

HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE Wednesday, June 25, 2014, 2:00 P.M Fillmore City Hall, 250 Central Avenue, Fillmore 93015

AGENDA

1. CALL TO ORDER

VCTC staff will call the meeting to order.

2. INTRODUCTIONS

3. PUBLIC COMMENTS

Each speaker is limited to three minutes. The Committee may, either at the direction of the Chair or by majority vote, waive this three minute time limitation. Under the Brown Act, the Committee should not take action on or discuss matters raised during Public Comment portion of the agenda which are not listed on the agenda.

- 4. ELECTION OF CHAIR AND VICE CHAIR OF TECHNICAL ADVISORY COMMITTEE
- 5. STATUS UPDATE OF DRAFT REQUEST FOR PROPOSALS

PG. 2

Receive and file

6. PROPOSED SERVICE LEVELS - ROUTES AND HOURS OF SERVICE PLAN PG. 3

Discuss the Proposed Service Levels: Route and Hours of Service Plan Receive Public Comment Recommend Proposed Service Levels: Route and Hours of Service Plan

7. PROPOSED FARE SCHEDULE

PG. 13

Discuss Proposed Fare Schedule Receive Public Comment Recommend Proposed Fare Schedule

8. SERVICE NAMING AND BRANDING

PG. 15

Discuss Branding of Heritage Valley Transit

9. ADJOURN

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in this meeting, please contact the Clerk of the Board at (805) 642-1591 ext. 101. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.



June 25, 2014

MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, AMY AHDI, VCTC

SUBJECT: STATUS UPDATE OF DRAFT REQUEST FOR PROPOSALS

RECOMMENDATION:

Receive and file.

BACKGROUND:

In May 2014 the Cities of Fillmore and Santa Paula, the County of Ventura and the Ventura County Transportation Commission entered into a cooperative agreement (Agreement) to provide transit service for the Heritage Valley area. The agreement set forth the Heritage Valley Transit Committee (HVPAC), made up of the two Cities and the County and identified the Ventura County Transportation Commission (VCTC) as an ex officio member, as well as the administrator of the transit service. As administrator, VCTC is responsible for duties including but not limited to: customer service, public outreach and community awareness, required State and Federal reporting, application for grants, development of schedules, management and administration of contracted transit operations, including contractor selection through a Request for Proposals (RFP) procurement process.

Since execution of the Agreement, VCTC has been working on the development of an RFP document, including a scope of work consistent with the adopted Heritage Valley Transit Study, as well as feedback received from the HVPAC, member agencies staff, and the community. Included in the RFP are: terms and conditions of the agreement; a scope of services, including vehicle specifications, inspection and maintenance requirements, driver qualifications and specialized training requirements, data system utilization and reporting requirements, and a description of the inaugural Heritage Valley Transit Service, (this includes description of fare structure, fixed routes, and service levels). As called for in the Agreement and requested by the HVPAC, VCTC has developed proposed schedule of fares, and service levels including specific routes and hours of service. The proposed service levels and a fare schedule are on this agenda under Agenda Items 6 and 7, respectively. If the items are adopted for recommendation as proposed, VCTC anticipates release of the RFP following the VCTC monthly Commission meeting, July 25, 2014. Prior to the Commission meeting the HVPAC shall have the opportunity to review the Draft RFP. The item will be presented at the July 25th Commission following concurrence recommendation from the HVPAC.



June 25, 2014

MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, VCTC

SUBJECT: PROPOSED SERVICE LEVELS: ROUTES AND HOURS OF SERVICE PLAN

RECOMMENDATION:

- Discuss the Proposed Service Levels Circulator Routes and Hours of Service Plan
- Receive any public comments regarding the proposed Service Levels.
- Recommend Proposed Service Levels Circulator Routes and Hours of Service Plan to the HVPAC

BACKGROUND AND DISCUSSION:

As administrator of the Heritage Valley Transit Service, VCTC was tasked with development of proposed service levels for the Heritage Valley transit system consistent with direction provided by the HVPAC and the Heritage Valley Transit Study. This included development of proposed community circulator routes for the Cities of Santa Paula and Fillmore and time tables for each of the respective routes. VCTC staff considered the following goals when designing the proposed routes and timetables:

GOALS

- Establish community circulators in each City with greatest possible coverage consistent with the Heritage Valley Study, feedback from the community and safety best practices;
- Maximize timed transfers at each City's VISTA Terminal;
- Maximize timed service to/from school site areas;
- Optimize resources including drivers and vehicles needed for each route;
- Provide access to downtown core and commercial areas;
- Provide access to recreation areas and community centers.

The proposed routes and timetables are attached for the Technical Committee's review. The routes have been located to provide maximum coverage throughout the day to and from trip generation locations such as shopping areas and schools, and to provide access to and from residential communities in each city. Additionally, service has been timed to meet the school bell schedules as well as fixed route transfers at the primary VISTA transit terminals. Driver rest breaks have been built in to each schedule to reduce the number of drivers required to operate each route, and reduce costs to the contractor.

VCTC staff recommends the implementation of the proposed routes and timetables for a demonstration period of six months. During which, staff will review effectiveness, monitor ridership and schedule adherence, operations performance, and solicit feedback from the Cities, County and community stakeholders regarding service. Minor modifications are expected during the demonstration period to address any immediate service related issues identified following start-up; this includes changes or

additions to stops. However, staff proposes that prior to the end of the demonstration period in May 2015, staff will present to the Technical Advisory Committee and subsequently the HVPAC proposed future longer-term recommendations based results of the demonstration period.

VCTC Staff will provide quarterly reports to the HVPAC. Specifically staff will monitor the following service level statistics for Weekdays, Saturdays and Sundays:

SERVICE MONITORING

- Ridership, including: Passengers per hour, stop, mile, and time period (day, month, year, etc.)
- Contractor Operating Costs
- Administration Costs
- Total Adjusted Operating Costs
- Operating Cost Per Passenger
- Vehicle Service Hours, Revenue and non-revenue
- Vehicle Service Miles Revenue and non-revenue
- Operating Cost per Vehicle Service Hour
- Fare box Revenues and Fare box Recovery Ratio

EXISTING SERVICE - Dial-a-ride/ADA and VISTA Intercity Route "Hwy 126"

Currently VCTC operates general purpose dial-a-ride service in the subject service areas, and in Santa Paula, offers complimentary paratransit during service hours of the current Santa Paula Commuter route. In addition VISTA intercity route, "Highway 126," provides regular service along highway 126 connecting the cities of Ventura, Santa Paula and Fillmore, with extended service east to unincorporated areas of Rancho Sespe and Piru. No change at this time is proposed to the VISTA route, or the available dial-a-ride program.

