la semana
☐ 1-2 veces al mes ☐ 4 o más veces a la semana
3. ¿Qué lo animaría a comenzar a usar (o aumentar el uso de) el servicio de ruta-fija de Valley Express? (Seleccione todas las que apliquen)
☐ Servicio más temprano por la mañana (¿qué tan temprano? _____)
☐ Servicio más tarde por la noche (¿qué tan tarde? _____)
☐ Más claridad/ información del servicio
☐ Si fuera a donde tengo que ir (¿a donde? _____)
☐ Nada me haría usar lo más.
☐ Otro (especifique): _____
4. ¿Típicamente qué tarifa paga cuando usa el Dial-A-Ride de Valley Express?
☐ Precio regular adulto/juvenil
☐ Tarifa para mayor de edad/discapacitado/Medicare
☐ Tarifa para paratransito de ADA
5. ¿Típicamente cómo paga su tarifa?
☐ Efectivo ☐ Pase de día ☐ Super Pass
6. ¿Cuáles son sus destinos principales cuando utiliza el Dial-A-Ride de Valley Express?
(seleccione hasta dos)
☐ Trabajo ☐ Social/recreación
☐ Escuela ☐ Negocios personales
☐ Ir de compras ☐ Otro (especifique): _____
☐ Atención médica
7. En general, estoy satisfecho con el servicio de autobús de Valley Express.
☐ Muy de acuerdo ☐ No de acuerdo
☐ De acuerdo ☐ Muy en desacuerdo
- 7a. Si selecciono "muy en desacuerdo," por favor explique: _____

8. ¿Cuál es su comunidad?
☐ Santa Paula ☐ Bardsdale
☐ Fillmore ☐ Otro (especifique): _____
☐ Piru
9. ¿Cuál es su medio principal de transporte?
(Seleccione uno)
☐ A pie/bicicleta ☐ Taxi/Uber/Lyft
☐ Vehículo personal ☐ Con amigo/familiar
☐ Valley Express Dial-A-Ride ☐ Otro (especifique): _____
☐ Valley Express Ruta-Fija
☐ Agencia de servicio social/iglesia
10. ¿Tiene acceso a un vehículo personal?
☐ Sí ☐ No
11. ¿Tiene usted una discapacidad cual afecta su movilidad?
☐ Sí ☐ No ☐ Negar a responder
12. ¿Cuántas personas viven en su casa?
☐ 1 ☐ 4 ☐ 7
☐ 2 ☐ 5 ☐ 8
☐ 3 ☐ 6 ☐ 9 o más
13. ¿Cuál es su edad?
☐ Menor de 18 ☐ 45 - 64 años
☐ 18 - 24 años ☐ 65 años o mayor
☐ 25 - 34 años ☐ Negar a responder
☐ 35 - 44 años
14. ¿Cuál es su ingreso anual?
☐ Menos de \$15,000 ☐ \$50,000 - \$74,999
☐ \$15,001 - \$34,999 ☐ \$75,000 o más
☐ \$35,000 - \$49,999 ☐ Negar a responder
15. ¿Cuál es su raza/etnia? (marque todos que apliquen)
☐ Hispano/Latino ☐ Negar a responder
☐ Blanco/Caucásico ☐ Otro (especifique): _____
☐ Asiático
☐ Negro/Africano Americano
☐ Indio Americano/Nativo de Alaska
☐ Nativo Hawaiano/Isleño del Pacífico
16. ¿Qué idioma(s) se habla en su hogar? (marque todos que apliquen)
☐ Inglés ☐ Otro (especifique): _____
☐ Español
17. ¿Que tan bien habla el inglés?
☐ Muy bien ☐ Para nada
☐ No muy bien ☐ Negar a responder
18. Comentarios adicionales:

¡Gracias por su tiempo! Si desea ser entrado en un sorteo para ganar una de dos tarjetas de regalo VISA de \$25, por favor proporcione su nombre y número de teléfono.

Nombre: _____

Teléfono: _____

This page intentionally blank.

Appendix D

Fixed-Route Survey Frequencies

E-1



2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Valley Express Onboard Customer Survey Simple Frequencies March 2017

In what language would you prefer to take the survey?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	104	68.4	68.4	68.4
Spanish	48	31.6	31.6	100.0
Total	152	100.0	100.0	

Q.1 Route:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Route A	25	16.4	16.4	81.6
Route B	11	7.2	7.2	88.8
River Central	9	5.9	5.9	65.1
Fillmore	32	21.1	21.1	21.1
Tripper	17	11.2	11.2	100.0
Piru	58	38.2	38.2	59.2
Total	152	100.0	100.0	

Q.2 What is the purpose of your trip today?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Work	29	19.1	19.7	19.7
School	50	32.9	34.0	53.7

E-2

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

	Shopping	17	11.2	11.6	65.3
	Healthcare	13	8.6	8.8	74.1
	Social/recreation	15	9.9	10.2	84.4
	Personal business	17	11.2	11.6	95.9
	Other	6	3.9	4.1	100.0
	Total	147	96.7	100.0	
Missing	System	5	3.3		
Total		152	100.0		

Q.2 Other:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	146	96.1	96.1	96.1
Church	2	1.3	1.3	97.4
Home	4	2.6	2.6	100.0
Total	152	100.0	100.0	

Q.3 Generally speaking, I am satisfied with Valley Express bus service.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	64	42.1	42.4	42.4
Agree	73	48.0	48.3	90.7
Disagree	8	5.3	5.3	96.0
Strongly Disagree	6	3.9	4.0	100.0

E-3

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

	Total	151	99.3	100.0	
Missing	System	1	0.7		
Total		152	100.0		

Q.3 The schedule meets my needs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	55	36.2	36.4	36.4
	Agree	71	46.7	47.0	83.4
	Disagree	19	12.5	12.6	96.0
	Strongly Disagree	6	3.9	4.0	100.0
	Total	151	99.3	100.0	
Missing	System	1	0.7		
Total		152	100.0		

