



**HERITAGE VALLEY TRANSIT SERVICE  
POLICY ADVISORY COMMITTEE (HVPAC)**  
Santa Paula City Hall, Council Chambers  
970 Ventura Street, Santa Paula, CA 93060  
Wednesday, July 25, 2018  
10:00 a.m.

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## **AGENDA**

- ITEM 1      CALL TO ORDER**
- ITEM 2      INTRODUCTIONS & ANNOUNCEMENTS**
- ITEM 3      PUBLIC COMMENTS:** Any member of the public may address the Committee for up to two minutes on any subject within the jurisdiction of the Committee that is not scheduled for a public discussion before the Committee.
- ITEM 4      AGENDA ADJUSTMENTS**
- ITEM 5      APPROVAL OF MINUTES – For Action**  
Recommendation: That the Committee waive the reading and approve the minutes for the regular meeting of March 1, 2018.
- ITEM 6      MARKETING AND OUTREACH UPDATE – For Information**  
Recommendation: Receive and file.
- ITEM 7      KPI/RIDERSHIP REPORT – For Information**
- ITEM 8      COLLEGE RIDE PILOT PROGRAM UPDATE – For Information**
- ITEM 9      DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION – For Action**  
Recommendation: That the Committee determine the next Committee meeting date and location.
- ITEM 10     ADJOURNMENT**



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

Ventura County Public Works Agency  
Saticoy Operations Yard  
11251-A Riverbank Drive  
Ventura, CA 93004

Thursday, March 1, 2018  
11:00 a.m.

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## MEETING MINUTES

**MEMBERS PRESENT:**

Manuel Minjares, City of Fillmore  
Ginger Gherardi, City of Santa Paula  
Kelly Long, County of Ventura  
Darren Kettle, VCTC

**VCTC STAFF PRESENT:**

Martin Erickson, Public Transit Director  
Aaron Bonfilio, Program Manager – Transit Services  
Heather Miller, Transit Planner

**ITEM 1 CALL TO ORDER**

Chair Minjares called the meeting to order at 11:03 a.m.

**ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS**

None.

**ITEM 3 PUBLIC COMMENT**

None.

**ITEM 4 AGENDA ADJUSTMENTS**

None.

**ITEM 5 APPROVAL OF MEETING MINUTES**

**ACTION**

**Minjares moved, seconded by Gherardi, that the Committee approve the September 27, 2017 meeting minutes. The motion passed with no objections.**

**ITEM 6 ELECTION OF OFFICERS**

**ACTION**

**Minjares moved to appoint Supervisor Long as Chair and Commissioner Gherardi as Vice Chair of the Heritage Valley Policy Advisory Committee, seconded by Gherardi. The motion passed with no objections.**

*Supervisor Long, chaired the meeting from this point forward.*

**ITEM 7 DIAL-A-RIDE SERVICE AREA**

Mr. Bonfilio reviewed with the Committee that it consider the expansion of the Dial-a-ride service area to include parts of Saticoy adjacent to the “Wells Road Transfer Points”. This would allow the rider direct service. Presently, trips of this nature require two reservations: one with the Gold Coast system and one with Valley Express, requiring passengers pay two fares and a transfer.

#### **Discussion**

The Committee discussed that this would be not only beneficial, but also cost effective for the rider and would eliminate the current transfer necessary between the two bus-systems.

#### **ACTION**

**Gherardi moved, seconded by Minjares, that the Committee approve the expansion of the Dial-a-Ride service area to include parts of Saticoy adjacent to the “Wells Road Transfer Points” as recommended by the Heritage Valley Technical Advisory Committee. The motion passed unanimously.**

#### **ITEM 8 FARE MEDIA POLICY**

Mr. Bonfilio reviewed with the Committee that it consider migrating the existing Valley Express “monthly flash passes” to electronic fare media, and to formally approve the issuance of rolling “31-Day” period passes and adopt the corresponding fare media policies.

#### **ACTION**

**Gherardi moved, seconded by Minjares, that the Committee approve the migration of the existing Valley Express monthly flash passes to magnetic strip (electronic) fare media as recommended by the Heritage Valley Technical Advisory Committee. The motion passed unanimously.**

#### **ITEM 9 KPI/RIDERSHIP REPORT – For Information**

Ms. Miller presented to the Committee the Key Performance Indicator service report for the months of Sept-Oct-Nov 2017.

#### **ITEM 10 FISCAL YEAR 2017-18 MARKETING AND OUTREACH UPDATE – For Information**

Mr. Erickson updated the Committee with the current fiscal year activities. Based on the direction provided by the Heritage Valley Policy and Technical Advisory Committees, the marketing consultant, Celtis Ventures, developed marketing and outreach materials to further promote the Valley Express Bus and the expanded Dial-A-Ride service.

