



Valley



Express

**HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)**

**Wednesday, May 20, 2015, 4:00 p.m.  
Fillmore City Hall, Council Chambers  
250 Central Avenue, Fillmore, CA 93015**

- Item #1      CALL TO ORDER**
- Item #2      INTRODUCTIONS AND ANNOUNCEMENTS**
- Item #3      PUBLIC COMMENTS**
- Item #4      MARCH 26, 2015 MEETING MINUTES – PG. 2**
- Approve the March 26, 2015 meeting minutes.
- Item #5      HVTAC SUMMARY REPORT – PG. 4**
- Receive and file HVTAC summary report.
- Item #6      VALLEY EXPRESS PERFORMANCE REPORT – PG. 5**
- Receive and file service performance report regarding the Valley Express service, including for both Dial-a-ride and Fixed Route service modes.
- Item #7      MARKETING STATUS REPORT AND DISCUSSION OF FUTURE DIRECTIONS – PG. 6**
- Receive a status report on the ongoing Valley Express marketing activities and discuss future directions for the Valley Express marketing program.
- Item #8      CONSIDER HIRING A TRANSPORTATION FUNDING CONSULTANT – PG. 8**
- Discuss possibility of hiring a consultant to advise on transportation funding opportunities
- Item #9      REVIEW POLICY REGARDING QUARTER-MILE RESTRICTION ZONE FOR GENERAL PUBLIC DIAL-A-RIDE SERVICE – PG. 9**
- Review and discuss current policy, consider revisions, and provide guidance to VCTC staff.
- Item #10     SERVICE MODIFICATION PROCESS – PG. 11**
- Discuss development of process for service modification.
  - Approve TAC recommended timeline of six-months for system review before affecting major modifications.
- Item #11     DETERMINE THE NEXT MEETING DATE**
- Item #12     ADJOURNMENT**

**MINUTES OF THE  
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)  
HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE (HVPAC)  
March 26, 2015**

**1. Call to Order**

Manuel Minjares called the meeting to order at 4:00 p.m.

**2. Introductions**

Self-introductions were performed. The following people were present (an asterisk represents voting Member Agencies):

|                  |                                |                 |                                |
|------------------|--------------------------------|-----------------|--------------------------------|
| Aracely Preciado | CAUSE / ASERT                  | Manuel Minjares | Fillmore*                      |
| Teresa Torres    | MV Transportation (ex-officio) | Tom Conlon      | MV Transportation (ex-officio) |
| Felix Zuniga     | One Step A La Vez              | Joe Gionta      | One Step A La Vez              |
| Lynn Edmonds     | One Step A La Vez              | Roger Pech      | One Step A La Vez              |
| Tony Felix       | One Step A La Vez              | Brian Yanez     | Santa Paula                    |
| Ginger Gherardi  | Santa Paula*                   | Kathy Connell   | Ventura County                 |
| Kathy Long       | Ventura County*                | Aaron Bonfilio  | VCTC                           |
| Darren Kettle    | VCTC                           | Treena Gonzalez | VCTC                           |
| Vic Kamhi        | VCTC                           |                 |                                |

**3. Public Comments**

Members of the non-profit agency One Step A La Vez asked questions regarding pass sales locations, service routes and requested community meetings in Rancho Sesepe and Fillmore. Staff provided updated information regarding the new service, as well as information on how to coordinate community meetings on the new service. Lynn Edmonds also noted the continued need for a bus from Ventura to Santa Clarita.

**4. February 10, 2015 Meeting Minutes – Action**

Ginger Gherardi moved to approve the February 10, 2015 meeting minutes. Kathy Long seconded the motion. A voice vote was taken and the motion passed unanimously.

**5. Utilization Summary Report**

Staff presented performance indicators for the first two weeks of service. Ginger Gherardi noted that adjustments to Santa Paula routes will be made in late April and Santa Paula City staff will be performing ride checks on April 13. MV Transportation said they are receiving fewer than 500 calls a day, that riders are responding positively to the vehicles and service however the community could benefit from additional service information. Ginger Gherardi inquired on the status on the external signage that denotes a vehicle is a Dial-a-ride vehicle. Staff advised that standard block lettering will be affixed in the front of the vehicle near the head sign area and a permanent design will be developed. Staff suggesting a summary report from the previous Technical Advisory Committee (TAC) meeting be included within future PAC meeting agendas.

