



AGENDA

HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

Thursday, March 19, 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 FEBRUARY 10, 2015 MEETING MINUTES – PG. 2**
 - Approve the February 10, 2015 meeting minutes.
- Item #5 POST-LAUNCH SERVICE REVIEW – PG. 4**
 - Discuss the Valley Express Policies and Routes.
- Item #6 FISCAL YEAR 2015/2016 DRAFT BUDGET – PG. 8**
 - Recommend approval of the Fiscal Year 2015/2016 budget and discuss modification to the existing cost-sharing formula.
- 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)
February 10, 2015**

1. Call to Order

Vice Chairperson David Fleisch called the meeting to order at 1:30 p.m.

2. Introductions and Announcements

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

Aracely Preciado	CAUSE/ASERT	Allison Moore	Moore & Associates
Jim Moore	Moore & Associates	Tom Conlon	MV Transportation
Daniel Gonzalez	One Step A La Vez	Harrison Siiger	One Step A La Vez
Tony Felix	One Step A La Vez	Jafer Cortez	One Step A La Vez
Brian Yanez	Santa Paula*	Michael Powers	Santa Paula
David Fleisch	Ventura County*	Kathy Connell	Ventura County
Aaron Bonfilio	VCTC	Kara Elam	VCTC
Vic Kamhi	VCTC		

3. Public Comments

(Public comment heard out of order)

Aracely Preciado of CAUSE/ASERT and Daniel Gonzalez of One Step A La Vez provided comment on their community outreach efforts regarding the new service. Brian Yanez expressed interest in another free fare day for fixed route service only on March 30, which is part of the “spring break” period for schools in Santa Paula.

4. January 6, 2015 Meeting Minutes – Action

Brian Yanez moved to approve the January 6, 2015 meeting minutes. David Fleisch seconded the motion therefore the motion passed.

5. Discussion on FY 2015/16 Funding Agreement

Discussion was had on the proposed criteria to consider in development of the amendment to the Cooperative Agreement. David Fleisch introduced the idea of a budget for the next fiscal year which splits the cost of fixed route service on an hourly basis, based on area, and split the Dial-a-ride (DAR) costs evenly for the first six months. After six months, data on the DAR service will have been compiled and should be analyzed to determine if a percentage of cost sharing is appropriate and it is understood that the DAR could predominantly be in the unincorporated areas of the Heritage Valley, thus paid for by the County. The VCTC administration fee would continue to be split evenly between the three jurisdictions. David Fleisch distributed a table to the group, which reflected this proposed FY 2015/16 funding structure, noting that FTA funding offsets would be included based on total cost percentages and farebox revenue offsets would be included based on fixed route hourly percentages. David Fleisch moved to approve that staff present the method of allocation for the proposed funding structure to the HVPAC, along with additional options in line with the Heritage Valley Transit Study. Brian Yanez seconded the motion.

6. Consider Electronic Farebox Alternatives – Action

Discussion was had regarding the “pros” and “cons” of procuring either GFI Odyssey or GFI Cardquest farebox. Discussion continued on the status of research regarding mobile ticketing. Staff advised that the equipment and back end infrastructure required to support mobile ticketing is substantial and expensive. David Fleisch moved to approve the staff recommendation to recommend for HVPAC approval the procurement of the GFI Cardquest farebox. Brian Yanez seconded the motion, amending it to include cash collection procedure information within the staff report to the HVPAC.

7. Discussion on Budget Impact of a “Free Fare” Day on the First Day of Service – Action

Discussion was had on the budget impact of a “free fare” day for fixed route trips the first day of the Valley Express service (March 2), which staff advised is minimal. Marketing Consultant Jim Moore provided an oral update on promotional activities leading up to the first day of service, which include information on the potential “free fare” day for

fixed route service on March 2 via advertisements in the local paper. Staff recommended bringing the discussion regarding a mechanism of accounting for additional promotional “free fare” days as options for each jurisdiction to exercise to the HVPAC at their next meeting. David Fleisch moved to approve recommending to the HVPAC a “free fare” day on the first day of service on March 2. Brian Yanez seconded the motion therefore the motion passed.

7. Determine the Next Meeting Date

The next HVTAC meeting will occur on Thursday, March 19, 2015, at 1:30 p.m. at Santa Paula City Hall’s Council Chamber Room.