#### **ITEM 11 DRAFT FISCAL YEAR 2018/2019 BUDGET**

Mr. Bonfilio, reviewed with the Committee that they consider the Heritage Valley Technical Advisory Committee (HVTAC) recommendation to approve of the Draft Fiscal Year 2018/2019 Valley Express Budget. The recommended 2018/2019 level of service by mode has been identified by the Technical Committee as it reviewed historic trends year-to-date since the schedule change. The Dial-a-ride mode and fixed routes will continue to operate in Santa Paula, Fillmore and Piru. These routes were identified for continuation during the Fall 2017 schedule change, and are planned to operate throughout Fiscal Year 2018/2019.

#### **ACTION**

Minjares moved, seconded by Vice Chair Gherardi, that the Committee approve the recommendation received from the Heritage Valley Technical Advisory Committee (HVTAC) the Draft Fiscal Year 2018/2019 Valley Express Budget. The motion passed unanimously.

**ITEM 12 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION**

Recommendation: That the Committee determine the next Committee meeting date and location.

HVTAC: Month: May week of May 14 location TBD

HVPAC: Month: June week of June 18th location: Santa Paula Council Chambers

**ITEM 13 ADJOURNMENT**

The meeting was adjourned at 12:16 p.m.

DRAFT



**DATE:** JULY 25, 2018

**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

**FROM:** AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES  
JENI F. EDDINGTON, TRANSIT SPECIALIST

**SUBJECT:** MARKETING AND OUTREACH ACTIVITIES – UPDATE

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### **RECOMMENDATION**

- Receive and file report.

### **BACKGROUND**

At the last Heritage Valley Policy Advisory Committee (HVPAC) staff provided a brief overview of the marketing and outreach activities through January 1, 2018. This report summarizes the activities since that time through the present. The work effort has been primarily related to promotion of the service to passengers, especially seniors through field work at various events and through targeted social media postings for the student/teen passenger audience, as well as the disability/senior-care community. Below is a list of some of the activities. Example materials will be presented in a PowerPoint presentation.

#### **January**

- Expanded Dial-A-Ride Students and Seniors Campaign

#### **February**

- Hand-delivered print materials and brochures to senior centers, health clinics, retirement homes, libraries, City Halls, laundromats, and hospice.
- Cleaned and updated the Fillmore Terminal Kiosk.
- Attended the Ventura County Medical Center quarterly meeting providing Dial-A-Ride information.

#### **March**

- Promotion of the service on the public access TV channel.
- Collaborated with the Blanchard Library and the Ventura County Humans Services Agency to provide travel training. Reached out to Circle of Care and Senior Centers as well.

#### **April**

- Tabled at the Fillmore Earth Day Event.

- Designed and Distributed Refrigerator Magnets.
- Senior Social Media Campaign – Fixed Route and Dial-A-Ride.

#### **May**

- Fare Media Redesign.

#### **June**

- Summer Youth Promotion (Social Media).
- Hand-delivered print materials and brochures to senior centers, health clinics, retirement homes, and senior apartment buildings.

#### **July**

- Promotion of service on the City of Fillmore Utility Bill.
- Print Ads – Senior Campaign (bilingual).
- Tabled at the Santa Paula Senior Festival.
- Design of Banner (Santa Paula’s Main Street) – in process
- Design of Banner (Santa Paula and Fillmore High School Athletic Departments) – in process

### **MARKETING ACTIVITIES IN PROGRESS AND PROPOSED**

Staff continues to work closely with Celtis Ventures to ensure that the Committees’ outreach and promotion objectives for the Valley Express services are reached. Staff appreciates the efforts and coordination between MV Transportation, Celtis Ventures, the individual jurisdictions, as well as local organizations to meet the needs of the community while further promoting the service. Below are marketing and outreach projects in progress and proposed along with recurring marketing expenses.

#### **In Progress**

- System-wide Rebranding Input and Comment from Committees.

#### **Future Efforts**

- Participation in community goodwill events such as parades, toy drives / “pack the bus” events.
- Website enhancements including Committee members, meeting dates, and agenda packets.

#### **Recurring Marketing Expenses**

- Fare media production
- Brochure production and distribution
- Infopost design and installation
- Social media presence and advertising



**DATE:** JULY 25, 2018

**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVTAC)

**FROM:** AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES  
HEATHER MILLER, TRANSIT PLANNER

**SUBJECT:** KEY PERFORMANCE INDICATORS (KPI) REPORT

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### RECOMMENDATION

- Receive and file report.

