



AGENDA

HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

Thursday, October 30, 2014, 2:00 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**
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.
- Item #4** **SEPTEMBER 25, 2014 MEETING MINUTES – PG. 2**
 - Approve the September 25, 2014 meeting minutes.
- Item #5** **MARKETING PROGRAM STATUS UPDATE – PG. 4**
 - Receive and file marketing program status report
- Item #6** **TOKEN POLICY DISCUSSION – PG. 5**
 - Receive and file Heritage Valley ridership report
 - Approve for HVPAC consideration the proposed Token Policy
- Item #7** **FUTURE FARE MEDIA AND FAREBOX TECHNOLOGY OPTIONS – PG. 8**
 - Receive and file report regarding possible fare media and farebox options the Heritage Valley system.
- Item #8** **DIAL-A-RIDE RESERVATION AND SCHEDULING POLICIES FOR CERTIFIED ADA PARATRANSIT PASSENGERS AND GENERAL PUBLIC PASSENGERS – PG. 10**
 - Discuss recommended Dial-a-ride reservation and scheduling policies
 - Recommend for HVPAC approval recommended reservation and scheduling policies
- Item #9** **PIRU RIDERSHIP REPORT AND REVISED FIXED ROUTE BETWEEN PIRU AND FILLMORE – PG. 14**
 - Receive and file Piru ridership report
 - Approve for HVPAC consideration the revised fixed route between Piru and Fillmore
- Item #10** **DETERMINE NEXT MEETING DATE**
- Item #11** **ADJOURNMENT**

**MINUTES of the
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE (HVTAC)
September 25, 2014**

Item #1 Call to Order and

Chair David Rowlands called the meeting to order at 9:05 a.m. The following people were present:

Item #2 Introductions

Technical Advisory Committee (TAC): David Rowlands of Fillmore (Chair); Brian Yanez of Santa Paula; David Fleisch of Ventura County; Aaron Bonfilio of VCTC; Rigo Landeros of Fillmore; Mike Powers, Consultant; Chap Morris of Fillmore Area Transit Company (ex-officio).

Staff: Kathy Connell of Ventura County; Gloria Sotelo, Treena Gonzalez, Amy Ahdi and Kara Elam of VCTC; Jim Moore of Moore & Associates;

Also Present: Jacqui Cervantez of Fillmore Area Transit Company; Lynn Edmonds and Daniel Gonzalez of One Step a La Vez.

Item #3 Public Comments

No public comments were made.

Item #4 August 27, 2014 Meeting Minutes – Approved

Dave Fleisch of Ventura County moved to approve the August 27, 2014 meeting minutes. Brian Yanez of Santa Paula seconded the motion. A voice vote was taken and passed unanimously.

Item #5 VCTC-VISTA 126 Report and Piru Service Plan – Receive and File

Jim Moore of Moore and Associates provided a summary of the VISTA Highway 126 route-specific results of the VISTA Intercity on-board survey (conducted in May 2014). Discussion was had on the administration of the survey, the Highway 126 route service attributes and respondent's comments on existing service. Treena Gonzalez of VCTC presented ridership and service indicator reporting on the Piru service extension on the VISTA Highway 126 route, as well as the base 126 Piru service alone. The HVTAC requested that Staff provide ridership and service indicator data for Dial-a-ride service in Piru at the next meeting.

Item #6 Draft Schedules and Routes – Action

Aaron Bonfilio of VCTC presented this item; Staff recommended that the HVTAC approve for HVPAC action the draft routes for Santa Paula, Fillmore and Piru, including the bus stop inventory list of recommended location equipment and potential site implications. Discussions were had on stop locations and time points included in the draft routes. The TAC members requested Staff research possibly incorporating into the draft schedules and routes the following:

- City of Santa Paula: Incorporating a school-bell synchronized stop on Santa Paula Street, near Santa Paula High School.
- City of Fillmore: Incorporating a school-bell synchronized stop on 2nd Street, between Yucca Drive and Chaparral Street, near Fillmore Middle School.
- City of Piru: Expanding the schedule to include full service hours for Dial-a-ride and "tripper" service.

David Fleisch of Ventura County moved to approve the Staff recommendation, amending it to include the TAC member's respective service modification requests. Brian Yanez of Santa Paula seconded the motion and it passed unanimously.

