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memo

to: Aaron Bonfilio, Ventura County Transportation Commission	from: Allison Moore
re: Valley Express Service Evaluation and Public Engagement Strategies	date: December 23, 2016

The JPA partners have expressed a desire to conduct an evaluation of the Valley Express fixed-route and Dial-A-Ride service operating in the Heritage Valley. The purpose of this memo is to outline the types of data that would provide the most relevant information to support such an evaluation, as well as recommended strategies for collecting such data.

Recommended data:

- Customer data,
- Market data,
- Farebox revenue data, and
- Operating data (on-time performance, boarding and alighting, etc.).

The operator (MV Transportation) possesses farebox revenue data and operating data. However, we believe operating data should be verified independently to confirm accuracy, validity, and “completeness.” As such, we recommend the following methodology for collecting data in support of the desired service evaluation:

1. Customer survey (fixed-route and Dial-A-Ride)
 - a. Intercept methodology (surveyors would offer the survey to passengers onboard the vehicles).
 - b. Capture information on service usage, satisfaction, and demographics.
 - c. Offer an incentive (random drawing for cash/gift card or fare media).
2. Community survey (riders and non-riders)
 - a. Collect information from riders that may not have taken a survey onboard the vehicle.
 - b. Intercept methodology (surveyors would offer the survey at activity centers throughout the three communities) with an online component.
 - c. Offer a drop-off option at city halls and/or libraries.

- d. Captures information on perceptions of the service, barriers to use, and demographics.
 - e. Offer an incentive (random drawing for cash/gift card or fare media).
 - f. Demographic data collected via the survey will be supplemented by American Community Survey.
3. Ride checks
- a. While Moore & Associates conducted ride checks in March 2016, the age of the data and the actual data collected warrant updating.
 - b. Collect on-time performance information by documenting arrival or departure time at designated time-points, which can be used to verify the operator's reported on-time performance.
 - c. Collect boarding and alighting information to identify which stops are being used and which ones are not.
 - d. Identify when external conditions (traffic, school bell times, etc.) can impact travel times.
4. Additional community engagement
- a. Facilitate "open house"-style meetings in each community.
 - b. Provide residents the opportunity to learn about/discuss the Valley Express service.

Other tools that can be used for outreach include social media. Valley Express currently maintains a presence on Twitter and Facebook, though Facebook has more followers. However, social media followers do little to engage with Valley Express via social media at this time. Until this changes, social media is better used as an avenue to disseminate information (but not gather it.)