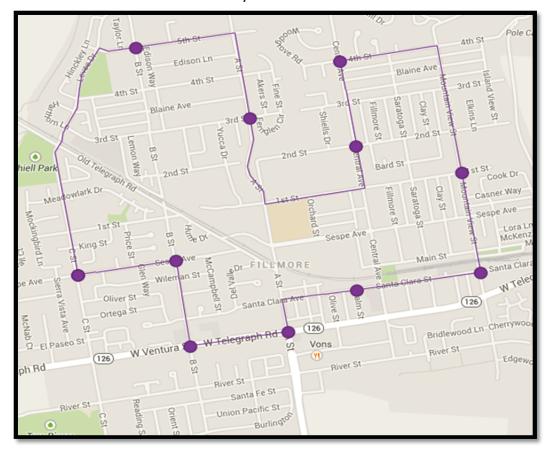
Similarly additional local fixed route service between Fillmore and Piru / Rancho Sespe is not recommended for the Heritage Valley Transit service at this time. VISTA currently serves this area with ten trips per day under a demonstration project sponsored by the County and the performance of this route is being monitored by staff. While there is consistent usage, the ridership for these areas thus far on the fixed route service has been very minimal. Staff recommends that to avoid duplication of services, the Heritage Valley Transit service continue to serve this area with its dial-a-ride program on an ondemand basis. Staff will continue to monitor usage both on the VISTA route and the dial-a-ride program to identify any additional fixed route service opportunities.

Per Federal regulations mandated by the Americans with Disability Act (ADA) additional paratransit service will be made available during the proposed fixed route hours of operation, and, in the new service areas. Demand for ADA service is expected to be mitigated by the pre-existing dial-a-ride service. Currently very few if any trips are scheduled under the ADA program due to the price of fares, and the flexibility and convenience of the general purpose dial-a-ride program. While staff expects that patrons eligible for ADA services will continue to opt for and utilize the pre-existing dial-a-ride program as they have in the past, expansion of the ADA program will be required. These specifications will be included the draft RFP that will be presented to the HVPAC at the July 1, 2014 meeting.

GENERAL SERVICE FRAMEWORK

FEATURE	SANTA PAULA	FILLMORE
Route Cycle:	60 Minutes	30 Minutes
Headways:	30 Minutes (avg)	30 Minutes (avg)
Hours – Weekdays:	5:45am – 7:41 pm	5:50 am – 7:42 pm
Hours - Weekends:	7:51 am – 5:41 pm	8:00 am – 6:12 pm
Drivers – Weekdays / Weekends	4 / 2.25	2 / 1.2
Revenue Vehicles	2	1
Capacity per bus (Amb / WC)	23 (17/2)	23 (17/2)

<u>Proposed Service Levels: Circulator Routes and Hours of Service</u> City of Fillmore



Label	Stop Name	Stop Location
Α	Fillmore VISTA Bus Stop	Santa Clara and Palm Fillmore CA
В	Super A Shopping Center	W Telegraph Road and A Street Fillmore CA
С	7-Eleven	W Telegraph Road and B Street Fillmore CA
D	Corner of B & Sespe Ave	B Street and Sespe Ave Fillmore CA
Е	Corner of C & Sespe Ave	C Street and Sespe Ave Fillmore CA
F	Mountain Vista School	B Street and 5th Street Fillmore CA
G	Corner of A St & Third Street	A Street and 3rd Street Fillmore CA
Н	Fillmore Library	2nd Street and Central Fillmore CA
1	Corner of 4th St & Central Ave	4th and Central Fillmore CA
J	San Cayetano School	Mountain View and 1st street Fillmore CA
K	Corner of Santa Clara & Mountain View	Mountain View and Santa Clara Fillmore CA

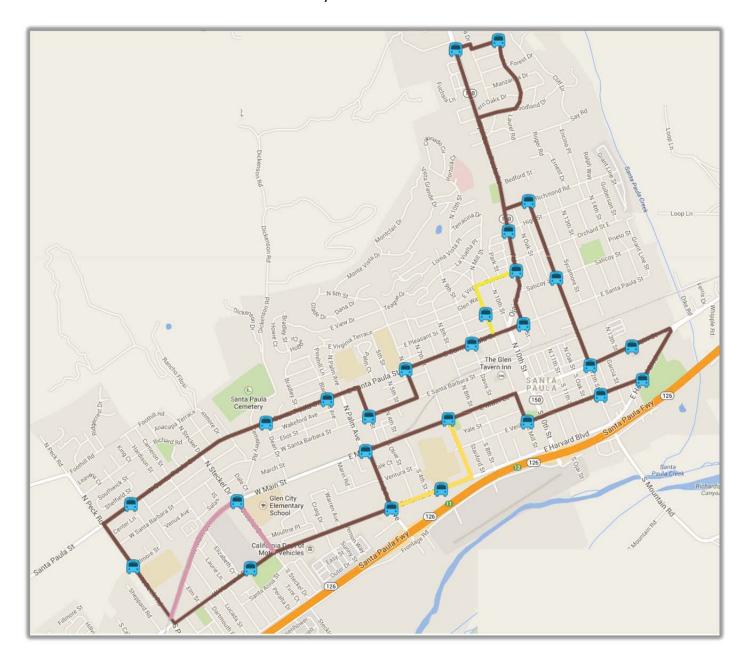
^{*}Additional flag stops along route to be determined; final stop locations to be recommended by TAC.