8. Adjournment

Vice Chairperson David Fleisch moved to adjourn the meeting at 2:52 p.m.



Item #5

March 19, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR
AARON BONFILIO, PROGRAM MANAGER

SUBJECT: POST-LAUNCH SERVICE REVIEW

RECOMMENDATION:

- Review and Discuss Valley Express Policies and Routes.

BACKGROUND

Following the launch of the Valley Express service a number of policy questions have been raised, including comments from riders, feedback from members of the two committees, questions from social service agencies, and requests for clarification from contract operations staff. Of those issues raised, staff has identified the significant items for the TAC's review and provided staff's recommendations under Attachment A.

In addition, based on an immediate issue, a route modification for the City of Fillmore is presented that would help to alleviate the current dial-a-ride demand as well as streamline fixed route service during the peak "school bell" hours. The proposed modification is to implement a fixed route "tripper" bus similar to service that operates in the City of Santa Paula. This tripper route would be in addition to the current circulator. Implementation would greatly reduce the number of dial-a-ride trips taken to-and-from Rio Vista Elementary, which sits outside the fixed route service area and is an eligible dial-a-ride destination. In addition, the route would be designed to better meet the potential fixed route demand near the other school areas within the City. While the final budget impact has yet to be determined, as the dial-a-ride service fluctuates daily, the tripper implementation would result in a net savings. Currently, service to Rio Vista school takes approximately four hours of dial-a-ride revenue service a day using multiple buses. Whereas the proposed tripper will utilize one bus and operate a little over two hours a day. Moreover this change would control costs of service to and from this popular trip generator. Staff recommends implementation of the Fillmore tripper route beginning Monday, April 27, 2015. The timing provides VCTC and MV sufficient lead time to inform the current dial-a-ride patrons, conduct outreach to the affected schools and generate the necessary passenger materials. This more efficient routing would open up the availability of dial-a-ride

service during the peak period for those eligible to schedule rides and reduces the number of peak vehicles needed to meet daily demands.

In addition, staff has received from the operator, and is in the process of summarizing, ridership data for the first week of operations. Staff will provide a preliminary Utilization Summary Report at the TAC meeting.

VALLEY EXPRESS POST-LAUNCH POLICY CONSIDERATIONS

The following questions were raised regarding Valley Express policies that were not previously considered and/or fully clarified prior to service launch.

- 1) *Can ADA Paratransit trips (i.e. trips scheduled by ADA eligible riders at least one day in advance) be paid for using the Dial-a-ride Monthly Pass?*

Background: Previously these individuals could purchase the monthly pass and could use it for payment. For example, the ARC of Ventura-Santa Paula currently provides passes to its patrons. The riders then schedule subscription service to-and-from the ARC program. These individuals are eligible for paratransit, and are interested in continuing the practice of paying for trips using the monthly pass. Because they have a verified disability they are able to buy the reduced price dial-a-ride pass, however the policy is silent on whether the ADA Dial-a-ride accepts it. Alternatively, if not accepted, patrons would be required to pay cash. The passenger cost for one month of trips, estimated at two trips per day, would jump from \$25 per month for the pass, to \$88 dollars per month cash. The impact would be to paratransit users only, such as those who may attend adult-day health care programs or senior centers. Conversely the non-disabled dial-a-ride pass-holder, is restricted to taking longer trips (i.e. to or from outside the fixed route area) and pays \$25 or \$30. This service is more expensive, and, arguably, cost-prohibitive.

Staff Recommendation: Continue the historical practice of accepting Dial-a-ride Monthly Passes as payment for trips reserved by ADA eligible riders. While a general increase in paratransit-based trips may occur under the new restricted dial-a-ride service model, based on demand the current number of projected Monthly Pass trips on paratransit is minimal (15-30 per day). Staff will continue to monitor Dial-a-ride pass utilization on trips scheduled under the paratransit category and report this information as part of the regular farebox recovery reporting.

- 2) A) *Can ADA Paratransit trips be paid for using Tokens?*
B) *Can general public Dial-a-ride trips be paid for using Tokens?*

Background: The VCTC-issued token is purchased by social service agencies, such as Ventura County Medical Center, and the HSA Job Career Centers. Around the County, transit operators, including other dial-a-ride operators accept the token. Tokens may only be purchased by approved social service organizations. Token use in the Heritage Valley prior to the service change ranged between 450 and 550 tokens per month.

