



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.



Item #5

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.



Item #6

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 on-demand 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.

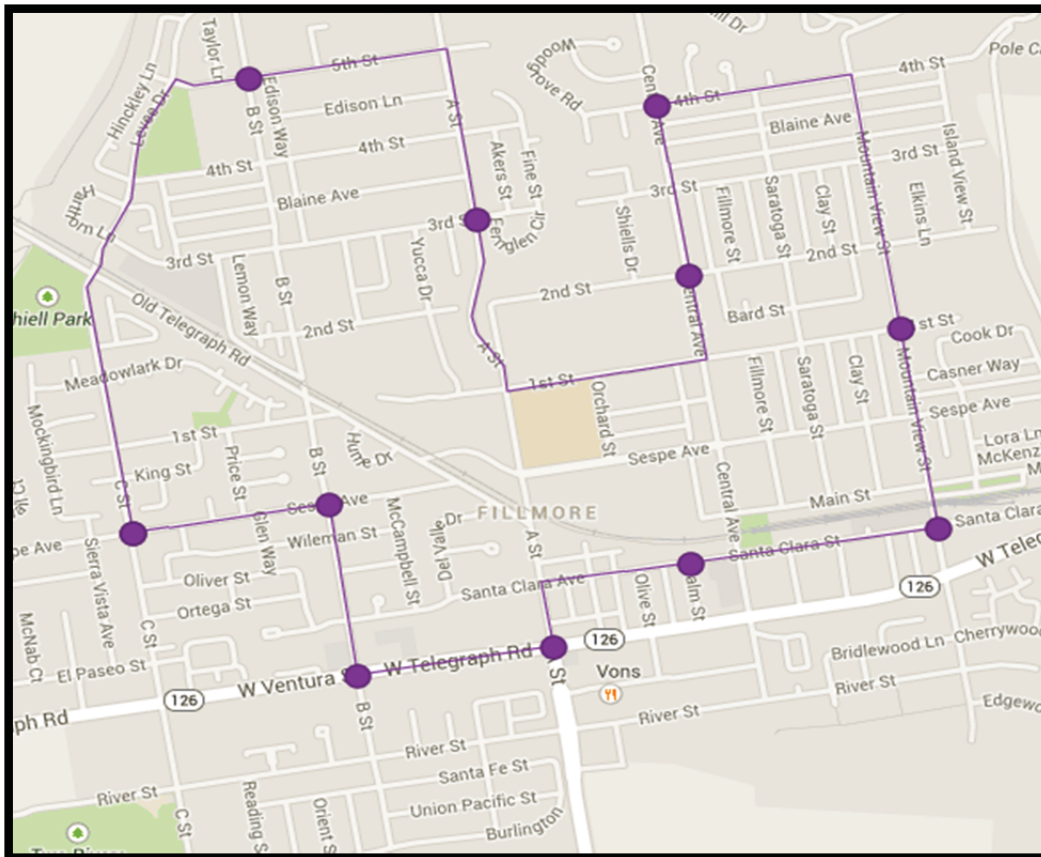
Per Federal regulations mandated by the Americans with Disability Act (ADA) additional paratransit service will be made available during the proposed fixed route hours of operation, and, in the new service areas. Demand for ADA service is expected to be mitigated by the pre-existing dial-a-ride service. 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

<u>FEATURE</u>	<u>SANTA PAULA</u>	<u>FILLMORE</u>
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)