					Weekday Filln	Weekday Fillmore Circulator					
Filmore Bus Stop	Super A Plaza	7-Eleven	B Street & Sespe	C Street & Sespe	Mountain Vista School	A Street & 3rd	Fillmore Library	4th Street & Central	San Cayetano School	Sta Clara & Mtn View	Filmore Bus Stop
5:50 AM	5:52 AM	5:54 AM	5:56 AM	5:57 AM	6:00 AM	6:03 AM	6:07 AM	6:09 AM	6:13 AM	6:15 AM	6:17 AM
6:20 AM	6:22 AM	6:24 AM	6:26 AM	6:27 AM	6:30 AM	6:33 AM	6:37 AM	6:39 AM	6:43 AM	6:45 AM	6:47 AM
7:00 AM	7:02 AM	7:04 AM	7:06 AM	7:07 AM	7:10 AM	7:13 AM	7:17 AM	7:19 AM	7:23 AM	7:25 AM	7:27 AM
7:30 AM	7:32 AM	7:34 AM	7:36 AM	7:37 AM	7:40 AM	7:43 AM	7:47 AM	7:49 AM	7:53 AM	7:55 AM	7:57 AM
8:00 AM	8:02 AM	8:04 AM	8:06 AM	8:07 AM	8:10 AM	8:13 AM	8:17 AM	8:19 AM	8:23 AM	8:25 AM	8:27 AM
8:30 AM	8:32 AM	8:34 AM	8:36 AM	8:37 AM	8:40 AM	8:43 AM	8:47 AM	8:49 AM	8:53 AM	8:55 AM	8:57 AM
9:30 AM	9:32 AM	9:34 AM	9:36 AM	9:37 AM	9:40 AM	9:43 AM	9:47 AM	9:49 AM	9:53 AM	9:55 AM	9:57 AM
10:00 AM	10:02 AM	10:04 AM	10:06 AM	10:07 AM	10:10 AM	10:13 AM	10:17 AM	10:19 AM	10:23 AM	10:25 AM	10:27 AM
10:30 AM	10:32 AM	10:34 AM	10:36 AM	10:37 AM	10:40 AM	10:43 AM	10:47 AM	10:49 AM	10:53 AM	10:55 AM	10:57 AM
11:00 AM	11:02 AM	11:04 AM	11:06 AM	11:07 AM	11:10 AM	11:13 AM	11:17 AM	11:19 AM	11:23 AM	11:25 AM	11:27 AM
11:40 AM	11:42 AM	11:44 AM	11:46 AM	11:47 AM	11:50 AM	11:53 AM	11:57 AM	11:59 AM	12:03 PM	12:05 PM	12:07 PM
12:10 PM	12:12 PM	12:14 PM	12:16 PM	12:17 PM	12:20 PM	12:23 PM	12:27 PM	12:29 PM	12:33 PM	12:35 PM	12:37 PM
1:05 PM	1:07 PM	1:09 PM	1:11 PM	1:12 PM	1:15 PM	1:18 PM	1:22 PM	1:24 PM	1:28 PM	1:30 PM	1:32 PM
1:35 PM	1:37 PM	1:39 PM	1:41 PM	1:42 PM	1:45 PM	1:48 PM	1:52 PM	1:54 PM	1:58 PM	2:00 PM	2:02 PM
2:05 PM	2:07 PM	2:09 PM	2:11 PM	2:12 PM	2:15 PM	2:18 PM	2:22 PM	2:24 PM	2:28 PM	2:30 PM	2:32 PM
2:45 PM	2:47 PM	2:49 PM	2:51 PM	2:52 PM	2:55 PM	2:58 PM	3:02 PM	3:04 PM	3:08 PM	3:10 PM	3:12 PM
3:15 PM	3:17 PM	3:19 PM	3:21 PM	3:22 PM	3:25 PM	3:28 PM	3:32 PM	3:34 PM	3:38 PM	3:40 PM	3:42 PM
3:45 PM	3:47 PM	3:49 PM	3:51 PM	3:52 PM	3:55 PM	3:58 PM	4:02 PM	4:04 PM	4:08 PM	4:10 PM	4:12 PM
4:15 PM	4:17 PM	4:19 PM	4:21 PM	4:22 PM	4:25 PM	4:28 PM	4:32 PM	4:34 PM	4:38 PM	4:40 PM	4:42 PM
5:15 PM	5:17 PM	5:19 PM	5:21 PM	5:22 PM	5:25 PM	5:28 PM	5:32 PM	5:34 PM	5:38 PM	5:40 PM	5:42 PM
5:45 PM	5:47 PM	5:49 PM	5:51 PM	5:52 PM	5:55 PM	5:58 PM	6:02 PM	6:04 PM	6:08 PM	6:10 PM	6:12 PM
6:15 PM	6:17 PM	6:19 PM	6:21 PM	6:22 PM	6:25 PM	6:28 PM	6:32 PM	6:34 PM	6:38 PM	6:40 PM	6:42 PM
6:45 PM	6:47 PM	6:49 PM	6:51 PM	6:52 PM	6:55 PM	6:58 PM	7:02 PM	7:04 PM	7:08 PM	7:10 PM	7:12 PM
7:15 PM	7:17 PM	7:19 PM	7:21 PM	7:22 PM	7:25 PM	7:28 PM	7:32 PM	7:34 PM	7:38 PM	7:40 PM	7:42 PM

					Weekend Fi	Weekend Fillmore Circulator	ator				
Filmore Bus Stop	Super A Plaza	7-Eleven	B Street & Sespe	C Street & Sespe	Mountain Vista School	A Street & 3rd	Fillmore Library	4th Street & Central	San Cayetano School	Sta Clara & Mtn View	Filmore Bus Stop
8:00 AM	8:02 AM	8:04 AM	8:06 AM	8:07 AM	8:10 AM	8:13 AM	8:17 AM	8:19 AM	8:23 AM	8:25 AM	8:27 AM
8:30 AM	8:32 AM	8:34 AM	8:36 AM	8:37 AM	8:40 AM	8:43 AM	8:47 AM	8:49 AM	8:53 AM	8:55 AM	8:57 AM
9:30 AM	9:32 AM	9:34 AM	9:36 AM	9:37 AM	9:40 AM	9:43 AM	9:47 AM	9:49 AM	9:53 AM	9:55 AM	9:57 AM
10:00 AM	10:02 AM	10:04 AM	10:06 AM	10:07 AM	10:10 AM	10:13 AM	10:17 AM	10:19 AM	10:23 AM	10:25 AM	10:27 AM
10:30 AM	10:32 AM	10:34 AM	10:36 AM	10:37 AM	10:40 AM	10:43 AM	10:47 AM	10:49 AM	10:53 AM	10:55 AM	10:57 AM
11:00 AM	11:02 AM	11:04 AM	11:06 AM	11:07 AM	11:10 AM	11:13 AM	11:17 AM	11:19 AM	11:23 AM	11:25 AM	11:27 AM
11:40 AM	11:42 AM	11:44 AM	11:46 AM	11:47 AM	11:50 AM	11:53 AM	11:57 AM	11:59 AM	12:03 PM	12:05 PM	12:07 PM
12:10 PM	12:12 PM	12:14 PM	12:16 PM	12:17 PM	12:20 PM	12:23 PM	12:27 PM	12:29 PM	12:33 PM	12:35 PM	12:37 PM
1:05 PM	1:07 PM	1:09 PM	1:11 PM	1:12 PM	1:15 PM	1:18 PM	1:22 PM	1:24 PM	1:28 PM	1:30 PM	1:32 PM
1:35 PM	1:37 PM	1:39 PM	1:41 PM	1:42 PM	1:45 PM	1:48 PM	1:52 PM	1:54 PM	1:58 PM	2:00 PM	2:02 PM
2:05 PM	2:07 PM	2:09 PM	2:11 PM	2:12 PM	2:15 PM	2:18 PM	2:22 PM	2:24 PM	2:28 PM	2:30 PM	2:32 PM
2:45 PM	2:47 PM	2:49 PM	2:51 PM	2:52 PM	2:55 PM	2:58 PM	3:02 PM	3:04 PM	3:08 PM	3:10 PM	3:12 PM
3:15 PM	3:17 PM	3:19 PM	3:21 PM	3:22 PM	3:25 PM	3:28 PM	3:32 PM	3:34 PM	3:38 PM	3:40 PM	3:42 PM
3:45 PM	3:47 PM	3:49 PM	3:51 PM	3:52 PM	3:55 PM	3:58 PM	4:02 PM	4:04 PM	4:08 PM	4:10 PM	4:12 PM
4:15 PM	4:17 PM	4:19 PM	4:21 PM	4:22 PM	4:25 PM	4:28 PM	4:32 PM	4:34 PM	4:38 PM	4:40 PM	4:42 PM
5:15 PM	5:17 PM	5:19 PM	5:21 PM	5:22 PM	5:25 PM	5:28 PM	5:32 PM	5:34 PM	5:38 PM	5:40 PM	5:42 PM
5:45 PM	5:47 PM	5:49 PM	5:51 PM	5:52 PM	5:55 PM	5:58 PM	6:02 PM	6:04 PM	6:08 PM	6:10 PM	6:12 PM