Item #7 Proposed Fare Media – Action

Treena Gonzalez and Gloria Sotelo of VCTC jointly presented this item; Staff recommended that the HVTAC approve for HVPAC action the proposed paper-pass fare structure and implementation schedule, as well as discuss long-term

fare media options. Discussion was had on the HVPAC-approved cash fare structure and implementation schedule, the pass fares, the phase out of smart card equipment and the proposed implementation of paper passes as the fare media for the new service. Discussions continued regarding future, long-term fare media options. Staff advised the HVTAC that programmable paper passes (paper passes with magnetic strip technology) would be ideal as they would be compatible with VISTA's intercity service fare box as well as flexible for different types of pass products (example: school year passes). Staff presented two fare box options (each at additional cost to the Heritage Valley system) for HVTAC consideration, as follows:

- GFI/Genfare fare collection system fare box (estimated at \$10,900 per box)
- GFI "E-fare" portable unit/pass reader (estimated at \$5,400 per bus)

Discussions were had on the importance of validating cash fare, the ability to accept media fare/paper passes and requests were made for mobile-ticketing compatibility information, detailed cost information (for both of the farebox options) in relation to the fifteen bus fleet and the funding structure within the Cooperative Agreement, as well as information on possible grant opportunities. David Fleisch of Ventura County moved to approve the Staff recommendation, amending it to include that a separate item be presented to the HVTAC at a future meeting addressing cost and specifications for both fare box equipment options. David Rowlands of Fillmore seconded the motion and it passed unanimously.

Item #8 Marketing Program – Receive and File

Aaron Bonfilio of VCTC presented this item; no action was required or requested of the HVTAC. Jim Moore of Moore and Associates provided summaries of the on-going "pre-launch" marketing activities (including an update on the "bus-naming" contest) and "post-launch" marketing activities, with proposed pricing. Discussion was had on proposed "post-launch" marketing plan, the total budget, the Agency split totals, the need for fair Agency representation when performing all marketing tasks as well as the option and expense of radio station advertisements. The HVTAC directed Staff to bring the Marketing Program item to the HVPAC in draft form and, in addition, requested that the proposed implementation and budget impacts of promotional fares be agendaized at the next HVTAC meeting.

Item #9 Schedule Next Meeting

The HVTAC determined the next meeting will occur on Thursday, October 30, 2014, at 2:00 p.m. at Santa Paula City Hall's Council Chamber Room.

Item #10 Adjourn

Chair Dave Rowlands moved to adjourn the meeting at 10:16 a.m. A voice vote was taken and passed unanimously.



Item #5

October 30, 2014

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: AARON BONFILIO, PROGRAM MANAGER
SUBJECT: MARKETING PROGRAM STATUS UPDATE

RECOMMENDATION:

- Receive and file marketing program status report

BACKGROUND AND DISCUSSION:

At the October 1, 2014 HVPAC meeting, VCTC presented a summary report of the “pre-launch” marketing activities completed to-date, including presentation of the naming contest entries received for the new service. Out of that meeting a name for the new service was selected, The Valley Express. Since that time, following the HVPAC’s direction, VCTC has tasked its marketing consultant, Moore and Associates to develop design concepts for the new Valley Express.

In addition VCTC staff have been working on a variety of tasks related to the service startup; these include: development of a webpage, social media content, passes and fare media design, brochures and maps. These items, along with the vehicle brand design itself, will be finalized pending the approval of a design concept from the HVTS member agencies.

Those design concepts are attached to this item. Staff requests that the HVTAC provide their comments and feedback as well as any further direction regarding the design concepts presented.

Lastly, related to passenger information, VCTC will send to each member agency a final inventory of proposed passenger information equipment / bus stop amenities, such as bus stop signs and info posts, following the HVPAC’s review and approval. This list was presented at the prior HVTAC meeting and is scheduled to go before the HVPAC first week of November.



Item #6

October 30, 2014

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

**FROM: AARON BONFILIO, PROGRAM MANAGER
TREENA GONZALEZ, TRANSIT SPECIALIST**

SUBJECT: TOKEN POLICY DISCUSSION

RECOMMENDATION:

- Receive and file Heritage Valley ridership report
- Approve for HVPAC consideration the proposed Token Policy

BACKGROUND AND DISCUSSION:

At the prior HVTAC meeting, the Committee requested data regarding rider usage rates of different payment methods for bus fares on the Heritage Valley system. The Committee requested this data in order to inform decisions regarding fare collection methods (to be further discussed in Item #7). Attached is a breakdown of the FY1314 Heritage Valley ridership by rider payment method. For FY1314, riders utilized cash and the current pass system for the Heritage Valley (the GoVentura Card) the most frequently and at similar rates (37% cash, 39% GoVentura Card).

While the cash and pass fare structure for the new Heritage Valley system have already been discussed, Staff proposes the Committee additionally adopt a policy regarding Tokens as a payment method.