**6. Fiscal Year 15/16 Draft Budget – Action**

Staff recommends approval of the FY 15/16 draft Budget; the proposed draft Budget warrants a Memorandum of Understanding (MOU) amendment based on a modified funding formula for fixed route costs in respective jurisdictions assigned to that jurisdiction. The cost of Dial-a-ride (DAR) service in respective jurisdictions would continue to be split between the three agencies and the formula to assign DAR costs would be reviewed after six months. Staff provided updates on new line items, line item amount increases and decreases, and calculated revenue sources.

Ginger Gherardi explained that the Congestion Mitigation and Air Quality (CMAQ) program call for projects commenced and the Valley Express fixed route service should have applied for funding for three years of operation of the next fixed route service in the Heritage Valley. Ginger Gherardi inquired as to if the Valley Express could submit a late CMAQ application. Staff confirmed that the CMAQ application deadline, panel evaluation of projects and final scoring of projects has occurred. Staff advised that the VCTC Administrative Code allows Commissioners, at any VCTC meeting, to request an item or issue be placed on the subsequent meeting agenda; at least two other Commissioners must also approve the item

or issue being placed on the next meeting agenda. Kathy Long asked if the fixed route service qualified as new service or a modification of existing service. Staff advised the fixed route service would likely qualify as new service, further explaining that should three Commissioners vote to request that the issue of allowing late CMAQ applications be heard at the May meeting, staff would develop a policy analysis and the scoring process for transit projects would be delayed until the issue is heard and action is taken. The HVPAC expressed concern with both delaying the CMAQ process for transit projects, as well as the competitive nature in applying but agreed CMAQ funds should have been applied for as the potential funding is significant for the local jurisdictions. Ginger Gherardi moved to approve the draft FY 15/16 Budget, amending the motion to include that revisions to the draft FY 15/16 will be made in the future that pertain to changes in service levels as well as local contributions, should CMAQ funds be determined eligible for the fixed route portion of the Valley Express service. Kathy Long seconded the motion. A voice vote was taken and the motion passed unanimously.

#### **7. Post Launch Service Review – Action**

Staff recommends fixed route service modification for Fillmore to include one “tripper” bus placed in service on April 27 which would provide service during peak “school bell” hours to Rio Vista Elementary School. Staff projects a net savings for the system, if service to Rio Elementary School was provided via one “tripper” bus/driver for two peak hours a day versus four DAR hours/buses a day. Manuel Minarets moved to approve the implementation of the fixed route “tripper” service in Fillmore. Kathy Long seconded the motion. A voice vote was taken and the motion passed unanimously.

Staff recommends three policy modifications based on community feedback and discussions with the Technical Advisory Committee (TAC) at the previous TAC meeting, as follows:

- Accept DAR monthly pass as a form of payment for ADA eligible, reserved trips on the DAR system.
- Accept the VCTC red token, which is purchased and disbursed to the community by social service agencies, on DAR service until the phase out of the VCTC token in May 2015; Beginning May 2015, printed one ride tickets will be sold to social service agencies instead of the VCTC token and will be an accepted form of payment on both DAR and fixed route service.
- Accept DAR monthly pass as a form of payment on the fixed route bus system.

Ginger Gherardi requested that staff place an item on the April HVPAC agenda regarding review of the current DAR “zone” and resulting service restrictions. Ginger Gherardi moved to approve the three staff recommended policy modifications. Kathy Long seconded the motion. A voice vote was taken and the motion passed unanimously.

#### **8. Determine the Next Meeting Date**

The next meeting was scheduled for April 23, 2015, at 4:00 p.m. within Santa Paula City Hall’s Council Chamber Room.

#### **9. Adjournment – Action**

Manual Minjares moved to adjourn the meeting around 5:00 p.m. A voice vote was taken and the motion passed unanimously.



Item #5

May 20, 2015

**MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE**

**FROM: AARON BONFILIO, PROGRAM MANAGER**

**SUBJECT: HVTAC SUMMARY REPORT**

**RECOMMENDATION:**

- Receive and file Summary Report of the May 13, 2015 HVTAC meeting.

**SUMMARY REPORT**

The following report summarizes the actions of the last Heritage Valley Technical Advisory Committee (HVTAC) meeting, held May 13, 2015.