Proposed Service Levels: Circulator Routes

City of Santa Paula



Proposed Service Levels: Circulator Routes

City of Santa Paula

STOP ORDER	STOP NAME	STOP LOCATION								
1	Santa Paula City Hall Depot	E. Ventura Street and South Mill Street								
2	Ebell Park	Main at N. 7th Street								
<i>3A</i>	Main and Palm	E Main at Palm Ave.								
3B	Isbell School	Harvard Blvd and S. 4th Street								
4	Palm and Harvard	Palm and Harvard								
5A	Vons Shopping Center	Harvard and Steckel								
5B	Glen City School / SP Senior Center	Steckel and Main St.								
6	Blanchard Elementary	Peck Rd. and Fillmore St.								
7	(JEO Lifeway Church / Westside Preschool)	Santa Paula and Walden Street								
8	Fagan Barranca Park	Santa Paula and Dean Dr.								
9	SW Corner Santa Paula & Blanchard	Santa Paula and Blanchard								
10	St. Sebastian School	Santa Barbara and Olive Street								
11	Santa Paula High School	Santa Paula and 6th Street								
12	St. Sebastian Church	Santa Paula and 9th Street								
13A	Santa Paula and N. Ojai St.	E Santa Paula and N Ojai St								
13B	McKevitt School	N Mill Street and Pleasant Street								
14	Dominoes Pizza	Ojai Santa Paula Road and Virginia Terrace								
15	Church of JCLDS	Ojai Rd and High Street								
16	Bedell Elementary	Laurel and Hawthorn								
17	NE Corner of Royal Oaks & Ojai Rd.	Royal Oaks and Ojai Rd								
18	SW Corner of Richmond and N. 12 St.	Richmond and N. 12 Street								
19	Barbara Webster Elementary	N. 12th Street and Saticoy								
20	Main and 12th	Main and 12th Street								
21	Santa Paula Medical Clinic	1334 E. Main Street								
22	Boys and Girls Club - Harding Park	Harvard and Ventura St								
23	Grace Thille Elementary	S. 12th Street and E. Ventura Street								
24	Santa Paula City Hall Depot	E. Ventura Street and South Mill Street								

Santa Paula Circulator Route Notes:

- Stops located at 3B and 13B served during peak school "bell" hours only. See attached timetable for specific trips to locations. Stops 5A and 5B alternate during mid-day and afternoon service to serve both the Vons Shopping Center and Senior Center. Stop 5B also serves Glenn City School during bell times.
- Weekend service stops at 3A, 5A and 13A only. No service deviation to stops 3B, 5B or 13B.
- On weekends, first trip departs depot at 7:51 AM, last trip arrives at 5:41 PM on weekends.
- Additional flag stops along route will be made available; final stop locations to be recommended by TAC.

