



AGENDA

HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE (HVTAC)

Thursday, April 7, 2016, 3:00 p.m.

Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

OFFICERS OF THE COMMITTEE:

DAVID FLEISCH, County of Ventura - CHAIR
BRIAN YANEZ, City of Santa Paula - VICE CHAIR

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in a Committee meeting, please contact the Clerk of the Committee at (805) 642-1591 ext. 111. 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 #1 CALL TO ORDER**
- Item #2 INTRODUCTIONS AND ANNOUNCEMENTS**
- Item #3 PUBLIC COMMENTS**
- Item #4 FEBRUARY 11, 2016 MEETING MINUTES – PG. 2**
 - Approve the February 11, 2016 meeting minutes.
- Item #5 PERFORMANCE REPORT – PG. 3**
 - Receive and file report on service performance.
- Item #6 SOCIAL MEDIA CONTEST UPDATE– PG. 17**
 - Receive and file social media contest update.
- Item #7 MARKETING CONTRACT – PG. 18**
 - Discuss the marketing and outreach contract.
- Item #8 DETERMINE THE NEXT MEETING DATE**
- Item #9 ADJOURN**

**MINUTES of the
HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (TAC)
February 11, 2016**

1. Call to Order

Chair David Rowlands called the meeting to order at 3:00 p.m.

2. Introductions and Announcements

Self-introductions were performed. A quorum was present. The following people were in attendance:

David Rowlands	Fillmore	Tom Conlon	MV Transportation
Brian Yanez	Santa Paula	David Fleisch	Ventura County
Kathy Connell	Ventura County	Aaron Bonfilio	VCTC
Darren Kettle	VCTC	Kara Elam	VCTC
Kevin Khouri	VCTC	Treena Gonzales	VCTC

3. Public Comments

No public comments were made.

4. Election of Officers – Action

Brian Yanez moved to nominate David Fleisch as Chairperson. David Rowlands seconded the motion. No objections were made.

David Fleisch moved to nominate Moorpark Brian Yanez as Vice Chairperson. David Rowlands seconded the motion. No objections were made. David Fleisch assumed his seat at Chairperson for the duration of the meeting.

5. November 30, 2015 Meeting Minutes – Action

David Rowlands moved to approve the November 30, 2015 meeting minutes. David Fleisch seconded the motion. The motion passed with no objections.

6. Marketing Status Update

Staff provided updates regarding upcoming and recently completed marketing activities.

7. Performance Indicators: Before and After January Service Change

Staff provided a summary report of service changes that took effect on January 18, 2016. The TAC discussed DAR and fixed route service utilization before the service change, as well as ridership trends. Discussion continued on farebox revenues, operating costs and the process if agencies do not make the farebox recovery ratio of 10%. The TAC requested that staff submit one month of post-service change data (Jan. 18 until Feb. 24) on both DAR and fixed route service, noting that it would be ideal to see data by pass product used.

8. Draft FY 2016/17 Valley Express Budget – Action

Staff presented the draft budget and cost model for FY 16/17 Valley Express service. Discussion took place on current expenditures, projected costs and revenues as well as previous years TDA apportionments. David Rowlands moved to recommend the draft FY 16/17 Valley Express budget to the Policy Advisory Committee's (PAC) for further consideration. Brian Yanez seconded the motion. The motion passed with no objections.

9. Determine the Next Meeting Date

The next TAC meeting will occur on Thursday, April 7, 2016 at 3:00 p.m. at Santa Paula City Hall.

10. Adjournment

Chair David Fleisch moved to adjourn the meeting at 3:55 p.m. The motion passed with no objections.



Item #5

April 7, 2016

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: PERFORMANCE REPORT

RECOMMENDATION:

- Receive and file the report on service performance.

BACKGROUND:

At the prior Heritage Valley Technical Advisory Committee (HVTAC) meeting, the members asked for staff to return with updated information related to service performance, specifically:

- Ridership
- Fare Revenue
- Operating Costs

The attached report reflects these key measures for the periods before, and after, the January 18, 2016, service change, i.e. July 1, 2015 – January 17, 2016, and January 18, 2016 – March 31, 2016¹. The service performance data includes both modes; fixed route and dial-a-ride.

In addition, stop-level *fixed route* ridership data was collected during a recent on-board survey, which has been included in the attached report package.

¹ March 2016 is presented in draft form; as some data may be adjusted with final month-end close.