On Wednesday May 13, 2015 , the HVTAC met at Santa Paula City Hall. Present members included staff TAC representatives from the City of Fillmore, Santa Paula (with an alternate), the County, and VCTC. John Ilasin attended for the City of Santa Paula.

The items reviewed included a system performance report, a marketing status report, and a discussion to consider hiring a consultant to advise on transportation funding opportunities. These items are covered in this HVPAC agenda and reflect the actions (if applicable) taken by the HVTAC.

The next meeting date for the HVTAC is set for June 18, 2015 at 2:00 PM in Santa Paula City Hall.



Item #6

May 20, 2015

**MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE**  
**FROM: AARON BONFILIO, PROGRAM MANAGER**  
**SUBJECT: VALLEY EXPRESS PERFORMANCE REPORT**

**RECOMMENDATION:**

- Receive and file service performance report regarding the Valley Express service, including for both Dial-a-ride and Fixed Route service modes.

**BACKGROUND**

The Valley Express system performance report is provided under separate attachment to this agenda. The data reflects the service statistics since the launch of the Valley Express through April 30, 2015. A year-over-year comparison is provided, i.e. the Valley Express compared to the prior service model, as well as a month-over-month comparison. The HVTAC approved to receive and file the report without amendment.

**Key highlights:**

- Approximately 14% growth in total ridership
  - o March = 9,978
  - o April = 11,376
- Approximately 29% growth in the fixed route ridership month-over-month
  - o 37% growth in ridership on Santa Paula Route A
  - o Fillmore Tripper route highest per trip ridership systemwide ~20 passengers per trip
  - o Month over month growth on all fixed routes, with exception of Santa Paula route B, for which ridership was flat.

[See Attachment: Valley Express Service Indicators]



Item #7

May 20, 2015

**MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE**  
**FROM: VICTOR KAMHI, BUS SERVICES DIRECTOR**  
**SUBJECT: MARKETING STATUS REPORT AND DISCUSSION OF FUTURE DIRECTIONS**

**RECOMMENDATION:**

- Receive a status report on the ongoing Valley Express marketing activities
- Discuss future directions for the Valley Express marketing program

**BACKGROUND AND RECOMMENDATION:**

Based on the direction and funding provided to VCTC and its marketing consultant, Moore & Associates, a number of activities have been initiated or are being developed and will be implemented in the near future. Recently completed activities include:

- Design and production of 4,000 utility bill inserts for the City of Fillmore (distributed with April utility bills);
- Design of a customer comment card;
- Design and production of bus passes;
- Website edits and preliminary discussions regarding conversion of the website to a content management system (CMS);
- Design of new materials for the Fillmore kiosk;
- Creation of Twitter and Facebook pages; and
- Additional service brochure distribution in the service area.

Activities to be implemented in the near future include the following:

- Development of social media content;
- Santa Paula utility bill insert;
- Updating service brochures to reflect recent service revisions;
- Identifying opportunities to participate in recurring community activities/events;
- Continued updating of bus stop info as warranted;
- Production of YouTube videos targeting local youth;
- Development of Spanish content with respect to the service launch video; and
- Promotion of the Fillmore school tripper.

The VCTC staff has also engaged its "Travel Training" consultant, MMP, to begin to provide travel training in the Heritage Valley. Potential "sponsor" groups are being identified, and it is our desire that these outreach activities begin by late May. While not part of the formal marketing program, the program provides an additional marketing/outreach resource which is not funded by the Valley Express.

Finally, the Heritage Valley Policy Advisory Committee (HVPAC) and Technical Advisory Committee (HVTAC) have both provided direction and funding for a post-service launch marketing campaign. A brief summary of these will be provided by the marketing consultant.

The HVTAC discussed the subject report and approved to receive and file the report without amendment. Further discussion was held regarding the use of social media by the individual member agencies to help promote and re-purpose the Valley Express media.



Item #8

May 20, 2015

**MEMO TO:     HERITAGE VALLEY POLICY ADVISORY COMMITTEE**  
**FROM:         VICTOR KAMHI, BUS SERVICES DIRECTOR**  
**SUBJECT:      CONSIDER HIRING A TRANSPORTATION FUNDING CONSULTANT**

**RECOMMENDATION:**

- The Heritage Valley Policy Advisory Committee receive a report on the actions of the Technical Advisory Committee recommendation regarding the possibility of the Heritage Valley Transit service hiring a consultant to advise the members on transportation funding opportunities and provide any additional direction.