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	24	Santa Paula City Hall	6:41	AM	7:11	AM	7:41	ΑM	8:16	AM	8:41	ΑM	9:10	ΑM	9:41	ΑM	10:10	AM	10:35	AM	11:10	AM	11:35	AM	12:10	PM	12:35	P
	23	Grace Thille Elem		6:36 AM		7:06 AM		7:36 AM		8:13 AM		8:41 AM		9:07 AM		9:39 AM	10:07	AM	10:33	AM	11:07	AM	11:33	AM	12:07	PM	12:33	PM
	22	Boys & Girls Club - Harding	6:34	AM	7:04	AM	7:34	AM	8:11	AM	8:39	AM	9:02	AM	9:37	AM	10:05	AM	10:31	AM	11:05	AM	11:31	AM	12:05	PM	12:31	PM
	21	Santa Paula Medical Clinic	6:32	AM	7:02	AM	7:32	AM	8:09	AM	8:37	AM	9:03	AM	9:35	AM	10:03	AM	10:29	AM	11:03	AM	11:29	AM	12:03	PM	12:29	PM
	20	Main & 12th	6:28	AM	6:58	AM	7:28	AM	8:05	AM	8:33	AM	8:59	AM	9:31	AM	6:26	AM	10:25	AM	10:59	AM	11:25	AM	11:59	AM	12:25	PM
	19	Barbara Webster Elem	6:26	AM	9:39	AM	7:26	AM	8:03	AM	8:31	AM	8:57	AM	9:29	AM	9:57	AM	10:23	AM	10:57	AM	11:23	AM	11:57	AM	12:23	PM
	18	Richmond and N. 12 St.		6:24 AM		6:54 AM		7:24 AM		8:01 AM		8:29 AM		8:55 AM		9:27 AM		9:55 AM	10:21	AM	10:55	AM	11:21	AM	11:55	AM	12:21	PM
	17	Royal Oaks & Ojai Rd.	6:20	AM	6:50	AM	7:20	AM	7:57	AM	8:26	AM	8:52	AM	9:24	AM	9:52	AM	10:18	AM	10:52	AM	11:18	AM	11:52	AM	12:18	PM
	16	Bedell Elem	6:19	AM	6:49	AM	7:19	AM	7:56	AM	8:25	AM	8:51	AM	9:23	AM	9:51	AM	10:17	AM	10:51	AM	11:17	AM	11:51	AM	12:17	PM
	15	Church of LDS	6:15	AM	6:45	AM	7:15	AM	7:52	AM	8:21	AM	8:48	AM	9:20	AM	9:48	AM	10:14	AM	10:48	AM	11:14	AM	11:48	AM	12:14	PM
1 TIMES	14	Dom. Pizza	6:13	AM	6:43	AM	7:13	AM	05:2	AM	8:19	AM	8:46	AM	9:18	AM	9:46	AM	10:12	AM	10:46	AM	11:12	AM	11:46	AM	12:12	PM
TOR - AIV	13B	McKevitt School						7:10 AM		7:47 AM		8:16 AM																-
IRCULA	13A	Santa Paula and N. Ojai St.	6:10	AM	6:40	AM							8:44	AM	9:16	AM	9:44	AM	10:10	AM	10:44	AM	11:10	AM	11:44	AM	12:10	PM
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A PAUL	12	St. Sebastian Church		6:08 AM		6:38 AM		7:08 AM		7:45 AM		8:14 AM		8:42 AM		9:14 AM		9:42 AN		10:08 AM		10:42 AM		11:08 AM		11:42 AM		12:08 PM
AY SANTA PAUL	11 12	Santa St. Paula Sebasti High Churc School		6:06 AM 6:08 AI		6:36 AM 6:38 A		7:06 AM 7:08 A		7:43 AM 7:45 A		8:12 AM 8:14 A		8:40 AM 8:42 A		9:12 AM 9:14 A		9:40 AM 9:42 A	10:06	AM 10:08 /	10:40	AM 10:42 A	11:06	AM 11:08 A	11:40	AM 11:42 A	12:06	PM 12:08 P
WEEKDAY SANTA PAULA CIRCULATOR - AM TIMES																			10:04 10:06		10:38 10:40		11:04 11:06		11:38 11:40	•	_	
WEEKDAY SANTA PAUL	11	Santa Paula High School	6:02	4 6:06 AM	6:32	A 6:36 AM	7:02	7:06 AM	7:39	7:41 AM 7:43 AM	8:08	8:10 AM 8:12 AM	8:36	8:38 AM 8:40 AM	80:6	9:10 AM 9:12 AM	9:36	9:38 AM 9:40 AM		AM		AM	_	AM	_	AM	12:04	PM
WEEKDAY SANTA PAUL	10 11	St. Santa Sebastian High School School	6:00 6:02	AM 6:04 AM 6:06 AM	6:30 6:32	AM 6:34 AM 6:36 AM	7:00 7:02	7:04 AM 7:06 AM	7:37 7:39	AM 7:41 AM 7:43 AM	80:8 90:8	AM 8:10 AM 8:12 AM	8:34 8:36	AM 8:38 AM 8:40 AM	80:6 90:6	AM 9:10 AM 9:12 AM	9:34 9:36	AM 9:38 AM 9:40 AM	10:04	AM	10:38	AM AM AM	11:04	AM AM	11:38	AM	12:04	PM PM PM
WEEKDAY SANTA PAUL	9 10 11	Santa St. Santa Paula & Sebastian High Blanch. School School		AM 6:04 AM 6:06 AM		AM 6:34 AM 6:36 AM		AM 7:04 AM 7:06 AM	7:37	AM 7:41 AM 7:43 AM	90:8	AM 8:10 AM 8:12 AM		AM 8:38 AM 8:40 AM	90:6	AM 9:10 AM 9:12 AM		AM 9:38 AM 9:40 AM	10:00 10:02 10:04	AM AM AM AM	10:36 10:38	AM AM AM	11:02 11:04	AM AM AM	11:36 11:38	AM AM AM	12:02 12:04	PM PM PM
WEEKDAY SANTA PAUL	8 9 10 11	Fagan Santa St. Santa Bar. Paula & Sebastian High Park Blanch. School School	00:9	AM AM 6:04 AM 6:06 AM	08:9	AM 6:34 AM 6:36 AM	7:00	AM AM 7:04 AM 7:06 AM	7:37	AM AM 7:41 AM 7:43 AM	90:8	AM AM 8:10 AM 8:12 AM	8:34	AM AM 8:38 AM 8:40 AM	90:6	AM 9:10 AM 9:12 AM	9:32 9:34	AM 9:38 AM 9:40 AM	10:00 10:02 10:04	AM AM AM AM	10:34 10:36 10:38	AM AM AM	11:00 11:02 11:04	AM AM AM AM	11:34 11:36 11:38	AM AM AM AM	5 11:58 12:00 12:02 12:04	PM PM PM
WEEKDAY SANTA PAUL	7 8 9 10 11	Santa Fagan Santa St. Santa Paula St Bar. Paula & Sebastian High Walden Park Blanch. School School	2:58 6:00	AM AM 6:04 AM 6:06 AM	6:28 6:30	AM AM 6:34 AM 6:36 AM	6:58 7:00	AM AM 7:04 AM 7:06 AM	7:35 7:37	AM AM AM 7:43 AM 7:43 AM	8:02 8:04 8:06	AM AM 8:10 AM 8:12 AM	8:30 8:32 8:34	AM AM 8:38 AM 8:40 AM	9:04 9:06	AM AM 9:12 AM 9:12 AM	9:32 9:34	AM AM 9:38 AM 9:40 AM	9:58 10:00 10:02 10:04	AM AM AM AM AM	10:32 10:34 10:36 10:38	AM AM AM AM	10:58 11:00 11:02 11:04	AM AM AM AM AM	11:32 11:34 11:36 11:38	AM AM AM AM AM	11:56 11:58 12:00 12:02 12:04	AM PM PM PM
WEEKDAY SANTA PAUL	6 7 8 9 10 11	Santa Fagan Santa St. Santa Blanch. Paula St Bar. Paula & Sebastian High Walden Park Blanch. School School	2:58 6:00	AM AM 6:04 AM 6:06 AM	6:28 6:30	AM AM 6:34 AM 6:36 AM	6:58 7:00	AM AM 7:04 AM 7:06 AM	7:33 7:35 7:37	AM AM AM 7:43 AM 7:43 AM	8:02 8:04 8:06	AM AM AM AM 8:10 AM 8:12 AM	8:30 8:32 8:34	AM AM AM 8:38 AM 8:40 AM	9:02 9:04 9:06	AM AM 9:10 AM 9:12 AM	9:32 9:34	AM AM 9:38 AM 9:40 AM	9:56 9:58 10:00 10:02 10:04	AM AM AM AM AM	10:32 10:34 10:36 10:38	AM AM AM AM	10:56 10:58 11:00 11:02 11:04	AM AM AM AM AM AM	11:32 11:34 11:36 11:38	AM AM AM AM AM AM	11:56 11:58 12:00 12:02 12:04	AM AM PM PM PM
WEEKDAY SANTA PAUL	58 6 7 8 9 10 11	Palm & Vons City Senior Blanch. Paula St Blanch Fagan Paula & Senior Senta Paula & Sebastian High Blanch School School School School	5:56 5:58 6:00	AM AM AM 6:06 AM 6:06 AM	6:26 6:28 6:30	AM AM AM 6:36 AM 6:36 AM	00:2 6:58 7:00	AM AM AM 7:04 AM 7:06 AM	7:33 7:35 7:37	AM AM AM AM 7:43 AM	8:00 8:02 8:04 8:06	<i>AM</i> AM AM AM 8:10 AM 8:12 AM	8:30 8:32 8:34	AM AM AM AM 8:38 AM 8:40 AM	9:02 9:04 9:06	AM AM AM AM 9:10 AM 9:12 AM	9:30 9:32 9:34	AM AM AM 9:38 AM 9:40 AM	9:56 9:58 10:00 10:02 10:04	AM AM AM AM AM AM	10:30 10:32 10:34 10:36 10:38	AM AM AM AM AM	10:56 10:58 11:00 11:02 11:04	AM AM AM AM AM AM	11:30 11:32 11:34 11:36 11:38	AM AM AM AM AM AW	11:54 11:56 11:58 12:00 12:02 12:04	AM AM PM PM PW PW
