



AGENDA

HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

Tuesday, February 10, 2015, 1:30 p.m.
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

- Item #1** **CALL TO ORDER**
- Item #2** **INTRODUCTIONS**
- Item #3** **PUBLIC COMMENTS**
- Item #4** **JANUARY 6, 2015 MEETING MINUTES – PG. 2**
- Approve the January 6, 2015 meeting minutes.
- Item #5** **DISCUSSION ON FY 2015-16 FUNDING AGREEMENT – PG. 4**
- Identify cost sharing criteria and issues to be considered in the development of the revised Heritage Valley Transit Authority Cooperative Agreement
- Item #6** **CONSIDER ELECTRONIC FAREBOX ALTERNATIVES – PG. 5**
- The Heritage Valley Technical Advisory Committee discuss and consider a recommendation to the Heritage Valley Policy Advisory Committee regarding electronic pass reader.
- Item #7** **DISCUSSION ON BUDGET IMPACT OF A “FREE FARE” DAY ON THE FIRST DAY OF SERVICE - PG. 11**
- That the Heritage Valley Technical Advisory Committee recommendation to provide free Valley Express fixed route service trips for the first day of service (Monday March 2, 2015).
- Item #8** **DETERMINE THE NEXT MEETING DATE**
- Item #9** **ADJOURNMENT**

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

January 6, 2015

1. Call to Order

Chairperson David Rowlands of Fillmore called the meeting to order at 1:00 p.m.

2. Introductions and Announcements

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

David Rowlands	City of Fillmore*	Rigo Landeros	City of Fillmore
Bill Morris	Fillmore Area Transit (ex-officio)	Jacqui Cervantez	Fillmore Area Transit
Jim Moore	Moore & Associates	Tom Conlon	MV Transportation
Brian Yanez	City of Santa Paula*	Michael Powers	City of Santa Paula
David Fleisch	Ventura County*	Kathy Connell	Ventura County
Amy Ahdi	VCTC	Kara Elam	VCTC
Treena Gonzalez	VCTC	Vic Kamhi	VCTC*

Vic Kamhi announce the Heritage Valley Transit Services Agreement has been fully executed. Kathy Connell re-confirmed that Chair David Rowlands is now representing the HVTAC as a voting Member of the Transit Operators Advisory Committee (TRANSCOM). The Commission approved amending the TRANSCOM bylaws at the December 2014 meeting.

3. Public Comments

No public comments were made.

4. October 30, 2014 Meeting Minutes – Action

Dave Fleisch moved to approve the October 30, 2014 meeting minutes. Brian Yanez seconded the motion and it passed unanimously.

5. Valley Express Promotion Update

(Item heard out of order)

Jim Moore provided updates on branding artwork for the Valley Express service, passing out both design options for the logo and logo placement options for the transit vehicles. The HVTAC preferred that the circular graphic of the Heritage Valley appear between the words “Valley” and “Express” and that either script-style or blocked-style text is ideal. Jim Moore handed out a mock-up brochure with the service schedule for Fillmore and Piru, and proposed that three schedules be generated; one for fixed route service in Fillmore and Piru, one for fixed route service in Santa Paula and one for Dial-a-Ride (DAR) service. Schedules will be printed in English and Spanish and will contain information on regional programs available, as well as tying into the other Valley Express service schedules (i.e. Santa Paula’s schedule will clearly reference the availability of schedules for Fillmore/Piru and DAR service). Jim Moore noted that the bus stop signs will likely be available the last week of February. The HVTAC agreed their Public Works Agency (PWA) can install both poles and the new signs. Staff will provide a list of sign locations to the HVTAC (before the last week of February, to allow time to order the poles) and the signs will be delivered to each jurisdiction within the last week of February.

The HVTAC requested that mock ups of fare media (passes, tickets, etc.) as well as the proposed branding be presented to the HVPAC at their next meeting. The HVTAC also asked that consideration of the next fare increase be included when it comes to the initial print order of schedules.

6. Fiscal Year 2014-15 Budget Amendment to the VCTC Heritage Valley Transit Service Budget – Action

(Item heard out of order)

Staff recommended that the HVTAC approve recommending to the HVPAC an amendment to the Heritage Valley Transit Service budget as follows:

- Increase the FTA 5307 funding line item by \$198,375.
- Increasing the Local Contribution (TDA) funding line item by \$275,655.
- Reduce the Local Fee-Farebox funding line item by \$41,200.
- Increase the Contractor expenditure line item by \$415,830.
- Add a new Marketing line item \$17,000.

