



## **AGENDA**

**HERITAGE VALLEY TRANSIT SERVICE (HVTS)  
POLICY ADVISORY COMMITTEE (PAC)  
Monday, July 21, 2014, 3:00 p.m.  
Santa Paula City Hall, Council Chambers  
970 E. Ventura Street, Santa Paula, CA 93060**

- Item #1 INTRODUCTION**
- Item #2 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 #3 APPROVAL OF MARCH 31, 2014 MEETING SUMMARY – PG. 3**  
That HVTS PAC approve the March 31, 2014 meeting summary.
- Item #4 STATUS UPDATE: PROPOSED SERVICE LEVELS – PG. 4**  
That the HVTS PAC discuss routes, hours and options of proposed service plan.
- Item #5 RELEASE OF DRAFT REQUEST FOR PROPOSALS (RFP) – PG. 6**  
That the HVTS PAC approve recommendation for VCTC to release the Draft RFP for service.
- Item #6 PROPOSED FARE SCHEDULE – PG. 8**  
That the HVTS PAC approve the proposed cash fare schedule for service, and discuss the options for passes and other fare media.
- Item #7 VEHICLE PROCUREMENT UPDATE – PG. 11**  
That the HVTS PAC receive and file Fleet purchase information.
- Item #8 SERVICE BRANDING AND DESIGN PLAN – PG. 14**  
That the HVTS PAC discuss, and provide direction to Staff, service branding and design concepts for service image.

**Item #9        DETERMINE NEXT MEETING DATE**

**Item #10      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.*

**MEETING SUMMARY of the  
VENTURA COUNTY TRANSPORTATION COMMISSION  
HERITAGE VALLEY TRANSIT SERVICE COOPERATIVE COMMITTEE  
March 31, 2014**

**Item # 1 Call to Order**

Darren Kettle of VCTC called the meeting to order at 3:04 p.m.

**Item # 2 Public Comments**

None

**Item # 3 Election of Chair and Vice-Chair**

Ralph Fernandez (Santa Paula) was elected Chair of the Heritage Valley Transit Service Cooperative Committee. Kathy Long (Ventura County) was elected Vice Chair.

**Item # 4 Heritage Valley Transit Service Cooperative Committee Draft Cooperative Agreement**

The Committee discussed the Draft Cooperative Agreement. The Committee agreed to revised language regarding designation of alternate Committee representatives for the Parties. The Committee moved to recommend the Agreement, as amended, to the governing bodies of their respective member agencies. Discussion of service levels and potential fares followed, such as possibility of a two-step or “phased-in” fare increase for the pre-existing dial-a-ride service. Discussion continued regarding the timeline for the RFP and procurement of new service; expected start date for new service is January 1, 2015.

**Item # 5 Heritage Valley Transit Service Cooperative Committee 2014-15 Budget Recommendation**

The Committee moved to recommend the proposed budget.

**Item # 6 Heritage Valley Dial-A-Ride FY 2014/15 Six Month Contract Extension**

The Committee moved to recommend VCTC negotiate extension of the service contract(s) with current contractor, Fillmore Area Transit Company (FATCo) for period of six months.

**Item # 7** The meeting adjourned at 4:34 p.m.



Item #4

July 21, 2014

**MEMO TO: HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE**  
**FROM: AARON BONFILIO, PROGRAM MANAGER**  
**AMY AHDI, TRANSIT PLANNER**  
**SUBJECT: STATUS UPDATE ON PROPOSED SERVICE LEVELS**

**RECOMMENDATION:**

- Receive and file.

**BACKGROUND:**

As administrator of the Heritage Valley Transit Service, VCTC was tasked with development of proposed service levels for the system consistent with direction provided by the HVPAC and the Heritage Valley Transit Study. In June 2014, VCTC staff presented proposed service levels to the Heritage Valley Transit Service Technical Advisory Committee (HVTAC). HVTAC members approved recommendation of the proposed service levels with minor alterations. The levels of service are considered to be a work-in-progress and VCTC anticipates continued feedback from the Cities, County and community stakeholders. Feedback received to date includes:

**Minor Changes**

VCTC staff received comments regarding minor alterations to the routes. Bus stop spacing has a major impact on transit performance. In general, there is a tradeoff between: (a) closely spaced, frequent stops and shorter walking distance, but more time on the vehicle and (b) stops spaced further apart and longer walking distance, but less time on the vehicle. VCTC staff will work to adjust the service to provide the greatest possible coverage while maintaining route efficiency.