WEEKDAY SANTA PAUL	5A 5B 6 7 8 9 10 11	Vons Glen Santa Fagan Santa Santa Santa Santa City Blanch. Paula St Bar. Paula Bar. Paula Bar. Paula Bar. Paula Bar. Paula Bar. Center Semior Elem Walden Park Blanch. School School	5:54 5:56 5:58 6:00	AM AM AM 6:06 AM 6:06 AM	6:24 6:26 6:28 6:30	AM AM AM 6:36 AM 6:36 AM	6:54 6:56 6:58 7:00	AM AM AM 7:04 AM 7:06 AM	7:31 7:33 7:35 7:37	AM AM AM AM AM 7:41AM 7:43AM	8:00 8:02 8:04 8:06	AM AM AM AM AM 8:10 AM 8:12 AM	8:28 8:30 8:34	AM AM AM AM 8:38 AM 8:40 AM	9:00 9:02 9:04 9:06	AM AM AM AM 9:10 AM 9:12 AM	9:28 9:30 9:32 9:34	AM AM AM AM 9:38 AM 9:40 AM	9:54 9:56 9:58 10:00 10:02 10:04	AM AM AM AM AM AM AM	10:27 10:28 10:30 10:32 10:34 10:36 10:38	AM AM AM AM AM AM AM	10:52 10:54 10:56 10:58 11:00 11:02 11:04	AM AM AM AM AM AM AM	11:27 11:28 11:30 11:32 11:36 11:38	AM AM AM AM AM AM AM AM	11:52 11:54 11:56 11:58 12:00 12:02 12:04	AM AM PM PM PM PM
WEEKDAY SANTA PAUL	4 5A 5B 6 7 8 9 10 11	Palm & Vons City Senior Blanch. Paula St Blanch Fagan Paula & Senior Senta Paula & Sebastian High Blanch School School School School	5:54 5:56 5:58 6:00	AM AM AM 6:06 AM 6:06 AM	6:24 6:26 6:28 6:30	AM AM AM 6:36 AM 6:36 AM	6:54 6:56 6:58 7:00	AM AM AM 7:04 AM 7:06 AM	7:30 7:31 7:33 7:35 7:37	AM AM AM AM AM 7:41AM 7:43AM	7:59 8:00 8:02 8:04 8:06	AM AM AM AM AM 8:10 AM 8:12 AM	8:28 8:30 8:34	AM AM AM 8:38 AM 8:40 AM	9:00 9:02 9:04 9:06	AM AM AM AM 9:10 AM 9:12 AM	9:28 9:30 9:32 9:34	AM AM AM AM 9:38 AM 9:40 AM	9:54 9:56 9:58 10:00 10:02 10:04	AM AM AM AM AM AM AM AM	10:24 10:27 10:28 10:30 10:32 10:34 10:36 10:38	AM AM AM AM AM AM AM	10:49 10:52 10:54 10:56 10:58 11:00 11:02 11:04	AM AM AM AM AM AM AM	11:24 11:27 11:28 11:30 11:32 11:34 11:36 11:38	AM AM AM AM AM AM AM AM AM	11:49 11:54 11:54 11:56 11:58 12:00 12:04 12:04	AM AM AM PM PM PM PM
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	24	Santa Paula City Hall Depo	1:10	PM	1:35	PM	2:10	PM	2:41	PM	3:21	PM	3:41	PM	4:21	PM	4:41	PM	5:21	PM	5:41	PM	6:21	PM	6:41	PM	7:21	PM	7:41	PM
	23	Grace Thille Elem	1:07	PM	1:33	PM	2:07	PM	2:35	PM	3:15	PM	3:35	PM	4:15	PM	4:33	PM	5:12	PM	5:33	PM	6:12	PM	6:33	PM	7:12	PM	7:32	PM
	22	Boys and Girls Club - Hardin g Park	1:05	PM	1:31	PM	2:05	PM	2:33	PM	3:13	PM	3:33	PM	4:13	PM	4:31	PM	5:10	PM	5:31	PM	6:10	PM	6:31	PM	7:10	PM	7:30	PM
	21	Santa Paula Medica I Clinic	1:03	PM	1:29	PM	2:03	PM	2:31	PM	3:11	PM	3:31	PM	4:11	PM	4:29	PM	2:08	PM	5:29	PM	80:9	PM	6:59	PM	7:08	PM	7:28	PM
	20	Main and 12th	12:59	PM	1:25	PM	1:59	PM	2:27	PM	3:07	PM	3:27	PM	4:07	PM	4:25	PM	5:04	PM	5:25	PM	6:04	PM	6:25	PM	7:04	PM	7:24	PM
	19	Barbara Webste r Elem	12:57	PM	1:23	PM	1:57	PM	2:25	PM	3:05	PM	3:25	PM	4:05	PM	4:23	PM	5:02	PM	5:23	PM	6:02	PM	6:23	PM	7:02	PM	7:22	PM
	18	Richmd & N. 12 St.	12:55	PM	1:21	PM	1:55	PM	2:23	PM	3:03	PM	3:23	PM	4:03	PM	4:21	PM	2:00	PM	5:21	PM	00:9	PM	6:21	PM	7:00	PM	7:20	PM
	17	Royal Oaks & Ojai	12:52	PM	1:18	PM	1:52	PM	2:19	PM	2:59	PM	3:19	PM	3:59	PM	4:18	PM	4:57	PM	5:18	PM	5:57	PM	6:18	PM	6:57	PM	7:17	PM
	16	Bedell Elem	12:51	PM	1:17	PM	1:51	PM	2:18	PM	2:58	PM	3:18	PM	3:58	PM	4:17	PM	4:56	PM	5:17	PM	95:5	PM	6:17	PM	95:9	PM	7:16	PM
	15	Churc h of LDS	12:48	PM	1:14	PM	1:48	PM	2:14	PM	2:54	PM	3:14	PM	3:54	PM	4:14	PM	4:53	PM	5:14	PM	5:53	PM	6:14	PM	6:53	PM	7:13	PM
MES	14	Dom. Pizza	12:46	PM	1:12	PM	1:46	PM	2:12	PM	2:52	PM	3:12	PM	3:52	PM	4:12	PM	4:51	PM	5:12	PM	5:51	PM	6:12	PM	6:51	PM	7:11	PM
– PM TII	138	McKevi tt School		-					5:09	PM	5:49	PM	60:E	PM	3:49	PM										-		-		
JLATOR	13A	Santa Paula & N. Ojai St.	12:44	PM	1:10	PM	1:44	PM				i		İ		i	4:10	PM	4:49	PM	5:10	PM	5:49	PM	6:10	PM	6:49	PM	7:09	PM
LA CIRCL	12	St. Sebastia n Church	12:42	PM	1:08	PM	1:42	PM	2:07	PM	2:47	PM	3:07	PM	3:47	PM	4:08	PM	4:47	PM	2:08	PM	5:47	PM	80:9	PM	6:47	PM	7:07	PM
TA PAU	11	Santa Paula High	12:40	PM	1:06	PM	1:40	PM	2:05	PM	2:45	PM	3:05	PM	3:45	PM	4:06	PM	4:45	PM	90:5	PM	5:45	PM	90:9	PM	6:45	PM	7:05	PM
WEEKDAY SANTA PAULA CIRCULATOR – PM TIMES	10	St. Sebastian Sch	12:38	PM		1:04 PM		1:38 PM		2:03 PM		2:43 PM		3:03 PM		3:43 PM		4:04 PM		4:43 PM		5:04 PM		5:43 PM		6:04 PM		6:43 PM		7:03 PM
WEE	6	Santa Paula & Blanch	12:36	PM	1:02	PM	1:36	PM	2:01	PM	2:41	PM	3:01	PM	3:41	PM	4:02	PM	4:41	PM	5:02	PM	5:41	PM	6:02	PM	6:41	PM	7:01	PM
	8	Fagan Bar. Park	12:34	PM	1:00	PM	1:34	PM	1:59	PM	2:39	PM	2:59	PM	3:39	PM	4:00	PM	4:39	PM	2:00	PM	5:39	PM	00:9	PM	6:39	PM	6:29	PM
	7	Santa Paula & Walden	12:32	PM	12:58	PM	1:32	PM	1:57	PM	2:37	PM	2:57	PM	3:37	PM	3:58	PM	4:37	PM	4:58	PM	5:37	PM	5:58	PM	6:37	PM	6:57	PM
	9	Blanch. Elem	12:30	PM	12:56	PM	1:30	PM	1:55	PM	2:35	PM	2:55	PM	3:35	PM	3:56	PM	4:35	PM	4:56	PM	5:35	PM	9:56	PM	6:35	PM	6:55	PM
	58	Glen City Sch. Senior Center		l	12:54	PM			1:53	PM	2:33	PM	2:53	PM	3:33	PM	3:54	PM			4:54	PM			5:54	PM		-		
	5A	Vons	12:28	PM		-	1:28	PM				-		-		-			4:33	PM		-	5:33	PM		-	6:33	PM	6:53	PM
	4	Palm & Harvar d	12:27	PM	12:52	PM	1:27	PM	1:52	PM	2:32	PM	2:52	PM	3:32	PM	3:52	PM	4:32	PM	4:52	PM	5:32	PM	5:52	PM	6:32	PM	6:52	PM
	38	Isbell School		-		-			1:49	PM	5:29	PM	2:49	ΡM	3:29	PM														-
	3A	Main & Palm	12:24	PM	12:49	PM	1:24	PM									3:49	PM	4:29	PM	4:49	PM	5:29	PM	5:49	PM	6:59	PM	6:49	PM
	2	Ebell	12:22	PM	12:47	PM	1:22	PM	1:47	PM	2:27	PM	2:47	PM	3:27	PM	3:47	PM	4:27	PM	4:47	PM	5:27	PM	5:47	PM	6:27	PM	6:47	PM
	1	Santa Paula City Hall	12:20	PM	12:45	PM	1:20	PM	1:45	PM	2:25	PM	2:45	PM	3:25	PM	3:45	PM	4:25	PM	4:45	PM	5:25	PM	5:45	PM	6:25	PM	6:45	PM