Q.3 I feel safe while waiting for the bus.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	75	49.3	50.0	50.0
	Agree	65	42.8	43.3	93.3
	Disagree	8	5.3	5.3	98.7
	Strongly Disagree	2	1.3	1.3	100.0
	Total	150	98.7	100.0	
Missing	System	2	1.3		
Total		152	100.0		

E-4

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Q.3 Bus drivers are generally courteous.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	64	42.1	43.0	43.0
	Agree	74	48.7	49.7	92.6
	Disagree	9	5.9	6.0	98.7
	Strongly Disagree	2	1.3	1.3	100.0
	Total	149	98.0	100.0	
Missing	System	3	2.0		
Total		152	100.0		

Q.3 The bus is generally clean.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	67	44.1	45.0	45.0
	Agree	70	46.1	47.0	91.9
	Disagree	8	5.3	5.4	97.3
	Strongly Disagree	4	2.6	2.7	100.0
	Total	149	98.0	100.0	
Missing	System	3	2.0		
Total		152	100.0		

Q.3 Bus stops are generally clean.

		Frequency	Percent	Valid Percent	Cumulative Percent

E-5

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Valid	Strongly Agree	53	34.9	35.1	35.1
	Agree	79	52.0	52.3	87.4
	Disagree	12	7.9	7.9	95.4
	Strongly Disagree	7	4.6	4.6	100.0
	Total	151	99.3	100.0	
Missing	System	1	0.7		
Total		152	100.0		

Q.3 There is enough information at bus stops.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	45	29.6	30.6	30.6
	Agree	70	46.1	47.6	78.2
	Disagree	23	15.1	15.6	93.9
	Strongly Disagree	9	5.9	6.1	100.0
	Total	147	96.7	100.0	
Missing	System	5	3.3		
Total		152	100.0		

Q.3 It is easy to find and purchase bus passes.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	52	34.2	36.9	36.9

E-6

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

	Agree	69	45.4	48.9	85.8
	Disagree	14	9.2	9.9	95.7
	Strongly Disagree	6	3.9	4.3	100.0
	Total	141	92.8	100.0	
Missing	System	11	7.2		
Total		152	100.0		

Q.4 How often do you ride Valley Express?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a month	6	3.9	4.1	4.1
	1-2 times a month	21	13.8	14.2	18.2
	1-3 times per week	48	31.6	32.4	50.7
	4 or more times per week	73	48.0	49.3	100.0
	Total	148	97.4	100.0	
Missing	System	4	2.6		
Total		152	100.0		

Q.5 What is your home community?

		Frequency	Percent
Valid	Santa Paula	36	23.7
	Fillmore	66	43.4

E-7

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

	Piru	45	29.6
	Other	3	2.0
	Total	150	98.7
Missing	System	2	1.3
Total		152	100.0

Q.5 If one of the choices above was “other,” please specify:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	144	94.7	94.7	94.7
Oxnard	1	0.7	0.7	95.4
Ventura	2	1.3	1.3	100.0
Total	152	100.0	100.0	

Q.6 How did you pay your fare today?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	109	71.7	75.2	75.2
Cash	32	21.1	22.1	97.2
Monthly Pass	4	2.6	2.8	100.0
Super Pass	145	95.4	100.0	
Total	7	4.6		
Missing	152	100.0		
System				
Total				

Q.7 What type of fare did you use today?

E-8

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adult	74	48.7	53.2	53.2
	Youth	46	30.3	33.1	86.3
	Senior	14	9.2	10.1	96.4
	Disabled	5	3.3	3.6	100.0
	Total	139	91.4	100.0	
Missing	System	13	8.6		
Total		152	100.0		

Q.8 If it became necessary to raise Valley Express fares in order to keep the current level of service, how much more per trip would you be willing to pay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 cents	42	27.6	28.4	28.4
	50 cents	23	15.1	15.5	43.9
	75 cents	16	10.5	10.8	54.7
	One dollar	18	11.8	12.2	66.9
	Nothing	49	32.2	33.1	100.0
	Total	148	97.4	100.0	
Missing	System	4	2.6		
Total		152	100.0		

E-9

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Q.9 If Valley Express were not available how would you have made this trip? (check only one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk/bicycle	64	42.1	45.4	45.4
	Personal vehicle	14	9.2	9.9	55.3
	Family/friend	45	29.6	31.9	87.2
	Taxi/Uber/Lyft	7	4.6	5.0	92.2
	Social service agency/church	3	2.0	2.1	94.3
	Carpool/vanpool	4	2.6	2.8	97.2
	Other	4	2.6	2.8	100.0
	Total	141	92.8	100.0	
Missing	System	11	7.2		
Total		152	100.0		

Q.9 If one of the choice above was “other,” please specify:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		148	97.4	97.4	97.4
	Not make the trip	3	2.0	2.0	99.3
	School bus	1	0.7	0.7	100.0
	Total	152	100.0	100.0	

Q.10 How many people live in your household?

	Frequency	Percent	Valid Percent	Cumulative Percent

E-10

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Valid	1	10	6.6	7.0	7.0
	2	12	7.9	8.4	15.4
	3	15	9.9	10.5	25.9
	4	31	20.4	21.7	47.6
	5	42	27.6	29.4	76.9
	6	21	13.8	14.7	91.6
	7	5	3.3	3.5	95.1
	9 or more	7	4.6	4.9	100.0
	Total	143	94.1	100.0	
Missing	System	9	5.9		
Total		152	100.0		

E-11



2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Q.11 What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18 years	42	27.6	29.4	29.4
	18 - 24 years	19	12.5	13.3	42.7
	25 - 34 years	17	11.2	11.9	54.5
	35 - 44 years	21	13.8	14.7	69.2
	45 - 64 years	25	16.4	17.5	86.7
	65 years or older	13	8.6	9.1	95.8
	Decline to state	6	3.9	4.2	100.0
	Total	143	94.1	100.0	
Missing	System	9	5.9		
Total		152	100.0		