SERVICE PERFORMANCE REPORT

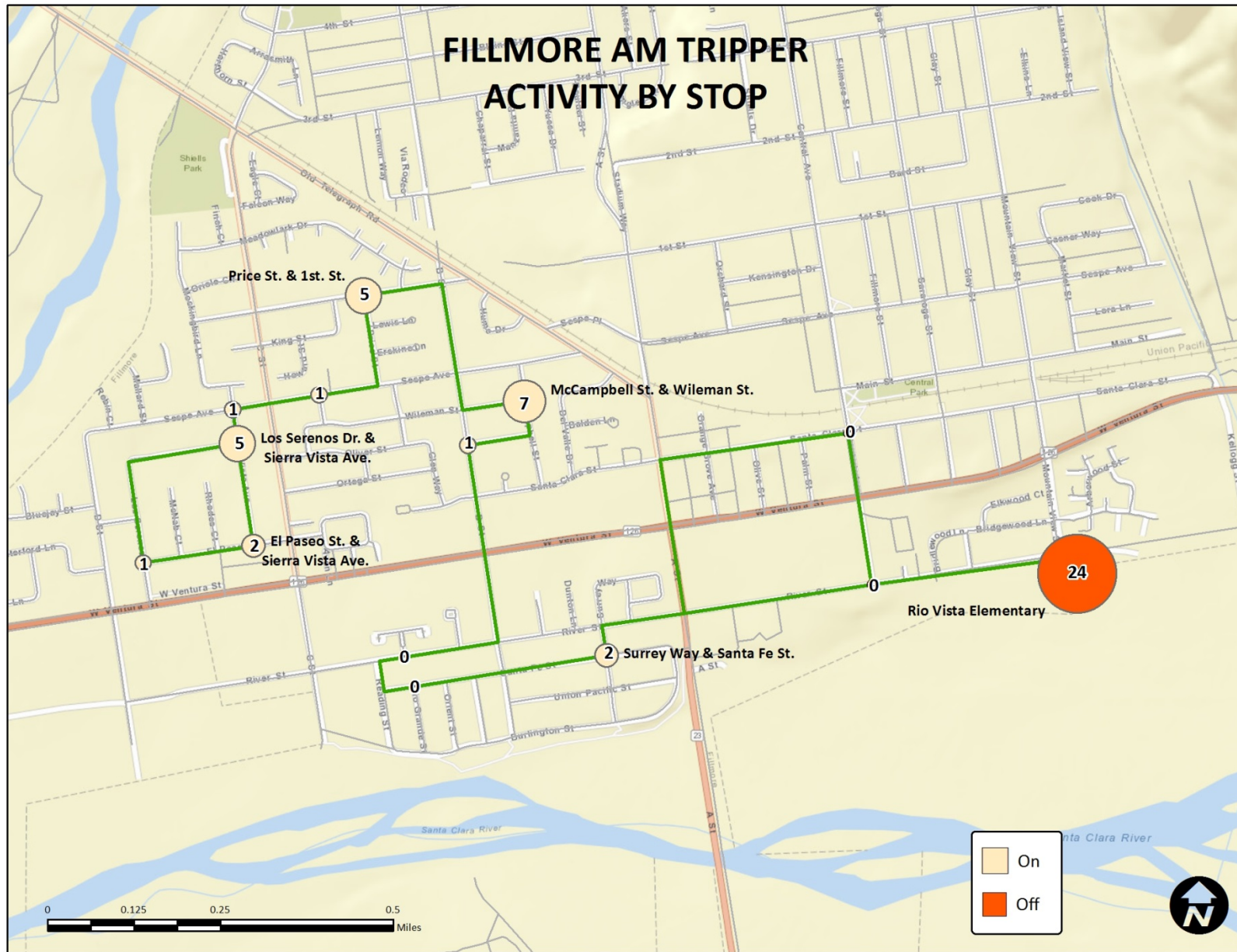
RIDERSHIP													
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD
Route													
Santa Paula A	1,388	1,506	1,536	1,861	1,499	1,434	1,161	1,241	1,242				12,868
Santa Paula B	1,616	1,732	1,790	1,848	1,461	1,366	1,174	1,278	1,104				13,369
SP - Tripper 1	-	215	499	586	359	354	441	393	253				3,100
SP - Tripper 2	-	75	155	246	156	133	168	137	110				1,180
Fillmore	1,662	1,881	2,134	1,955	1,975	1,921	1,264	1,323	1,141				15,256
Fill - Tripper 1	-	599	1,098	826	809	746	667	973	947				6,665
River Central	-	-	-	-	-	-	48	178	198				424
Piru	2,528	2,486	2,588	2,842	2,374	2,291	2,085	2,411	2,396				22,001
TOTAL FIXED ROUTE	7,194	8,494	9,800	10,164	8,633	8,245	7,008	7,934	7,391	-	-	-	74,863
Dial-a-ride													
Jurisdiction													
Fillmore	722	726	729	732	623	584	496	481	563	-	-	-	5,655
Santa Paula	1,774	1,783	1,790	1,799	1,531	1,435	1,276	1,294	1,514	-	-	-	14,197
County Unincorp	578	580	583	585	498	467	324	244	286				4,146
TOTAL DIAL-A-RIDE	3,074	3,089	3,102	3,116	2,653	2,487	2,095	2,019	2,363	-	-	-	23,998
SYSTEM-WIDE TOTAL	10,268	11,583	12,902	13,280	11,286	10,732	9,103	9,953	9,754	-	-	-	98,861
OPERATING COST													
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD
Route													
Santa Paula A	\$ 21,775.36	\$ 21,771.27	\$ 20,524.78	\$ 21,877.67	\$ 20,620.51	\$ 21,333.91	\$ 18,296.05	\$ 14,888.44	\$ 15,104.35				\$ 176,192.32
Santa Paula B	\$ 22,139.92	\$ 21,878.21	\$ 20,745.19	\$ 22,073.31	\$ 20,753.39	\$ 21,587.33	\$ 18,205.95	\$ 14,763.70	\$ 14,971.85				\$ 177,118.86
SP - Tripper 1	\$ -	\$ 1,935.80	\$ 2,909.11	\$ 3,044.45	\$ 1,956.91	\$ 1,946.42	\$ 2,532.34	\$ 2,687.79	\$ 2,318.65				\$ 19,331.46
SP - Tripper 2	\$ -	\$ 781.95	\$ 1,175.10	\$ 1,229.78	\$ 790.48	\$ 786.24	\$ 1,022.91	\$ 1,085.71	\$ 927.46				\$ 7,799.64
Fillmore	\$ 25,008.84	\$ 24,822.77	\$ 23,543.75	\$ 25,048.92	\$ 23,548.29	\$ 24,500.79	\$ 18,333.47	\$ 11,511.46	\$ 12,278.56				\$ 188,596.85
Fill - Tripper 1	\$ -	\$ 1,708.98	\$ 2,765.79	\$ 2,236.64	\$ 2,259.18	\$ 1,850.54	\$ 1,738.81	\$ 2,555.39	\$ 2,295.81				\$ 17,411.14
River Central	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,993.90	\$ 6,259.21	\$ 6,676.11				\$ 15,929.22
Piru	\$ 19,343.78	\$ 17,164.72	\$ 17,196.67	\$ 17,996.78	\$ 16,525.60	\$ 18,080.75	\$ 16,280.71	\$ 16,678.68	\$ 17,789.64				\$ 157,057.33
TOTAL FIXED ROUTE	\$ 88,267.90	\$ 90,063.70	\$ 88,860.40	\$ 93,507.55	\$ 86,454.35	\$ 90,085.98	\$ 79,404.14	\$ 70,430.37	\$ 72,362.43	-	-	-	\$ 759,436.82
Dial-a-ride													
Jurisdiction													
Fillmore	\$ 18,722.95	\$ 17,819.65	\$ 17,497.60	\$ 16,742.75	\$ 15,400.81	\$ 16,090.33	\$ 15,479.72	\$ 16,398.72	\$ 16,247.79	-	-	-	\$ 150,400.32
Santa Paula	\$ 46,006.33	\$ 43,786.72	\$ 42,995.38	\$ 41,140.56	\$ 37,843.11	\$ 39,537.42	\$ 39,852.68	\$ 44,115.44	\$ 43,709.41	-	-	-	\$ 378,987.05
County Unincorp	\$ 14,976.77	\$ 14,254.20	\$ 13,996.59	\$ 13,392.78	\$ 12,319.33	\$ 12,870.90	\$ 10,107.14	\$ 8,330.16	\$ 8,253.49				\$ 108,501.36
TOTAL DIAL-A-RIDE	\$ 79,706.04	\$ 75,860.57	\$ 74,489.57	\$ 71,276.09	\$ 65,563.25	\$ 68,498.66	\$ 65,439.54	\$ 68,844.32	\$ 68,210.70	-	-	-	\$ 637,888.73
SYSTEM-WIDE TOTAL	\$ 167,973.94	\$ 165,924.27	\$ 163,349.97	\$ 164,783.64	\$ 152,017.60	\$ 158,584.64	\$ 144,843.68	\$ 139,274.69	\$ 140,573.12	-	-	-	\$ 1,397,325.55