**BACKGROUND AND RECOMMENDATION:**

Heritage Valley Technical Advisory Committee (HVTAC) Chair Rowlands has asked the HVTAC to discuss the possibility of hiring a consultant to provide advice regarding transportation funding opportunities. The item was discussed at the May 13, 2015 HVTAC meeting, and the HVTAC recommended that this issue not be considered for action at this time.

The VCTC, in its role as the Regional Transportation Planning Agency (RTPA), provides information to all of the member transit agencies through TRANSCOM regarding transit related grant opportunities which are managed by VCTC, and informs all the local agencies about any other transportation related grant opportunities which are managed by VCTC through the TTAC. Representatives of the agencies/Valley Express participate in both committees. Notices about grants programmed by VCTC are also posted on the VCTC website.



Item #9

May 20, 2015

**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE

**FROM:** AARON BONFILIO, PROGRAM MANAGER

**SUBJECT:** REVIEW POLICY REGARDING QUARTER-MILE RESTRICTION ZONE FOR GENERAL PUBLIC DIAL-A-RIDE SERVICE

**RECOMMENDATION:**

- Review and discuss current policy, consider revisions, and provide guidance to VCTC staff.

**BACKGROUND AND DISCUSSION:**

At the March HVTAC meeting, the TAC reviewed policy considerations and recommendations from VCTC staff regarding the recently launched Valley Express. Staff provided a series of recommendations primarily to clarify and clean up service and fare policies. One of the items considered by the TAC was the policy regarding what types of trips could be provided by the general public Dial-a-Ride service, specifically whether trips to-and-from locations within one quarter-mile of the fixed route service area could be requested by seniors and people with disabilities. The approved policy allows only those who have ADA Certification to make such trips, and only on an advance reservation basis as Paratransit trips.

Staff presented a recommendation to the TAC that would allow seniors and people with disabilities to make similar trips on an on-demand (i.e. same-day basis) under the general public Dial-a-Ride program. This recommendation was based on two objectives: to help alleviate the future demand for mandated ADA Paratransit, as general public Dial-a-Ride for seniors and people with disabilities affords a transit agency greater flexibility with scheduling, as the service is not guaranteed (unlike ADA service, which is mandated and cannot be denied based on availability); and two, to help standardize the service delivery for the riders who are otherwise eligible to take trips within the quarter-mile restriction area, but failed to reserve the ride in advance as a Paratransit trip. For comparative purposes, it should be noted that dial-a-ride service for seniors (including for those without ADA Certification), is provided to all seniors within the Gold Coast Transit District service area, and, the Cities of Simi Valley, Thousand Oaks, and Moorpark as well as within Oak Park Dial-a-Ride service area. The VCTC staff's recommendation, however--to allow people with disabilities and seniors, with or without ADA eligibility to schedule same-day General Public Dial-a-ride trips--was rejected for recommendation by the TAC. Staff's original recommendation is noted below for reference.

VCTC staff is now returning to the PAC with this item for greater discussion and guidance, as HVPAC member Gherardi asked that the HVPAC also consider this item. Further, she asked that the entire policy itself, that is, to restrict Dial-a-Ride to the general public based on proximity to fixed route service, be reviewed. It should be noted that the Committee met and developed the current policy with the intent of incentivizing ridership onto the fixed route service. However the design of the fare differential between the services, i.e. that the fixed route fare be much less expensive than the dial-a-ride service fare, was also a method the Committee chose to incentivize ridership.

While the service impact of unrestricted dial-a-ride to people with disabilities and seniors may be minimal, unrestricted service to the general public at-large, could have a significant impact on the budgeted hours of service available for dial-a-ride/ADA paratransit service, and potentially create future capacity issues given the current fleet availability.