Q.12 What is your annual household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$15,000	37	24.3	27.4	27.4
	\$15,001 - \$34,999	25	16.4	18.5	45.9
	\$35,000 - \$49,999	8	5.3	5.9	51.9
	\$50,000 - \$74,999	2	1.3	1.5	53.3
	\$75,000 or greater	2	1.3	1.5	54.8
	Decline to state	61	40.1	45.2	100.0
	Total	135	88.8	100.0	

E-12

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Missing	System	17	11.2		
Total		152	100.0		

Q.13 Which of the following best describes you? (check all that apply)

	Frequency	Percent
Hispanic/Latino	109	71.7
White/Caucasian	19	12.5
Black/African America	4	2.6
American Indian/Alaskan Native	3	2.0
Asian	1	0.7
Decline to state	8	5.3

E-13



Q.14 What language(s) are spoken in your home? (check all that apply)

	Frequency	Percent
English	104	68.4
Spanish	98	64.5

Q.15 How well do you speak English?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well	86	56.6	61.9	61.9
	Less than very well	28	18.4	20.1	82.0
	Not at all	16	10.5	11.5	93.5
	Decline to state	9	5.9	6.5	100.0
	Total	139	91.4	100.0	
Missing	System	13	8.6		
Total		152	100.0		

Q.16 How would you prefer to receive information about Valley Express? (check all that apply)

	Frequency	Percent
Online	47	30.9
Text	22	14.5
Email	14	9.2
Onboard the bus	40	26.3
Radio	11	7.2

E-14

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

TV	13	8.6
Word - of - mouth	22	14.5
Print advertisements	30	19.7
Facebook	16	10.5
Twitter	5	3.3
Other social media	2	1.3

Q.16 Other (please specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	149	98.0	98.0	98.0
Mail	1	0.7	0.7	98.7
iPhone app	1	0.7	0.7	99.3
Telephone	1	0.7	0.7	100.0
Total	152	100.0	100.0	

E-15



2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Q.17 Additional Comments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	127	83.6	83.6	83.6
Bus drivers are nice and kind.	2	1.3	1.3	84.9
Buses need to run later in the evening.	1	0.7	0.7	85.5
I think kids under 12 should go free.	1	0.7	0.7	86.2
I would suggest that on early school days the bus has time for the kids to pick them up.	1	0.7	0.7	86.8
If passes were available to purchase on bus and in Piru it would be so much easier.	1	0.7	0.7	87.5
It does not matter if you increase the bus fare, I have to go to school that is all that matters.	1	0.7	0.7	88.2
More routes on weekends and more info at kiosk at terminal.	1	0.7	0.7	88.8
Rancho Sespe stop from Piru-Fillmore not available	1	0.7	0.7	89.5
Schedule at terminal needs to be updated.	2	1.3	1.3	91.4

E-16

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Some stops need more lighting at night.	1	0.7	0.7	92.1
The buses are doing great. Keep up the good work.	1	0.7	0.7	92.8
The service is great.	1	0.7	0.7	93.4
The service needs to run later. If we did not have this service I would not be able to travel to Piru.	1	0.7	0.7	94.1
They should have benches and trash cans at every stop.	1	0.7	0.7	94.7
They should have transfers as well as benches and trash cans at every stop.	1	0.7	0.7	95.4
This service is really good and cheap.	4	2.6	2.6	98.0
Valley Express needs more stops.	1	0.7	0.7	98.7
Wifi on the bus is a good idea.	1	0.7	0.7	99.3
Total	152	100.0	100.0	

E-17

This page intentionally blank.



Appendix E

Community Survey Frequencies

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Valley Express Community Survey Simple Frequencies March 2017

In what language would you prefer to take the survey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	367	78.6	78.8	78.8
	Spanish	99	21.2	21.2	100.0
	Total	466	99.8	100.0	
Missing	System	1	0.2		
Total		467	100.0		

Question 1: In the last 90 days, have you ridden the Valley Express Bus Service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	157	33.6	33.9	33.9
	No	306	65.5	66.1	100.0
	Total	463	99.1	100.0	
Missing	System	4	0.9		
Total		467	100.0		

Question 2: Which Valley Express service(s) have you used?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fixed-route	129	27.6	100.0	100.0
Valid	Senior/Disabled Dial-A-Ride / Dial- A-Ride	18	3.9	100.0	100.0
Valid	General Public Dial-A-Ride	22	4.7	100.0	100.0
Total		467	100.0		

Question 3: How would you rate your overall satisfaction with the Valley Express service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	91	19.5	57.2	57.2
	Somewhat satisfied	45	9.6	28.3	85.5
	Somewhat dissatisfied	8	1.7	5.0	90.6
	Very dissatisfied	15	3.2	9.4	100.0
	Total	159	34.0	100.0	
Missing	System	308	66.0		
Total		467	100.0		

E-2

Question 4: Which statement best describes your awareness of the Valley Express bus service? (select one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I was not aware of the service before today.	69	14.8	21.3	21.3
	I am aware of the service but don't know much about it.	139	29.8	42.9	64.2
	I know about the service but have never ridden.	76	16.3	23.5	87.7
	I know about the service and have ridden in the past.	40	8.6	12.3	100.0
	Total	324	69.4	100.0	
Missing	System	143	30.6		
Total		467	100.0		

Question 5: What is your general perception of Valley Express? (select all statements with which you agree)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Valley Express is a valued service in our community.	164	35.1	100.0	100.0
Valid	Valley Express makes a difference for people who don't have transportation.	171	36.6	100.0	100.0
Valid	Valley Express should be expanded to serve more people.	70	15.0	100.0	100.0
Valid	Valley Express is not a good use of public money.	8	1.7	100.0	100.0

