



AGENDA

TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)

Thursday, January 8, 2015, 1:30 P.M.

Camarillo City Hall, Administrative Conference Room
601 Carmen Drive, Camarillo, CA

- | | |
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| Item #1 | CALL TO ORDER |
| Item #2 | INTRODUCTIONS AND ANNOUNCEMENTS |
| Item #3 | PUBLIC COMMENTS |
| Item #4 | ELECTION OF OFFICERS <ul style="list-style-type: none">• Elect a Chair and Vice-Chair for the 2015 Calendar Year. |
| Item #5 | DECEMBER 11, 2014 MEETING MINUTES – PG. 2 <ul style="list-style-type: none">• Approve the December 11, 2014 meeting minutes. |
| Item #6 | REVIEW OF COUNTYWIDE TRANSIT MARKETING AND RIDESHARING PROGRAMS – PG. 5 <ul style="list-style-type: none">• Recommend VCTC Transit Marketing funding of \$500,000 be set aside in the FY 14/15 program, to be approved in FY 15/16 for expenditure in FY 16/17. Do not recommend Regional Ridesharing funds for the FY 14/15 program as that program has can use carryover funds through the end of FY 16/17. |
| Item #7 | POTENTIAL FUTURE CMAQ CALL FOR PROJECTS – PG. 12 <ul style="list-style-type: none">• Discuss policy for CMAQ shelf list. |
| Item #8 | ADA CERTIFICATION AND MILEAGE REIMBURSEMENT PROGRAM UPDATE – PG. 13 <ul style="list-style-type: none">• Receive and file the monthly ADA Certification Services Reports and Mileage Reimbursement Program update. |
| Item #9 | CONTINUED DISCUSSION ON THE FUTURE OF GOVENTURA SMARTCARD – PG. 14 <ul style="list-style-type: none">• Discuss the future of the GoVentura Smartcard. |
| Item #10 | ADJOURNMENT |

**MINUTES OF THE
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)
AND THE
JOINT MEETING REGARDING ITEM 5
WITH THE
VCTC HUMAN SERVICE AND TRANSPORTATION SERVICE COORDINATION AD HOC COMMITTEE
December 11, 2014**

1. Call to Order

Vice Chairperson Vanessa Rauschenberger of Gold Coast Transit District called the meeting to order at 1:33 p.m. The following people were present (an asterisk represents voting Member Agencies):

Roc Pulido	Camarillo*	Ray Porras	CSU Channel Islands (ex-officio)
Andrew Lorenzana	CSU Channel Islands	Margaret Heath	Gold Coast Transit District
Shaun Kroes	Moorpark*	Jason Lott	Port Hueneme*
Cesar Hernandez	Santa Paula*	Michael Powers	Santa Paula
Joseph Briglio	SCAG	John Webster	Simi Valley*
Mike Houser	Thousand Oaks*	Alex Portier	Thousand Oaks
Mike Culver	MMP, Inc.	Brian Murphy	VC Area Agency on Aging
David Fleisch	Ventura County*	Ben Cacatian	VCAPCD (ex-officio)
Tina McDonald	VC Health Care Agency	Aaron Bonfilio	VCTC Intercity Bus*
Masood Babaeian	Ventura Transit Systems	Amy Ahdi	VCTC
Sara Pontecchi	Ventura Transit Systems	Peter De Haan	VCTC
Stephanie Young	VCTC	Vic Kamhi	VCTC
Treena Gonzalez	VCTC	Kara Elam	VCTC

2. Introductions and Announcements

Mike Houser noted minor Thousand Oaks Transit (TOT) service reductions; service ceases at 6:00 p.m. on December 24 and December 31 and TOT will be closed on December 25 and January 1.

3. Public Comments

No public comments were made.

4. November 6, 2014 Meeting Minutes - Action

David Fleisch moved to approve the November 6, 2014 meeting minutes. The motion was seconded by Shaun Kroes and passed unanimously.

5. Program of Projects for FTA Section 5307 (Jobs Access and Reverse Commute) and Section 5310 – Action

In presenting this item, staff noted a correction to the table provided in that CalVans had applied for two years of JARC funding, not one; CalVans requested \$25,000 in FY 14/15 and \$25,000 in 15/16. Mike Houser moved to adopt the list of JARC and Section 5310 projects, as well as the Program of Projects for FY 2014/15. The motion was seconded by Roc Pulido. A voice vote was taken and the motion passed unanimously with none abstaining.