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Santa Paula City Hal	8:41 AM	9:10 AM	9:41 AM

 | AM AM | 11:10 | 11.35
 | AM | 12:10
PM | 12:35 | PM | 1:10 | PM
 | 1:35 | PM | 2:10 | 2.41 | E M
 | 3:21 | PM | 3:41 | PM | 4:21
 | PM | 4:41 | M : | 5:21 | 7 P.W | PM
PM |
| Grace
Thille
Elem | 8:41
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AM | 9:38
AM | 10:07 | AM C

 | AM AM | 11:07 | 11.32
 | AM | 12:07
PM | 12:32 | PM | 1:07 | PM
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 | 3:14 | PM | 3:34 | PM | 4:14
 | PM | 4:32 | M : | 5:12
PM | FINI
5:37 | 2:32
PM |
| Boys &
Girls -
Harding
Park | 8:39 AM | 9:05 AM | 9:36 AM | 10:05 | AM
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 | AM | 12:05
PM | 12:30 | PM | | 1:05 PM
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 | | 3:12 PM | | 3:32 PM |
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| Santa
Paula
Medical
Clinic | 8:37
AM | 9:03
AM | 9:34
AM | 10:03 | AM

 | AM
AM | 11:03 | 11.28
 | AM | 12:03
PM | 12:28 | PM | 1:03 | PM
 | 1:28 | PM | 2:03 | 2:30 | PM E
 | 3:10 | PM | 3:30 | PM | 4:10
 | PM | 4:28 | PIM : | 5:08 | FIVI | PM |
| Main &
12th | 8:33
AM | 8:59
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AM | 6:26 | AM
C.O.

 | 10:24
AM | 10:59 | 11.24
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 | 3:06 | PM | 3:26 | PM | 4:06
 | PM | 4:24 | PIM : | 5:04
PM | LIVI
F.24 | 9.24
PM |
| Barbara
Webster
Elem | 8:31
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AM | 10:57 | 11.22
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 | 3:04 | PM | 3:24 | PM | 4:04
 | PM | 4:22 | MA : | 5:02 | F.22 | 9:44
PM |
| Richmd.
& N. 12
St. | 8:29
AM | 8:55
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 | PM | 4:20 | MA : | 5:00 | INI C | PM |
| Royal
Oaks &
Ojai Rd. | 8:26
AM | 8:52
AM | 9:23
AM | 9:52 | AM
10:11

 | AM
AM | 10:52 | 11.17
 | AM | 11:52
AM | 12:17 | PM | 12:52 | PM
 | 1:17 | PM | 1:52 | 3.10 | PM
 | 2:58 | PM | 3:18 | PM | 3:58
 | PM | 4:17 | PIM | 4:57
PM | FIVI | PM
PM |
| Bedell | 8:25
AM | 8:51
AM | 9:22
AM | 9:51 | AM
20:30

 | AM | 10:51 | 11.16
 | AM | 11:51
AM | 12:16 | PM | 12:51 | PM
 | 1:16 | PM | 1:51 | 2.17 | PM
 | 2:57 | PM | 3:17 | PM | 3:57
 | PM | 4:16 | PIM | 4:56
PM | 7.1VI | PM |
| Church of
LDS | 8:21 AM | 8:48 AM | 9:19 AM | | 9:48 AM

 | AM
AM | 10:48 | 11·13
 | AM | 11:48
AM | 12:13 | PM | 12:48 | PM
 | | 1:13 PM | 1.40 DRA | T:40 LIA | 2:13 PM
 | | 2:53 PM | | 3:13 PM |
 | 3:53 PM | 240 | 4:13 PM | 4.E2 DM | 4:55 PIVI | 5:13 PM |
| Dom.
Pizza | 8:19 AM | 8:46 AM | 9:17 AM | | 9:46 AM

 | AM | 10:46 | 11:11
 | AM | 11:46
AM | 12:11 | PM | 12:46 | PM
 | | 1:11 PM | 1.46 DM | T:40 LIA | 2:11 PM
 | | 2:51 PM | | 3:11 PM |
 | 3:51 PM | 240 | 4:11 PM | 4.E1 DM | 4:51 PIVI | 5:11 PM |
| Santa
Paula & N.
Ojai St. | 8:16 AM | 8:44 AM | 9:15 AM | | 9:44 AM

 | AM
AM | 10:44 | 11:09
 | AM | 11:44
AM | 12:09 | PM | 12:44 | PM
 | | 1:09 PM | 1.44 DRA | F: 44 L IA | 2:09 PM
 | | 2:49 PM | | 3:09 PM | ,
 | 3:49 PM | 00.00 | 4:09 PIM | 4.40 DM | 4:49 PIVI | 5:09 PM |
| St.
Sebastian
Ch. | 8:14 AM | 8:42 AM | 9:13 AM | | 9:42 AM