### BACKGROUND

This report provides Quarter 4 (APR-MAY-JUN) FY 2017/2018 Key Performance Indicators (KPI) for the Valley Express Service, including Fixed Route and Dial-A-Ride (DAR) services.

#### Key Performance Highlights

- Ridership for the fourth quarter of FY2017/2018 compared to the same quarter last year declined 29% for Fixed Routes while increasing 66% for Dial-a-Ride (DAR) for an overall system-wide decrease of 5%. These ridership trends reflect the mid-August service change where a 46 % cut in Fixed Route service and expansion of Dial-A-Ride service to include the general public went into effect. Although system-wide ridership declined by 5% for the quarter, ridership rebounded from the low experienced in December during The Thomas Fires and is trending upward as shown in Figure 1. Valley Express total ridership is reaching toward an average 7,500 passenger trips per month.
- Reduction in Fixed Route service hours produced a commensurate reduction in ridership for most individual routes with the exception of the Fillmore routes, as shown in Table 1. Santa Paula routes averaged cuts in revenue hours of 70% and saw a reduction in ridership of approximately 70% quarter over quarter. The Piru route, with revenue hours left mostly unchanged (+1%), experienced fairly neutral gains/losses in ridership (-1%). The Fillmore Tripper lost riders while the Fillmore Loop gained ridership in the quarterly comparison.
- Yearlong trends in operating costs, revenue and farebox recovery ratios are shown in Figure 2. With the recapturing of ridership and associated farebox revenue, coupled with a mostly stable operating cost for the year, the farebox recovery ratio remained at an average of 5.9% rate for the year. This ratio still falls below the 10% farebox recovery ratio goal. Fixed Route service captured close to 7.5% of operating costs through fare revenue in the quarter, while DAR recovered approximately 5%. Fixed Route service cost on average \$10 per passenger, while the DAR service cost approximately \$29 per passenger for the quarter. With DAR ridership greatly expanding and consequently the associated costs of this mode of service an increasing proportion of total cost, the recovery ratio is not expected to improve and ended the year at 5.30%.
- Quarterly sales of monthly bus passes experienced an overall decline of 18% compared to last year's quarter and a 29% decline compared to the year before that. Declines were driven by lower demand for Fixed Route monthly

passes. However, the “Super Pass” (unlimited trips on VE fixed and Dial-A-Ride) for Seniors/Disabled saw an increase in sales of 24% in the last year and 48% compared to two years ago, shown in Figure 3. The increase in Super Pass sales helped mitigate declines in sales overall which saw a decrease of 29% in sale counts, from 460 to 377, but a 19% decrease in sale dollars, from \$8,585 to \$7,775 for the quarter.

- Detailed Key Performance Indicators (KPI) quarterly comparison for Fixed Route service, DAR, and system-wide are shown in the attached Tables 3, 4, 5. **Of particular note are the service efficiencies gained in both Fixed Route service and DAR as reflected in passengers per mile and passengers per hour improvements. Fixed Route saw gains of 66% in passengers per mile and a 31% gain, from 6 to 8, in passengers per hour. Likewise, DAR improved passengers per mile by 32% and increased passengers per hour by 17% from 2 to 2.5.**
- Summarizing the fiscal year, year over year totals showed an 18% overall decrease in ridership, a 7% decrease in revenue hours and a 21% increase in revenue miles. Operating costs remained neutral while the recovery ratio decreased from 6.53% to 5.81% year over year. FY 16/17 - FY17/18 comparison is provided in the following table:

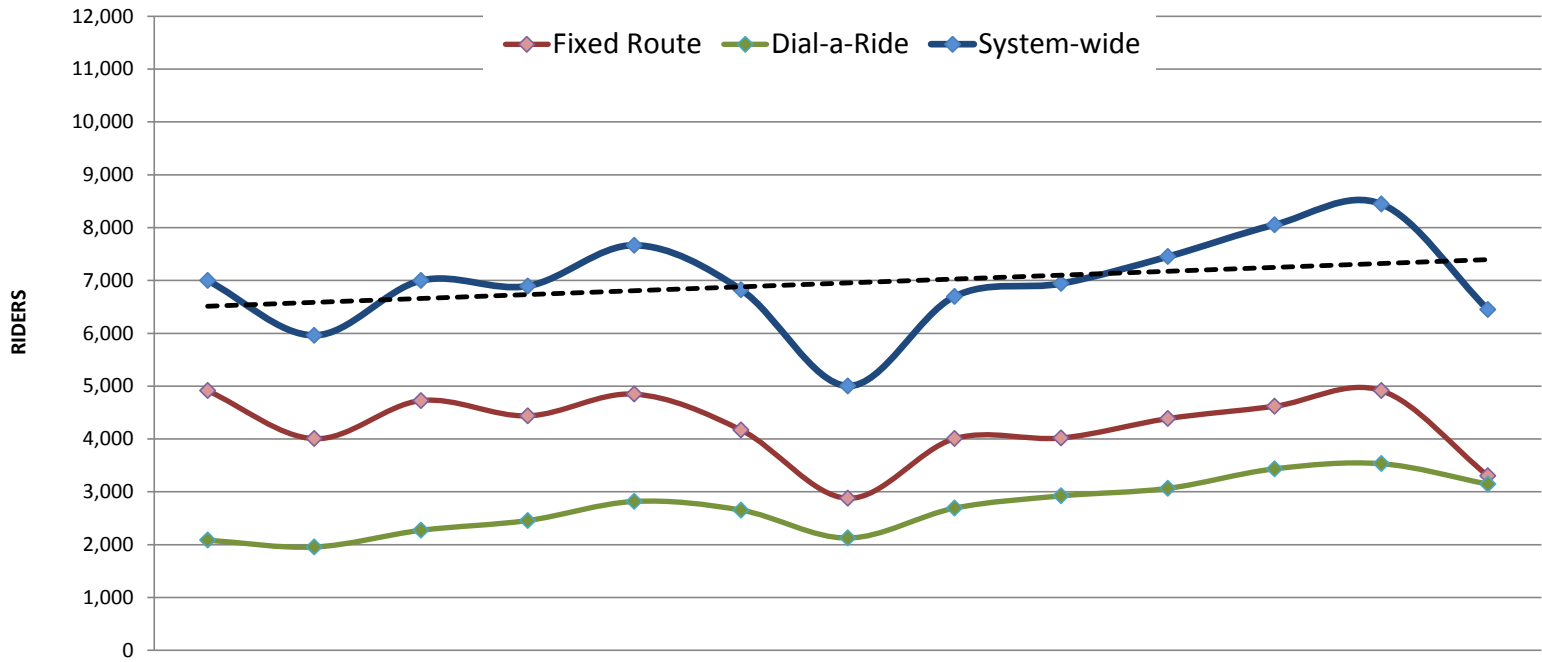
	Service	Ridership	Farebox	Rev Hrs	Rev Miles	Operating Cost	Recovery Ratio
<b>FY 16/17</b>	Fixed	72,999	\$ 61,599	12,012	190,221	\$ 812,744	7.58%
	DAR	24,813	\$ 40,235	11,181	172,181	\$ 746,636	5.39%
	<b>TOTAL</b>	<b>97,812</b>	<b>\$ 101,834</b>	<b>23,192</b>	<b>362,402</b>	<b>\$ 1,559,380</b>	<b>6.53%</b>
<b>FY 17/18</b>	Fixed	50,090	\$ 40,767	7,030	102,396	\$ 543,685	7.50%
	DAR	33,076	\$ 50,575	14,700	356,017	\$ 1,029,091	4.91%
	<b>TOTAL</b>	<b>83,166</b>	<b>\$ 91,343</b>	<b>21,730</b>	<b>458,413</b>	<b>\$ 1,572,776</b>	<b>5.81%</b>
<b>Year over Year Change</b>		<b>-18%</b>	<b>-11%</b>	<b>-7%</b>	<b>21%</b>	<b>1%</b>	<b>-12%</b>



