



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

Thursday, January 5, 2017  
1:30 p.m.

## Meeting Summary

### MEMBERS PRESENT:

Dave Rowlands, City of Fillmore  
David Fleisch, County of Ventura  
John Ilasin, City of Santa Paula

### VCTC STAFF PRESENT:

Martin Erickson, Public Transit Director

#### ITEM 1 CALL TO ORDER

Chair Fleisch called the meeting to order at 1:30 p.m.

#### ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

#### ITEM 3 PUBLIC COMMENT

None.

#### ITEM 4 AGENDA ADJUSTMENTS

Items 9 and 11 were taken together.

#### ITEM 5 APPROVAL OF MEETING MINUTES

##### ACTION

Rowlands moved, seconded by Ilasin, to approve the October 27, 2016 meeting minutes. The motion passed 2/0. Fleish abstained.

#### ITEM 6 ELECTION OF COMMITTEE OFFICERS

##### ACTION

Rowlands moved, seconded by Ilasin, that John Ilasin and Dave Rowlands be the Heritage Valley Technical Advisory Committee Chair and Vice Chair, respectively. The motion passed 3/0.

#### ITEM 7 REQUEST FOR PROPOSALS FOR MARKETING SERVICES

##### ACTION

Rowlands moved, seconded by Ilasin, that the HVTAC recommend the Heritage Valley Policy Advisory Committee (HVPAC) 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. The motion passed 3/0.

#### ITEM 8 INTRODUCTION TO THE VALLEY EXPRESS BUDGET

Mr. Erickson, VCTC, reviewed the proposed Fiscal Year 2017/18 Valley Express budget. He said that

VCTC expects to receive the TDA estimate in March or April 2017. The Committee asked for clarification regarding the funds allocated to "Local Fee – Fare Box." The Committee also requested to have the Fiscal Year 2016/17 Cost Share – Local Contribution added to the draft budget as well as corresponding percentages for the previous, current, and proposed budgets.

**ITEM 9 SERVICE INDICATOR DISCUSSION**

Mr. Erickson stated that having a uniform set of performance indicators would be helpful when communicating with elected officials, comparing services across the county, and meeting reporting requirements. He stated that they are also helpful when assessing performance.

Chair Fleisch stated that the MOU between the agencies includes a list of Key Performance Indicators and that it would be helpful to receive data in a format other than spreadsheets. He recommended graphical data that was indicative of the trends occurring with the Valley Express service.

Mr. Moore, Moore & Associates, recommended that staff follow-up with the most recent TDA auditor to determine if in-kind contributions can go toward fare box recovery in addition to customer payments. He said that advertising, charter fares, local contribution from program sponsors, as well as staff time may be viewed as a contribution towards fare box recovery. He said that most policy makers depend on ridership data related to passengers/vehicle service hour and fare box recovery. He said that Moore and Associates plans to use the remaining \$27,000 of their current contract to conduct a survey, host community workshops, and perform ride checks in the next eight weeks as they shift their scope from marketing to performance evaluation.

VCTC staff and the Committee agreed to further discuss service and/or fare changes at the next meeting.

**ITEM 10 CMAQ FUNDING FOR BUS STOPS IN THE VALLEY EXPRESS SERVICE AREA**

Mr. Erickson stated that the City of Santa Paula applied for CMAQ funds for bus stops, which was approved by the Federal Government.

Chair Fleisch said that the intent of the item is to make the Committee aware that these funds have been awarded and as such the Committee needs to determine how the funds will be portioned and who will pay the local match. He said that the intent of the application was to add amenities to bus stops that are marked by a sign alone and that this is a single project to be managed by one entity.

Member agencies agreed to provide additional details in order to determine which bus stops will be receiving improvements.

**ITEM 11 POTENTIAL SERVICE AND/OR FARE CHANGES**

This discussion took place under Item 9 per the agenda adjustment.

**ITEM 12 DETERMINE THE NEXT MEETING DATE AND LOCATION**

The next regularly scheduled meeting of the Heritage Valley Technical Advisory Committee is scheduled for February 2, 2017 at 3:00 p.m. in the Santa Paula Council Chambers.

**ITEM 13 ADJOURNMENT**

The meeting was adjourned at 2:30 p.m.