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 6: What is the primary reason you do not use the Valley Express bus service? (select one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify)	6	1.3	1.9	1.9
	I don't know how to use it	107	22.9	33.6	35.5
	Service doesn't start early enough in the morning	3	0.6	0.9	36.5
	Service doesn't run late enough in the evening	8	1.7	2.5	39.0
	Bus stop too far away	11	2.4	3.5	42.5
	Doesn't go where I need to travel	9	1.9	2.8	45.3
	Takes too long (i.e., time on bus)	34	7.3	10.7	56.0
	Cost is too high	6	1.3	1.9	57.9
	Dial-A-Ride reservation process is too complicated	1	0.2	0.3	58.2
	Prefer to drive own vehicle	133	28.5	41.8	100.0
	Total	318	68.1	100.0	
Missing	System	149	31.9		
Total		467	100.0		

Question 6: Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		461	98.7	98.7	98.7
	Don't need it.	4	0.9	0.9	99.6
	I do ride it. It's convenient.	1	0.2	0.2	99.8
	Save Gas	1	0.2	0.2	100.0
	Total	467	100.0	100.0	

Question 6: If you selected "Earlier service," please specify how early you would like the service to operate:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		465	99.6	99.6	99.6
	4:00 am	1	0.2	0.2	99.8
	7:20 am	1	0.2	0.2	100.0
	Total	467	100.0	100.0	

E-4

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 6: If you selected later service, please state how late you would like service to operate.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	462	98.9	98.9	98.9
10:00 PM	1	0.2	0.2	99.1
12:00 AM	1	0.2	0.2	99.4
24 hour service	1	0.2	0.2	99.6
N/A	2	0.4	0.4	100.0
Total	467	100.0	100.0	

Question 6: Where would you like to travel that the bus doesn't currently travel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	463	99.1	99.1	99.1
Los Angeles	1	0.2	0.2	99.4
N/A	1	0.2	0.2	99.6
Ventura	2	0.4	0.4	100.0
Total	467	100.0	100.0	

Question 7: What is your most frequent travel purpose in the Heritage Valley?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	444	95.1	100.0	
Other	15	3.2	3.4	3.4
Work	189	40.5	42.6	45.9
School	57	12.2	12.8	58.8
Shopping	63	13.5	14.2	73.0
Recreation/Personal	81	17.3	18.2	91.2
Business	39	8.4	8.8	100.0
Health/Social Services	39	8.4	8.8	100.0
Total	444	95.1	100.0	
Missing	23	4.9		
System	23	4.9		
Total	467	100.0		

Question 7: Other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	454	97.2	97.2	97.2
ACC	1	0.2	0.2	97.4
Animal Rescue	1	0.2	0.2	97.6
Everything	1	0.2	0.2	97.9
N/A	9	1.9	1.9	99.8
Save money gas	1	0.2	0.2	100.0
Total	467	100.0	100.0	

E-5

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 8: Which community is your most common destination?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify)	61	13.1	13.6	13.6
	Santa Paula	274	58.7	61.0	74.6
	Piru	28	6.0	6.2	80.8
	Fillmore	65	13.9	14.5	95.3
	Bardsdale	1	0.2	0.2	95.5
	Ojai	1	0.2	0.2	95.8
	Santa Clarita	19	4.1	4.2	100.0
	Total	449	96.1	100.0	
Missing	System	18	3.9		
Total		467	100.0		

Question 8: Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		406	86.9	86.9	86.9
	Burbank	1	0.2	0.2	87.2
	Camarillo	4	0.9	0.9	88.0
	Moorpark	4	0.9	0.9	88.9
	N/A	2	0.4	0.4	89.3
	Oxnard	3	0.6	0.6	89.9
	Oxnard/ Ventura	4	0.9	0.9	90.8
	Simi Valley/Thousand Oaks	1	0.2	0.2	91.0
	Thousand Oaks	1	0.2	0.2	91.2
	Ventura	41	8.8	8.8	100.0
	Total	467	100.0	100.0	

Question 9: What is your primary means of transportation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	2	0.4	0.4	0.4
	Walk/bicycle	45	9.6	10.0	10.4
	Personal vehicle	332	71.1	73.8	84.2
	Public transit	46	9.9	10.2	94.4
	Family/friend	21	4.5	4.7	99.1
	Taxi/Uber/Lyft	2	0.4	0.4	99.6
	Social service agency/church	1	0.2	0.2	99.8
	Carpool/vanpool	1	0.2	0.2	100.0
	Total	450	96.4	100.0	
Missing	System	17	3.6		
Total		467	100.0		

E-6

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 9: Other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	465	99.6	99.6	99.6
N/A	1	0.2	0.2	99.8
Skateboard	1	0.2	0.2	100.0
Total	467	100.0	100.0	

Question 10: During what times of day are you most likely to travel? Early morning (Before 7 a.m.)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Weekday	233	49.9	100.0	100.0
Missing System	234	50.1		
Total	467	100.0		

Question 10: During what times of day are you most likely to travel? Early morning (Before 7 a.m.)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Weekend	76	16.3	100.0	100.0
Missing System	391	83.7		
Total	467	100.0		

Question 10: During what times of day are you most likely to travel? Morning commute (to work/school 7-10 a.m.)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Weekday	214	45.8	100.0	100.0
Missing System	253	54.2		
Total	467	100.0		

Question 10: During what times of day are you most likely to travel? Morning commute (to work/school 7-10 a.m.)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Weekend	75	16.1	100.0	100.0
Missing System	392	83.9		
Total	467	100.0		

Question 10: During what times of day are you most likely to travel? Midday (10 a.m.-2 p.m.)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Weekday	184	39.4	100.0	100.0
Missing System	283	60.6		
Total	467	100.0		

E-7

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 10: During what times of day are you most likely to travel? Midday (10 a.m.-2 p.m.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekend	95	20.3	100.0	100.0
Missing	System	372	79.7		
Total		467	100.0		

Question 10: During what times of day are you most likely to travel? Afternoon/evening commute (from work/school 2-6 p.m.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekday	172	36.8	100.0	100.0
Missing	System	295	63.2		
Total		467	100.0		