**[From the April 2015 HVTAC Agenda]**

*Modification to the rules of the dial-a-ride program to allow seniors and people with disabilities to schedule same-day dial-a-ride trips within the restricted "1/4 mile fixed route service area."*

**Background:** *The current policy states that only those eligible for ADA paratransit may schedule a trip, whether reserved in-advance or made same-day, to-and-from points within the restricted service area. Staff has received numerous complaints as well as recommendations from some committee members that seniors and people with disabilities, i.e. those who are unable to walk a great distance, should be able to take such trips on a same-day basis. Currently, seniors and people with disabilities who lack ADA certification are ineligible to schedule rides in the restricted quarter mile area, even on a same-day basis. There are multiple potential impacts to service, including the shift of the trips scheduled through the paratransit program to same-day dial-a-ride, as well as potential reduction of those individuals that choose to seek out paratransit eligibility in the first place. This can be expected due to both the fare incentive (i.e. same-day service = \$0.85 vs. the higher price fare for pre-reserved ADA service = \$2.00), as well as, the potential challenge of the ADA certification. As a result a rise in service to-and-from the 1/4 mile fixed route service area could occur. However, good demographical data about the ridership is unavailable at this time. Additionally, the flexibility for the agencies and the operator to schedule and manage the demand and budget of non-ADA dial-a-ride service is far greater than the ADA paratransit service, which is subject to significant regulatory constraints and mandates for service.*

**Staff Recommendation:** *Approve modification to the policy to allow seniors and people with disabilities the ability to schedule same-day dial-a-ride service to-and-from areas within the "1/4 mile fixed route area."*

The HVTAC voted unanimously to continue with current policy, that, restricts dial-a-ride service to and from points within the ¼ mile of the fixed route service area for ADA paratransit certified riders only.

**Financial Implications:**

If there is an increase in the provision of dial-a-ride services, this will affect all three jurisdictions. The current funding agreement is that each jurisdiction pay for the cost of fixed route in their jurisdiction, and that for the current year (FY15/16), dial-a-ride cost is split equally.



Item#10

May 20, 2015

**MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE**

**FROM: AARON BONFILIO, PROGRAM MANAGER**

**SUBJECT: SERVICE MODIFICATION PROCESS**

**RECOMMENDATION:**

- Discuss development of process for service modification.
- Approve TAC recommended timeline of six-months for system review before implementing major modifications.

**BACKGROUND AND RECOMMENDATION:**

As the demonstration phase of the Valley Express service continues, members of the TAC and PAC have expressed desire to implement service modifications in the near future. In light of potential future modifications, at the last HVTAC meeting staff recommended that the TAC discuss the development of a routine process for both "major" and "minor" service changes; major modifications are defined as those that "reflect a change of more than 20% of daily service hours" and are to be recommended by the PAC, and minor changes, i.e. 20% or less, are "delegated to the TAC."

To best facilitate future service changes, staff recommended that the TAC discuss possible creation of a process, so that when requested, staff may assess and implement changes in a diligent and timely manner. Moreover, for service changes that require a PAC recommendation and Commission approval, staff recommends establishment of a schedule for review and implementation.