David Fleisch moved to approve the motion, amending it to include the requirement that an additional table be presented to the PAC which clearly identifies the amounts and types of funding requested from each Agency, per the Cooperative Agreement split, which includes the current proposed amendment as well as the previously approved amendment. David Rowlands seconded the motion. A voice vote was taken and the motion passed unanimously.

David Fleisch requested that a discussion item regarding the Fiscal Year 2015-16 funding structure be agenized at the January HVPAC meeting.

7. Determine the Next Meeting Date

The next HVTAC meeting will occur on Tuesday, February 10, 2015, at 1:30 p.m. at Santa Paula City Hall's Council Chamber Room.

8. Adjournment

Chair Dave Rowlands moved to adjourn the meeting at 1:45 p.m. A voice vote was taken and passed unanimously.



Item #5

February 10, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR

SUBJECT: DISCUSSION ON FY 2015-16 FUNDING AGREEMENT

RECOMMENDATION:

- Identify cost sharing criteria and issues to be considered in the development of the revised Heritage Valley Transit Authority Cooperative Agreement

BACKGROUND

In 2014 the Cities of Fillmore and Santa Paula, and the County of Ventura agreed on a cost sharing formula for the initial year of the Heritage Valley Transit service. The agreement was to split the cost evenly among the three agencies, after accounting for the Federal Transit funds, California Proposition 1B Capital funds, and rider fares. The intent of the parties was that the split, using the data developed by the new service, be revised to reflect the actual costs and benefits which each partner received.

The service did not begin as early as expected, and at this time there is not any data indicating fare revenues or the origin-destination data for the paratransit/dial-a-ride component of the service. The Heritage Valley Transit Technical Advisory Committee can consider that the Policy Advisory Committee and the member agencies consider a number of options, ranging from maintaining the existing split for one year to gather data from the first year of operation to using a mileage of fixed route in each jurisdiction, while dealing with the paratransit and dial-a-ride costs differently.



Item #6

February 10, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR

SUBJECT: CONSIDER ELECTRONIC FAREBOX ALTERNATIVES

RECOMMENDATION:

- That the Heritage Valley Technical Advisory Committee discuss and consider a recommendation to the Heritage Valley Policy Advisory Committee regarding electronic pass readers.

BACKGROUND

The current fleet of buses/paratransit vehicles purchased for the Valley Express transit service is equipped with a "drop box" fare cash collection farebox, similar to those used in the prior VISTA DAR service. As discussed, the GOVENTURA Smartcard has reached and exceeded its viable life, and is being discontinued this fiscal year. Most of the transit agencies in the County as well as our neighboring transit agencies have purchased GFI Odyssey fareboxes. The GFI boxes have the ability to count cash fares, read mag strip cards, and read smartcards. At this time, in Ventura County, only the mag strip feature is being used, although the future potential of creating a new, countywide smartcard, using the GFI capabilities is being investigated.

Because there will be no "electronic" farebox on the Valley Express, the system will have to rely on flash pass. The options that could currently be considered to allow the Valley Express to use electronic media, and participate in a countywide compatible system are:

1. Purchase GFI Odyssey Fareboxes and "facility supports" at a cost of approximately \$350,000 including the vault and supporting equipment. The biggest plus to this is it would not only allow for immediate implementation of a mag strip pass and other fare types, but also count all cash collected. The biggest challenge is that the farebox is fairly large, and would present an obstacle at the front of the bus.
2. Purchase GFI "Cardquest" terminals. The terminals are considerably smaller, and do not collect cash. They do process both mag strip cards and smartcards, and are 100% compatible with the Odyssey boxes. Also, they are significantly cheaper because they

are less complex, and because they do not have a lot of mechanical parts, cheaper and easier to maintain and operate. The estimated cost is approximately \$150,000-175,000.

VCTC still has a balance of Proposition 1B Capital funds to finalize the preparation of the buses.

The PAC had also asked the TAC to discuss using Mobile Ticketing. At this point, staff has not developed any information about the possible implementation of mobile ticketing, although it would require an additional reader as well as development of a back end. At this time, staff would recommend not pursuing Mobile Ticketing independent of the joint efforts of all of the county transit operators.