Staff Recommendation: Continue the historical practice of accepting tokens as full fare payment for all trips on the dial-a-ride service, as the tokens are only available for purchase by non-profit organizations or other governmental agencies that provide the token to low income or at-risk populations.

- 3) *Modification to the rules of the dial-a-ride program to allow seniors and people with disabilities to schedule same-day dial-a-ride trips within the restricted "1/4 mile fixed route service area."*

Background: The current policy states that only those eligible for ADA paratransit may schedule a trip, whether reserved in-advance or made same-day, to-and-from points within the restricted service area. Staff has received numerous complaints as well as recommendations from some committee members that seniors and people with disabilities, i.e. those who are unable to walk a great distance, should be able to take such trips on a same-day basis. Currently, seniors and people with disabilities who lack ADA certification are ineligible to schedule rides in the restricted quarter mile area, even on a same-day basis. There are multiple potential impacts to service, including the shift of the trips scheduled through the paratransit program to same-day dial-a-ride, as well as potential reduction of those individuals that choose to seek out paratransit eligibility in the first place. This can be expected due to both the fare incentive (i.e. same-day service = \$0.85 vs. the higher price fare for pre-reserved ADA service = \$2.00), as well as, the potential challenge of the ADA certification. As a result a rise in service to-and-from the 1/4 mile fixed route service area could be occur. However, good demographical data about the ridership is unavailable at this time. Additionally, the flexibility for the agencies and the operator to schedule and manage the demand and budget of non-ADA dial-a-ride service is far greater than the ADA paratransit service, which is subject to significant regulatory constraints and mandates for service.

Staff Recommendation: Approve modification to the policy to allow seniors and people with disabilities the ability to schedule same-day dial-a-ride service to-and-from areas within the "1/4 mile fixed route area."

- 4) *Can the Dial-a-ride monthly passes be used as payment to board the Fixed Route bus system?*

Background: Following the start of service multiple dial-a-ride pass-holders asked if their pass, which comes at a higher price than the fixed route pass, would be accepted as payment on the new fixed route system. While there is a free transfer onto the fixed route from a dial-a-ride vehicle, this requires the patron to first take a dial-a-ride trip. Change to allow patrons the ability to use both systems with the higher priced pass, would incentivize and encourage use of the fixed route system by dial-a-ride pass-holders, which could shift future dial-a-ride demand, as it builds greater utilization and reliance for the fixed route system. In addition, if Item #1 listed above is approved, this policy could potentially reduce ADA-paratransit trips as well.

Staff Recommendation: While a great deal of thought was put into the pass structure including creation of the price differential to encourage fixed route utilization, pass sales of the dial-a-ride pass continue despite the service area restrictions. To encourage greater participation by riders of the fixed route system, staff recommends the TAC consider this modification to allow the dial-a-ride monthly pass as fare payment on the fixed route. Staff will track the pass utilization and bring back the policies regarding pass pricing at future TAC and PAC meetings



Item #6

March 19, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR
AARON BONFILIO, PROGRAM MANAGER

SUBJECT: FISCAL YEAR 2015/2016 DRAFT BUDGET

RECOMMENDATION:

- Recommend approval of the Fiscal Year 2015/2016 budget; and discuss modification to the current cost-sharing formula.

BACKGROUND

As part of the annual planning process the Heritage Valley Policy Advisory Committee must review and adopt a budget for the transit service. The attached draft budget was developed based on the current level of fixed route service and the previously established level of dial-a-ride service of 10,400 annual hours. New to the budget for the transit service is the line-item of Professional Services, (in an amount of \$90,000). In the prior fiscal year, the expenses under Professional Services, including for fleet inspections and the dispatch and scheduling software, were both contained under the broader Contract services line-item. Other new expenses include one-time capital expenditures for On-board Video Surveillance System and farebox pass reader equipment; both are funded 100% by external Proposition 1B Grant monies. It should be noted, printing costs are projected to go up, as this expense primarily reflects printing of the advanced fare media. The Contract Services line-item for next fiscal year relates to the Contract transit operator expense only, which is projected to decrease 23%.

