



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

Monday, July 10, 2017
11:00 a.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
Martin R. Erickson, Public Transit Director
Heather Miller, Transit Planner

ITEM 1 CALL TO ORDER

Chair Minjares called the meeting to order at 11:01 a.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENT

Ms. Gherardi thanked MV Transportation for providing transportation for Heritage Valley community members on the Fourth of July at no charge.

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 April 24, 2017 meeting minutes. The motion passed with no objections.

ITEM 6 FIXED ROUTE SCHEDULE CHANGES AND GENERAL PUBLIC DIAL-A-RIDE RESERVATION POLICIES

Mr. Erickson, VCTC, gave a brief history of the transit services provided in the Heritage Valley.

Mr. Bonfilio arrived at 11:04 a.m.

ACTION

Gherardi moved, seconded by Long, that the Committee approve the implementation of the draft Fixed Route schedule changes and the updated General Public Dial-a-ride reservation policies as recommended by the Heritage Valley Technical Advisory Committee. The motion passed unanimously.

ITEM 7 PROPOSED FARE INCREASE

Mr. Bonfilio provided a brief review of actions taken by the HVTAC and HVPAC at recent meetings related to farebox adjustment scenarios. He recommended that staff undertake a public outreach

process and stated that the proposed fare increase will not solve the farebox recovery shortfall.

Discussion

The Committee discussed 1) the proposed rate increases, 2) the process required for swapping TDA funds with the City of Santa Paula's Measure T funds, 3) the need for public outreach, and 4) the timeline for implementation.

ACTION

Long moved, seconded by Gherardi, that the Committee direct staff to conduct public outreach regarding the proposed fare increases for the Valley Express bus service and, following outreach and HVTAC review, direct staff to return to the HVPAC for consideration.

ITEM 8 MARKETING AND COMMUNITY OUTREACH PROGRAM

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.

Celtis Ventures provided a brief introduction and overview of their firm's approach to the Valley Express Marketing and Community Outreach Program. She discussed Dial-A-Ride awareness, the connection to the VCTC Route 126,

Ms. Devon Cichoski, Celtis Ventures, discussed opportunities and challenges including farebox recovery, the transition from fixed-route to dial a ride, transit connections with the VCTC 126 route, the target audiences, balancing the use of technology and community events, and the lack of awareness of the Valley Express service and options.

Ms. Susana Andres (double check spelling), Celtis Ventures, discussed goals including increase ridership, achieve farebox target, growing pass sales, promoting key services especially Dial-A-Ride, improving the Valley Express image and awareness, and leveraging technology.

Discussion

The Committee discussed the need for different strategies targeting the youth versus seniors and the Spanish speaking population.

ITEM 9 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION

The Committee agreed to meet on September 27, 2017 at 9:00 a.m. in the Fillmore Council Chambers.

ITEM 10 ADJOURNMENT

Chair Minjares adjourned the meeting at 11:44 a.m.