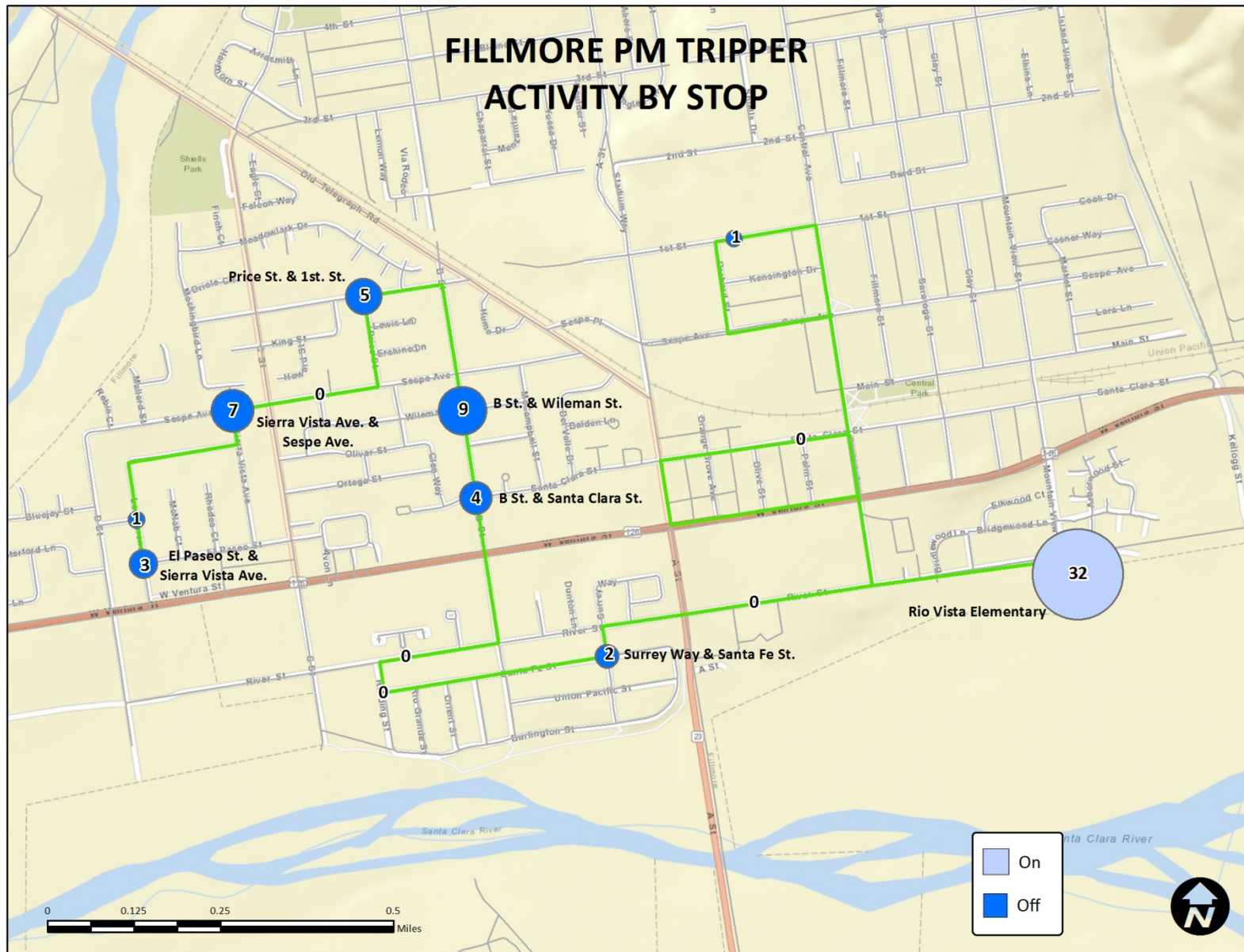
SERVICE PERFORMANCE REPORT

FAREBOX RECOVERY														
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD	
Route														
Santa Paula A	4.08%	4.45%	4.43%	4.85%	4.42%	4.19%	4.14%	6.31%	6.42%				4.71%	
Santa Paula B	4.69%	5.08%	5.52%	5.06%	4.39%	3.53%	4.42%	6.32%	5.54%				4.88%	
SP - Tripper 1		6.81%	8.25%	9.78%	9.85%	10.84%	12.14%	8.71%	7.24%				9.22%	
SP - Tripper 2		5.68%	6.96%	10.34%	12.50%	10.28%	11.19%	10.18%	9.09%				9.52%	
Fillmore	4.36%	4.75%	5.01%	4.37%	4.34%	4.28%	4.54%	8.52%	6.67%				4.90%	
Fill - Tripper 1		20.86%	18.56%	18.72%	24.06%	31.78%	27.93%	23.28%	26.71%				23.63%	
River Central							1.66%	2.05%	2.09%				1.99%	
Piru	9.35%	10.36%	10.38%	10.72%	10.08%	9.04%	10.11%	13.28%	12.11%				10.58%	
TOTAL FIXED ROUTE	5.47%	6.18%	6.59%	6.47%	6.18%	5.79%	6.29%	8.71%	7.98%				6.55%	
Dial-a-ride														
Jurisdiction														
Fillmore	4.52%	6.12%	5.80%	6.60%	6.44%	5.86%	5.06%	4.91%	5.30%				5.61%	
Santa Paula	4.52%	6.12%	5.80%	6.60%	6.44%	5.86%	5.06%	4.91%	5.30%				5.60%	
County Unincorp	4.52%	6.12%	5.80%	6.60%	6.44%	5.86%	5.06%	4.91%	5.30%				5.67%	
TOTAL DIAL-A-RIDE	4.52%	6.12%	5.80%	6.60%	6.44%	5.86%	5.06%	4.91%	5.30%				5.61%	
SYSTEM-WIDE TOTAL	5.02%	6.15%	6.23%	6.53%	6.29%	5.82%	5.73%	6.83%	6.68%				6.12%	
FARE REVENUES														
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD	
Route														
Santa Paula A	\$ 888.15	\$ 967.84	\$ 909.45	\$ 1,061.13	\$ 912.07	\$ 893.13	\$ 756.63	\$ 939.41	\$ 969.27	-	-	-	\$ 8,297.08	
Santa Paula B	\$ 1,038.07	\$ 1,110.49	\$ 1,144.96	\$ 1,117.06	\$ 911.11	\$ 761.11	\$ 804.44	\$ 933.14	\$ 828.78	-	-	-	\$ 8,649.16	
