

**MINUTES of the
HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (TAC)
April 7, 2016**

1. Call to Order

David Fleisch called the meeting to order at 3:00 p.m.

2. Introductions and Announcements

Self-introductions were performed. A quorum was present. The following people were in attendance:

David Rowlands	Fillmore	Tom Conlon	MV Transportation
Brian Yanez	Santa Paula	David Fleisch	Ventura County
Kathy Connell	Ventura County	Aaron Bonfilio	VCTC
Martin Erickson	VCTC	Kara Elam	VCTC
Kevin Khouri	VCTC	Treena Gonzalez	VCTC
Jim Moore	Moore & Assc.		

3. Public Comments

No public comments were made.

4. Approval of February 11, 2016 Meeting Summary

David Rowlands moved to approve the February 11, 2016 meeting minutes. David Fleisch seconded the motion. The motion passed with no objections.

5. Performance Report

Aaron Bonfilio of VCTC presented Key Performance Indicator (KPI) data for the periods before and after the January 18, 2016 schedule change, i.e. July 1, 2015 to January 17, 2016, and January 18 to March 31, 2016. The group discussed the performance to-date including the challenges faced by a new system to make the TDA mandated farebox recovery ratio.

6. Social Media Contest Update

Moore and Associates presented a status update to the Committee regarding the ongoing "social media contest."

7. Marketing and Outreach Contract Discussion

The Committee discussed the current Valley Express Marketing and Outreach contract with Moore & Associates. The Committee recommended that the PAC (and Commission) approve extension of the contract with Moore & Associates for one year so that there is continuity during the Valley Express demonstration period.

8. Determine the Next Meeting Date

Given the tentative schedule for the next PAC meeting, the next HVTAC meeting date was not set, and that VCTC staff would contact the TAC members directly to schedule.

9. Adjournment

Chair David Fleisch moved to adjourn the meeting at 3:51 p.m. The motion passed with no objections.