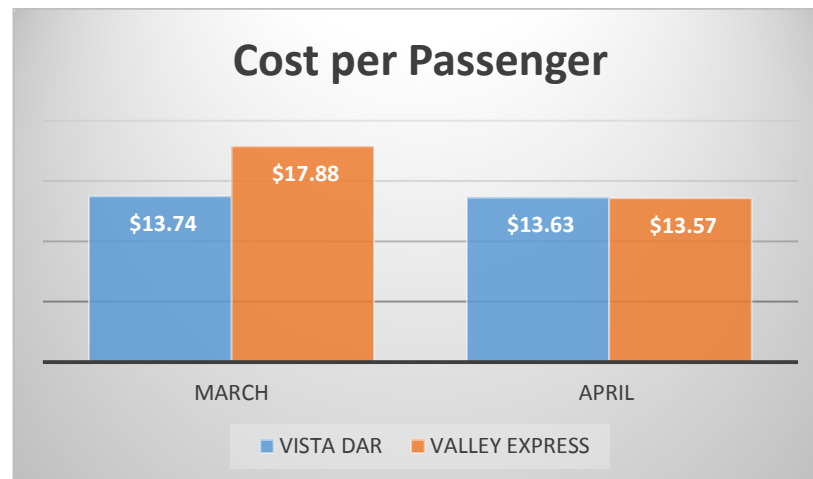
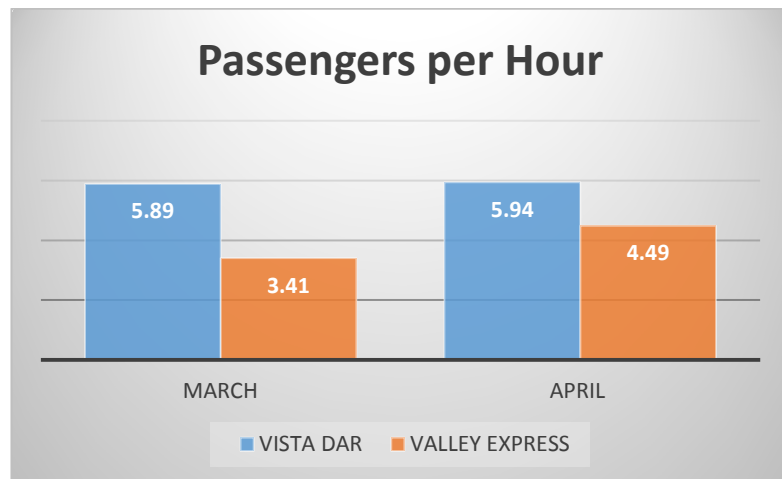
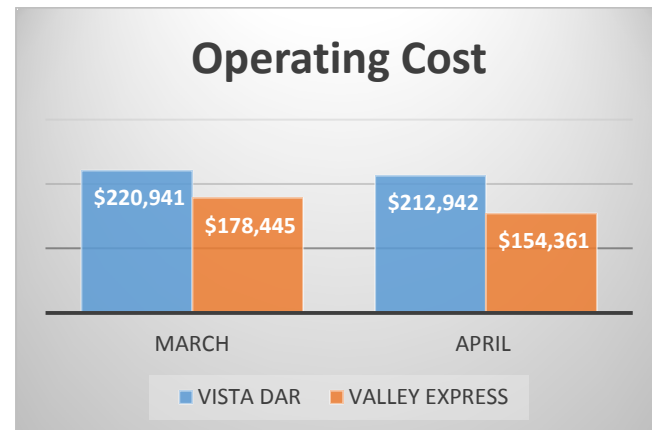
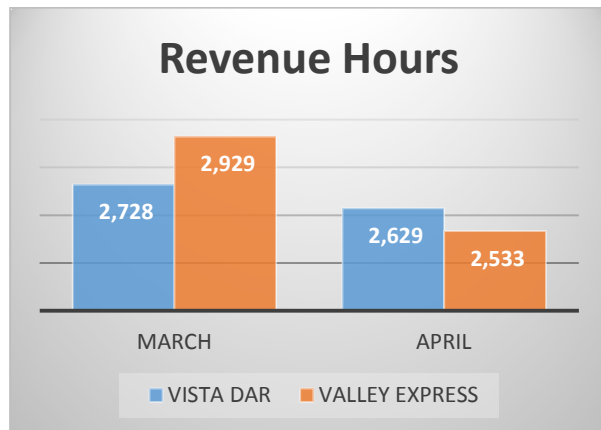
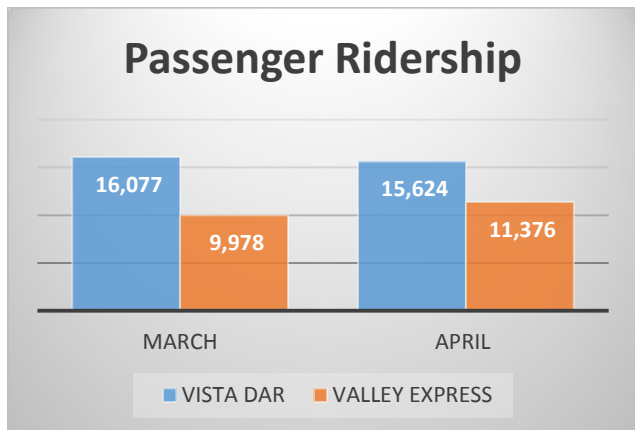
Often, service changes, both major and minor, will require operator training, redesign, reprinting and distribution of brochures, website and social media updates, data system updates in Nextbus, scheduling and accounting software, as well as, installation of bus stop hardware and other collateral for passengers. Depending on the severity of the changes, this may have a long lead time. Currently the MOU calls for quarterly reporting of service statistics, and that the PAC recommend a Route Plan to be adopted annually with the Budget approval.