HVPAC 07/25/2018  
KEY PERFORMANCE INDICATORS (KPI) REPORT  
Figure 1

### Valley Express Ridership Monthly Ridership

HVPAC - JULY 2018



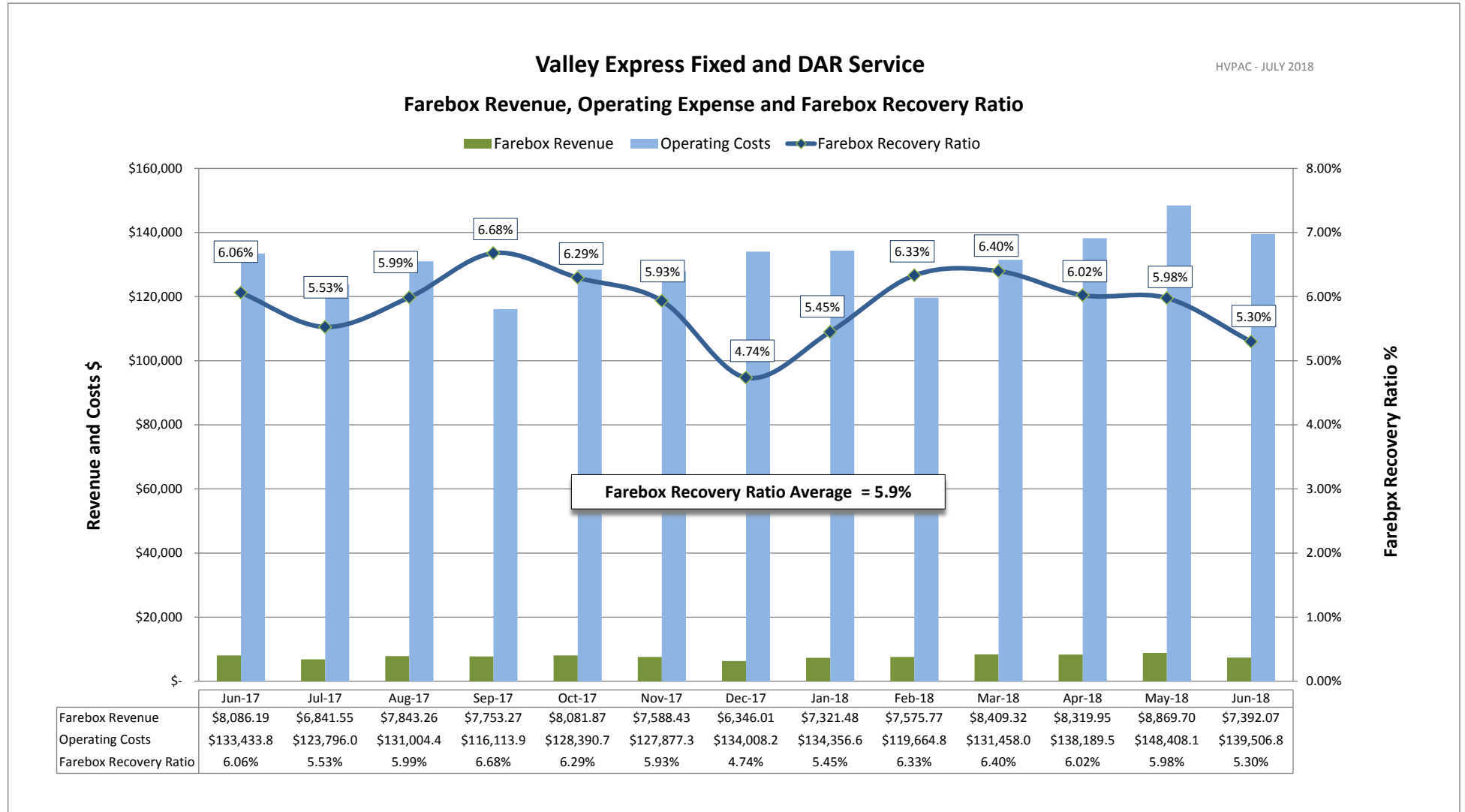
	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
Fixed Route	4,914	4,006	4,727	4,438	4,849	4,170	2,878	4,006	4,019	4,386	4,619	4,915	3,302
Dial-a-Ride	2,085	1,956	2,272	2,457	2,818	2,654	2,126	2,691	2,923	3,066	3,435	3,532	3,146
System-wide	6,999	5,962	6,999	6,895	7,667	6,824	5,004	6,697	6,942	7,452	8,054	8,447	6,448