Currently as part of the VCTC Token Program, tokens are available for purchase by Social Service agencies and local schools at a rate of \$1.25 per token. Each token is good for one bus ride on participating transit systems. Participating transit systems are reimbursed by VCTC at a rate of \$1.25 per unit for tokens collected as fares. Currently, approximately 3% of riders on the Heritage Valley Dial-a-ride system utilize a token as their method of payment.

Due to the current nature of the token program, rides are often reimbursed at a rate higher or lower than the individuals' actual fare rate. As VCTC transitions the inter-city bus system to a GFI mag-strip system, the token program will also transition away from the current fixed-value token program to a variable, "stored-value" mag-strip card option.

Due to the current fixed reimbursement amount, Staff proposes that the Heritage Valley system accept the current tokens on the new fixed-route service and accept tokens only for reduced fare riders (Senior/Disabled/Medicare cardholder) on the Dial-a-ride system. Additionally, this may further incentivize riders to utilize the fixed-route service.

FY 2013-14 HERITAGE VALLEY RIDER PAYMENT METHODS

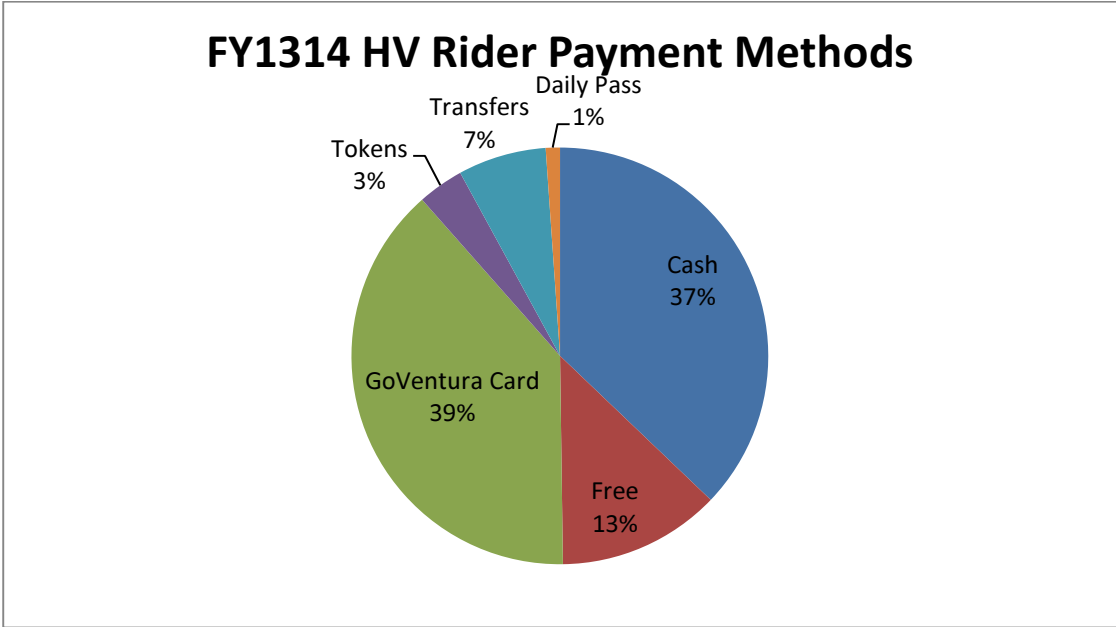
FY 1314 Fillmore Ridership							
	Cash	Free	GoVentura Card	Tokens	Transfers	Daily Pass	Total
Jul-13	4,084	1,278	1,741	215	727	77	8,122
Aug-13	3,954	1,102	2,464	419	703	93	8,735
Sep-13	3,129	1,144	3,327	337	553	84	8,574
Oct-13	3,386	1,236	3,377	334	613	112	9,058
Nov-13	2,956	1,121	3,026	260	545	93	8,001
Dec-13	3,292	1,083	2,644	308	527	100	7,954
Jan-14	3,140	1,103	2,944	418	601	125	8,331
Feb-14	2,964	1,149	3,052	282	561	115	8,123
Mar-14	3,585	1,155	2,687	348	703	148	8,626
Apr-14	3,343	1,049	3,057	330	599	92	8,470
May-14	3,384	1,032	3,051	340	618	49	8,474
Jun-14	3,746	1,044	1,971	312	561	110	7,744
Total	40,963	13,496	33,341	3,903	7,311	1,198	100,212