In addition, at the prior Heritage Valley Technical Advisory Committee meeting, David Fleisch of Ventura County presented a draft cost formula that identified a revised methodology for assignment of costs and revenues related to the Valley Express fixed route service. The revised formula would assign costs for each of the fixed routes to the respective jurisdiction, and based on the level of service allocate the farebox revenues. The proposal presumes that the dial-a-ride costs would continue to be split 1/3, 1/3, and 1/3. However, the committee requested that staff would bring service statistics back for review mid-year performance to consider adjustments, such as that each jurisdiction would pay for its "own" service (i.e. service beginning and/or ending in the funding partner's specific service area). In addition to the above formula proposal, staff will bring to the TAC meeting additional funding scenarios for consideration.

**HERITAGE VALLEY TRANSIT SERVICE
VALLEY EXPRESS
DRAFT BUDGET FY 2015/2016**

FUNDING:

Funding Source	Funding Dollars
FTA 5307	\$502,541
Prop 1B PTMISEA (Carryover)	220,000
Prop 1B Security	185,000
Local Contribution*	1,355,199
Local Fee – Farebox	130,000
Total Funding	\$2,392,740

*Local Contribution provided by the cities of Santa Paula and Fillmore and the County of Ventura.

EXPENDITURE COMPARISON:

	Fiscal Year 2013/2014 Actual	Fiscal Year 2014/2015 Budget*	Fiscal Year 2015/2016 Budget
Salaries	\$47,090	\$43,600	\$ 42,900
Fringe and Tax Allocation	0	22,900	22,200
Indirect Cost Allocation	21,478	33,800	34,900
Mileage	188	2,300	2,500
Postage	0	300	200
Printing	0	200	15,000
Supplies and Materials	0	0	200
Bank Fees	1,126	1,300	1,300
Communications	0	3,500	3,500
Marketing	0	17,000	51,000
Consultant Services	63,454	0	0
Professional Services	0	0	90,000
Legal Services	1,180	13,000	18,000
On-board Vide System	0	0	185,000
Bus Purchase/ Farebox Capital Equipment	0	1,925,000	220,000
Contract Services	2,525,207	2,295,230	1,706,040
Total Expenditures	\$2,659,723	\$4,354,630	\$2,392,740

* This budget task was amended after the Commission approved the budget in June 2014.

EXPENDITURE TO
REVENUE SOURCE
BREAKDOWN

	Fiscal Year 2015/2016 Budget	FTA 5307	Prop 1B PTMISEA (Carryover)	Prop 1B Security	Local Contribution*			Local Fee – Farebox
					Fillmore	Santa Paula	Ventura County	
Salaries	\$42,900				\$14,300	\$14,300	\$14,300	
Fringe and Tax Allocation	22,200				\$7,400	\$7,400	\$7,400	
Indirect Cost Allocation	34,900				\$11,633	\$11,633	\$11,633	
Mileage	2,500				\$833	\$833	\$833	
Postage	200				\$67	\$67	\$67	
Printing	15,000				\$5,000	\$5,000	\$5,000	
Supplies and Materials	200				\$67	\$67	\$67	
Bank Fees	1,300				\$433	\$433	\$433	
Communications	3,500				\$1,167	\$1,167	\$1,167	
Marketing	51,000				\$17,000	\$17,000	\$17,000	
Consultant Services	0				\$0	\$0	\$0	
Professional Services	90,000				\$30,000	\$30,000	\$30,000	
Legal Services	18,000				\$6,000	\$6,000	\$6,000	
On-board Vide System	185,000			185000				
Bus Purchase/ Farebox Capital Equipment	220,000		220,000					
Contract Services	1,706,040	502541			305678.94	492561.5	275258.56	130,000
Total Expenditures	\$2,392,740	502,541	220,000	185,000	399,578.94	586,461.5	369,158.56	130,000

FUNDING SOURCE
BREAKDOWN

					Local Contribution*			
Funding Source	Funding Dollars	FTA 5307	Prop 1B PTMISEA (Carryover)	Prop 1B Security	Fillmore	Santa Paula	Ventura County	Local Fee – Farebox
FTA 5307	\$502,541	502541						
Prop 1B PTMISEA (Carryover)	220,000		220000					
Prop 1B Security	185,000			185000				
Local Contribution*	1,355,199				399578.94	586461.5	369158.56	
Local Fee – Farebox	130,000							130000
Total Funding	\$2,392,740	502,541	220,000	185,000	399,578.94	586,461.5	369,158.56	130,000