6. Review of Countywide Transit Marketing and Ridesharing Programs

Staff provided information on Countywide Transit Marketing and Ridesharing Programs expenditures. TRANSCOM requested that Staff bring this item back at the January meeting with actual cost breakdowns and unspent balances for Countywide Marketing tasks, as well as brief description of accomplishments and/or effectiveness or regional marketing endeavors. TRANSCOM suggested that an “as-needed” but re-occurring regional marketing task discussion item appear on the agenda so that Operators and Agencies can collaborate ahead of publications

7. Draft Guidelines for Federal Americans with Disabilities Act (ADA) Transit Compliance

Staff provided an oral review of notable aspects of the draft Federal Transit Administration (FTA) ADA circular, encouraging agencies to further review and comment to the FTA; comments are due to FTA on January 12, 2015.

8. ADA Certification and Mileage Reimbursement Program Update – Receive and File

Mike Culver presented an oral presentation on ADA Certification services as well as the Mileage Reimbursement Program. The November 2014 ADA Certifications Services Report was distributed to the group. Mike Culver noted a slight decrease in applications recently but advised that a projected increase in ADA Certifications annually could warrant a budget increase in the future. TRANSCOM requested regular updates on Travel Training at future meetings.

7. The Future of the GoVentura Smartcard

The GoVentura Smartcard is nearing the end of its usable life and will be inoperable by the end of the Fiscal Year. Staff will continue to assist agencies that do not have passes available to replace the GoVentura Smartcard and will continue to explore the potential for a regional Smartcard replacement in the future, however there will be no immediate replacement to the GoVentura Smartcard. Staff advised that the current plan is to begin sales of VCTC Transit fare media through the new GFI farebox in May 2015 and cease sales of the GoVentura Smartcard as of July 1, 2015. Transfers between different services will continue to be honored.

12. Adjourn

Vice Chairperson Vanessa Rauschenberger moved to adjourn the meeting at 3:07 p.m. A voice vote was taken and the motion passed unanimously.



TRANSCOM

DATE: Thursday, December 11, 2014

PLEASE SIGN IN:

Aaron Bonfilio
 Amy Ahdi
 Ben Cacatian
 Bill Golubics
 Brian Yanez
 Cameron Yee
 Charles Sandin
 Chuck McQuary
 Chris Latham
 Claire Johnson-Winegar
 Danny Haws
 Darren Kettle
 David Fleisch
 Debra Solomon
 Drew Lurie
 Ellen Talbo
 Elizabeth Amador
 Fernando Castro
 Gloria Sotelo
 Grahame Watts
 Greg Grant
 Jaime Fontes
 Jan Richards
 Jason Lott
 Jeff Hereford
 Joanna Capelle
 John Webster
 John Quinn
 Vic Kamhi
 Jim Moore
 Jim White
 Kara Elam
 Kathy Connell
 Linda Wright

Margaret Heath
 Maria Tello
 Martin Erickson
 Matt Gleason
 Mike Culver
 Mike Houser
 Mike Powers
 Paula Johnson
 Peter De Haan
 Ray Evans
 Ray Porras
 Rigo Landeros
 Jacqui Cervantez-Roberts
 James Gomez
 Roc Pulido
 Ron Calkins
 Syed Shdab
 Shaun Kroes
 Stephanie Young
 Steve Brown
 Steve Rosenberg
 Susan White
 Sue Tatangelo
 Tom Fox
 Tom Mericle
 Treena Gonzalez
 Vanessa Rauschenberger
 Andrew Laramana
 SAAR P...
 MASOOD BABAEIN
 Joseph Briglio
 Alex P...
 Brian Murphy



Item #6

January 8, 2015

**MEMO TO: TRANSIT OPERATORS ADVISORY COMMITTEE
TRANSPORTATION TECHNICAL ADVISORY COMMITTEE**

FROM: PETER DE HAAN, PROGRAMMING DIRECTOR

SUBJECT: REVIEW OF COUNTYWIDE TRANSIT MARKETING AND RIDESHARING PROGRAMS

RECOMMENDATION:

- Recommend VCTC Transit Marketing funding of \$500,000 be set aside in the FY 14/15 program, to be approved in FY 15/16 for expenditure in FY 16/17. Do not recommend Regional Ridesharing funds for the FY 14/15 program as that program has can use carryover funds through the end of FY 16/17.