Proposed Service Levels: Circulator Routes and Hours of Service

City of Fillmore



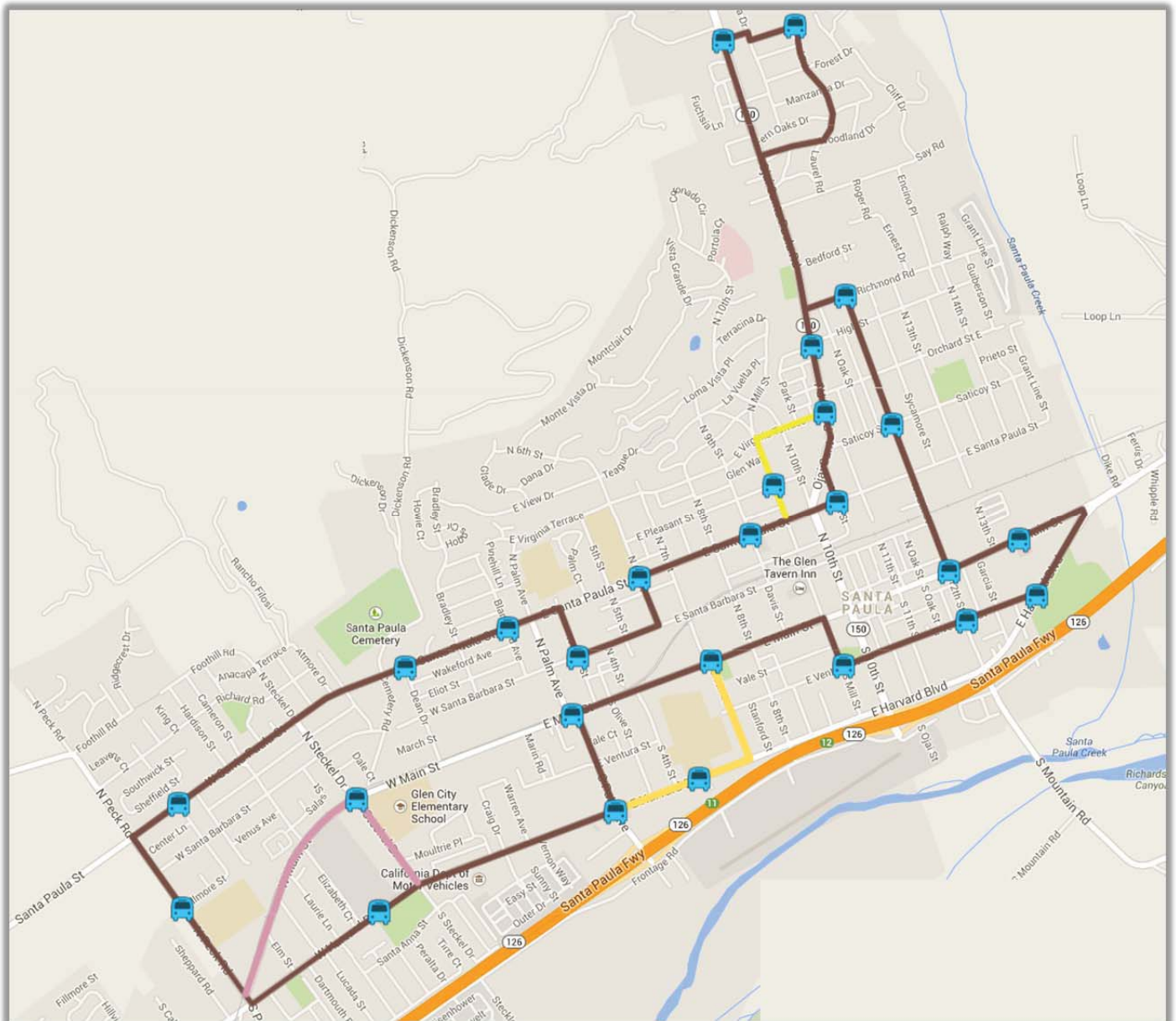
Label	Stop Name	Stop Location
A	Fillmore VISTA Bus Stop	Santa Clara and Palm Fillmore CA
B	Super A Shopping Center	W Telegraph Road and A Street Fillmore CA
C	7-Eleven	W Telegraph Road and B Street Fillmore CA
D	Corner of B & Sespe Ave	B Street and Sespe Ave Fillmore CA
E	Corner of C & Sespe Ave	C Street 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
H	Fillmore Library	2nd Street and Central Fillmore CA
I	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 Fillmore Circulator											
Fillmore 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	Fillmore 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 Fillmore Circulator											
Fillmore 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	Fillmore 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	<u>Santa Paula City Hall Depot</u>	<u>E. Ventura Street and South Mill Street</u>
2	Ebell Park	Main at N. 7th Street
3A	<i>Main and Palm</i>	<i>E Main at Palm Ave.</i>
3B	<i>Isbell School</i>	<i>Harvard Blvd and S. 4th Street</i>
4	Palm and Harvard	Palm and Harvard
5A	<i>Vons Shopping Center</i>	<i>Harvard and Steckel</i>
5B	<i>Glen City School / SP Senior Center</i>	<i>Steckel and Main St.</i>
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	<i>Santa Paula and N. Ojai St.</i>	<i>E Santa Paula and N Ojai St</i>
13B	<i>McKevitt School</i>	<i>N Mill Street and Pleasant Street</i>
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	<u>Santa Paula City Hall Depot</u>	<u>E. Ventura Street and South Mill Street</u>