At the last HVTAC meeting the Committee reviewed the item and moved to recommend that the PAC adopt the previously discussed timeline for review of *six months*; thereby allowing the system to mature for the first six months of service before considering major modifications. Staff noted that even small modifications, such as minor route realignment or additions of stops, could occur within that timeframe but requested a period of forty-five to sixty days lead time to provide sufficient time for changes to be made. The HVTAC moved to recommend a sixty-day lead time for staff to make necessary changes for minor modifications.

## Valley Express

### Service Indicators, System-wide

Year over Year: VISTA DAR vs. VALLEY EXPRESS



- Month to month growth in ridership while decrease in costs.

Valley Express

Service Indicators, System-wide  
Year over Year by service mode

**VALLEY EXPRESS**

**March**  
**2015**

| MODE                | SERVICE HOURS | TOTAL PASSENGERS | Per Hour    | SERVICE COST     | Per PxTrip     |
|---------------------|---------------|------------------|-------------|------------------|----------------|
| Dial-a-ride         | 1,579         | 4,181            | 2.65        | \$96,201         | \$23.01        |
| Fixed Route         | 1,350         | 5,797            | 4.29        | \$82,245         | \$14.19        |
| <b>Total System</b> | <b>2,929</b>  | <b>9,978</b>     | <b>3.41</b> | <b>\$178,445</b> | <b>\$17.88</b> |

**April**  
**2015**

| MODE                | SERVICE HOURS | TOTAL PASSENGERS | Per Hour    | SERVICE COST     | Per PxTrip     |
|---------------------|---------------|------------------|-------------|------------------|----------------|
| Dial-a-ride         | 1,180         | 3,880            | 3.29        | \$71,923         | \$18.54        |
| Fixed Route         | 1,353         | 7,496            | 5.54        | \$82,438         | \$11.00        |
| <b>Total System</b> | <b>2,533</b>  | <b>11,376</b>    | <b>4.49</b> | <b>\$154,361</b> | <b>\$13.57</b> |

**VISTA DIAL-A-RIDE**

**March**  
**2014**

| MODE                | SERVICE HOURS | TOTAL PASSENGERS | Per Hour    | SERVICE COST     | Per PxTrip     |
|---------------------|---------------|------------------|-------------|------------------|----------------|
| Dial-a-ride         | 2,728         | 16,077           | 5.89        | \$220,941        | \$13.74        |
| Fixed Route         |               |                  |             |                  |                |
| <b>Total System</b> | <b>2,728</b>  | <b>16,077</b>    | <b>5.89</b> | <b>\$220,941</b> | <b>\$13.74</b> |

**April**  
**2014**

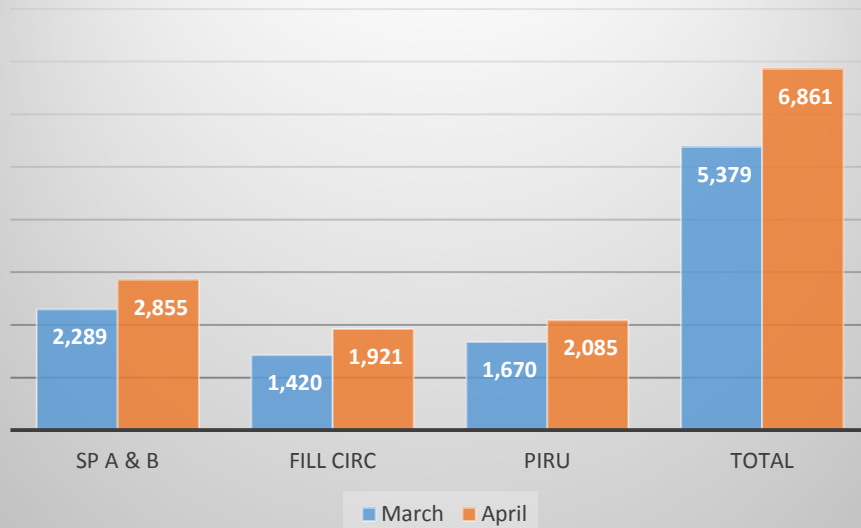
| MODE                | SERVICE HOURS | TOTAL PASSENGERS | Per Hour    | SERVICE COST     | Per PxTrip     |
|---------------------|---------------|------------------|-------------|------------------|----------------|
| Dial-a-ride         | 2,629         | 15,624           | 5.94        | \$212,942        | \$13.63        |
| Fixed Route         |               |                  |             |                  |                |
| <b>Total System</b> | <b>2,629</b>  | <b>15,624</b>    | <b>5.94</b> | <b>\$212,942</b> | <b>\$13.63</b> |