FY1314 Santa Paula Ridership							
	Cash	Free	GoVentura Card	Tokens	Transfers	Daily Pass	Total
Jul-13	2,686	868	2,557	200	560	146	7,017
Aug-13	2,981	981	3,337	144	578	94	8,115
Sep-13	2,602	941	4,199	180	385	78	8,385
Oct-13	2,468	1,046	4,595	249	419	81	8,858
Nov-13	2,389	934	3,431	242	437	53	7,486
Dec-13	2,545	813	2,963	301	444	61	7,127
Jan-14	2,335	947	3,686	296	513	67	7,844
Feb-14	2,239	801	3,350	223	513	56	7,182
Mar-14	2,672	881	3,098	248	490	62	7,451
Apr-14	2,186	800	3,378	265	462	63	7,154
May-14	2,083	781	3,458	269	454	56	7,101
Jun-14	2,261	668	2,053	247	411	73	5,713
Total	29,447	10,461	40,105	2,864	5,666	890	89,433

FY 2013-14 HERITAGE VALLEY RIDER PAYMENT METHODS (CONT'D)

FY1314 HV System Total Ridership						
Cash	Free	GoVentura Card	Tokens	Transfers	Daily Pass	Total
70,410	23,957	73,446	6,767	12,977	2,088	189,645

FY1314 Ridership Percentages						
Cash	Free	GoVentura Card	Tokens	Transfers	Daily Pass	Total
37.1%	12.6%	38.7%	3.6%	6.8%	1.1%	100%





Item #7

October 30, 2014

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: AARON BONFILIO, PROGRAM MANAGER
GLORIA SOTELO, PROGRAM MANAGER
SUBJECT: FUTURE FARE MEDIA AND FAREBOX TECHNOLOGY OPTIONS

RECOMMENDATION:

- Receive and file report regarding possible fare media and farebox options the Heritage Valley system.

BACKGROUND AND DISCUSSION:

At the prior Heritage Valley Technical Advisory Committee (HVTAC) meeting staff presented proposed fare media and implementation schedule. Staff also presented potential long-term technological solutions related to fare media and farebox equipment. The HVTAC approved for the HVPAC's consideration the recommended fare media and implementation plan and asked that staff present further information regarding potential farebox and fare media technology at subsequent meetings. Specifically the HVTAC asked staff to explore pricing related to the farebox systems being implemented around the county. Staff has since met internally and reviewed the preliminary pricing for the various options available from the current vendor under contract with VCTC for its intercity bus program, Genfare SPX.

Potential Solutions

As discussed at the last HVTAC meeting, there are essentially two general paths available related to farebox: manual and electronic. At the prior meeting staff presented an approach that combines the two, utilizing manual fareboxes for cash collection, i.e. with drop-box style fareboxes, as well as electronic pass readers. Manual fareboxes and manual passes, (i.e. flash passes) of varying denomination/ category make up the initial farebox plan for the Heritage Valley transit service.

Generally speaking, the available electronic fare media and farebox solutions with the current VCTC vendor include:

Electronic pass readers: Capable of reading electronic fare media (such as mag-stripe passes, transfers, smartcards, and cellphone QR codes); tabulates and records pass utilization, validates passes to prevent fare evasion and bolsters internal security; assists driver with tabulation of passengers by route and category, and provides detailed audit reports through backend. Requires one pass reader unit per vehicle, backend data system, proprietary point-of-sale system and equipment, wireless access point for

downloads; network connection to VCTC administrative offices. With programming, this equipment would be capable of reading (accepting) fare media issued by Gold Coast Transit or VCTC-VISTA.

Electronic validating fareboxes: Capable of validating cash fares and electronic fare media (such as mag-stripe, transfers, and smartcard passes) and prevents fare evasion and bolsters internal security; as assists driver with passenger tabulation and records fares collected by route and category and provides detailed audit reports through backend. Requires one farebox unit per vehicle, backend data system, proprietary point-of-sale equipment, farebox vaulting equipment, garage probing equipment, spare dollar and coin readers, as well as, transfer printers; and, network connection to the VCTC administrative offices. With programming, this equipment would be capable of reading (accepting) fare media issued by Gold Coast Transit or VCTC-VISTA. Modifications to the vehicle floor-plans (including loss of seats) may be required as the farebox itself takes up significant space onboard the bus.

Comparative Costs

As requested, staff has received quotations for the above mentioned solutions. The price differential between the two approaches is nearly \$120,000. To equip the fifteen vehicle fleet with the pass readers staff estimates a cost of approximately \$247,000 total, not including recurring maintenance expense or warranty coverage beyond year one. For the validating fareboxes, staff estimates a cost of approximately \$365,000, not including maintenance expense or warranty coverage beyond year one. Approximately \$125,000 of the above costs are for required elements of either system; including, the point-of-sale and backend data system, as well as the initial order of fare media cardstock for transfers and passes (\$20,000-30,000). Maintenance of the validating fareboxes is projected to be considerable and was not part of the RFP specifications, while the maintenance of the pass readers, which have no moving parts, should be much less.

