



DATE: FEBRUARY 13, 2017

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: KEY PERFORMANCE INDICATOR AND MARKETING PROGRAM DISCUSSION

RECOMMENDATION

- Receive and file Key Performance Indicators report and,
- Provide direction regarding future reporting as well as next steps for data collection needs, including marketing and outreach services for remaining fiscal year.

BACKGROUND:

At the last HVTAC meeting the group discussed the performance indicators previously reported including those metrics used to assess farebox.

A year-to-date review of Key Performance Indicators (KPIs) for the Valley Express Transit Service will be provided under separate cover at the meeting.

Similarly this agenda item is presented as an opportunity for the HVTAC members to discuss and provide guidance to staff regarding any data needed for analysis and planning related to potential system adjustments. In December 2016 Moore and Associates (M&A), the Valley Express Marketing and Outreach consultant was tasked by staff to develop a work plan for further service evaluation and public engagement (Attached). In addition, the Heritage Valley Policy Advisory Committee member from Santa Paula recently directed Santa Paula City staff to pursue ride-checks to collect ridership data for the Santa Paula set of routes.

To further assess performance, future analysis and actions may include:

- Peer review analysis of Ventura county and similarly-sized transit services
 - Including goal setting for KPIs that pertain to ridership and farebox
- Detailed farebox reporting, including farebox recovery by media type
 - Including data which leads to future fare pricing modifications
- Conduct ride-checks, intercept surveys, and related actions in M&A work plan
 - To direct route refinements and service optimization, as well as
 - To inform general planning, policy, and improve service delivery
- Consider use of additional consultant services for Comprehensive Operational Analysis (COA)