## Valley Express

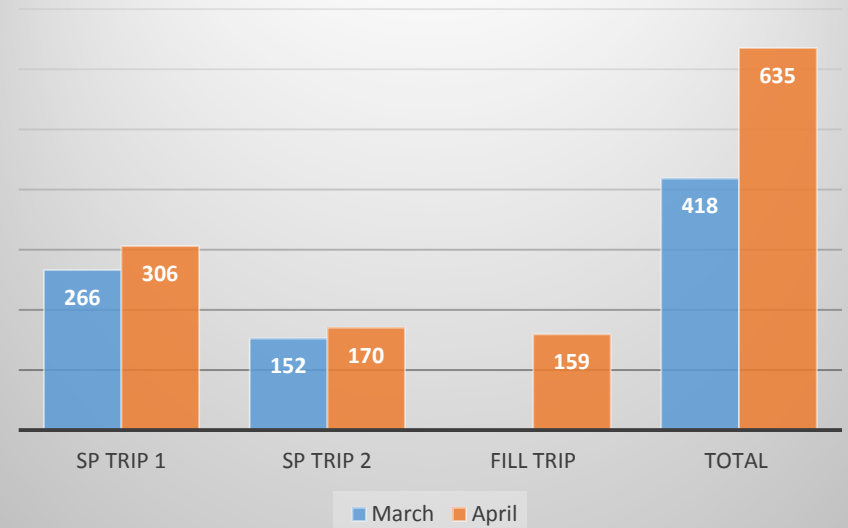
### Service Indicators, Fixed Route

#### Month over month

### Fixed Route Month over Month



### Tripper Routes Month over Month



| Fixed Route | March | April | Growth |
|-------------|-------|-------|--------|
| SP A        | 954   | 1,522 | 37%    |
| SP B        | 1,335 | 1,333 | 0%     |
| Fill Circ   | 1,420 | 1,921 | 26%    |
| Piru        | 1,670 | 2,085 | 20%    |
| Total       | 5,379 | 6,861 | 22%    |

| Trippers  | March | April | Growth |
|-----------|-------|-------|--------|
| SP Trip 1 | 266   | 306   | 13%    |
| SP Trip 2 | 152   | 170   | 11%    |
| Fill Trip |       | 159   |        |
| Total     | 418   | 635   | 34%    |

Valley Express

Formal Complaints (Feedback)

March 2, 2015 – April 30, 2015

| Date      | Detail                                                                                                                                                                                                                         |                             |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| 3/5/2015  | Sales location sold wrong pass, upset over increase in price for reduced fare riders who previously used Goventura Smartcard to ride                                                                                           | Sales; Fare Policy          |
| 3/10/2015 | Sales outlet equipment malfunction - had to pay cash for full price; & upset over reduced fare riders paying more for VISTA + VE, and not appl. to ADA Para riders; problems with subscriptions and standing trip reservations | Sales; Fare Policy          |
| 3/15/2015 | On-time window missed, disputes no-show                                                                                                                                                                                        | Service Operations          |
| 3/25/2015 | Bus passed by without picking up waiting passenger(s) (Santa Paula)                                                                                                                                                            | Service Operations          |
| 3/31/2015 | Bus map and route signs confusing; wants more items translated and in plain easy to read format; also wants schedule adjustment to facilitate transfers to and from KMART for trips to Ventura College on VISTA 126            | Route/Schedule; System Info |
| 4/14/2015 | Bus service to west Santa Paula, or more availability for Dial-a-ride service - have to wait regularly for up to two hours ( re service along Telegraph b/w Main and Briggs)                                                   | Route/Schedule; DAR Avail   |
| 4/14/2015 | Upset over increase in fare, paid \$0.85 before for pre-reserved rides; paying \$2.00 now; regular rider to medical treatment                                                                                                  | Fare policy                 |
| 4/22/2015 | Upset over variety of fare policies; service area; and ADA accessibility of fixed route bus system and driver assistance                                                                                                       | ADA; Fare policy            |

**Total Formal Contacts: 8**

**Categorization**

Fare Policy: 4

Service Operations: 2

Route/Schedule: 2

Sales: 2

DAR Availability: 1

System Information: 1