Next Steps

While VCTC recommends that the member agencies consider moving towards a paper magnetic strip fare media option, the method by which the HVTS achieves this remains open. Similarly, VCTC and the transit operators in Ventura County are beginning the exploration of a regional smartcard to replace the aging GoVentura bus pass; the platform for which has yet to be identified. Most transit operators in the County have adopted the Genfare-GFI platform. Selection of new farebox equipment, whether validating fareboxes, or simply pass readers, presents an opportunity for the HVTS to adopt technology that will operate on the same platform.



Item #8

October 30, 2014

MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE

**FROM: AARON BONFILIO, PROGRAM MANAGER
AMY AHDI, TRANSIT PLANNER**

SUBJECT: DIAL-A-RIDE RESERVATION AND SCHEDULING POLICIES FOR CERTIFIED ADA PARATRANSIT PASSENGERS AND GENERAL PUBLIC PASSENGERS

RECOMMENDATION:

- Discuss recommended Dial-a-ride reservation and scheduling policies
- Recommend for HVPAC approval recommended reservation and scheduling policies

BACKGROUND:

The current Dial-A-Ride system in the Heritage Valley provides both general public and ADA paratransit trips within the service area. Due to the change in the level of service, VCTC staff recommends that the trip reservation and scheduling policies be updated.

DISCUSSION:

Federal law requires that public transit agencies that provide fixed route transit also provide complimentary paratransit service for people who are prevented from using the fixed route system due to a disability or disabling health condition. Currently, the primary transit service in the Heritage Valley service area is Dial-a-ride. However, two fixed routes operate in the City of Santa Paula during very limited hours. At the time that the Santa Paula fixed routes operate, paratransit service is available to passengers with ADA certification.

Beginning January 2015, the service operated in the Heritage Valley will shift from being primarily a Dial-a-ride oriented system, to a combination of mostly fixed route, with some Dial-a-ride service. Dial-a-ride will be made available, without limitation, to people with ADA certification. Additionally Dial-a-ride service will remain open to the general public on a space-available basis. The projected annual breakdown of hours is as follows:

<u>Current Annual Hours</u>		<u>Planned Annual Hours</u>	
Fixed Route	800	Fixed Route	17500
Dial-a-ride	32400	Dial-a-ride	10500

Estimated annual hours rounded up to nearest 100

The above change represents an increase in Fixed Route service by over 2000%; whereas the Dial-a-ride service will be reduced by approximately 68%. Due to the shift in hours, staff recommends the following set of Dial-a-ride reservations and scheduling policies to address potential passenger demand as well as to create incentive to utilize the fixed route system. Both the current policies and recommended policies are presented for your review.

RECOMMENDATIONS:

To establish standard practice for handling trip requests and, to ensure prioritization of federally mandated complementary paratransit service, staff is recommending implementation of the following Reservation and Scheduling Policies:

[DIAL-A-RIDE: Reservations and Scheduling Policies]

Reservations

ADA Certified Passengers

CURRENT: *Reservations can be made up to seven days in advance and in no case less than twenty-four (24) hours in advance for a guaranteed reservation. Space permitting, same day reservations may be accepted (excluding trips to Ventura). There is no guarantee of trip availability for same day reservations. Reservations can be made seven days a week, Sunday through Saturday.*

PROPOSED: (Same as current policy)

General Public Passengers

CURRENT: *Rides should be reserved by calling ahead of time, as space is limited. For early morning trips, please call the day before.*

PROPOSED: **Service is available on an on-demand “first come, first served” basis. Trip requests should be called in at least two hours before requested pickup time, as space is limited. Day-before advance reservations are allowed only if the requested pick-up occurs during the first two and half hours of service (6:00-8:30 AM weekdays, or 8-10:30 AM weekends).**

Subscription Reservations

ADA Certified Passengers:

CURRENT: *(None specific to paratransit or ADA Certified passengers)*

PROPOSED: **ADA Certified passengers may request a standing order or “subscription” for trips that repeat at the same time, on the same day(s); such as for travel to school or work. Subscriptions may be for one day, (e.g. occur every Tuesday at 1:30 PM); or for multiple days, (e.g. every Monday through Friday at 7:00 AM). Trips must repeat more than once in order to be considered a subscription. Open-ended subscriptions are not permitted. Passengers must indicate an end-date. The maximum length a subscription can last is twelve months. Subscription reservations are NOT guaranteed and available on a space-available basis. No more than 50% of all trips scheduled for any hour, may be subscription trips.**