BACKGROUND:

This year when the CMAQ call for projects guidelines were presented to TRANSCOM and TTAC, staff recommended that Regional Ridesharing and Transit Marketing be taken off-the-top without a requirement for submittal of an application or project scoring, based on the many years of consistent funding for these projects as a high priority. The Committees accepted this recommendation with the direction that staff return with information on the expenditure level and effectiveness of these programs. Staff provided additional information at the December TRANSCOM and TTAC meetings, and the Committees requested additional information which is provided herein.

DISCUSSION:

Attached are descriptions of the accomplishments of the two programs, repeated from last month's meetings. Due to VCTC staff holiday vacations, it was not possible to provide the requested cost breakdowns in this item, but these should be ready by the TRANSCOM meeting.

Also attached is an expanded table showing actual expenditures over the past two fiscal years, budgeted expenditures for the current year, and the anticipated balances at the end of the year. To provide for cash flow it is recommended that the funds required for FY 16/17 Transit Marketing be programmed in the current funding cycle to allow sufficient time for the Federal Highway Administration to process the required CMAQ flexible fund transfer and for the Federal Transit Administration to then process the grant so that funds are available by the start of VCTC FY 16/17. (Unfortunately the time required for these processes is very long.) As for Regional Ridesharing, there is a sufficient carryover balance so that the project funding can continue without requiring funds from FY 14/15.

TRANSCOM also made comments regarding the use of the program entitled "Countywide Transit Marketing" almost exclusively for marketing VCTC bus services (formerly VISTA), and also regarding the need for greater coordination with other transit marketing efforts, including in the development of a new marketing consultant RFP. In response, staff accepts the need for better coordination and is committed to involving the bus operators in developing the RFP. VCTC's marketing program is and must remain primarily oriented towards VCTC Intercity bus service since unlike other services VCTC as the operator has the primary responsibility for public communications regarding this service. However, the program is defined in grant documents as "Countywide Transit Marketing" to provide flexibility to include activities not specific for the VCTC Intercity service, such as the Teen Council.

Rideshare Program Accomplishments

Overview

In order to maintain/improve non-Single Occupant Vehicle mode share in Ventura County, VCTC offers several alternatives to drive alone commuting through the Commuter Services program. Carpool matching is available to anyone commuting in Ventura County via a shared ridematching database operated with Los Angeles and Orange County transportation commissions. Geographically the database covers worksites in those three counties and seven additional counties on the home end. Each of the three participating commissions is responsible for maintaining their portion of the data which is allocated by employer location. Carpool/vanpool matching is offered through employers as part of their compliance with local Air Quality regulations and to the general public in response to marketing/outreach efforts. Due to the July 2014 transition of database and contract administrative services from Riverside County Transportation Commission to the Los Angeles Metro, VCTC now contracts with Los Angeles Metro for delivery of rideshare matching database management services.

Employer Services promotes all aspects of Transportation Demand Management to employers in Ventura County, highlighting benefits such as reduced traffic congestion, air pollution and parking demand in addition to reducing commuting costs for their employees. Services provided include processing surveys from Ventura County employers, generating biennial Average Vehicle Ridership (AVR) reports for Ventura County Air Pollution Control District's Rule 211 compliance and producing RideGuides and RideSmart Tips for the purpose of providing commuters rideshare opportunities. The RideGuide is a voluntary user specific piece that generates personalized matching information based on three primary parameters- home location, work location and shift time. The RideGuide also provides information on the Guaranteed Ride Home program, Employee Transportation Coordinator contact information, incentives and amenities available from the employer, transit scheduling, Park & Ride lot locations and vanpool opportunities. RideGuides are available in either hardcopy or electronic formats. Electronic RideGuides, also referred to as eRideGuides, are generated for any commuter who provides a viable email address at time of registration. RideSmart Tips is a more generic piece that details the GRH program, ETC contact information and County Park & Ride lots.

The Guaranteed Ride Home program is available to any registered employee that works in the County of Ventura. GRH trips of 20 miles or less are generally done by taxi, trips over 20 miles by rental car.