HVPAC 07/25/2018  
KEY PERFORMANCE INDICATORS (KPI) REPORT  
**Table 1**

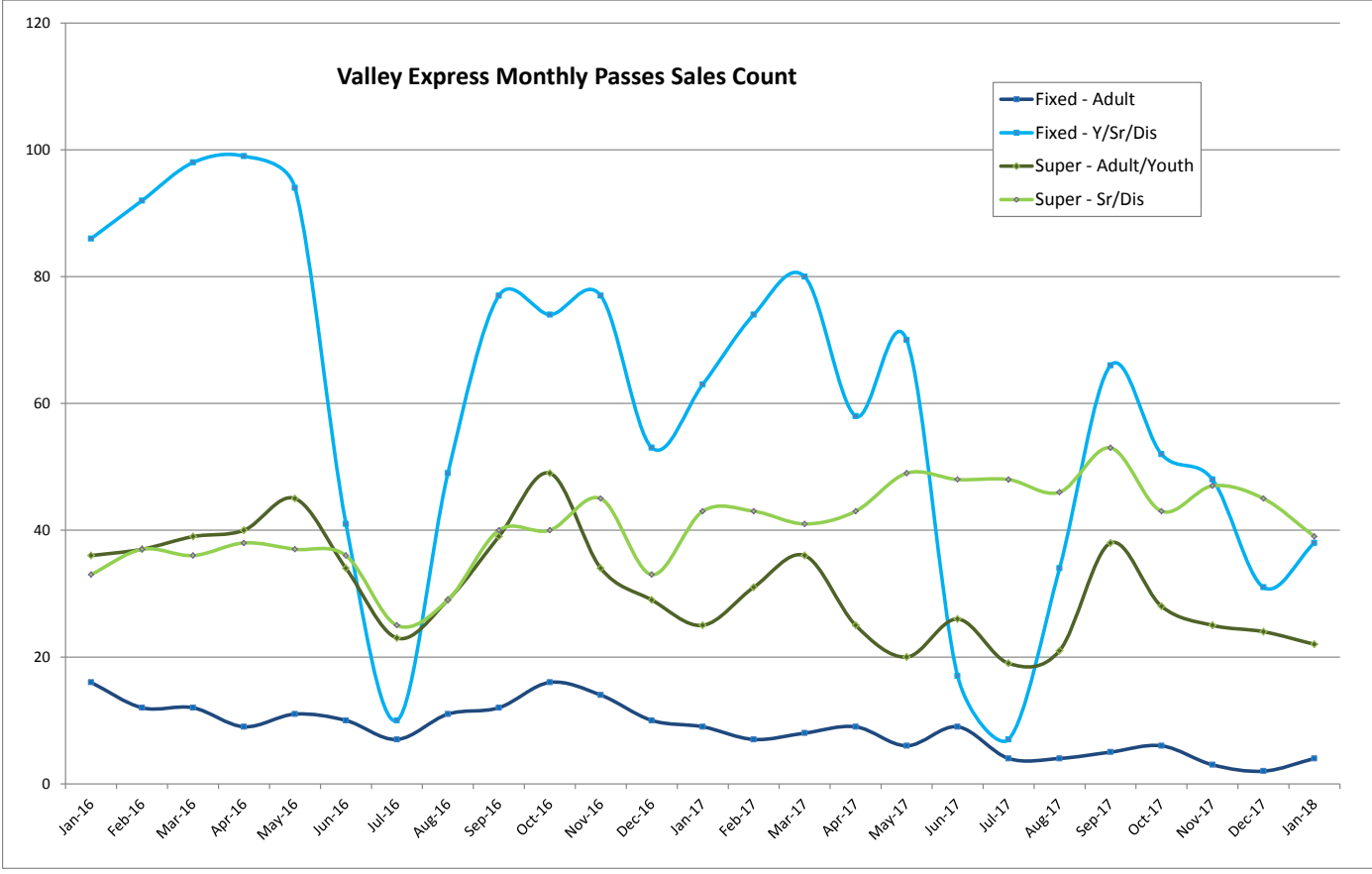
**Revenue Hours and Ridership Correlation per Route**

<b>Fixed Routes</b>	<b>Q4 FY1617</b>	<b>Q4 FY 1718</b>	<b>% Change</b>
Santa Paula A Revenue Hours	659	181	<b>-73%</b>
Santa Paula A Ridership	2,404	626	<b>-74%</b>
Santa Paula B Revenue Hours	652	216	<b>-67%</b>
Santa Paula B Ridership	2,955	760	<b>-74%</b>
Santa Paula - Tripper A.M. Revenue Hours	71	40	<b>-52%</b>
Santa Paula - Tripper A.M. Ridership	780	460	<b>-41%</b>
Fillmore - Loop Revenue Hours	506	344	<b>-33%</b>
Fillmore - Loop Ridership	1,325	1,405	<b>6%</b>
Fillmore - Tripper (Rio Vista) Revenue Hours	91	93	<b>1%</b>
Fillmore - Tripper (Rio Vista) Ridership	2,654	2,041	<b>-23%</b>
Piru Revenue Hours	737	754	<b>1%</b>
Piru Ridership	7,645	7,544	<b>-1%</b>

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KEY PERFORMANCE INDICATORS (KPI) REPORT  
Figure 2



HVPAC 07/25/2018  
KEY PERFORMANCE INDICATORS (KPI) REPORT  
**Figure 3**



**VE Fare Media Sales Counts**

Mo Pass Type	2016 Qtr 3	2017 Qtr 3	2018 Qtr 3	1 Yr Change	2 Yr Change
Fixed - Adult	40	24	11	-54%	-73%
Fixed - Y/Sr/Dis	276	217	132	-39%	-52%
Super - Adult/Youth	112	92	77	-16%	-31%
Super - Sr/Dis	106	127	157	24%	48%
<b>TOTAL</b>	<b>534</b>	<b>460</b>	<b>377</b>	<b>-18%</b>	<b>-29%</b>