General Public Passengers

CURRENT: *The current (informal) practice allows for General Public passengers to request a standing order or “subscription” for trips that repeat at the same time, on the same day(s); such as to travel to school or work. Subscriptions may be for one day (e.g. occur every Tuesday at 1:30 PM); or for multiple days (e.g. every Monday through Friday at 7:00 AM). Trips must repeat more than once in order to be considered a subscription. No open ended subscriptions are permitted. Passengers must indicate an end-date. The maximum length a subscription can last is twelve (12) months. Subscription reservations are NOT guaranteed and available on a space-available basis. No more than 50% of all trips scheduled for any hour may be subscription trips.*

PROPOSED: **General Public passengers may request a standing order or “subscription” for trips that repeat at the same time, on the same day(s); such as for travel to school or work, AND either begin or end at least one quarter (1/4) mile from any Heritage Valley bus stop. (Reservation requests for trips that begin or end within this distance are not eligible for subscription reservations and must be requested individually as specified above under *Reservations: General Public Passengers.*) Subscriptions may be for one day, (e.g. occur every Tuesday at 1:30 PM); or for multiple days, (e.g. every Monday through Friday at 7:00 AM). Trips must repeat more than once in order to be considered a subscription. Open-ended subscriptions are not permitted. Passengers must indicate an end-date. The maximum length a subscription can last is twelve (12) months. Subscription reservations are NOT guaranteed and available on a space-available basis. No more than 50% of all trips scheduled for any hour may be subscription trips.**

Intercity Reservations

ADA Certified Passengers

CURRENT: *ADA service from either Fillmore or Santa Paula to Ventura (via transfer to Gold Coast Transit ACCESS at Wells Road in Saticoy) is available with prior reservation, made up to twenty-four (24) hours in advance.*

PROPOSED: **Intercity Dial-a-ride service between Fillmore/Piru, Santa Paula, and Ventura (via transfer to Gold Coast ACCESS at Wells Rd.) is available with prior reservation. This service is provided on a space-available basis, and is not guaranteed. Scheduled pickup time may be beyond one hour window from the passenger’s requested pickup time.**

General Public Passengers

CURRENT: *Intercity Dial-a-ride is not available to the general public. Passengers are instructed to use VISTA 126.*

PROPOSED: (Same as current policy)

Scheduling

ADA Certified Passengers

CURRENT: *Passengers trips reserved in advance shall be scheduled for within one-hour of the requested pickup time. Passengers must be offered a pickup time that is within one hour of the requested pickup time; service may not be denied for advance reservations. Same day requests/service is subject to availability.*

PROPOSED: (Same as current policy)

General Public Passengers

CURRENT: *Passenger trip requests are called in same day and handled on an as-available basis, scheduled “first come, first served.” Trip availability is not guaranteed, and pickups times may be offered to passenger that are greater than one-hour from the requested pickup time.*

PROPOSED: (Same as current policy)

Cancellations, No-Shows and On-time Window (Applies to ADA Certified/General Public Passengers)

Cancellations

CURRENT: *Operator must be notified of cancellations at least two hours before the scheduled pick-up time. Cancellations made less than two (2) hours in advance will count as a “late cancellation.”*

PROPOSED: **Operator must be notified of cancellations at least two hours before the scheduled pick-up time. Cancellations made less than two (2) hours in advance will count as a “late cancellation.” Late cancellations impact service availability and have a negative impact on the system. Excessive late cancellations could result in a warning, and if continued result in suspension of Dial-a-ride services. Passengers will be warned prior to any suspension of service due to late cancellations.**

No Show Policy

CURRENT *Passengers who miss their scheduled pick-up times may call for another reservation. However, rescheduled trips are addressed on a space-available basis.*

PROPOSED: **A no-show is when a passenger fails to board an on-time Dial-a-ride bus. A passenger will be considered a no-show if they do not board within five (5) minutes of the vehicle’s arrival at the scheduled pickup location. A trip is considered on-time if it arrives within the “on-time window.” Drivers and/or dispatchers may attempt to contact the passenger using the contact information/instructions provided during the reservation. Drivers may not lose line-of-sight with buses that have passengers on-board (e.g. may not enter an apartment or medical building). No-shows negatively impact service and reduce availability for other riders. Excessive no-shows could result in a warning, and if continued, result in suspension of Dial-a-ride services for the passenger. Passengers will be warned prior to any suspension of service due to no-shows.**