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.

WEEKDAY SANTA PAULA CIRCULATOR - AM TIMES

1	2	3A	3B	4	5A	5B	6	7	8	9	10	11	12	13A	13B	14	15	16	17	18	19	20	21	22	23	24
Santa Paula City Hall	Ebell Park	Main & Palm	Isbell School	Palm & Harvard	Vons Center	Glen City Sch. Senior Center	Blanch. Elem	Santa Paula St & Walden	Fagan Bar. Park	Santa Paula & Blanch.	St. Sebastian School	Santa Paula High School	St. Sebastian Church	Santa Paula and N. Ojai St.	McKevitt School	Dom. Pizza	Church of LDS	Bedell Elem	Royal Oaks & Ojai Rd.	Richmond and N. 12 St.	Barbara Webster Elem	Main & 12th	Santa Paula Medical Clinic	Boys & Girls Club - Harding Park	Grace Thille Elem	Santa Paula City Hall
5:45 AM	5:47 AM	5:49 AM	5:49 AM	5:52 AM	5:54 AM	5:56 AM	5:58 AM	5:58 AM	6:00 AM	6:02 AM	6:04 AM	6:06 AM	6:08 AM	6:10 AM	6:10 AM	6:13 AM	6:15 AM	6:19 AM	6:20 AM	6:24 AM	6:26 AM	6:28 AM	6:32 AM	6:34 AM	6:36 AM	6:41 AM
6:15 AM	6:17 AM	6:19 AM	6:19 AM	6:22 AM	6:24 AM	6:26 AM	6:28 AM	6:28 AM	6:30 AM	6:32 AM	6:34 AM	6:36 AM	6:38 AM	6:40 AM	6:40 AM	6:43 AM	6:45 AM	6:49 AM	6:50 AM	6:54 AM	6:56 AM	6:58 AM	7:02 AM	7:04 AM	7:06 AM	7:11 AM
6:45 AM	6:47 AM	6:49 AM	6:49 AM	6:52 AM	6:54 AM	6:56 AM	6:58 AM	6:58 AM	7:00 AM	7:02 AM	7:04 AM	7:06 AM	7:08 AM	7:10 AM	7:10 AM	7:13 AM	7:15 AM	7:19 AM	7:20 AM	7:24 AM	7:26 AM	7:28 AM	7:32 AM	7:34 AM	7:36 AM	7:41 AM
7:20 AM	7:22 AM	7:24 AM	7:27 AM	7:30 AM	7:32 AM	7:33 AM	7:35 AM	7:35 AM	7:37 AM	7:39 AM	7:41 AM	7:43 AM	7:45 AM	7:47 AM	7:47 AM	7:50 AM	7:52 AM	7:56 AM	7:57 AM	8:01 AM	8:03 AM	8:05 AM	8:09 AM	8:11 AM	8:13 AM	8:16 AM
*7:51 AM	7:53 AM	7:55 AM	7:56 AM	7:59 AM	8:01 AM	8:02 AM	8:04 AM	8:04 AM	8:06 AM	8:08 AM	8:10 AM	8:12 AM	8:14 AM	8:16 AM	8:16 AM	8:19 AM	8:21 AM	8:25 AM	8:26 AM	8:29 AM	8:31 AM	8:33 AM	8:37 AM	8:39 AM	8:41 AM	8:41 AM