**VE Fare Media Sales \$**

Mo Pass Type	2016 Qtr 3	2017 Qtr 3	2018 Qtr 3	1 Yr Change	2 Yr Change
Fixed - Adult	\$ 800	\$ 480	\$ 220	-54%	-73%
Fixed - Y/Sr/Dis	\$ 2,760	\$ 2,170	\$ 1,320	-39%	-52%
Super - Adult/Youth	\$ 3,360	\$ 2,760	\$ 2,310	-16%	-31%
Super - Sr/Dis	\$ 2,650	\$ 3,175	\$ 3,925	24%	48%
<b>TOTAL</b>	<b>\$ 9,570</b>	<b>\$ 8,585</b>	<b>\$ 7,775</b>	<b>-9%</b>	<b>-19%</b>

HVPAC 07/25/2018

**KEY PERFORMANCE INDICATORS (KPI) REPORT**

**Table 2**

<b>FIXED ROUTE - Valley Express KPI</b>		<b>APR-MAY-JUN QTR 4 2016/17</b>	<b>APR-MAY-JUN QTR 4 2017/18</b>	<b>Yr over Yr % Change</b>
<b>Ridership</b>	Fixed Route	18,098	12,836	<b>-29%</b>
<b>Passengers per Mile</b>	Fixed Route	0.39	0.65	<b>66%</b>
<b>Passengers per Hr</b>	Fixed Route	6.04	7.89	<b>31%</b>
<b>Revenue Hours</b>	Fixed Route	2,995	1,627	<b>-46%</b>
<b>Revenue Miles</b>	Fixed Route	46,398	19,827	<b>-57%</b>
<b>Operating Cost</b>	Fixed Route	\$ 204,611	\$ 132,209	<b>-35%</b>
<b>Cost per Hr</b>	Fixed Route	\$ 68.32	\$ 81.25	<b>19%</b>
<b>Cost per Passenger</b>	Fixed Route	\$ 11.31	\$ 10.30	<b>-9%</b>
<b>Farebox Revenue</b>	Fixed Route	\$ 14,859	\$ 9,930	<b>-33%</b>
<b>10% Farebox Recovery Goal \$</b>	Fixed Route	\$ 20,461	\$ 13,221	<b>-35%</b>
<b>Farebox Recovery Shortfall \$</b>	Fixed Route	\$ (5,602)	\$ (3,291)	<b>-41%</b>
<b>Farebox Recovery Ratio Actual</b>	Fixed Route	7.26%	7.51%	<b>3%</b>
<b>Fare Revenue per Passenger</b>	Fixed Route	\$ 0.82	\$ 0.77	<b>-6%</b>
<b>Farebox Recovery 10 % Goal per Passenger</b>	Fixed Route	\$ 1.13	\$ 1.03	<b>-9%</b>
<b>Shortfall per Passenger</b>	Fixed Route	\$ (0.31)	\$ (0.26)	<b>-17%</b>

HVPAC 07/25/2018  
KEY PERFORMANCE INDICATORS (KPI) REPORT  
**Table 3**

<b>DIAL-A-RIDE (DAR) - Valley Express KPI</b>		<b>APR-MAY-JUN QTR 4 2016/17</b>	<b>APR-MAY-JUN QTR 4 2017/18</b>	<b>Yr over Yr % Change</b>
<b>Ridership</b>	Dial-A-Ride (DAR)	6,088	10,113	<b>66%</b>
<b>Passengers per Mile</b>	Dial-A-Ride (DAR)	0.14	0.18	<b>32%</b>
<b>Passengers per Hr</b>	Dial-A-Ride (DAR)	2.10	2.46	<b>17%</b>
<b>Revenue Hours</b>	Dial-A-Ride (DAR)	2,894	4,110	<b>42%</b>
<b>Revenue Miles</b>	Dial-A-Ride (DAR)	44,643	55,979	<b>25%</b>
<b>Operating Cost</b>	Dial-A-Ride (DAR)	\$ 198,676	\$ 293,895	<b>48%</b>
<b>Cost per Hr</b>	Dial-A-Ride (DAR)	\$ 68.65	\$ 71.51	<b>4%</b>
<b>Cost per Passenger</b>	Dial-A-Ride (DAR)	\$ 32.63	\$ 29.06	<b>-11%</b>
<b>Farebox Revenue</b>	Dial-A-Ride (DAR)	\$ 8,106	\$ 14,652	<b>81%</b>
<b>10% Farebox Recovery Goal \$</b>	Dial-A-Ride (DAR)	\$ 19,868	\$ 29,390	<b>48%</b>
<b>Farebox Recovery Shortfall \$</b>	Dial-A-Ride (DAR)	\$ (11,762)	\$ (14,738)	<b>25%</b>
<b>Farebox Recovery Ratio Actual</b>	Dial-A-Ride (DAR)	4.08%	4.99%	<b>22%</b>
<b>Fare Revenue per Passenger</b>	Dial-A-Ride (DAR)	\$ 1.33	\$ 1.45	<b>9%</b>
<b>Farebox Recovery 10 % Goal per Passenger</b>	Dial-A-Ride (DAR)	\$ 3.26	\$ 2.91	<b>-11%</b>
<b>Shortfall per Passenger</b>	Dial-A-Ride (DAR)	\$ (1.93)	\$ (1.46)	<b>-25%</b>