On-time Window

CURRENT: *(None formalized to-date.)*

PROPOSED: **The on-time window refers to the period of time which the bus may arrive to the scheduled pickup location and the passenger is expected to be ready to board. The on-time window is thirty (30) minutes from the scheduled pickup time. That is the scheduled time “plus thirty” minutes. For example, if a trip is scheduled for 2:00 PM pickup, the on-time window is between 2:00 to 2:30 PM. Trips that arrive after the on-time window are considered late or missed. Passengers who refuse a late or missed trip will NOT be subject to disciplinary action.**



Item #9

October 30, 2014

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

**FROM: AARON BONFILIO, PROGRAM MANAGER
TREENA GONZALEZ, TRANSIT SPECIALIST**

**SUBJECT: PIRU RIDERSHIP REPORT AND REVISED FIXED ROUTE BETWEEN PIRU AND
FILLMORE**

RECOMMENDATION:

- Receive and file Piru ridership report
- Approve for HVPAC consideration the revised fixed route between Piru and Fillmore

BACKGROUND AND DISCUSSION:

At the September 25, 2014 HVTAC meeting, Staff presented a report on the VISTA Highway 126 Piru Extension, as well as the Draft Schedules and Routes for the new transit service in the Heritage Valley. The HVTAC approved the Draft Schedules and Routes, but requested that Staff provide ridership data for the Dial-a-ride service in Piru at the next HVTAC meeting.

Staff has collected and compiled Piru ridership data from the current operator, Fillmore Area Transit Corporation (FATCO) (see Attachment). FATCO currently operates one bus all day on a continuous loop as an "informal" fixed-route (with the exception of operating two (2) twelve (12) passenger buses that pick up at 7:15AM on weekdays in Piru).

Originally, Staff proposed that the HVTS Piru route operate a limited amount of time primarily during parts of the day when the 126 extension does not operate. Factoring in the eventual removal of the VISTA 126 extension with an average of 10 Piru riders per day and the current level of demand for DAR between Fillmore and Piru with an average ridership of 55 patrons per day, Staff proposes implementing a full-day fixed route for Piru weekday service. The revised all day weekday route equates to 14 hours a day, which is 3570 hours a year. This increase represents an increase to the total hours of proposed service by approximately 2,914 hours a year. Regarding the increase in costs, based on estimated rates for service, the increase to the total budget for service would be approximately \$150,000 to 170,000 per year.

Regarding weekend service to Piru, there are currently no regular DAR subscription trips for weekend service in the system. Based on the current level of ridership, Staff recommends providing Dial-a-ride service only to Piru on weekends.

Item #9, Attachement

**DRAFT PIRU CONNECTOR
(REVISED)**

1	2	3	4	5	6	7
Filmore Terminal	Rancho Sespe	Main and Citrus	Piru Square	Valle Naranjal	Fillmore Terminal	Fillmore MS & HS
Santa Clara and Palm ^T	2950 E Telegraph Rd.	Main and Citrus	Center & Piru Square	4268 Center	Santa Clara and Palm ^T	1st & Orchard
5:40:00	5:45:00	F	5:55:00	5:56:00	6:10:00	
6:15:00	6:20:00	F	6:30:00	6:31:00	6:45:00	
6:55:00	7:00:00	F	7:10:00	7:11:00	7:25:00	7:28 AM
7:40:00	7:45:00	F	7:55:00	7:56:00	8:10:00	--
8:15:00	8:20:00	F	8:30:00	8:31:00	8:45:00	--
8:50:00	8:55:00	F	9:05:00	9:06:00	9:20:00	
9:25:00	9:30:00	F	9:40:00	9:41:00	9:55:00	
10:00:00	10:05:00	F	10:15:00	10:16:00	10:30:00	
10:35:00	10:40:00	F	10:50:00	10:51:00	11:05:00	
11:10:00	11:15:00	F	11:25:00	11:26:00	11:40:00	
11:45:00	11:50:00	F	12:00:00	12:01:00	12:15:00	
12:20:00	12:25:00	F	12:35:00	12:36:00	12:50:00	
12:55:00	13:00:00	F	13:10:00	13:11:00	13:25:00	
13:30:00	13:35:00	F	13:45:00	13:46:00	14:00:00	
14:05:00	14:10:00	F	14:20:00	14:21:00	14:35:00	
14:40:00	14:45:00	F	14:55:00	14:56:00	15:10:00	
15:15:00	15:20:00	F	15:30:00	15:31:00	15:45:00	16:00:00
16:15:00	16:20:00	F	16:30:00	16:31:00	16:45:00	
16:50:00	16:55:00	F	17:05:00	17:06:00	17:20:00	
17:25:00	17:30:00	F	17:40:00	17:41:00	17:55:00	
18:00:00	18:05:00	F	18:15:00	18:16:00	18:30:00	
18:35:00	18:40:00	F	18:50:00	18:51:00	19:05:00	
19:10:00	19:15:00	F	19:25:00	19:26:00	19:40:00	