CARDQUEST FARE PAYMENT TERMINAL

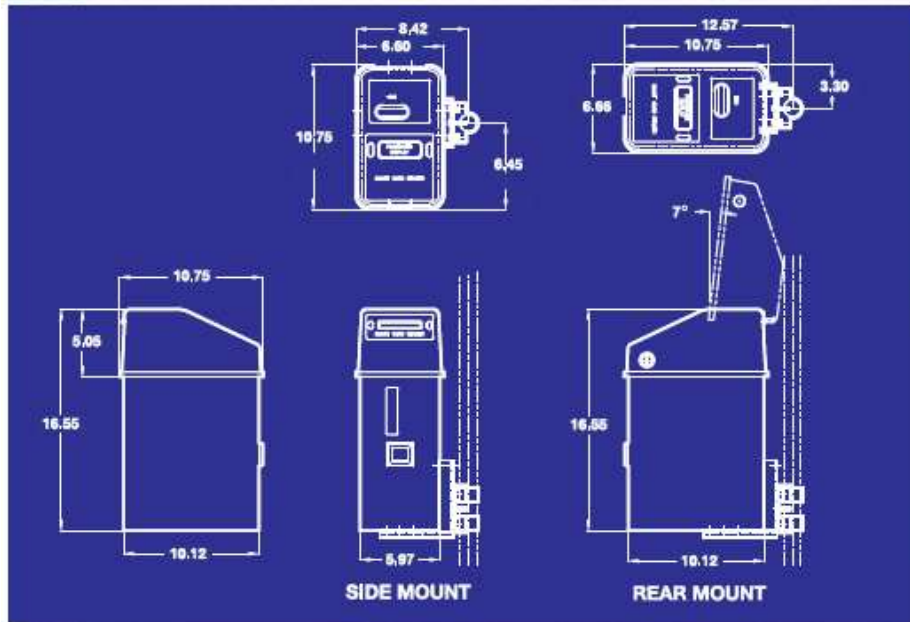


The image shows a woman with blonde hair, wearing a grey suit and a patterned scarf, standing at a CARDQUEST fare payment terminal. She is holding a yellow card and inserting it into the terminal. The terminal is a light grey, rectangular device with a small screen and a card slot. The background is a dark, textured wall.

The Cashless Farebox for Smart and Magnetic Cards

- ☐ Processes smart cards, magnetic cards, or both
- ☐ Applications include paratransit, express service/bus rapid transit, or auxiliary to conventional farebox
- ☐ Configurable for self-service or attended operation (control unit required for driver intervention)
- ☐ Supports smart card processors from most major manufacturers – can process ISO 14443 type A and B and Mifare cards
- ☐ Can issue tickets or receipts from internal cassette
- ☐ Backlit LCD screen shows remaining value, other transaction data
- ☐ Pushbuttons enable passenger interaction, e.g., to obtain transfer or receipt
- ☐ Compact, rugged design – mounts on stanchion or pedestal
- ☐ Uses proven GFI technology, including TRIM ticket processing unit (15,000 in service), high-speed infrared data probing, Version 7 data system
- ☐ Modular design for easy maintenance

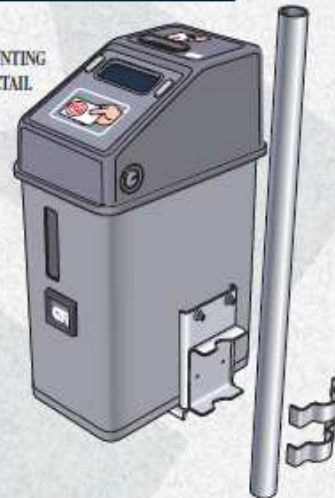
CARDQUEST DIMENSIONS



CARDQUEST SPECIFICATIONS

Dimensions:	6.60" x 16.55" x 10.75"
Cabinet Material:	Stainless steel
Top Cover:	Polycarbonate
Display:	1" x 8" backlit LCD
Dataport:	GFI Infrared
Smart Cards:	Mifare and ISO 14443 A & B
Magnetic Cards:	2-1/8" x 3-3/8" x 0.010" thick
Card Tracks:	Read tracks 2 & 3, writes to track 2
Card Print:	Full width thermal printer with multiple fonts
Card Cassette:	Holds 600-800 blank cards
Weight:	25 lbs.
Mounting:	Stanchion or pedestal
Voltage:	12 VDC
Card Types:	Period passes, stored ride/ value cards, 3rd party payment cards, school passes
Card Function:	Reads and validates cards, deducts fares, prints and issues receipts

MOUNTING
DETAIL



GFI GENFARE

AN SPX DIVISION

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Item#6, Attachment (cont'd)

We are in the business of helping people use and manage public transportation systems. We have and will continue to deliver the technology leadership and product innovation you would expect from the company that helped create the industry.



The **Odyssey** delivers reliability by providing a wide variety of traditional and electronic fare media options for passengers and transit agency operators. **Odyssey** integrates seamlessly with legacy Genfare equipment in addition to the new **Fast Fare™** revolutionary farebox, allowing mixed fleets to ensure a smooth transition.

