



DATE: SEPTEMBER 27, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

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 \$49,000. This new source of funding will be utilized as "route guarantee," which alleviates the issue of potential TDA farebox recovery ratio shortfalls.

At the September 20, 2017 Heritage Valley Technical Advisory Committee (HVTAC) meeting, the Committee discussed this item including the necessity of the fare change. The City of Fillmore member conveyed information regarding their recent City Council meeting discussion, and the County member reminded the group that the impetus for raising fares was directly related to the need to address the TDA farebox requirement. The TAC members agreed that if the City of Santa Paula's local Measure T funds could be utilized to address potential fare revenue shortfall, then they were in support of leaving fares unchanged.

In addition, it should be noted that the cost of revising and reprinting the brochure collateral which contains the fare price information is approximately \$8,000; the additional marketing expense for which would/could further impact the farebox ratio.

For reference, the following tables reflect the previously discussed fare changes, including the recommendation by the City of Santa Paula.

<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

FARE CHANGES AS PROPOSED

<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%

FARE CHANGE DISCUSSED AT SANTA PAULA CITY COUNCIL MEETING

<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%