14:00:00 14.00 total daily hours
255 weekdays
3570 total annual (revised)

Original	2.575	daily (apprx)
	255	
	656.625	annual total

HERITAGE VALLEY DIAL-A-RIDE MONTHLY PIRU RIDERSHIP

Piru Weekday Ridership Summary								
	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	AVG/MO.	AVG/DAY
Fillmore to Piru	457	460	460	418	428	384	434.5	20.5
Piru to Fillmore	715	651	734	745	692	741	713.0	33.7
Piru to Piru	14	22	17	25	18	21	19.5	0.9
Total	1186	1133	1211	1188	1138	1146	1167	55.1

Piru Weekend Ridership Summary								
	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	AVG/MO.	AVG/DAY
Fillmore to Piru	45	73	70	55	65	71	63.2	6.3
Piru to Fillmore	171	156	149	146	176	181	163.2	16.3
Piru to Piru	1	4	7	2	6	4	4.0	0.4
Total	217	233	226	203	247	256	230	23.0

Weekday Ridership detail per Trip

Fillmore to Piru Weekday Trips								
	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	AVG/MO.	AVG/DAY
5:35 AM	19	62	52	17	6	4	26.7	1.3
6:35 AM	26	22	19	27	22	23	23.2	1.1
7:35 AM	21	16	20	19	10	10	16.0	0.8
8:35 AM	30	19	22	19	18	26	22.3	1.1
9:35 AM	17	19	21	20	23	17	19.5	0.9
10:35 AM	16	15	18	9	20	21	16.5	0.8
11:35 AM	29	36	25	29	29	25	28.8	1.4
12:35 PM	53	36	48	66	73	38	52.3	2.5
1:35 PM	40	25	35	42	35	38	35.8	1.7
2:35 PM	71	58	57	29	16	37	44.7	2.1
3:35 PM	46	47	41	37	36	48	42.5	2.0
4:35 PM	22	42	38	32	56	39	38.2	1.8
5:35 PM	42	25	41	32	50	32	37.0	1.7
6:35 PM	25	38	23	40	34	26	31.0	1.5
Total	457	460	460	418	428	384	434.5	20.5

Item #9, Attachement (cont'd)

Weekday Ridership detail per Trip (cont'd)

Piru to Fillmore Weekday Trips								
	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	AVG/MO.	AVG/DAY
6:05 AM	47	54	47	56	65	44	52.2	2.5
7:05 AM	76	79	61	122	100	87	87.5	4.1
8:05 AM	64	58	74	84	88	74	73.7	3.5
9:05 AM	58	48	65	51	46	57	54.2	2.6
10:05 AM	55	56	63	55	54	64	57.8	2.7
11:05 AM	75	66	77	73	65	78	72.3	3.4
12:05 PM	46	39	51	50	32	57	45.8	2.2
1:05 PM	62	42	48	38	40	43	45.5	2.1
2:05 PM	50	40	64	51	59	63	54.5	2.6
3:05 PM	51	43	58	62	38	67	53.2	2.5
4:05 PM	68	66	71	30	25	29	48.2	2.3
5:05 PM	47	40	11	26	22	31	29.5	1.4
6:05 PM	8	7	20	16	25	14	15.0	0.7
7:05 PM	8	13	24	31	33	33	23.7	1.1
Total	715	651	734	745	692	741	713.0	33.7

Piru to Piru Weekday Trips								
	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	AVG/MO.	AVG/DAY
7:05 AM	1		1	1	1		1.0	0.0
8:05 AM	1	1					1.0	0.0
9:05 AM	2		2				2.0	0.0
10:05 AM	2	2	2			2	2.0	0.1
11:05 AM		6	3	3		1	3.3	0.1
12:05 PM	1	4	1	7	2	5	3.3	0.2
1:05 PM		1	4	3	4	3	3.0	0.1
2:05 PM		3		3	2	3	2.8	0.1
3:05 PM	4	1	1	1	1	1	1.5	0.1
4:05 PM	2	1		3	2	1	1.8	0.1
5:05 PM		1	3	4	2	2	2.4	0.1
6:05pm	1	2			4	3	2.5	0.1
Total	14	22	17	25	18	21	19.5	0.9