SP - Tripper 1	\$ -	\$ 131.89	\$ 240.02	\$ 297.84	\$ 192.66	\$ 211.07	\$ 307.34	\$ 234.03	\$ 167.93	-	-	-	\$ 1,782.78	
SP - Tripper 2	\$ -	\$ 44.44	\$ 81.78	\$ 127.14	\$ 98.82	\$ 80.80	\$ 114.47	\$ 110.53	\$ 84.30	-	-	-	\$ 742.28	
Fillmore	\$ 1,089.72	\$ 1,180.13	\$ 1,179.20	\$ 1,095.62	\$ 1,022.08	\$ 1,049.24	\$ 831.98	\$ 980.76	\$ 819.15	-	-	-	\$ 9,247.88	
Fill - Tripper 1	\$ -	\$ 356.51	\$ 513.25	\$ 418.76	\$ 543.55	\$ 588.13	\$ 485.68	\$ 594.92	\$ 613.11	-	-	-	\$ 4,113.91	
River Central	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 49.82	\$ 128.38	\$ 139.28	-	-	-	\$ 317.48	
Piru	\$ 1,809.58	\$ 1,777.70	\$ 1,784.29	\$ 1,928.98	\$ 1,665.32	\$ 1,634.11	\$ 1,646.49	\$ 2,215.68	\$ 2,154.05	-	-	-	\$ 16,616.20	
TOTAL FIXED ROUTE	\$ 4,825.52	\$ 5,569.00	\$ 5,852.95	\$ 6,046.53	\$ 5,345.61	\$ 5,217.59	\$ 4,996.85	\$ 6,136.85	\$ 5,775.87	-	-	-	\$ 49,766.77	
Dial-a-ride														
Jurisdiction														
Fillmore	\$ 845.61	\$ 1,090.01	\$ 1,015.25	\$ 1,105.68	\$ 991.42	\$ 942.44	\$ 782.62	\$ 804.95	\$ 861.54	\$ -	\$ -	\$ -	\$ 8,439.51	
Santa Paula	\$ 2,077.86	\$ 2,678.38	\$ 2,494.68	\$ 2,716.89	\$ 2,436.13	\$ 2,315.77	\$ 2,014.86	\$ 2,165.46	\$ 2,317.68	\$ -	\$ -	\$ -	\$ 21,217.72	
County Unincorp	\$ 676.42	\$ 871.91	\$ 812.11	\$ 884.45	\$ 793.05	\$ 753.87	\$ 510.99	\$ 408.90	\$ 437.64				\$ 6,149.34	
TOTAL DIAL-A-RIDE	\$ 3,599.89	\$ 4,640.30	\$ 4,322.04	\$ 4,707.02	\$ 4,220.60	\$ 4,012.08	\$ 3,308.47	\$ 3,379.31	\$ 3,616.86	-	-	-	\$ 35,806.57	
SYSTEM-WIDE TOTAL	\$ 8,425.41	\$ 10,209.30	\$ 10,174.99	\$ 10,753.55	\$ 9,566.21	\$ 9,229.67	\$ 8,305.32	\$ 9,516.16	\$ 9,392.73	-	-	-	\$ 85,573.34	
										Estimated Year-end Farebox Revenues				
										\$ 111,640.00				