- **Additional Fillmore stops**: Reduce the distance between stops
- **Fixed route service to south-west Fillmore**: Extend proposed route into West Fillmore to provide service to the high density housing developments
- **Fixed route service to Rio Vista Elementary School**: Adjust route to stop at Rio Vista Elementary School
- **Fixed route service to east Santa Paula**: Extend service to Las Piedras area and 14<sup>th</sup> street.

## **Significant Changes**

In addition to the adjustments mentioned above, VCTC staff, through continued review of trip demand and consultation with the Cities and the County has identified two options for service which would significantly increase the projected cost of service. One was “system-wide” and the other only impacts the City of Santa Paula:

- **Expansion of the Dial-a-ride (DAR)**: Increase Dial-a-ride service hours; per the Heritage Valley Transit Study the total annual DAR service hours will be significantly reduced when the new fixed route service is instated; currently VCTC operates approximately 29,000 vehicle service hours (VHS), the Heritage Valley Transit Study recommended 10,400 VHS. VCTC recommends the HVPAC consider as an option adding 500 VHS to Dial-a-ride if demand presents itself.
- **Expansion of the Santa Paula Circulator**: Include reverse direction service with same or similar headways. The City of Santa Paula has expressed interest in adding service in the reverse direction of the proposed route. This would add approximately 9100 VHS annually.

These suggestions were included into the RFP as options so that additional cost information could be provided to the HVPAC should the Committee or the City of Santa Paula opt to fund this expanded level of service.

VCTC staff will continue to refine the routes based on the feedback received. In any case, minor modifications are expected during the demonstration period to address any immediate service related issues identified; this includes changes or additions to stops.



Item #5

July 21, 2014

**MEMO TO: HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE**

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

**SUBJECT: RELEASE OF DRAFT REQUEST FOR PROPOSALS (RFP)**

**RECOMMENDATION:**

- Approve the recommended release of the RFP for the Heritage Valley Transit Service.

**BACKGROUND:**

As administrator of the HVTS, 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 and management and administration of contracted transit operations including contractor selection through a Request for Proposals (RFP) procurement process.

VCTC has been working on the development of an RFP document, including a scope of services consistent with the adopted Heritage Valley Transit Study and feedback from the HVTS PAC, member agencies staff, and the community. The scope also includes such items as Contractor maintenance requirements, the FTAs contractual requirements and performance standards. The evaluation process and guidelines for the proposal submittal and service startup have also been included. The Heritage Valley Transit Service Technical Advisory Committee (HVTS TAC) has reviewed the draft RFP and provided VCTC with feedback that has been incorporated in the attached draft.

Also included in the RFP are two options for possible expanded service:

- **Santa Paula Reverse Option:** Service includes operation of the Santa Paula Circulator route in the reverse direction with same or similar headways as the standard route. As part of their cost proposal, Proposers are asked to propose a fixed hourly rate with this additional option in addition to their proposed hourly rate for the base level of service.

- **Dial-a-ride Expansion Option**: Service includes additional operation of Dial-a-ride services. As part of their cost proposal, Proposers are asked to propose a fixed hourly rate with this additional option in addition to their proposed hourly rate for the base level of service.

Asking Proposers to include the above options will provide additional cost information to the HVTS PAC, should the Committee or City of Santa Paula opt to fund this increased level of service.

The draft of the proposed RFP was provided to the HVTS TAC for review and subsequently recommended for approval. Assuming that the HVTS PAC concurs, this item will be presented at the July Commission meeting. If the item is approved as proposed, VCTC anticipates release of the RFP immediately following the July meeting. The proposed start date for this service is January 5, 2015.