Question 10: During what times of day are you most likely to travel? Afternoon/evening commute (from work/school 2-6 p.m.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekend	77	16.5	100.0	100.0
Missing	System	390	83.5		
Total		467	100.0		

Question 10: During what times of day are you most likely to travel? Evening (after 6 p.m.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekday	128	27.4	100.0	100.0
Missing	System	339	72.6		
Total		467	100.0		

Question 10: During what times of day are you most likely to travel? Evening (after 6 p.m.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekend	94	20.1	100.0	100.0
Missing	System	373	79.9		
Total		467	100.0		

E-8

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 11: What is your home community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	25	5.4	5.5	5.5
	Santa Paula	285	61.0	62.2	67.7
	Fillmore	120	25.7	26.2	93.9
	Piru	27	5.8	5.9	99.8
	Bardsdale	1	0.2	0.2	100.0
	Total	458	98.1	100.0	
Missing	System	9	1.9		
Total		467	100.0		

Question 11: Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		443	94.9	94.9	94.9
	Camarillo	1	0.2	0.2	95.1
	Gorman	1	0.2	0.2	95.3
	N/A	1	0.2	0.2	95.5
	Oak Park	1	0.2	0.2	95.7
	Ojai	1	0.2	0.2	95.9
	Oxnard	7	1.5	1.5	97.4
	Rancho Sespe	1	0.2	0.2	97.6
	Santa Clarita	3	0.6	0.6	98.3
	Thousand Oaks	1	0.2	0.2	98.5
	Ventura	7	1.5	1.5	100.0
	Total	467	100.0	100.0	

Question 12: Which of the following describes you best? (check all that apply)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full-time	157	33.6	100.0	100.0
Valid	Employed full-time	157	33.6	100.0	100.0
Valid	Homemaker	39	8.4	100.0	100.0
Valid	Retired	59	12.6	100.0	100.0
Valid	Not currently employed	34	7.3	100.0	100.0
Valid	Decline to respond	44	9.4	100.0	100.0

Question 13: If you are currently employed, please indicate your work zip code: (if not

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

employed, leave blank)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	325	69.6	69.6	69.6
91321	1	0.2	0.2	69.8
91324	1	0.2	0.2	70.0
91350	2	0.4	0.4	70.4
91355	2	0.4	0.4	70.9
91356	1	0.2	0.2	71.1
91361	1	0.2	0.2	71.3
91362	1	0.2	0.2	71.5
93001	3	0.6	0.6	72.2
93001, 93060	1	0.2	0.2	72.4
93003	9	1.9	1.9	74.3
93004	1	0.2	0.2	74.5
93009	1	0.2	0.2	74.7
93010	1	0.2	0.2	74.9
93015	28	6.0	6.0	80.9
93023	1	0.2	0.2	81.2
93030	4	0.9	0.9	82.0
93033	6	1.3	1.3	83.3
93036	1	0.2	0.2	83.5
93040	4	0.9	0.9	84.4
93060	64	13.7	13.7	98.1
93061	3	0.6	0.6	98.7
93066	2	0.4	0.4	99.1
93101	1	0.2	0.2	99.4
93117	1	0.2	0.2	99.6
93458	1	0.2	0.2	99.8
93660	1	0.2	0.2	100.0
Total	467	100.0	100.0	

Question 14: Do you have a valid driver license?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	349	74.7	80.4	80.4
No	85	18.2	19.6	100.0
Total	434	92.9	100.0	
Missing System	33	7.1		
Total	467	100.0		

E-10

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 15: How many adults live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	59	12.6	13.0	13.0
	2	178	38.1	39.1	52.1
	3	118	25.3	25.9	78.0
	4 or more	100	21.4	22.0	100.0
	Total	455	97.4	100.0	
Missing	System	12	2.6		
Total		467	100.0		

Question 16: How many working vehicles do you have available to your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	27	5.8	6.0	6.0
	1	118	25.3	26.2	32.2
	2	189	40.5	41.9	74.1
	3	78	16.7	17.3	91.4
	4 or more	39	8.4	8.6	100.0
	Total	451	96.6	100.0	
Missing	System	16	3.4		
Total		467	100.0		

Question 17: What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18 years	21	4.5	4.6	4.6
	18 - 24 years	76	16.3	16.7	21.3
	25 - 34 years	99	21.2	21.7	43.0
	35 - 44 years	58	12.4	12.7	55.7
	45 - 64 years	117	25.1	25.7	81.4
	65 years or older	81	17.3	17.8	99.1
	Decline to respond	4	0.9	0.9	100.0
	Total	456	97.6	100.0	
Missing	System	11	2.4		
Total		467	100.0		

Question 18: Please indicate which languages are spoken in your home (select all that apply).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	370	79.2	100.0	100.0
Valid	Spanish	205	43.9	100.0	100.0

E-11

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 18: Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	465	99.6	99.6	99.6
Arabic	2	0.4	0.4	100.0
Total	467	100.0	100.0	

Question 19: How do you prefer to receive community information?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Online	171	36.6	100.0	100.0
Valid Text	57	12.2	100.0	100.0
Valid Email	78	16.7	100.0	100.0
Valid Radio	29	6.2	100.0	100.0
Valid Television	39	8.4	100.0	100.0
Valid Word of mouth	53	11.3	100.0	100.0
Valid Print advertisements	67	14.3	100.0	100.0
Valid Facebook	94	20.1	100.0	100.0
Valid Twitter	30	6.4	100.0	100.0
Valid Other social media	14	3.0	100.0	100.0

Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	457	97.9	97.9	97.9
Instagram	1	0.2	0.2	98.1
Mail	3	0.6	0.6	98.7
MySpace	1	0.2	0.2	98.9
N/A	1	0.2	0.2	99.1
Newspaper	3	0.6	0.6	99.8
Phone	1	0.2	0.2	100.0
Total	467	100.0	100.0	

