



AGENDA

HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

Tuesday, January 6, 2015, 1:00 p.m.
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

- Item #1 **CALL TO ORDER**
- Item #2 **INTRODUCTIONS AND ANNOUNCEMENTS**
- Item #3 **PUBLIC COMMENTS**
- Item #4 **APPROVAL OF THE OCTOBER 30, 2014 MEETING MINUTES**
- Item #5 **VALLEY EXPRESS PROMOTION UPDATE**
- Item #6 **BUDGET AMENDMENT**
- 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)
October 30, 2014**

Item #1 Call to Order

Chairperson David Rowlands of Fillmore called the meeting to order at 2:00 p.m.

Item #2 Introductions

HVTAC Members Present: David Rowlands and Rigo Landeros of Fillmore; Brian Yanez of Santa Paula; David Fleisch of Ventura County; Vic Kamhi and Aaron Bonfilio of VCTC; Chap Morris of Fillmore Area Transit Company (ex-officio).

Staff Present: Amy Ahdi, Treena Gonzalez and Kara Elam of VCTC.

Also Present: Aracely Preciado of CAUSE/ASERT; Jacqui Cervantez of Fillmore Area Transit Corporation.

Item #3 Public Comments

No public comments were made.

Item #4 September 25, 2014 Meeting Minutes – Action

Dave Fleisch moved to approve the September 25, 2014 meeting minutes. Brian Yanez seconded the motion and it passed unanimously.

Item #5 Marketing Program Status Update – Receive and File

Staff presented a status report on the Valley Express transit service marketing program; the HVTAC provided comments and feedback to Staff on the design concepts presented.

Item #6 Token Policy Discussion – Action

Staff recommended that the HVTAC receive and file the ridership report for the Heritage Valley and approve, for HVPAC action, the proposed Token Policy for the Valley Express system in that the Valley Express fixed route accept tokens from all riders and the dial-a-ride accept tokens for reduced fare riders only (Senior citizens, Disabled patrons, Medicare cardholders). Discussions were had on the current reimbursement rate for the tokens and the potential replacement of the tokens with a stored-value paper pass. David Fleisch moved to approve the Token Policy for the Valley Express system until the first scheduled fare increase and asked that Staff provide information at a future meeting on the proposed stored-value pass intended to replace the VCTC token. David Rowlands seconded the motion and it passed unanimously.

Item #7 Future Fare Media and Farebox Technology Options – Receive and File

Staff presented a status report on the Valley Express system options for fare media and farebox products. Discussion was had on pricing and specifications for both manual (Fast Fare) and electronic (GFI Odyssey) fare box products. The HVTAC considered both options and asked Staff to report back to the HVPAC on the GFI Odyssey farebox option with the potential mobile ticketing option priced out and including the potential availability of Proposition 1B funds and procurement method details for the capital purchase, as well as maintenance cost details on both the validating and non-validating farebox options for the Valley Express system.

Item #8 Dial-a-Ride Reservation and Scheduling Policies for Certified ADA Paratransit Passengers and General Public Passengers – Action

Staff recommended that the HVTAC approve for HVPAC action the proposed Dial-a-ride reservation and scheduling policies for the Heritage Valley system. Discussions were had on the ADA certification process in Ventura County, the Gold Coast Access transfer point on Wells Road, the ability for the HVTAC to review the Reservation and

Scheduling policies after six months of service and the general purpose Dial-a-ride “quarter mile” rule. The HVTAC asked Staff to consider generating a map for the Operator’s dispatch team that includes a highlighted list of areas that are prohibited from general purpose Dial-a-ride requests, in that they are located within a quarter mile of a fixed route stop on the Valley Express system. David Fleisch of Ventura County moved to approve the Staff recommendation, amending it to include the HVTAC member’s respective modification requests. Brian Yanez seconded the motion and it passed unanimously.

Item #9 Piru Ridership Report and Revised Fixed Route Between Piru and Fillmore – Action

Staff recommended that the HVTAC receive and file the Piru ridership report and approve for HVPAC action the revised fixed route between the City of Fillmore and Piru. Discussions were had on the conclusion of the VISTA Highway 126 route extension demonstration, current level of demand between Fillmore and Piru and budget impacts due to increased total hours of service. David Fleisch of moved to approve the Staff recommendation. Brian Yanez seconded the motion and it passed unanimously.

Item #10 Schedule Next Meeting

The HVTAC determined the next meeting will tentatively occur on Thursday, December 18, 2014, at 3:00 p.m. at Santa Paula City Hall’s Council Chamber Room.

Item #11 Adjourn

Chair Dave Rowlands moved to adjourn the meeting at 3:15 p.m. A voice vote was taken and passed unanimously.