8:20 AM	8:22 AM	8:24 AM	8:27 AM	8:27 AM	8:28 AM	8:30 AM	8:32 AM	8:32 AM	8:34 AM	8:36 AM	8:38 AM	8:40 AM	8:42 AM	8:44 AM	8:44 AM	8:46 AM	8:48 AM	8:51 AM	8:52 AM	8:55 AM	8:57 AM	8:59 AM	9:03 AM	9:05 AM	9:07 AM	9:10 AM
8:51 AM	8:53 AM	8:55 AM	8:58 AM	8:58 AM	9:00 AM	9:02 AM	9:04 AM	9:04 AM	9:06 AM	9:08 AM	9:10 AM	9:12 AM	9:14 AM	9:16 AM	9:16 AM	9:18 AM	9:20 AM	9:23 AM	9:24 AM	9:27 AM	9:29 AM	9:31 AM	9:35 AM	9:37 AM	9:41 AM	9:41 AM
9:20 AM	9:22 AM	9:24 AM	9:27 AM	9:27 AM	9:28 AM	9:30 AM	9:32 AM	9:32 AM	9:34 AM	9:36 AM	9:38 AM	9:40 AM	9:42 AM	9:44 AM	9:44 AM	9:46 AM	9:48 AM	9:51 AM	9:52 AM	9:55 AM	9:57 AM	9:59 AM	10:03 AM	10:05 AM	10:07 AM	10:10 AM
9:45 AM	9:47 AM	9:49 AM	9:52 AM	9:52 AM	9:54 AM	9:56 AM	9:58 AM	9:58 AM	10:00 AM	10:02 AM	10:04 AM	10:06 AM	10:08 AM	10:10 AM	10:10 AM	10:12 AM	10:14 AM	10:17 AM	10:18 AM	10:21 AM	10:23 AM	10:25 AM	10:29 AM	10:31 AM	10:33 AM	10:35 AM
10:20 AM	10:22 AM	10:24 AM	10:27 AM	10:27 AM	10:28 AM	10:30 AM	10:32 AM	10:32 AM	10:34 AM	10:36 AM	10:38 AM	10:40 AM	10:42 AM	10:44 AM	10:44 AM	10:46 AM	10:48 AM	10:51 AM	10:52 AM	10:55 AM	10:57 AM	10:59 AM	11:03 AM	11:05 AM	11:07 AM	11:10 AM
10:45 AM	10:47 AM	10:49 AM	10:52 AM	10:52 AM	10:54 AM	10:56 AM	10:58 AM	10:58 AM	11:00 AM	11:02 AM	11:04 AM	11:06 AM	11:08 AM	11:10 AM	11:10 AM	11:12 AM	11:14 AM	11:17 AM	11:18 AM	11:21 AM	11:23 AM	11:25 AM	11:29 AM	11:31 AM	11:33 AM	11:35 AM
11:20 AM	11:22 AM	11:24 AM	11:27 AM	11:27 AM	11:28 AM	11:30 AM	11:32 AM	11:32 AM	11:34 AM	11:36 AM	11:38 AM	11:40 AM	11:42 AM	11:44 AM	11:44 AM	11:46 AM	11:48 AM	11:51 AM	11:52 AM	11:55 AM	11:57 AM	11:59 AM	12:03 PM	12:05 PM	12:07 PM	12:10 PM
11:45 AM	11:47 AM	11:49 AM	11:52 AM	11:52 AM	11:54 AM	11:56 AM	11:58 AM	11:58 AM	12:00 PM	12:02 PM	12:04 PM	12:06 PM	12:08 PM	12:10 PM	12:10 PM	12:12 PM	12:14 PM	12:17 PM	12:18 PM	12:21 PM	12:23 PM	12:25 PM	12:29 PM	12:31 PM	12:33 PM	12:35 PM