Question 19: If you chose other social media above please specify

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	466	99.8	99.8	99.8
Instagram	1	0.2	0.2	100.0
Total	467	100.0	100.0	

E-12

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 20: Comments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	426	91.2	91.2	91.2
1) Need more frequent pickups 2) Better number of stops	1	0.2	0.2	91.4
Bad service!!	1	0.2	0.2	91.6
Benches.	1	0.2	0.2	91.9
Big fan of Valley Express. Education of public a must for top utilization.	1	0.2	0.2	92.1
Bus doesn't drop off at right location.	1	0.2	0.2	92.3
Buses are clean, safe, and welcoming.	1	0.2	0.2	92.5
Cannot drive due to medical restrictions. Hard to get around when I need to plan everything according to Valley Express schedule. Especially last minute obligations.	1	0.2	0.2	92.7
Creepy people at times	1	0.2	0.2	92.9
Dura mucho!	1	0.2	0.2	93.1
Driver attitude can sometime be an issue.	1	0.2	0.2	93.4
Drivers need to not leave early and stay on the schedule and not be on their phones	1	0.2	0.2	93.6
El autobus dura mucho.	1	0.2	0.2	93.8
Find other section for bus stop	1	0.2	0.2	94.0
Good!	1	0.2	0.2	94.2
Great service for people that don't have transportation.	1	0.2	0.2	94.4
Great service.	1	0.2	0.2	94.6
Hi!	1	0.2	0.2	94.9
I don't use the service but some family members do.	1	0.2	0.2	95.1
I heard service sucks so I don't use it.	1	0.2	0.2	95.3

E-13

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

I would use public transportation if I could do it with reasonable amount of time and not too many transfers. (Safety and Convenience)	1	0.2	0.2	95.5
Isn't enough.	1	0.2	0.2	95.7
Mas amabilidad de los conductores y limpieza.	1	0.2	0.2	95.9
Muchas Gracias por su servicio.	1	0.2	0.2	96.1
Need 24 hour service. There are 3 work shifts.	1	0.2	0.2	96.4
Needs more frequent service.	3	0.6	0.6	97.0
Open up the train tracks, transport people between Ventura and Santa Clarita. In the 50's we had trains why not today? Fillmore Western great community business and service.	1	0.2	0.2	97.2
Please extend hours on the Piru route on the weekends! I'd appreciate a route that goes until at least 7 pm and starts at at least 6 am on the weekends. I'd also appreciate if the weekday hours would be extended until 8 or 9!	1	0.2	0.2	97.4
Service is great but drivers are rude!	1	0.2	0.2	97.6
Service is great!	1	0.2	0.2	97.9
Service takes too long.	3	0.6	0.6	98.5
Thank you!	1	0.2	0.2	98.7
The driver is great and patient, good work!	1	0.2	0.2	98.9
Try to fund bus rides to El Dorado to public school in Fillmore.	1	0.2	0.2	99.1
Very grateful for the bus service! And all your drivers are SO friendly! =)	1	0.2	0.2	99.4
When I broke my leg.	1	0.2	0.2	99.6
When we call they say they don't speak spanish. 2021-126 Fwy 1 pick up.	1	0.2	0.2	99.8
You rock, man.	1	0.2	0.2	100.0
Total	467	100.0	100.0	

E-14

Appendix F

Dial-A-Ride Survey Frequencies

F-1



**Valley Express
Dial-A-Ride Survey
Simple Frequencies
March 2017**

Question 1: What Valley Express services have you used? (select all that apply)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dial-A-Ride	10	83.3	100.0	100.0
Valid	Fixed route	4	33.3	100.0	100.0
	Total	12	100.0	100.0	

Question 2: How often do you ride Valley Express Dial-A-Ride?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 times a week	4	33.3	36.4	36.4
	4 or more times a week	7	58.3	63.6	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
	Total	12	100.0		

Question 3: What would encourage you to begin using (or increase your use of) the Valley Express fixed-route service? (select all that apply)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Earlier morning service	6	50.0	100.0	100.0
Valid	Later evening service	2	16.7	100.0	100.0
Valid	More/clearer service information	2	16.7	100.0	100.0
Valid	If it went where I need to go	2	16.7	100.0	100.0
Valid	Nothing would make me ride more	1	8.3	100.0	100.0

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 3: If you selected later service, please state how late you would like service to operate.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	91.7	91.7	91.7
9pm	1	8.3	8.3	100.0
Total	12	100.0	100.0	

Question 3: Where would you like to travel that the bus doesn't currently travel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	91.7	91.7	91.7
Grocery Store, Doctors	1	8.3	8.3	100.0
Total	12	100.0	100.0	

Question 4: What type of fare do you typically pay when you ride Valley Express Dial-A-Ride?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Regular adult/youth fare	6	50.0	54.5	54.5
Senior/disabled/Medicare	5	41.7	45.5	100.0
Total	11	91.7	100.0	
Missing System	1	8.3		
Total	12	100.0		

Question 5: How do you typically pay your fare?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cash	4	33.3	36.4	36.4
Day pass	2	16.7	18.2	54.5
Super Pass	5	41.7	45.5	100.0
Total	11	91.7	100.0	
Missing System	1	8.3		
Total	12	100.0		

F-3

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 6: What are your most common destinations when using Valley Express Dial-A-Ride? (select up to two)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Work	5	41.7	100.0	100.0
Valid	Shopping	5	41.7	100.0	100.0
Valid	Healthcare	5	41.7	100.0	100.0
Valid	School	2	16.7	100.0	100.0
Valid	School	2	16.7	100.0	100.0
Valid	Social/recreation	1	8.3	100.0	100.0
Valid	Personal business	1	8.3	100.0	100.0
Total		12	100.0		

Question 7: Generally speaking, I am satisfied with Valley Express bus service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	41.7	45.5	45.5
	Agree	3	25.0	27.3	72.7
	Disagree	2	16.7	18.2	90.9
	Strongly disagree	1	8.3	9.1	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
Total		12	100.0		

