



AGENDA

HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

Tuesday, April 14, 2015, 2:00 p.m.
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

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| Item #1 | CALL TO ORDER |
| Item #2 | INTRODUCTIONS |
| Item #3 | PUBLIC COMMENTS |
| Item #4 | MARCH 19, 2015 MEETING MINUTES – PG. 2 <ul style="list-style-type: none">• Approve the March 19, 2015 meeting minutes. |
| Item #5 | DISCUSSION ON FUTURE MARKETING EFFORTS – PG. 4 <ul style="list-style-type: none">• Discuss potential outreach and promotional efforts for VCTC staff to pursue on behalf of the Valley Express. |
| Item #6 | VCTC CONSIDERATION OF ALLOWING THE HERITAGE VALLEY TO SUBMIT A LATE APPLICATION FOR CMAQ FUNDS <ul style="list-style-type: none">• Receive verbal report from staff. |
| Item #7 | DETERMINE THE NEXT MEETING DATE |
| Item #8 | ADJOURNMENT |

**MINUTES of the
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE (HVTAC)
March 19, 2015**

1. Call to Order

Chairperson David Rowlands called the meeting to order at 1:31 p.m.

2. Introductions

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

Aracely Preciado	CAUSE/ASERT	David Rowlands	Fillmore*
Rigo Landeros	Fillmore	Tom Conlon	MV Transportation
Teresa Torres	MV Transportation	Veronica Hurtado	MV Transportation
Brian Yanez	Santa Paula*	Michael Powers	Santa Paula
David Fleisch	Ventura County*	Aaron Bonfilio	VCTC
Kara Elam	VCTC	Vic Kamhi	VCTC

3. Public Comments

No public comments were made.

4. February 10, 2015 Meeting Minutes – Action

Brian Yanez moved to approve the February 10, 2015 meeting minutes. David Fleisch seconded the motion, therefore the motion passed. David Rowlands abstained from voting.

5. Post-Launch Service Review

Staff requested direction from HVTAC members on the following four items that were either not considered or not clarified, prior to the launch of the Valley Express service:

- Discussion was had regarding accepting Dial-a-ride (DAR) monthly passes as payment for ADA Paratransit and fixed route service trips. David Fleisch moved to approve, for HVPAC action, accepting DAR monthly passes as means of payment for ADA Paratransit and fixed route service trips. David Rowlands seconded the motion. A voice vote was taken and the motion passed unanimously.
- Discussions continued regarding accepting VCTC's red token as means of payment for ADA Paratransit and general public DAR trips until the discontinuance of tokens in June 2015. David Fleisch moved to approve, for HVPAC action, accepting the VCTC red token as means of payment of ADA Paratransit and general public DAR trips, amending the motion to include the directive that staff identify how the replacement to the token, the ticket, will be factored in to future fare procedures. David Rowlands seconded the motion. A voice vote was taken and the motion passed unanimously.
- Additionally, discussion continued regarding a fixed route "tripper" service near Rio Vista Elementary in Fillmore. Close to twenty five individuals are using DAR service in this area, which is beyond a ¼ mile from fixed route service. The proposed route would entail one fixed route bus/driver for two hours, as opposed to three DAR buses/drivers and up to four hours. Staff estimated savings at two hours a day/\$60 an hour. David Rowlands moved to approve, for HVPAC action, the Fillmore tripper service on the condition that staff provide detailed cost and savings information, prior to the item being presented to the HVPAC. Brian Yanez seconded the motion. A voice vote was taken; the motion passed unanimously.

Discussion continued on allowing seniors and people with disabilities to schedule same-day DAR trips within a ¼ mile of the fixed route service area. Brian Yanez expressed concern in that, starting four weeks from March 2, patrons who are not ADA certified will be unable to schedule DAR trips in the restricted ¼ mile area. David Fleisch moved to delay recommending the HVPAC consider this item until the ¼ mile restriction is in effect for at least one month, and proper demographic data is compiled by staff and presented to the HVTAC. A voice vote was taken, which passed unanimously.

Staff presented ridership data for the first week of service. The HVTAC members were provided verbal updates on the progress of the new service by the Operator. MV Transportation advised that the initial 1,200 telephone inquiries a day has declined to about 500 calls a day, the initially large number of pre-booked trips is declining and drivers report mostly positive feedback from passengers.

6. Fiscal Year 2015/16 Draft Budget – Action

Discussion was had regarding the draft budget for FY 2015/16. David Fleisch moved to approve for HVPAC action the draft budget for FY 2015/16, amending the motion in that the draft budget presented be modified to include line item details under professional services, bus and farebox capital equipment purchases and contract services line items, as well as including a separate table that provides clear comparasion of each jurisdiuctions annual operating costs. Brian Yanez seconded the motion. A voice vote was taken and the motion passed unanimously.

7. Determine the Next Meeting Date

The next HVTAC meeting will occur on Tuesday, April 14, 2015, at 2:00 p.m. at Santa Paula City Hall’s Council Chambers.

8. Adjournment

Chairperson David Rowlands moved to adjourn the meeting at 2:56 p.m.



Item #5

April 14, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: AARON BONFILIO, PROGRAM MANAGER
SUBJECT: DISCUSSION ON FUTURE MARKETING EFFORTS

RECOMMENDATION:

- Discuss potential outreach and promotional efforts for VCTC staff to pursue on behalf of the Valley Express.

BACKGROUND

March 2, 2015, marked the launch of the Valley Express service. Since that time comments from the Committees have been received by staff related to potential marketing and outreach activities to further promote and grow the service. Staff has included this item as a placeholder on the agenda for the Committee to discuss this topic and provide guidance to staff for further action. The current fiscal year marketing budget is \$17,000, and only a small portion of the funds have been spent to date.

Some of the comments received include:

- Expanded Online and Social Media presence
- Outreach at local activity centers and to community organizations; including attending recurring meetings of local organizations
- Traditional Media buys, such as print and television.
- Promotion of the service through travel training and hosting travel training workshop(s)