



DATE: SEPTEMBER 19, 2017

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: MARTIN ERICKSON, DIRECTOR OF PUBLIC TRANSIT
AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES

SUBJECT: OUTREACH REPORT REGARDING PROPOSED FARE INCREASE

RECOMMENDATION

- Receive and file report and consider modifying proposed fare increase.

BACKGROUND

At the July 10, 2017, Heritage Valley Policy Advisory Committee (HVPAC) meeting, staff was directed to conduct public outreach regarding proposed fare increases for the Valley Express bus service. The HVTAC had previously discussed continued farebox recovery shortfalls, and at the July meeting presented fare changes for the HVPAC's consideration.

Since that HVPAC meeting, staff has made presentations regarding the proposed fare changes at the Piru Neighborhood Council, the City of Santa Paula council meeting and the City of Fillmore council meeting. In addition, feedback was solicited online using social media, and notices were posted on the buses and at the pass sales outlets. Lastly, staff also attended the annual Santa Paula Senior Center Luau Luncheon.

While public comment has been mixed, among the Valley Express user group, the feedback received has indicated that the proposed fare increases would present commenters and their constituencies with financial hardship. In addition, the city councils from Santa Paula and Fillmore both expressed concerns during recent presentations, which led to discussion regarding the necessity of the increase and made additional alternative recommendations regarding increases.

During its meeting, the Santa Paula city council recommended that of the fares, only the ***Student cash fare*** be increased: from \$0.60 to \$1.00, (and all other categories remain the same). In addition, Councilmember Gherardi reiterated that the City of Santa Paula is going to be contributing a significant amount of eligible non-TDA revenue to the operational funding for fiscal year 2017/2018. As discussed under Item #6 of this Agenda, the recent farebox recovery shortfall for the year was approximately \$49,384.52. This new source of funding will be utilized as "route guarantee," which alleviates the issue of potential TDA farebox recovery ratio shortfalls. The following tables reflect the previously discussed fare changes, including the recommendation by the City of Santa Paula.

FARE CHANGES AS PROPOSED

<u>CURRENT</u>	<u>Fixed Route</u>		<u>Dial-A-Ride</u>	
	Cash	Monthly	Cash	Monthly
Adult	\$1.25	\$20	\$2.00	\$30
Youth	\$0.60	\$10	\$2.00	\$30
Senior/Medicare/ADA	\$0.60	\$10	\$2.00	\$25

<u>PROPOSED</u>	<u>Fixed Route</u>				<u>Dial-A-ride</u>			
	Cash	% ch	Monthly	% ch	Cash	% ch	Monthly	% ch
Adult	\$1.25	0%	\$25	25%	\$2.50	25%	\$40	33%
Youth	\$1.00	67%	\$25	150%	\$2.50	25%	\$40	33%
Senior/Medicare/ADA	\$0.60	0%	\$12	20%	\$2.00	0%	\$30	20%

The Fare Change Proposed by Santa Paula City Council

<u>PROPOSAL B</u>	<u>Fixed Route</u>				<u>Dial-A-ride</u>			
	Cash	% ch	Monthly	% ch	Cash	% ch	Monthly	% ch
Adult	\$1.25	0%	\$20.00	0%	\$2.00	0%	\$30	0%
Youth	\$1.00	67%	\$10.00	0%	\$2.00	0%	\$30	0%
Senior/Medicare/ADA	\$0.60	0%	\$10.00	0%	\$2.00	0%	\$25	0%