Question 7a: If you selected “strongly disagree,” please explain:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		10	83.3	83.3	83.3
	bus does not arrive on time, bus is full	1	8.3	8.3	91.7
	Need service between 2pm to 4pm and 8am to 9am but there is no service	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

F-4

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 8: What is your home community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Santa Paula	4	33.3	36.4	36.4
	Fillmore	7	58.3	63.6	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
Total		12	100.0		

Question 9: What is your primary mode of transportation? (select one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk/bicycle	1	8.3	9.1	9.1
	Valley Express Dial-A-Ride	9	75.0	81.8	90.9
	Valley Express fixed route	1	8.3	9.1	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
Total		12	100.0		

Question 10: Do you have access to a personal vehicle?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	91.7	100.0	100.0
Missing	System	1	8.3		
Total		12	100.0		

Question 11: Do you have a disability that impacts your mobility?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	33.3	40.0	40.0
	No	4	33.3	40.0	80.0
	Decline to respond / Negar a responder	2	16.7	20.0	100.0
	Total	10	83.3	100.0	
Missing	System	2	16.7		
Total		12	100.0		

F-5

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Question 12: How many people live in your household?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	25.0	30.0	30.0
2	2	16.7	20.0	50.0
3	1	8.3	10.0	60.0
4	1	8.3	10.0	70.0
6	3	25.0	30.0	100.0
Total	10	83.3	100.0	
Missing System	2	16.7		
Total	12	100.0		

Question 13: What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25 - 34 years	1	8.3	9.1	9.1
35 - 44 years	1	8.3	9.1	18.2
45 - 64 years	3	25.0	27.3	45.5
65 years or older	6	50.0	54.5	100.0
Total	11	91.7	100.0	
Missing System	1	8.3		
Total	12	100.0		

Question 14: What is your annual household income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than \$15,000	5	41.7	50.0	50.0
\$15,001 - \$34,999	1	8.3	10.0	60.0
\$75,000 or greater	1	8.3	10.0	70.0
Decline to respond	3	25.0	30.0	100.0
Total	10	83.3	100.0	
Missing System	2	16.7		
Total	12	100.0		

Question 15: What is your race/ethnicity? (select all that apply)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Hispanic/Latino	10	83.3	100.0	100.0
Valid Black/African American	1	8.3	100.0	100.0

Question 16: What language(s) are spoken in your home?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	9	75.0	100.0	100.0

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Valid	Spanish	6	50.0	100.0	100.0
-------	---------	---	------	-------	-------

Question 17: How well do you speak English?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well	5	41.7	45.5	45.5
	Less than very well	4	33.3	36.4	81.8
	Not at all	2	16.7	18.2	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
Total		12	100.0		

Question 18: Additional comments:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		8	66.7	66.7	66.7
	Keep up the great job! Also when I call for a ride, operators are extremely professional and care about their customers.	1	8.3	8.3	75.0
	Need service between peak hours of 2pm to 4pm and 8am to 9am	1	8.3	8.3	83.3
	Sometimes when I try to catch the bus at 10 it comes at 11, and when I try to catch the bus at 11 it comes at 12. What's up with that?	1	8.3	8.3	91.7
	Very Friendly and well acquainted. Makes ride comfortable. Mary and the rest of the drivers are very patient with myself and my children who ride to school everyday. Great people we depend on.	1	8.3	8.3	100.0
Total		12	100.0	100.0	

F-7

This page intentionally blank.

Appendix G

Ridecheck Summary

From March 2 to March 9, 2017, a ride check was conducted onboard all Valley Express fixed-route services. The routes included Santa Paula Routes A and B, Fillmore Route, River Central Route, and Piru Route. The City of Santa Paula performed ride checks onboard the Santa Paula routes while Ventura County Transportation Commission (VCTC) staff performed ride checks on the Fillmore, River Central, and Piru routes.

While not all day-parts or trips were accounted for, enough data was collected to provide some insight into passenger count activity.

A ride check tracks activity by stop and by trip (boarding and alighting), providing a detailed profile of exactly where and when ridership is occurring on each route or service. A ride check also collects information on passenger loads.

This was the second consecutive year that ride checks were performed. From March 2 to March 15, 2016, M&A staff partnered with VCTC staff to collect boarding & alighting data.

Below is a summary of the data collection efforts that took place along with a comparison to the March 2016 efforts.

Bus Stop Analysis

Santa Paula Route A

Santa Paula Route A is seven miles in length, running mainly east to west along such thoroughfares as Harvard Boulevard, Santa Barbara Street, and Main Street. During the March 2017 ride checks high volumes of boarding and alighting activity occurred at City Hall/Veterans Park (33 B&A), VONS (21 B&A), Las Piedras Park (18 B&A), Kmart (15 B&A), Rodney Fernandez Apartments (10 B&A), Isbell School and (10 B&A). A total of 162 passengers either boarded or alighted a bus during the data collection period.

During the March 2016 ride checks, fewer boarding & alighting activity occurred at City Hall/Veterans Park (9 B&A), VONS (10 B&A), Las Piedras Park (5 B&A), and Rodney Fernandez Apartments (1 B&A). Both Isbell School and (17 B&A) and Kmart (41 B&A) had higher boarding & alighting activity.

It is worth mentioning that four customers boarded and/or alighted at Barbara Webster Elementary school during surveyed trips in 2017, a decrease of 64 percent over prior year activity.

A total of 136 passengers either boarded or alighted a bus during the data 2016 collection period.

Santa Paula Route B

Santa Paula Route B is eleven miles in length, running mainly east to west along such thoroughfares as Harvard Boulevard, Santa Barbara Street, and Main Street. Route deviations also occur at the Santa

G-1

Paula Hospital. During the March 2017 ride checks high boarding and alighting activity occurred at St. Sebastian (6 B&A), City Hall/Veterans Park (5 B&A), and Kmart (5 B&A). A total of 50 passengers either boarded or alighted a bus during the data collection period.