Item #6

July 21, 2014

**MEMO TO: HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE**  
**FROM: AARON BONFILIO, PROGRAM MANAGER**  
**TREENA GONZALEZ, TRANSIT SPECIALIST**  
**SUBJECT: PROPOSED FARE SCHEDULE**

**RECOMMENDATION:**

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

**BACKGROUND AND DISCUSSION:**

At the prior Heritage Valley Transit Service Policy Advisory Committee (HVTS PAC) meeting, members discussed the need to establish a fare policy and structure for the new fixed route service that would both be attractive to riders, as well as meet the objectives outlined in the Heritage Valley Transit Study. The HVTS PAC also discussed the fare structure currently in place for the Heritage Valley Dial-a-ride (DAR) program and the VISTA intercity system. Through discussion, the HVTS PAC provided multiple perspectives ultimately identifying the following goals for any proposed fare schedule:

- Attract ridership for the new 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.
- Meet mandated farebox recovery levels.



At the prior meeting, the Heritage Valley Transit Service Technical Advisory Committee (HVTS TAC) approved recommendation of the following cash fare structure and implementation schedule:

HERITAGE VALLEY CASH FARES				
Fare Type	Current	Proposed		
		Jan 5, 2015	July 1, 2015	Jan 1, 2016
Dial-a-ride – Adult/Youth	\$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 < 5	N/A	Free	Free	Free
Fixed Route – Senior/Disabled	N/A	\$0.50	\$0.60	\$0.60
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

Ventura County Transportation Commission (VCTC) staff recommends that the HVTS PAC support the above proposed cash fare structure and implementation schedule, and that VCTC prepare a Title VI (Civil Rights) analysis and schedule a public hearing to receive comments prior to final action by the Commission.

In addition to the above cash fare structure, staff recommends the PAC consider additional fare media options, such as allowance for transfers, monthly passes, or bulk ride discounts.

At the prior HVTS TAC meeting, members expressed a desire to participate in the Ventura County Bus Transfer Program for the new fixed route service. Currently, riders can transfer for free from DAR to the VISTA service; however, transfers from VISTA to DAR require a 50 cent fee, due to the fare differential. The PAC should consider transfer options between the DAR, new fixed route, and VISTA services.

Regarding fare media, VCTC currently offers the following passes:

CURRENT DAR/VISTA FARE MEDIA		
Pass Type	Dial-A-Ride	VISTA Intercity
Day Pass (DAR + VISTA)	\$3.50	\$3.50
Regular VISTA Monthly Pass	N/A	\$50.00
Dial-a-ride Monthly Pass	\$20.00 (all ages)	N/A
Premium (DAR + VISTA)	\$60.00	\$60.00
Inter-county VISTA Monthly Pass	N/A	\$105.00

VCTC staff recommends the HVTS PAC consider implementing a “pass” fare structure that is in congruence with the cash fare structure. This would include a price increase for the Dial-a-ride monthly pass, as well as a discounted “youth” fixed route pass to incentivize riders to utilize the new fixed route service. Staff proposes the following fare media and price increase implementation schedule:

<b>HERITAGE VALLEY FARE MEDIA</b>			
<b>Pass Type</b>	<b>Current</b>	<b>Proposed</b>	
		Jan 5, 2015	Jan 1, 2016
Dial-a-ride Monthly Pass – Adult/Youth	\$20	\$30	\$40
Dial-a-ride Monthly Pass – Senior/Disabled	\$20	\$25	\$25
Fixed Route – Adult	N/A	\$25	\$25
Fixed Route – Youth (<18) & Senior/Disabled	N/A	\$12	\$12

VCTC staff suggests the HVTS PAC discuss the above-listed fare media options as well as the inclusion of a day pass. VCTC staff will continue to work with both the HVTS PAC and TAC members to identify effective fare media for both the Dial-a-ride and new fixed route system.