WEEKDAY SANTA PAULA CIRCULATOR – PM TIMES																										
1	2	3A	3B	4	5A	5B	6	7	8	9	10	11	12	13A	13B	14	15	16	17	18	19	20	21	22	23	24
Santa Paula City Hall	Ebell Park	Main & Palm	Isbell School	Palm & Harvard	Vons Center	Glen City Sch. Senior Center	Blanch. Elem	Santa Paula & Walden	Fagan Bar. Park	Santa Paula & Blanch	St. Sebastian Sch	Santa Paula High	St. Sebastian Church	Santa Paula & N. Ojai St.	McKevitt School	Dom. Pizza	Church of LDS	Bedell Elem	Royal Oaks & Ojai	Richmond & N. 12 St.	Barbara Webster Elem	Main and 12th	Santa Paula Medical Clinic	Boys and Girls Club - Harding Park	Grace Thille Elem	Santa Paula City Hall Depot
12:20 PM	12:22 PM	12:24 PM		12:27 PM	12:28 PM		12:30 PM	12:32 PM	12:34 PM	12:36 PM	12:38 PM	12:40 PM	12:42 PM	12:44 PM		12:46 PM	12:48 PM	12:51 PM	12:52 PM	12:55 PM	12:57 PM	12:59 PM	1:03 PM	1:05 PM	1:07 PM	1:10 PM
12:45 PM	12:47 PM	12:49 PM		12:52 PM		12:54 PM	12:56 PM	12:58 PM	1:00 PM	1:02 PM	1:04 PM	1:06 PM	1:08 PM	1:10 PM		1:12 PM	1:14 PM	1:17 PM	1:18 PM	1:21 PM	1:23 PM	1:25 PM	1:29 PM	1:31 PM	1:33 PM	1:35 PM
1:20 PM	1:22 PM	1:24 PM		1:27 PM	1:28 PM		1:30 PM	1:32 PM	1:34 PM	1:36 PM	1:38 PM	1:40 PM	1:42 PM	1:44 PM		1:46 PM	1:48 PM	1:51 PM	1:52 PM	1:55 PM	1:57 PM	1:59 PM	2:03 PM	2:05 PM	2:07 PM	2:10 PM
1:45 PM	1:47 PM		1:49 PM	1:52 PM		1:53 PM	1:55 PM	1:57 PM	1:59 PM	2:01 PM	2:03 PM	2:05 PM	2:07 PM		2:09 PM	2:12 PM	2:14 PM	2:18 PM	2:19 PM	2:23 PM	2:25 PM	2:27 PM	2:31 PM	2:33 PM	2:35 PM	2:41 PM
2:25 PM	2:27 PM		2:29 PM	2:32 PM		2:33 PM	2:35 PM	2:37 PM	2:39 PM	2:41 PM	2:43 PM	2:45 PM	2:47 PM		2:49 PM	2:52 PM	2:54 PM	2:58 PM	2:59 PM	3:03 PM	3:05 PM	3:07 PM	3:11 PM	3:13 PM	3:15 PM	3:21 PM
2:45 PM	2:47 PM		2:49 PM	2:52 PM		2:53 PM	2:55 PM	2:57 PM	2:59 PM	3:01 PM	3:03 PM	3:05 PM	3:07 PM		3:09 PM	3:12 PM	3:14 PM	3:18 PM	3:19 PM	3:23 PM	3:25 PM	3:27 PM	3:31 PM	3:33 PM	3:35 PM	3:41 PM
