



**HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (HVPAC)**
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

Monday, April 24, 2017
1:00 p.m.

MEETING MINUTES

MEMBERS PRESENT:

Manuel Minjares, City of Fillmore
Ginger Gherardi, City of Santa Paula
Kelly Long, County of Ventura
Darren Kettle, VCTC

VCTC STAFF PRESENT:

Aaron Bonfilio, Program Manager – Transit Services
Heather Miller, Transit Planner
Martin R. Erickson, Public Transit Director

ITEM 1 CALL TO ORDER

Chair Minjares called the meeting to order at 1:04 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENT

None.

ITEM 3 PUBLIC COMMENTS

None.

ITEM 4 AGENDA ADJUSTMENTS

None.

ITEM 5 APPROVAL OF MINUTES

ACTION

Gherardi moved, seconded by Long, that the Committee approve the March 13, 2017 meeting minutes. The motion passed with no objections.

ITEM 6 VALLEY EXPRESS SERVICE MODIFICATION AND DRAFT FISCAL YEAR 2017/2018 BUDGET

Mr. Bonfilio, VCTC, reviewed the Valley Express service modification and draft fiscal year 2017/18 budget.

Discussion

The Committee discussed 1) the billing process for Dial-A-Ride services for each agency, 2) daily ridership breakdowns for each route, 3) proposed fare increases, 4) the history of and potential for connecting to the Heritage Valley Transit Service area and Moorpark and/or Santa Clarita, 5) funding and student ridership, 6) marketing the Valley Express bus service, 7) the proposed timeline for implementation of a schedule change.

ACTION

Long moved, seconded by Gherardi, that the Committee:

- 1) **Direct the Heritage Valley Technical Advisory Committee and staff to plan Fixed Route service reductions based on ridership,**
- 2) **Approve expansion of the Dial-A-Ride service area for general public riders to include the previously restricted "Fixed Route Service Area," and**
- 3) **Approve the draft budget as recommended by the Heritage Valley Technical Advisory Committee for recommendation to the Commission.**

The motion passed unanimously.

ITEM 7 RECOMMENDATION FROM SELECTION PANEL OF CONSULTANT FOR MARKETING AND COMMUNITY OUTREACH PROGRAM FOR THE VALLEY EXPRESS

Mr. Bonfilio provided a brief explanation of the process taken to select Celtis Ventures for the Marketing and Community Outreach Program for the Valley Express.

Discussion

The Committee discussed 1) the need to target youth, seniors, and Spanish language audiences, 2) the next steps for Celtis Ventures' work effort, 3) the need to work with the schools and senior centers in Fillmore and Santa Paula.

ACTION

Long moved, seconded by Gherardi, that the Committee approve the recommendation to the Ventura County Transportation Commission that the contract for marketing and outreach services for the Valley Express be awarded to Celtis Ventures, LLC. The motion passed unanimously.

ITEM 8 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION

The Committee agreed to meet on July 10, 2017 at 11:00 a.m. in the Santa Paula Council Chambers.

ITEM 9 ADJOURNMENT

Chair Minjares adjourned the meeting at 1:56 p.m.