Item #7

July 21, 2014

**TO: HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE**  
**FROM: VICTOR KAMHI, BUS SERVICES DIRECTOR**  
**SUBJECT: VEHICLE PROCUREMENT UPDATE**

**RECOMMENDATION:**

- Receive and file Fleet purchase information.

**BACKGROUND:**

Based on direction from the Heritage Valley Transit Service (HVTS) Policy Advisory Committee (PAC), the Commission authorized staff to proceed with the purchase of transit vehicles for the HVTS, in order to have the new vehicles prior to the January 5, 2015 projected start date. As authorized by the Commission, the Executive Director issued a Notice to Proceed with A-Z Bus Sales and to execute a purchase order for fifteen (15) transit buses for the HVTS, as provided through the CalACT purchasing cooperative, at a cost not to exceed \$1,525,000. The Commission also directed staff to proceed with activities necessary to receive and put into service the new buses, including "E" plate licensing, vehicle inspection, and decaling, beyond the basic levels provided through the A-Z purchase order.

Using the Commission approved Proposition 1B Transit Capital funding, the order was placed for fifteen (15) transit vehicles by VCTC to operate service in the Heritage Valley service area consistent with the Heritage Valley Transit Study adopted by the Commission. The fleet plan consisted of the purchase of five (5) larger buses to operate fixed-routes and ten (10) smaller buses for Dial-a-ride (DAR) service. The vehicles were ordered through the California Association of Coordinated Transportation (CalACT) which has a State and Federally approved "purchasing cooperative" for small and medium size transit vehicles. This allowed the Commission to select the desired vehicle mix, knowing in advance the costs of a wide variety of vehicles, while staying within the available funds. A number of Ventura County agencies have used and are continuing to use the CALACT purchasing cooperative, and it is likely the program will be used by County transit operators in the future.

Commission staff met with sales representatives and developed the following purchase plan. The specification and number of vehicles being recommended are based on the Heritage Valley Study as well as feedback received from our operator and peer agencies regarding vehicle specifications. The recommendations are as follows:

**Vehicle Capacity and Type**

		<b>Quantity</b>
23 Passenger – Cutaway Low-Floor Bus (26' L)	x	5
16 Passenger - Cutaway Standard Bus (25' L)	x	5
14 Passenger - Cutaway Standard Bus (23' L)	x	5
<b>Total Vehicles</b>		<b>15</b>

The projected maximum lead time for vehicle build and delivery is approximately 150 to 180 days, from the time ordered to time delivered. The pricing for the mix of vehicles is presented in the following table, including the proposed options. Options were selected based on industry research and experience, proposed service need, and feedback from other transit operators.

Vehicle Type	Type B Cutaway Bus (23' L)	Type B Cutaway Bus (25' L)	Type G Low-floor Cutaway Bus (26'L)
Passenger Capacity	14 Passengers	16 Passengers	23 Passengers
Wheelchair Areas	2 WC Users	2 WC Users	2 WC Users
Make	Glaval/Chevy	Glaval / Chevy	ARBOC / Chevy
Engine	6.0 V8	6.0 V8	6.0 V8
Fuel	Gasoline	Gasoline	Gasoline
<b>Base Price</b>	<b>\$59,808.46</b>	<b>\$59,808.46</b>	<b>\$120,581.56</b>
<u>Options</u>			
Credit for seat delete	-\$509.85	N/A	N/A
Fold-away Seating - WC Area	\$1,988.42	\$1,988.42	N/A
Fuel Access plate in floor	\$112.17	\$112.17	N/A
Locking Fuel Filler door	\$76.48	\$76.48	\$127.46
Armored Marker Lights / Turn Signal	\$229.43	\$229.43	\$127.46
Upgraded Drivers Seat	\$1,529.55	\$1,529.55	\$1,427.58
Stop Request System	\$739.28	\$739.28	\$892.24
Bike Rack	\$1,886.45	\$1,886.45	\$1,886.45
Upgraded Suspension	\$790.27	\$790.27	N/A
Upgraded A/C system	\$1,631.52	\$1,631.52	N/A
Upgrade to fiberglass seats	\$1,400.00	\$2,100.00	\$3,570.00
Body Extension / Row add	N/A	\$750.00	N/A
Rear Window Lens	\$40.79	\$40.79	\$40.79
Prep for seat add in WC area	\$45.00	\$45.00	N/A
Lift Padding/Cover Kit	\$330.00	\$330.00	N/A
Stanchion and Grab Handles Yellow	N/A	N/A	\$330.40
Farebox	\$1,200.00	\$1,200.00	\$1,200.00
Destination Headsigns	N/A	\$1,784.48	\$4,850.00
Roof Vent	N/A	N/A	\$382.39
<b>Sub-total Options</b>	<b>\$11,489.51</b>	<b>\$15,233.84</b>	<b>\$14,834.77</b>
<b>Price Per Vehicle</b>	<b>\$71,297.97</b>	<b>\$75,042.30</b>	<b>\$135,416.33</b>
Quantity	5	5	5
	<b>\$356,489.87</b>	<b>\$375,211.50</b>	<b>\$677,081.67</b>
<b>Total Purchase (before taxes, fees, licensing)</b>			<b>\$1,408,783.04</b>