3:25 PM	3:27 PM		3:29 PM	3:32 PM		3:33 PM	3:35 PM	3:37 PM	3:39 PM	3:41 PM	3:43 PM	3:45 PM	3:47 PM		3:49 PM	3:52 PM	3:54 PM	3:58 PM	3:59 PM	4:03 PM	4:05 PM	4:07 PM	4:11 PM	4:13 PM	4:15 PM	4:21 PM
3:45 PM	3:47 PM	3:49 PM		3:52 PM		3:54 PM	3:56 PM	3:58 PM	4:00 PM	4:02 PM	4:04 PM	4:06 PM	4:08 PM	4:10 PM		4:12 PM	4:14 PM	4:17 PM	4:18 PM	4:21 PM	4:23 PM	4:25 PM	4:29 PM	4:31 PM	4:33 PM	4:41 PM
4:25 PM	4:27 PM	4:29 PM		4:32 PM	4:33 PM		4:35 PM	4:37 PM	4:39 PM	4:41 PM	4:43 PM	4:45 PM	4:47 PM	4:49 PM		4:51 PM	4:53 PM	4:56 PM	4:57 PM	5:00 PM	5:02 PM	5:04 PM	5:08 PM	5:10 PM	5:12 PM	5:21 PM
4:45 PM	4:47 PM	4:49 PM		4:52 PM		4:54 PM	4:56 PM	4:58 PM	5:00 PM	5:02 PM	5:04 PM	5:06 PM	5:08 PM	5:10 PM		5:12 PM	5:14 PM	5:17 PM	5:18 PM	5:21 PM	5:23 PM	5:25 PM	5:29 PM	5:31 PM	5:33 PM	5:41 PM
5:25 PM	5:27 PM	5:29 PM		5:32 PM	5:33 PM		5:35 PM	5:37 PM	5:39 PM	5:41 PM	5:43 PM	5:45 PM	5:47 PM	5:49 PM		5:51 PM	5:53 PM	5:56 PM	5:57 PM	6:00 PM	6:02 PM	6:04 PM	6:08 PM	6:10 PM	6:12 PM	6:21 PM
5:45 PM	5:47 PM	5:49 PM		5:52 PM		5:54 PM	5:56 PM	5:58 PM	6:00 PM	6:02 PM	6:04 PM	6:06 PM	6:08 PM	6:10 PM		6:12 PM	6:14 PM	6:17 PM	6:18 PM	6:21 PM	6:23 PM	6:25 PM	6:29 PM	6:31 PM	6:33 PM	6:41 PM
6:25 PM	6:27 PM	6:29 PM		6:32 PM	6:33 PM		6:35 PM	6:37 PM	6:39 PM	6:41 PM	6:43 PM	6:45 PM	6:47 PM	6:49 PM		6:51 PM	6:53 PM	6:56 PM	6:57 PM	7:00 PM	7:02 PM	7:04 PM	7:08 PM	7:10 PM	7:12 PM	7:21 PM
6:45 PM	6:47 PM	6:49 PM		6:52 PM	6:53 PM		6:55 PM	6:57 PM	6:59 PM	7:01 PM	7:03 PM	7:05 PM	7:07 PM	7:09 PM		7:11 PM	7:13 PM	7:16 PM	7:17 PM	7:20 PM	7:22 PM	7:24 PM	7:28 PM	7:30 PM	7:32 PM	7:41 PM
PM	PM	PM		PM	PM		PM	PM	PM	PM	7:03 PM	PM	PM	PM		PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM

WEEKEND SANTA PAULA CIRCULATOR CIRCULATOR

Santa Paula City Hall	Ebell Park	Main & Palm	Palm & Harvard	Vons Center	Blanch Elem	Santa Paula / Walden (Lifeway)	Fagan Bar. Park	Santa Paula & Blanch	Sta. Barbara & N. 5th St.	Santa Paula High	St. Sebastian Ch.	Santa Paula & N. Ojai St.	Dom. Pizza	Church of LDS	Bedell Elem	Royal Oaks & Ojai Rd.	Richmd. & N. 12 St.	Barbara Webster Elem	Main & 12th	Santa Paula Medical Clinic	Boys & Girls - Harding Park	Grace Thille Elem	Santa Paula City Hall
7:51 AM	7:53 AM	7:56 AM	7:59 AM	8:00 AM	8:02 AM	8:04 AM	8:06 AM	8:08 AM	8:10 AM	8:12 AM	8:14 AM	8:16 AM	8:19 AM	8:21 AM	8:25 AM	8:26 AM	8:29 AM	8:31 AM	8:33 AM	8:37 AM	8:39 AM	8:41 AM	8:41 AM
8:20 AM	8:22 AM	8:24 AM	8:27 AM	8:28 AM	8:30 AM	8:32 AM	8:34 AM	8:36 AM	8:38 AM	8:40 AM	8:42 AM	8:44 AM	8:46 AM	8:48 AM	8:51 AM	8:52 AM	8:55 AM	8:57 AM	8:59 AM	9:03 AM	9:05 AM	9:10 AM	9:10 AM
8:51 AM	8:53 AM	8:55 AM	8:58 AM	8:59 AM	9:01 AM	9:03 AM	9:05 AM	9:07 AM	9:09 AM	9:11 AM	9:13 AM	9:15 AM	9:17 AM	9:19 AM	9:22 AM	9:23 AM	9:26 AM	9:28 AM	9:30 AM	9:34 AM	9:36 AM	9:38 AM	9:41 AM
9:20 AM	9:22 AM	9:24 AM	9:27 AM	9:28 AM	9:30 AM	9:32 AM	9:34 AM	9:36 AM	9:38 AM	9:40 AM	9:42 AM	9:44 AM	9:46 AM	9:48 AM	9:51 AM	9:52 AM	9:55 AM	9:57 AM	9:59 AM	10:03 AM	10:05 AM	10:07 AM	10:10 AM
9:45 AM	9:47 AM	9:49 AM	9:52 AM	9:53 AM	9:55 AM	9:57 AM	9:59 AM	10:01 AM	10:03 AM	10:05 AM	10:07 AM	10:09 AM	10:11 AM	10:13 AM	10:16 AM	10:17 AM	10:20 AM	10:22 AM	10:24 AM	10:28 AM	10:30 AM	10:32 AM	10:35 AM
10:20 AM	10:22 AM	10:24 AM	10:27 AM	10:28 AM	10:30 AM	10:32 AM	10:34 AM	10:36 AM	10:38 AM	10:40 AM	10:42 AM	10:44 AM	10:46 AM	10:48 AM	10:51 AM	10:52 AM	10:55 AM	10:57 AM	10:59 AM	11:03 AM	11:05 AM	11:07 AM	11:10 AM
10:45 AM	10:47 AM	10:49 AM	10:52 AM	10:53 AM	10:55 AM	10:57 AM	10:59 AM	11:01 AM	11:03 AM	11:05 AM	11:07 AM	11:09 AM	11:11 AM	11:13 AM	11:16 AM	11:17 AM	11:20 AM	11:22 AM	11:24 AM	11:28 AM	11:30 AM	11:32 AM	11:35 AM
11:20 AM	11:22 AM	11:24 AM	11:27 AM	11:28 AM	11:30 AM	11:32 AM	11:34 AM	11:36 AM	11:38 AM	11:40 AM	11:42 AM	11:44 AM	11:46 AM	11:48 AM	11:51 AM	11:52 AM	11:55 AM	11:57 AM	11:59 AM	12:03 AM	12:05 AM	12:07 AM	12:10 AM
11:45 AM	11:47 AM	11:49 AM	11:52 AM	11:53 AM	11:55 AM	11:57 AM	11:59 AM	12:01 PM	12:03 PM	12:05 PM	12:07 PM	12:09 PM	12:11 PM	12:13 PM	12:16 PM	12:17 PM	12:20 PM	12:22 PM	12:24 PM	12:28 PM	12:30 PM	12:32 PM	12:35 PM