 | AM
AM | 10:42 | 11.07
 | AM | 11:42
AM | 12:07 | PM | 12:42 | PM
 | | 1:07 PM | 1.42 DAG | 1.42 r IVI | 2:07 PM
 | | 2:47 PM | | 3:07 PM |
 | 3:47 PM | 0 | 4:07 PIM | 4.47 DM | 4:47 PIVI | 5:07 PM |
| Santa
Paula
High | 8:12 AM | 8:40 AM | 9:11 AM | | 9:40 AM

 | AM | 10:40 | 11:05
 | AM S | 11:40
AM | 12:05 | PM | 12:40 | PM
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 | | 2:45 PM | | |
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| Sta.
Barbara
& N.
5th St. | 8:10
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 | AM S | 11:38
AM | 12:03 | PM | 12:38 | PM
 | 1:03 | PM | 1:38 | 2.02 | P. 2
 | 2:43 | PM | 3:03 | PM | 3:43
 | PM | 4:03 | M. | 4:43
PM | NN. | PM P |
| Santa
Paula &
Blanch | 8:08
AM | 8:36
AM | 9:07
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 | AM | 10:36 | 11.01
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AM | 12:01 | PM | 12:36 | PM
 | 1:01 | PM | 1:36 | 2.01 | PM
PM
 | 2:41 | PM | 3:01 | PM | 3:41
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PM | N C | PM |
| Fagan
Bar. Park | 8:06
AM | 8:34
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2:5

 | AM
AM | 10:34 | 10.59
 | AM | 11:34
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 | 12:59 | PM | 1:34 | 1.50 | PN F
 | 2:39 | PM | 2:59 | PM | 3:39
 | PM | 3:59 | PIM | 4:39
DM | A-50 | PM |
| Santa
Paula /
Walden
(Lifeway) | 8:04 AM | 8:32 AM | 9:03 AM | | 9:32 AM

 | 9:57 AM | 10:32 | 10.57
 | AM. | 11:32
AM | 11:57 | AM | 12:32 | PM
 | 12:57 | PM | 1.32 DAG | 1.32 F IVI | 1:57 PM
 | | 2:37 PM | | 2:57 PM |
 | 3:37 PM | | 3:57 PM | A-27 DM | 4:37 PIN | 4:57 PM |
| Blanch
Elem | 8:02
AM | 8:30
AM | 9:01
AM | 9:30 | AM

 | 9:55
AM | 10:30 | 10.55
 | AM
AM | 11:30
AM | 11:55 | AM | 12:30 | PM
 | 12:55 | PM | 1:30 | 1.55 | PM
 | 2:35 | PM | 2:55 | PM | 3:35
 | PM | 3:55 | MA : | 4:35 | NYI
Z | PM |
| Vons | 8:00
AM | 8:28
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AM | 9:28 | AM
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AM | 10:28 | 10.53
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June 25, 2014

MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, VCTC

SUBJECT: PROPOSED FARE SCHEDULE

RECOMMENDATION:

Receive the proposed Fare Schedule

- Receive any public comments regarding the proposed Fare Schedule.
- Recommend proposed Fare Schedule
- Discuss additional Fare Media Options

BACKGROUND AND DISCUSSION:

At the prior HVPAC meeting the members discussed the need to establish a fare policy and structure for the new fixed route service that would be attractive to riders and meet the objectives outlined in the Heritage Valley Transit Study. Similarly, the Committee discussed the fare structure currently in place for the Heritage Valley Dial-a-ride program, as well as the VISTA intercity system. Through discussion, the Committee provided multiple perspectives with regard to fare structure and implementation. The following goals were identified for any proposed fare schedule:

- To attract ridership for new the fixed route service, including school age riders by creating a discount fare for youth;
- Provide equitable passenger cost relative to other similar systems in the County;
- For farebox recovery that meets mandated levels.

Staff proposes the following fare structure and implementation schedule:

Fare Type	Current		Proposed	
rate Type	Current	Jan 1 - June 30	July 1 - Dec 31	Jan 1 - June 30
Dial-a-ride Adult/Student	\$1.75	\$1.75	\$2.00	\$2.50
Dial-a-ride Children < 5	Free	Free	Free	Free
Dial-a-ride Senior / Disabled	\$0.85	\$0.85	\$1.00	\$1.25
Fixed Route Adult	N/A	\$1.00	\$1.25	\$1.25
Fixed Route Youth (<18)	N/A	\$0.50	\$0.60	\$0.60
Fixed Route Children Under 5	N/A	Free	Free	Free
Fixed Route Senior/Disabled	N/A	\$0.50	\$0.60	\$0.60

(Cont.)

Heritage Valley Transit Service Technical Advisory Committee Agenda Item #7 June 25, 2014 Proposed Fare Schedule (Cont.)

Santa Paula Commuter Route	\$1.75	Discontinued	Discontinued	Discontinued
ADA Paratransit	\$3.50	\$2.00	\$2.50	\$2.50

NOTES

"Fixed Route" = New Santa Paula and Fillmore Circulators

ADA Paratransit Fares tied to Circulator/Fixed Route Fares

In addition to the above cash fare structure, staff recommends the Committees consider additional fare media options, such as allowance for transfers, monthly passes, or bulk ride discounts. VCTC offers the following fare media on the VISTA intercity system and current Dial-a-ride program:

Pass Type	Dial-A-ride	VISTA
Day Pass Dial-a-ride and VISTA		
Regular VISTA Monthly Pass	N/A	\$50.00
Dial-a-ride Monthly Pass	\$20.00	N/A
Premium (DAR + VISTA)	\$60.00	\$60.00
Inter-county VISTA	N/A	\$105.00

While VCTC staff recommends that the TAC consider at least the inclusion of a day pass, as well as transfer option between VISTA, the Dial-a-ride and circulator routes, the path for what other passes to offer and at what price remains up for consideration and was not a contained in the Heritage Valley Study's recommendations nor prior discussions with VCTC staff and the HVPAC. VCTC staff suggests this matter be discussed at current TAC and upcoming PAC meetings and for staff to return at the next TAC meeting with recommendations for proposed fare media in addition to cash fares outlined above.



June 25, 2014

MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, VCTC

SUBJECT: NAMING AND BRANDING OF FUTURE HERITAGE VALLEY TRANSIT SERVICE

RECOMMENDATION:

Discuss Naming and Branding Process for Heritage Valley Transit Service

BACKGROUND AND DISCUSSION:

The new Heritage Valley Transit Service (HVTS) is scheduled to begin January 1, 2015. Part of the startup process will be develop a system name, general brand design as well as branding of vehicles, fare media and other informational items, such as website an rider materials. VCTC staff present this item to the TAC for discussion to begin on this very important process.

Staff proposes that the TAC identify a recommended course of action for the HVPAC's consideration.