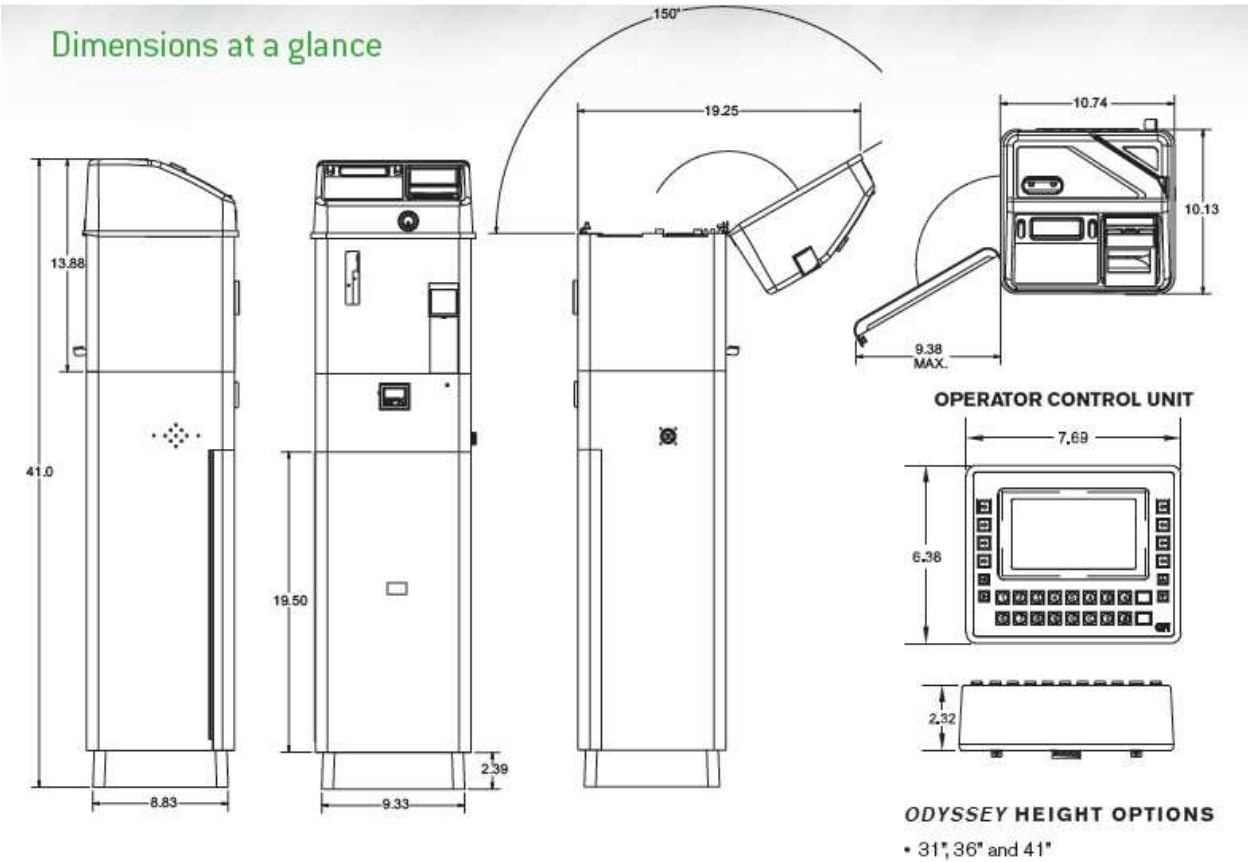
MULTI-LEVEL FARE TABLES FOR AGENCY CUSTOMIZATION

- Accepts a wide range of fare media for rider convenience
- Passenger display shows transaction status and remaining card value
- Issues electronic change through on-board cash-to-card conversion
- Push button menu-driven operator control unit is backlit to show transaction status
- Meets ADA requirements

THE VALUE OF SECURITY

- Secure dualport cashbox with built-in electronic identification system
- Electronic locks and keys provide maximum security for authorized removal of cash boxes
- Automated tracking of individual cashboxes for revenue auditing
- Durable stainless steel construction

Item#6, Attachment (cont'd)





Item #7

February 10, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR
SUBJECT: BUDGET IMPACT OF A “FREE FARE” DAY ON THE FIRST DAY OF SERVICE

RECOMMENDATION:

- That the Heritage Valley Technical Advisory Committee discuss and recommend providing free Valley Express fixed route service trips for the first day of service (Monday March 2, 2015).

BACKGROUND

The Heritage Valley Policy Advisory Committee requested that the Heritage Valley Technical Advisory Committee discuss the cost and recommend to the PAC free rides on the Valley Express fixed route service trips for the first day of service (Monday March 2, 2015). Staff is proceeding with this as what we consider a necessary part of the kick-off. There is potentially a minor lose in fare revenues for the first day, maybe a maximum of several hundred dollars – less than a large ad in the Ventura County Star.