Staff monitors and supports the California Vanpool Authority (CalVans) Vanpool Program by active participation as a member of the CalVans Technical Advisory Committee.

Carpooling remains the second most popular commute option in Ventura County.

Estimated Benefits

	FY 12/13	FY 13/14
Database		
Commuters on file	31,023	30,082
Commuters active for matching	6,029	5,532
Company worksites on file	337	300
Estimated Avg. Home to work distance	16.43	13.36
AVR reports generated	60	37
Matching Transactions		
Number of carpool matches attempted:		
Public (web)	1,670	1,542
Staff	1,197	817
Total carpool matches attempted	2,867	2359
Number receiving at least one match	2,126	1,734
Average age of matching record (days)	169	190
Average number of matches/RideGuide	8	10
Avg. distance home/work	14.5	18.1
RideSmart Tips generated	10,725	9,151
Incoming Call Volume	-	96
Guaranteed Ride Home Program Usage		
Rental Car Trips	35	25
Taxi Rides	34	27
Total	69	52
Estimated Program Benefits		
Reduction in Vehicles Miles of Travel	2,795,526	2,531,410
Reduction in Commuting Costs	\$1,509,331	\$1,366,866
Reduction in carbon monoxide (tons)	41.21	26.23
Reduction in volatile organic compounds (tons)	5.31	2.87
Reduction in Oxides of Nitrogen (tons)	6.28	1.93

VCTC Marketing and Community Outreach FY 2012/13 Accomplishments

Marketing and Outreach efforts in Fiscal Year 2012/2013 focused heavily on the unexpected transition in contractors for the VISTA Bus System. In Mid-June we prepared for a possible disruption in service and went to great efforts to keep passengers informed of developments as they happened. Fortunately, a contract with a local provider was signed to continue the service, however there were equipment changes, temporary loss of the GoVentura Smart Card system and wi-fi, and a host of other issues of concern to our riders.

Much of the summer was spent on communications during the transition and arrangements for temporary “fixes” until the complete restoration of the service. A 10 ride card and paper monthly pass were developed while the Smart Card system was being transferred to the new buses. Bilingual seat drops were published regularly to keep riders informed of service updates. The website was updated as news became available and in a remarkably short time all the buses had VISTA logos and GoVentura Smartcard and wi-fi were restored.

While working on the VISTA challenge we still managed to accomplish our other planned marketing activities. As in previous years, VCTC hosted a booth at the Ventura County Fair in August. An estimated 5000 visitors stopped by the booth. A special August newsletter was published for the fair and the timing of the event provided an additional opportunity to provide VISTA service information.

In Fiscal Year 2012/2013 the Teen Council assisted in the creation of a Student Rider Guide which describes how to ride a bus and includes a list of all schools and points of interest frequented by young people. The project was submitted to the American Public Transit Association (APTA) for an AdWheel Award and was awarded First Prize for its category. Members also participated in Earth Day events, the County Fair and the Metrolink Toy Train. Currently the Teen Council is working on its latest project, a video to promote public transit. VCTC’s electronic presence has been strengthened through the use of up to date website information, social media messaging, eblasts, phone apps and Quick Response (QR) codes. VCTC currently has approximately 400 facebook and twitter followers and the monthly newsletter, “On The Move” appears on our website and is distributed electronically to more than 1000 recipients.

An electronic RideGuide was created and is now available online. Other Rideshare efforts included the development of Ventura County Naval Base specific materials and the production of radio ads for Rideshare promotions, such as Rideshare Week, and KCLU sponsorships.

VCTC worked with Metrolink to offer coupons to attract new riders through direct mailing.

VCTC Marketing and Community Outreach FY 2013/14

Marketing and Outreach efforts in Fiscal Year 2013/2014 focused on increasing participation in VCTC's commuter service programs, in particular Rideshare week. The number of radio spots was increased in both English and Spanish and presentations were made to the various city councils in the county. A kickoff luncheon was held for representatives of employers throughout the county. The luncheon was entertaining and interactive and resulted in requests for VCTC to cosponsor similar events to be held at individual work sites.

Collateral materials for the Guaranteed Ride Home Program were redesigned and printed in English and Spanish and a comprehensive Commuter Services Manual was created as a guide for employers to use. An electronic version of the Student Rider Guide was also put into service on the website.

