



POLICY ADVISORY COMMITTEE (HVPAC)

**Wednesday, January 18, 2017, 11:00 a.m.
City of Fillmore, Council Chambers
250 Central Ave, Fillmore, CA**

MEETING MINUTES

MEMBERS PRESENT: David Rowlands, City of Fillmore
Ginger Gherardi, City of Santa Paula
Manuel Minjares, City of Santa Paula
David Fleisch, County of Ventura
Jeff Pratt, County of Ventura

VCTC STAFF PRESENT: Darren Kettle, VCTC
Martin Erickson, VCTC

ITEM 1 CALL TO ORDER

Chair Minjares called the meeting to order at 11:02 a.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENT

Ms. Gherardi, City of Santa Paula, announced that the City of Santa Paula conducted a stop-by-stop survey last year and intends to conduct another this year to determine the number of patrons entering and exiting the bus at specific stops in order to support specific route changes.

ITEM 3 PUBLIC COMMENTS

None.

ITEM 4 AGENDA ADJUSTMENTS

None.

ITEM 5 APPROVAL OF MINUTES

ACTION

Gherardi moved, seconded by Pratt, that the Committee approve the May 9, 2016 meeting minutes. The motion passed with no objections.

ITEM 6 HERITAGE VALLEY TECHNICAL ADVISORY SUBCOMMITTEE REPORT

Mr. Fleish, HVTAC Chairperson, gave a brief report on the January 5, 2017 HVTAC meeting including the Moore and Associates proposal for use of the remaining marketing contract funds, the way in which ridership and revenue data is provided to both the TAC and the PAC in the future, fare/service adjustments, and the CMAQ funds awarded for bus stop enhancements.

Mr. Rowlands, City of Fillmore, arrived at 11:07 a.m.

ITEM 7 REQUEST FOR PROPOSALS FOR MARKETING SERVICES

Mr. Erickson, VCTC, said Moore and Associates has been providing marketing services and their contract will end at the end of the fiscal year. He shared the procurement schedule between February and July 2017.

Discussion

The Committee discussed the need for the RFP to emphasize the use of targeted marketing directed at youth, senior, and Spanish language populations.

ACTION

Gherardi moved, seconded by Pratt, that the Committee approve for recommendation to the Ventura County Transportation Commission (VCTC) issuance of a Request for Proposals for Marketing and Outreach services for the Valley Express.

ITEM 8 FUTURE AGENDA ITEMS

Mr. Kettle said that upcoming agenda items include the approval of the proposed annual budget, discussion of farebox recovery and service performance, and discussion of proposed fare adjustments and fare media.

Mr. Fleisch asked to add the Moore and Associates proposal for use of the remaining marketing contract funds to Future Agenda Items.

ITEM 9 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION

The Committee agreed to meet on Monday, March 13, 2017 at 1:00 p.m. in the Santa Paula Council Chambers.

ITEM 10 ADJOURNMENT

Chair Minjares adjourned the meeting at 11:29 a.m.