SERVICE PERFORMANCE REPORT

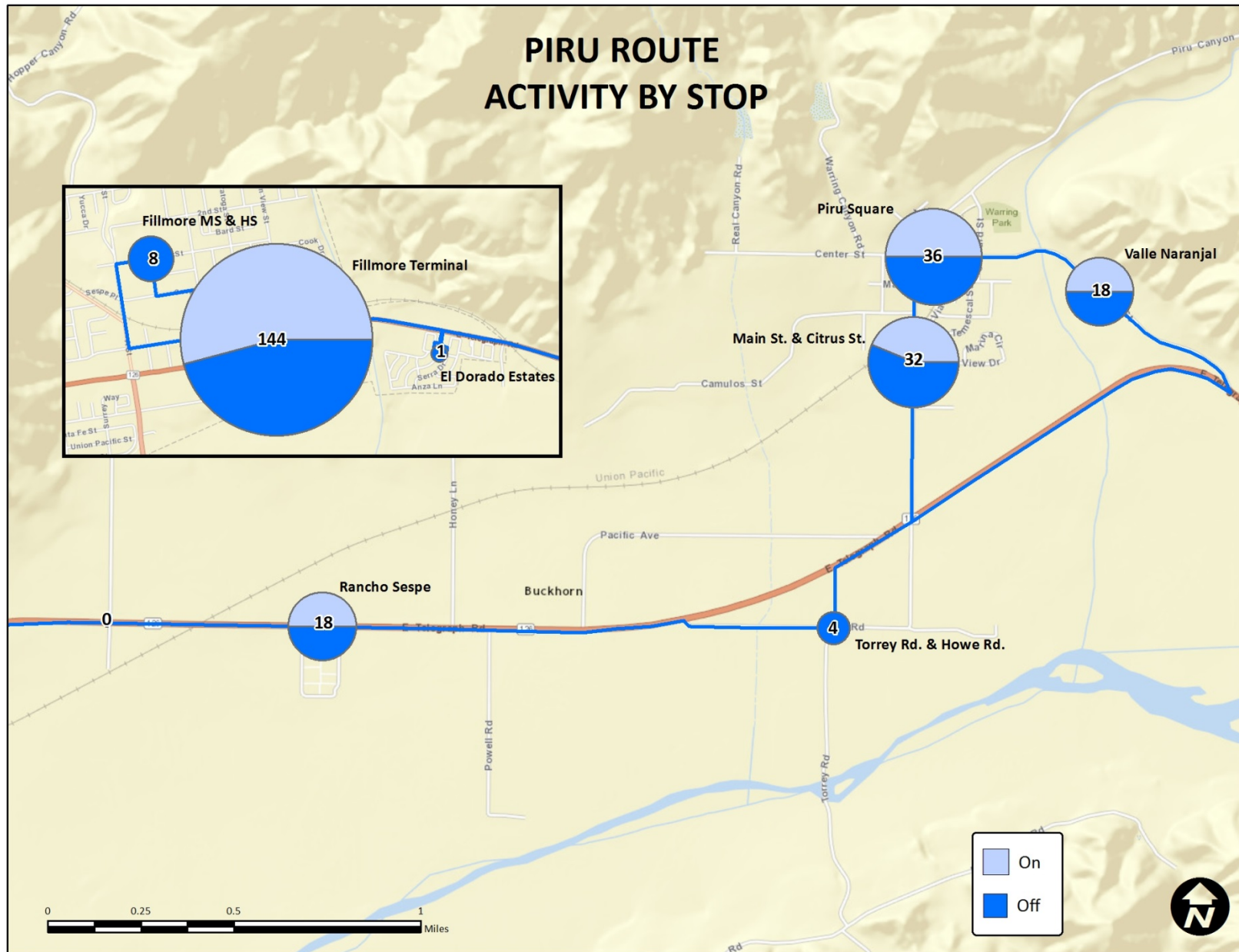
REVENUE HOURS													
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD
Route													
Santa Paula A	320.15	319.63	300.77	320.93	299.47	311.50	264.00	213.65	228.00	-	-	-	2,578.10
Santa Paula B	325.51	321.20	304.00	323.80	301.40	315.20	262.70	211.86	226.00	-	-	-	2,591.67
SP - Tripper 1	-	28.42	42.63	44.66	28.42	28.42	36.54	38.57	35.00	-	-	-	282.66
SP - Tripper 2	-	11.48	17.22	18.04	11.48	11.48	14.76	15.58	14.00	-	-	-	114.04
Fillmore	367.69	364.43	345.01	367.45	341.99	357.74	265.54	165.19	175.00	-	-	-	2,750.04
Fill - Tripper 1	-	25.09	40.53	32.81	32.81	27.02	25.09	36.67	33.00	-	-	-	253.02
River Central	-	-	-	-	-	-	43.20	89.82	96.00	-	-	-	229.02
Piru	284.40	252.00	252.00	264.00	240.00	264.00	234.92	239.34	256.00	-	-	-	2,286.66
TOTAL FIXED ROUTE	1,297.75	1,322.25	1,302.16	1,371.69	1,255.57	1,315.36	1,146.75	1,010.68	1,063.00	-	-	-	11,085.21
Dial-a-ride													
Jurisdiction													
Fillmore	275.27	261.62	256.41	245.60	223.66	234.94	223.36	235.32	245.26	-	-	-	2,201.45
Santa Paula	676.40	642.84	630.05	603.50	549.59	577.29	575.05	633.06	659.79	-	-	-	5,547.59
County Unincorp	220.19	209.27	205.11	196.46	178.91	187.93	145.84	119.54	124.59				1,587.84
TOTAL DIAL-A-RIDE	1,171.87	1,113.73	1,091.57	1,045.57	952.17	1,000.16	944.25	987.92	1,029.64	-	-	-	9,336.88
SYSTEM-WIDE TOTAL	2,469.62	2,435.98	2,393.73	2,417.26	2,207.74	2,315.52	2,091.00	1,998.60	2,092.64	-	-	-	20,422.09
									Estimated Year-end Hours of Service				
									26,350				
PAX/HR													
Fixed Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD
Route													
Santa Paula A	4.34	4.71	5.11	5.80	5.01	4.60	4.40	5.81	5.45				4.99
Santa Paula B	4.96	5.39	5.89	5.71	4.85	4.33	4.47	6.03	4.88				5.16
SP - Tripper 1		7.57	11.71	13.12	12.63	12.46	12.07	10.19	7.23				10.97
SP - Tripper 2		6.53	9.00	13.64	13.59	11.59	11.38	8.79	7.86				10.35
Fillmore	4.52	5.16	6.19	5.32	5.78	5.37	4.76	8.01	6.52				5.55
Fill - Tripper 1		23.87	27.09	25.18	24.66	27.61	26.58	26.53	28.69				26.34
River Central							1.11	1.98	2.06				1.85
Piru	8.89	9.87	10.27	10.77	9.89	8.68	8.88	10.07	9.36				9.62
AVERAGE FIXED ROUTE	5.54	6.42	7.53	7.41	6.88	6.27	6.11	7.85	6.95				6.75
Dial-a-ride													
Jurisdiction													
Fillmore	2.62	2.77	2.84	2.98	2.79	2.49	2.22	2.04	2.29				2.57
Santa Paula	2.62	2.77	2.84	2.98	2.79	2.49	2.22	2.04	2.29				2.56
County Unincorp	2.62	2.77	2.84	2.98	2.79	2.49	2.22	2.04	2.29				
TOTAL DIAL-A-RIDE	2.62	2.77	2.84	2.98	2.79	2.49	2.22	2.04	2.29				2.57
SYSTEM-WIDE TOTAL	4.16	4.75	5.39	5.49	5.11	4.63	4.35	4.98	4.66				4.84