During the March 2016 ride checks, higher boarding & alighting activity occurred at City Hall/Veterans Park (6 B&A), St. Sebastian (7 B&A), and Kmart (6 B&A).

It is worth mentioning that one customer boarded and/or alighted a bus at the Barbara Webster Elementary school during surveyed trips in 2017, a decrease of 86 percent over prior year activity.

A total of 85 passengers either boarded or alighted a bus during the 2016 data collection period.

Fillmore and River Central

The Fillmore Route is seven miles in length while the River Central Route is four miles in length. During the March 2017 ride checks high boarding and alighting activity occurred at Fillmore Terminal (23 B&A), Mercado La Plaza (11 B&A), San Cayetano School (9 B&A), and Downtown (7 B&A), Rodney Fernandez Apartments (10 B&A), Isbell School and (10 B&A). A total of 76 passengers either boarded or alighted a bus during the data collection period.

During the March 2016 ride checks, greater boarding and alighting activity occurred at the Fillmore Terminal (31 B&A) while lower activity occurred at Mercado La Plaza (4 B&A), Downtown (2 B&A), and San Cayetano (10 B&A).

While three only customers boarded and/or alighted at Mountain Vista School during surveyed trips in 2017, ten customers boarded and/or alighted in 2016.

A total of 89 passengers either boarded or alighted a bus during the 2016 data collection period.

Piru

Fillmore Route is eleven miles in length. During the March 2017 ride checks high boarding and alighting activity occurred at Fillmore Terminal (50 B&A), Rancho Sespe (14 B&A), Piru Square (14 B&A), and Valle Naranjal (11 B&A). A total of 100 passengers either boarded or alighted a bus during the data collection period.

During the March 2016 ride checks, greater boarding and alighting activity occurred at the Fillmore Terminal (144 B&A) Rancho Sespe (18 B&A), Piru Square (36 B&A), and Valle Naranjal (18 B&A).

It is worth mentioning that while seven customers boarded and/or alighted at Main Street & Citrus Street during surveyed trips in 2017, 32 customers boarded and/or alighted in 2016.

A total of 261 passengers either boarded or alighted a bus during the 2016 data collection period.

Load Analysis

Weekday Load

Collectively, Valley Express provides 68 trips each weekday across five routes. A total of 186 passengers boarded the Valley Express service during the weekday ridecheck period which surveyed 42 trips. On average, 4.4 riders were recorded on each trip. Passenger load activity was greatest between 7:00 a.m. and 8:00 a.m., and between 2:00 p.m. and 5:00 p.m. Sixty-four percent of recorded riders boarded the bus during the morning and afternoon peak-hours.

Santa Paula's service attracted strong ridership. An average of 4.4 riders/trip was recorded during the ridecheck period which surveyed 27 trips. Ridership levels were highest on trips departing between 7:00 a.m. to 8:00 a.m. The average riders/trip during this period was 6.3. Afternoon peak activity occurred between 1:00 p.m. and 4:00 p.m. with an average of 5.6 riders/trip. Route A from Santa Paula at 3:01 p.m. was the busiest trip of the day, carrying 13 riders. The Santa Paula line showed greater activity level in the morning and early afternoon, with modest ridership after 4:00 p.m.

Four Piru weekday trips were surveyed. Boarding activity averaged of 11.3 riders. The busiest trip departed Piru at 4:15 p.m., carrying 20 riders.

Eleven Fillmore weekday trips were surveyed on the River Central and Fillmore lines. Activity averaged two riders/trip. The highest ridership trips were Fillmore line at 7:30 a.m. and 3:10 p.m., carrying six passengers each. Two Fillmore routes at 6 a.m. and one River Central route at 9 a.m. did not carry any riders.

Weekend Load

Collectively, weekend service provides 32 trips a day in Fillmore, Piru, and Santa Paula. During the ridecheck period, a total of 71 passengers boarded across 23 surveyed trips. Each surveyed trip carried an average of 3.1 passengers. Weekend service carried fewer passengers/trip compared with weekday service, which carried 4.4 passengers/trip. We believe part of the decreased ridership can be attributed to reduced service level (i.e., fewer VSH).

Thirteen Santa Paula weekend trips were surveyed. Ridership was modest throughout the day; no significant ridership peak was noted. A total of 26 passengers boarded, translating to an average of two passengers/trip. Of surveyed trips, Route B departing at 11:15 a.m. and Route A at 1:15 a.m. did not carry any passengers.

Piru service generated the greatest ridership during the weekend service. A total of 44 persons boarded the six surveyed trips. An average boarding of 7.3 passengers/trip was recorded. The busiest trip departed at 9:05 a.m., carrying 14 passengers. Every observed trip carried at least two riders.

Fillmore service (including River Central and Fillmore routes) demonstrated low ridership on the weekend. A total of five trips were surveyed between 8:00 a.m. and 2:00 p.m. Of these, four had no riders. Only one passenger boarded during the weekend ridecheck period.

An overview of rider load is provided on the following page. Times with trips not surveyed (missing trips) are shaded purple.

2017 System Evaluation – Rider and Customer Surveys

Valley Express

Draft Report

Exhibit G.1 Fixed-route load by time of day

SYSTEM-WEEKDAY	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM
Fillmore		0	8	2	0	1		0	0	4	6	1	0	0	
Santa Paula		7	25	5	2	13	4	5	16	16	18	3	2	3	
Piru	0	0	0	0	7	0	0		0	7	11	20	0		0
Total	0	7	33	7	9	14	4	5	16	27	35	24	2	3	0

SYSTEM-WEEKEND	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM
Fillmore				0	0	0		1	0	0	0	0			
Santa Paula				5	6	4	2	0	2	2	4	0	1		
Piru				10	14	2	3	8	7		0	0	0		
Total				15	20	6	5	9	9	2	4	0	1	0	0

No service	
Missing trips	
High ridership	

G-4