Additional costs which VCTC is providing includes the state sales tax, a negotiated price to paint and decal the buses, and the registration of the buses with the California Department of Motor Vehicles. Because the Commission will have title to the vehicles, it will be able to use “E-plates” which will result in an annual savings.

Based on the recommended options and sales tax of 7.5%, the approximate total purchase price per vehicle (after credit for non-taxable ADA equipment portion), is as follows:

**TYPE B (23’L)**  
\$77,033

**TYPE B (25’ L)**  
\$80,943

**TYPE G (26’ L)**  
\$146,577

At this price, VCTC will be able to purchase 15 new buses within the budgeted funds leaving a Prop 1B Transit capital contingency of approximately \$400,000.

A-Z reserved a place in their manufacturer’s construction line for our initial 10 small buses (Type B’s) beginning in July, and possible delivery could occur around September. The remaining larger buses would be available by late November to middle of December. After a final inspection and acceptance by VCTC, the buses will be placed in service.

The funds for this purchase are not part of VCTC FY 2013-14 budget, however, the funding for the purchase is included in the VCTC FY 2014-15 budget. Payment for the buses will occur in FY 2014-15 as work progresses and the buses are delivered and accepted by VCTC.

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TYPE B VEHICLES (23’ & 25’)



TYPE G LOW-FLOOR BUS (26’)



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**Item #8**

July 21, 2014

**TO: HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE**  
**FROM: VICTOR KAMHI, BUS SERVICES DIRECTOR**  
**SUBJECT: SERVICE BRANDING AND DESIGN PLAN**

**RECOMMENDATION**

- Discuss and provide direction to the VCTC staff regarding the branding and design concepts for service image

**BACKGROUND:**

As a newly created entity, the Heritage Valley Transit Service (HVTS) will need to develop its own name, logo, and color scheme which will subsequently help riders and the general public easily identify the buses, stops, and other related materials. Successful branding communicates certain values and differentiates the proposed HVTS from the existing service, as well as engenders a sense of ownership for the service among Heritage Valley residents and decision-makers alike.

VCTC is committed to assisting the PAC members with the successful implementation of a community-based transit program. In addition to providing service planning and an initial fleet, and although not part of the HVTS budget, VCTC is committed to providing the HVTS with initial service marketing, advertising, and public communications support inclusive of service brand development through its Marketing Contractor (Moore & Associates).

The Heritage Valley Transit Service Technical Advisory Committee (HVTS TAC) initiated discussion on this topic. Overall, the HVTS TAC felt that the name for the service, as identified in the approved Cooperative Agreement – Heritage Valley Transit Service – was appropriate and desirable. They did however raise a concern that a Santa Paula based charter bus business similarly named “The Heritage Valley Bus, Inc.” could create some confusion on the part of the public.

As part of Monday's HVTS PAC meeting, VCTC/Moore & Associates' staff will briefly present some examples of recent transit branding projects, followed by discussion of the steps typically followed in the development of a successful brand.