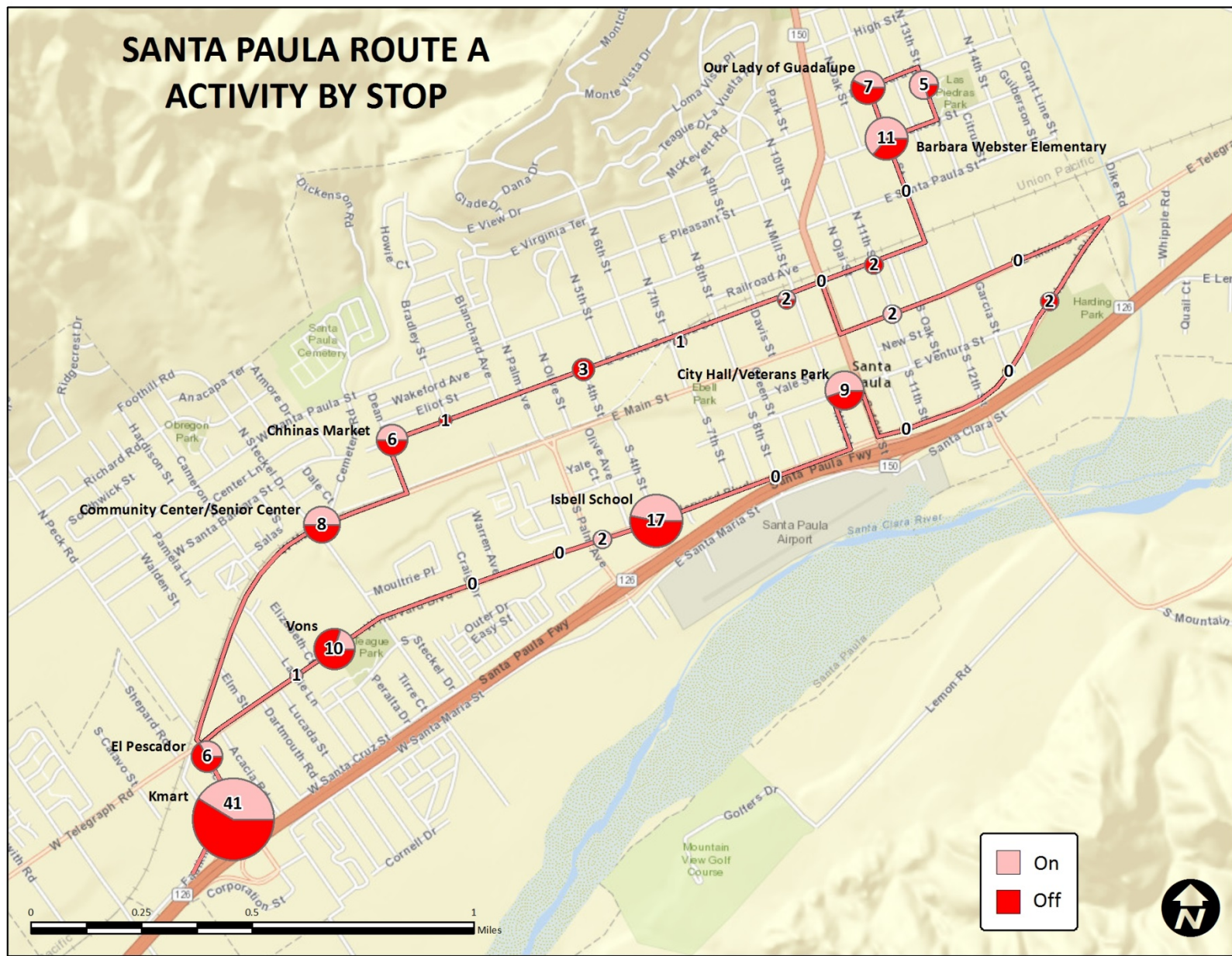




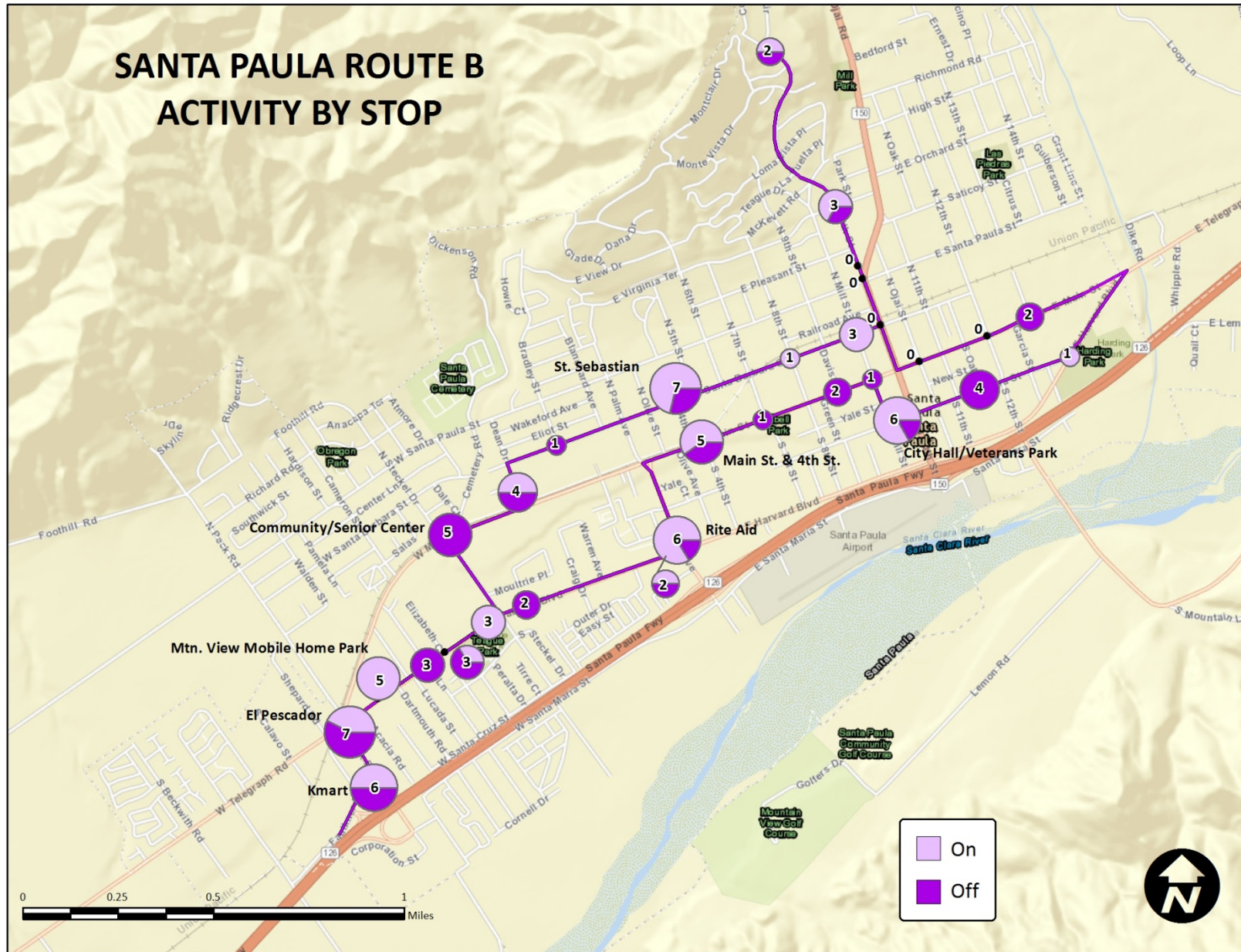




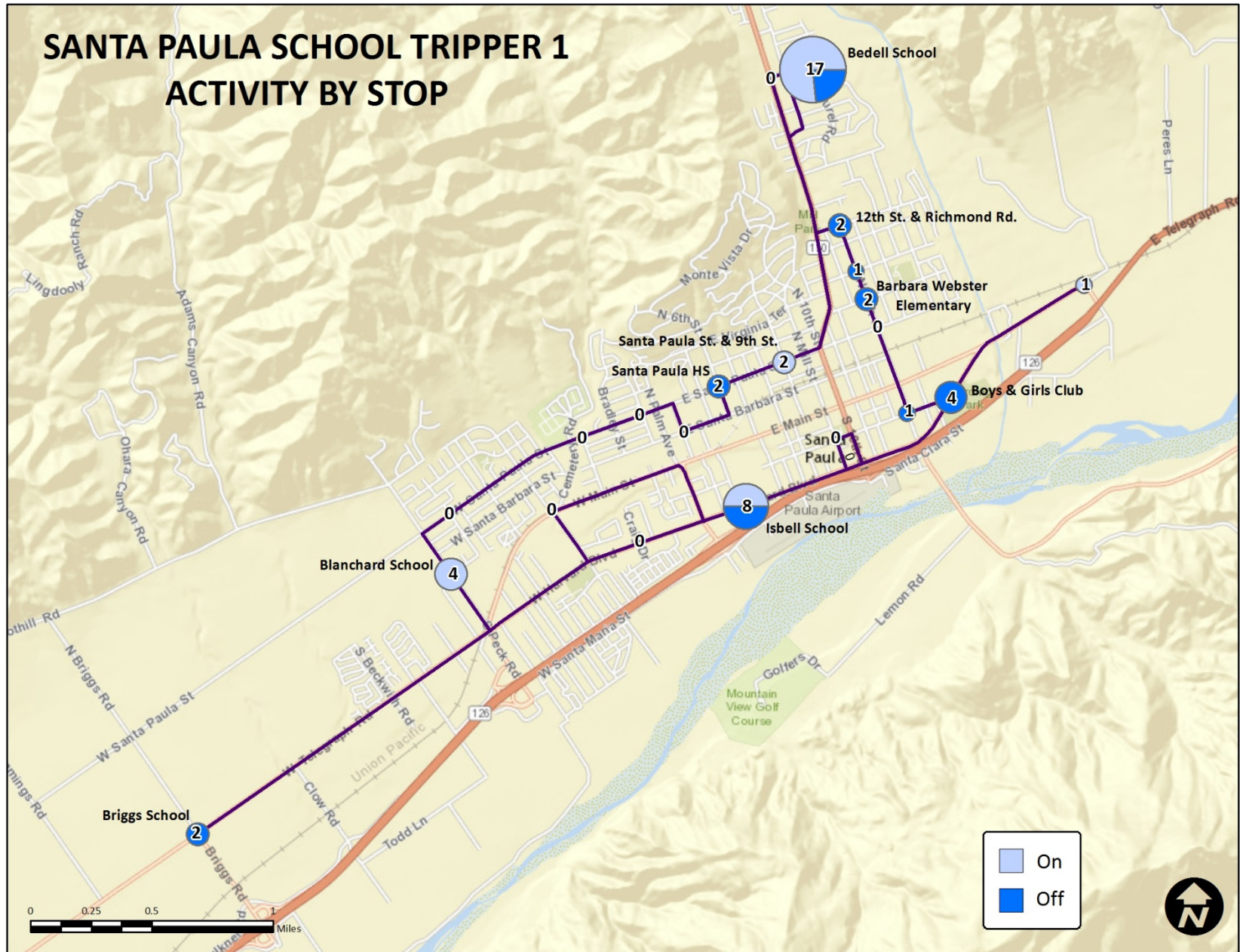
SANTA PAULA ROUTE A ACTIVITY BY STOP



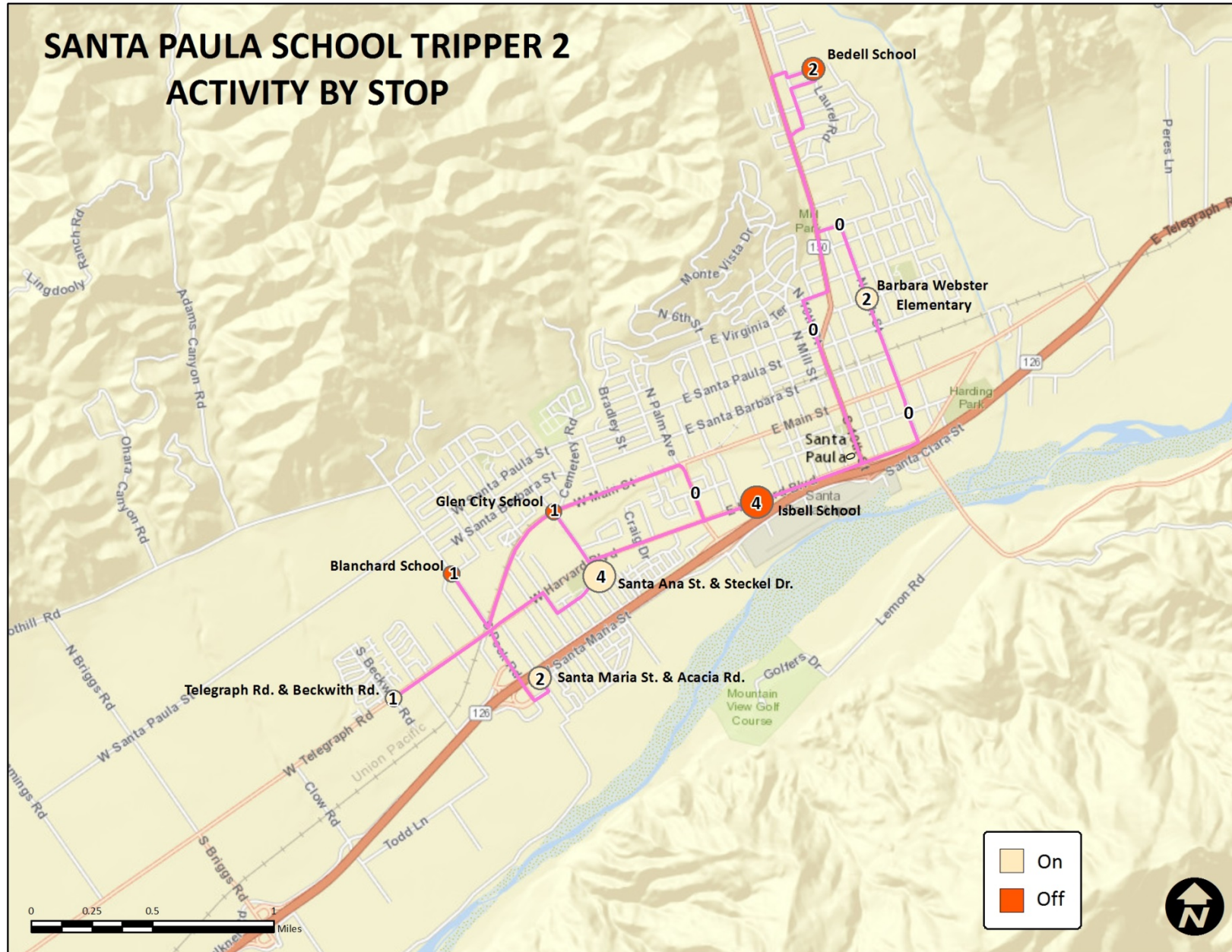
SANTA PAULA ROUTE B ACTIVITY BY STOP



SANTA PAULA SCHOOL TRIPPER 1 ACTIVITY BY STOP



SANTA PAULA SCHOOL TRIPPER 2 ACTIVITY BY STOP





Item #6

April 7, 2016

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: SOCIAL MEDIA CONTEST UPDATE

RECOMMENDATION:

- Receive and file

BACKGROUND:

At the prior Heritage Valley Policy Advisory Committee (HVPAC) meeting, the members discussed the upcoming milestone of the Valley Express (VE) one-year anniversary. Staff informed the Committee that it had been working with the VE marketing firm, Moore & Associates, on a social media contest to promote the service and commemorate the anniversary. At the April 7, 2016 HVTAC meeting Moore & Associates will present to the TAC the status of the “contest” and other recent promotional activity.



Item #7

April 7, 2016

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: MARKETING CONTRACT DISCUSSION

RECOMMENDATION:

- Discuss the marketing and outreach contract.

BACKGROUND:

The current Valley Express marketing and outreach contract is scheduled to expire at the end of the fiscal year. This item has been placed on the agenda to provide the opportunity for the HVTAC to review the various options for the HVTTS marketing and outreach contract for the upcoming and future fiscal years.

Previously discussed options include:

- Conduct formal solicitation (e.g. Request for Proposals) over longer-term;
- Amend and extend current agreement with Moore & Associates;
- Incorporate Valley Express marketing and outreach scope of work into the greater-VCTC marketing agreement.