As in previous years, VCTC hosted a booth at the Ventura County Fair, as well as city and community earth day events, health fairs and employer events. In FY 2013/14 VCTC received 2 AdWheel Awards from the American Public Transit Association (APTA). Carbon Footprint Seed Packets, created as giveaways for Earth Day events, won a First Prize award and the Transportation Infographic, created as a promotional item for the County Fair, took Grand Prize.

In Fiscal Year 2013/2014 the Teen Council created a video to increase awareness of the bus systems in Ventura County and to promote the Student Rider Guide produced the previous year by the inaugural Teen Council. Members also participated in Earth Day events and the County Fair and helped with recruitment efforts for the Teen Council.

Item #6, Attachment C

	FY 12/13 (Actual)	FY 13/14 (Actual)	FY 14/15 (Budget)	Estimated Available Balance for FY 15/16 & 16/17
Regional Rideshare Expenditures	\$308,779	\$407,399	\$547,500	\$1,230,455
Transit Marketing Expenditures	\$355,575	\$403,332	\$507,500	\$493,619



Item #7

January 8, 2015

MEMO TO: TRANSIT OPERATORS ADVISORY COMMITTEE
FROM: PETER DE HAAN, PROGRAMMING DIRECTOR
SUBJECT: POTENTIAL FUTURE CMAQ CALL FOR PROJECTS

RECOMMENDATION:

- Discuss policy for CMAQ shelf list.

BACKGROUND:

TRANSCOM and TTAC at their October meetings approved the CMAQ Call for Projects guidelines, including recommendations for management of a project Shelf List. However, there was some discussion at TTAC which led to staff agendaizing an item for the December TTAC meeting to further discuss the issues raised regarding the Shelf List. As TRANSCOM is aware, under the guidelines the TTAC is to make recommendations regarding the non-transit CMAQ project priorities, while TRANSCOM is to make recommendations regarding transit projects.

In the December TTAC discussion there was no quorum present however there was interest in a policy that should funds become available for the top project on the approved non-transit shelf list, that the project would go directly to the Commission for approval of the CMAQ funding without first going to TTAC again for consideration. Those present also reiterated their understanding that the shelf list would not provide any priority for a future call for projects. It was also understood that when the size of the shelf list is determined, there should also be a policy established on the degree to which projects on the shelf list can move up should funded projects be delayed. The concern of staff in this regard was that several additional years' worth of CMAQ projects could get committed should there be a large shelf list and a large number of delays.

DISCUSSION:

One issue for TRANSCOM discussion is whether TRANSCOM would be interested in a policy that shelf list projects that can be funded in the future go directly to the Commission for funding approval without going first through TRANSCOM, as was suggested by the TTAC members. The policy in this regard can be approved in conjunction with the approval of the CMAQ projects, scheduled for February.



Item #8

January 8, 2015

MEMO TO: TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)

FROM: PETER DE HAAN, PROGRAMMING DIRECTOR

SUBJECT: ADA CERTIFICATION UPDATE

RECOMMENDATION:

- Receive and file monthly ADA Certification services report and Mileage Reimbursement Program update.

DISCUSSION:

The December 2014 ADA Certification Services Report from Mobility Management Partners, Inc. (MMP) will be provided at the TRANSCOM meeting.

Recently, MMP received Section 5310 funding to expand its services to include the development and implementation of a pilot volunteer driver mileage reimbursement program in cooperation with the Area Agency on Aging and other agencies serving the needs of the county's senior population. At the October meeting, MMP provided an initial presentation to TRANSCOM on its mileage reimbursement program. TRANSCOM requested MMP provide monthly updates on the Program at subsequent meetings. MMP will provide an oral presentation on the mileage reimbursement program.



Item #9

January 8, 2015

MEMO TO: TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)

FROM: VIC KAMHI, BUS TRANSIT DIRECTOR

SUBJECT: THE FUTURE OF THE GOVENTURA SMARTCARD

RECOMMENDATION:

- Continue the discussion of the future of the GoVentura Smartcard.

DISCUSSION:

At the December 2014 TRANSCOM meeting, staff provided information regarding the takedown of the GoVentura Smartcard system. The TRANSCOM requested the discussion of this item be placed on the Agenda so that the discussion could continue regarding the future of the GoVentura Smartcard.