12:20 PM	12:22 PM	12:24 PM	12:27 PM	12:28 PM	12:30 PM	12:32 PM	12:34 PM	12:36 PM	12:38 PM	12:40 PM	12:42 PM	12:44 PM	12:46 PM	12:48 PM	12:51 PM	12:52 PM	12:55 PM	12:57 PM	12:59 PM	1:03 PM	1:05 PM	1:07 PM	1:10 PM
12:45 PM	12:47 PM	12:49 PM	12:52 PM	12:53 PM	12:55 PM	12:57 PM	12:59 PM	1:01 PM	1:03 PM	1:05 PM	1:07 PM	1:09 PM	1:11 PM	1:13 PM	1:16 PM	1:17 PM	1:20 PM	1:22 PM	1:24 PM	1:28 PM	1:30 PM	1:32 PM	1:35 PM
1:20 PM	1:22 PM	1:24 PM	1:27 PM	1:28 PM	1:30 PM	1:32 PM	1:34 PM	1:36 PM	1:38 PM	1:40 PM	1:42 PM	1:44 PM	1:46 PM	1:48 PM	1:51 PM	1:52 PM	1:55 PM	1:57 PM	1:59 PM	2:03 PM	2:05 PM	2:07 PM	2:10 PM
1:45 PM	1:47 PM	1:49 PM	1:52 PM	1:53 PM	1:55 PM	1:57 PM	1:59 PM	2:01 PM	2:03 PM	2:05 PM	2:07 PM	2:09 PM	2:11 PM	2:13 PM	2:17 PM	2:18 PM	2:22 PM	2:24 PM	2:26 PM	2:30 PM	2:32 PM	2:34 PM	2:41 PM
2:25 PM	2:27 PM	2:29 PM	2:32 PM	2:33 PM	2:35 PM	2:37 PM	2:39 PM	2:41 PM	2:43 PM	2:45 PM	2:47 PM	2:49 PM	2:51 PM	2:53 PM	2:57 PM	2:58 PM	3:02 PM	3:04 PM	3:06 PM	3:10 PM	3:12 PM	3:14 PM	3:21 PM
2:45 PM	2:47 PM	2:49 PM	2:52 PM	2:53 PM	2:55 PM	2:57 PM	2:59 PM	3:01 PM	3:03 PM	3:05 PM	3:07 PM	3:09 PM	3:11 PM	3:13 PM	3:17 PM	3:18 PM	3:22 PM	3:24 PM	3:26 PM	3:30 PM	3:32 PM	3:34 PM	3:41 PM
3:25 PM	3:27 PM	3:29 PM	3:32 PM	3:33 PM	3:35 PM	3:37 PM	3:39 PM	3:41 PM	3:43 PM	3:45 PM	3:47 PM	3:49 PM	3:51 PM	3:53 PM	3:57 PM	3:58 PM	4:02 PM	4:04 PM	4:06 PM	4:10 PM	4:12 PM	4:14 PM	4:21 PM
3:45 PM	3:47 PM	3:49 PM	3:52 PM	3:53 PM	3:55 PM	3:57 PM	3:59 PM	4:01 PM	4:03 PM	4:05 PM	4:07 PM	4:09 PM	4:11 PM	4:13 PM	4:16 PM	4:17 PM	4:20 PM	4:22 PM	4:24 PM	4:28 PM	4:30 PM	4:32 PM	4:41 PM
4:25 PM	4:27 PM	4:29 PM	4:32 PM	4:33 PM	4:35 PM	4:37 PM	4:39 PM	4:41 PM	4:43 PM	4:45 PM	4:47 PM	4:49 PM	4:51 PM	4:53 PM	4:56 PM	4:57 PM	5:00 PM	5:02 PM	5:04 PM	5:08 PM	5:10 PM	5:12 PM	5:21 PM
4:45 PM	4:47 PM	4:49 PM	4:52 PM	4:53 PM	4:55 PM	4:57 PM	4:59 PM	5:01 PM	5:03 PM	5:05 PM	5:07 PM	5:09 PM	5:11 PM	5:13 PM	5:16 PM	5:17 PM	5:20 PM	5:22 PM	5:24 PM	5:28 PM	5:30 PM	5:32 PM	5:41 PM



Item #7

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		
		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 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.



Item #8

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.