HVPAC 07/25/2018

KEY PERFORMANCE INDICATORS (KPI) REPORT

Table 4

<b>SYSTEM-WIDE SERVICE - Valley Express KPI</b>		<b>APR-MAY-JUN QTR 4 2016/17</b>	<b>APR-MAY-JUN QTR 4 2017/18</b>	<b>Yr over Yr % Change</b>
<b>Ridership</b>	System-wide	24,186	22,949	-5%
<b>Passengers per Mile</b>	System-wide	0.27	0.30	14%
<b>Passengers per Hr</b>	System-wide	4.11	4.00	-3%
<b>Revenue Hours</b>	System-wide	\$ 5,889	\$ 5,737	-3%
<b>Revenue Miles</b>	System-wide	\$ 91,041	\$ 75,806	-17%
<b>Operating Cost</b>	System-wide	\$ 403,288	\$ 426,105	6%
<b>Cost per Hr</b>	System-wide	\$ 68.48	\$ 74.27	8%
<b>Cost per Passenger</b>	System-wide	\$ 16.67	\$ 18.57	11%
<b>Farebox Revenue</b>	System-wide	\$ 22,965	\$ 24,582	7%
<b>10% Farebox Recovery Goal \$</b>	System-wide	\$ 40,329	\$ 42,610	6%
<b>Farebox Recovery Shortfall \$</b>	System-wide	\$ (17,364)	\$ (18,029)	4%
<b>Farebox Recovery Ratio Actual</b>	System-wide	5.69%	5.77%	1%
<b>Fare Revenue per Passenger</b>	System-wide	\$ 0.95	\$ 1.07	13%
<b>Farebox Recovery 10 % Goal per Passenger</b>	System-wide	\$ 1.67	\$ 1.86	11%
<b>Shortfall per Passenger</b>	System-wide	\$ (0.72)	\$ (0.79)	9%



**DATE:** July 25, 2018

**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

**FROM:** CLAIRE GRASTY, PROGRAM MANAGER – REGIONAL TRANSIT PLANNING

**SUBJECT:** COLLEGE RIDE PILOT PROGRAM

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### **RECOMMENDATION**

- Receive and file presentation of College Ride Pilot Program
- Consider participation of Valley Express in Program

### **BACKGROUND**

At the April 2018 Commission meeting, the Commission ratified the allocation request submitted for the use of Low Carbon Transit Operations Program (LCTOP) formula funding to facilitate a county-wide transit fare promotion, the College Ride Pilot Program. The stated goal of the College Ride Pilot Program is to increase transit ridership among the college student population by waiving fares for enrolled students of colleges within Ventura County. The schools include: CSU Channel Islands, Ventura College, Moorpark College, Oxnard College and California Lutheran University. The grant funding will be used to support a defined per passenger reimbursement to the operators.

Prior to the Commission, VCTC staff presented the item to the TRANSCOM subcommittee, which recommended the proposed program for the Commission's approval. The TRANSCOM group discussed the item extensively and provided feedback regarding the program mechanics/logistics and recommended certain implementation strategies. The item was also taken to the HV TAC who recommended participation in the program.

In addition to the LCTOP funding received directly by VCTC, the Cities of Camarillo, Thousand Oaks, and Simi Valley have all joined in VCTC's submittal and committed their agency's LCTOP formula funds. Funding for the program is anticipated to be received mid-June 2018. The total amount for the county-wide program is \$524,984, \$501,875 provided by VCTC's allocation, and \$23,109 contributed from the three Cities.

While the Program application envisioned that all fixed route and general public Dial-a-ride transit operators within Ventura County would choose to participate, each "agency" or operator (depending on internal policy) may need to review its participation in the program. Most of the operator agencies have gone before their boards and councils for approval regarding participation in the program. Staff now presents this item to the Heritage Valley Policy Advisory Committee for consideration.



### General Overview of the *College Ride Pilot Program*

Term: Fall Semester, beginning August 2018 - Spring Semester, ending May 2019

Long-term Goal: While only a single year of funding is currently allocated, if successful – or if a significant fund balance remains at the end of the Spring semester—VCTC may pursue additional funding necessary to extend the Program for a period of 1 to 2 more years, with the intention of working in conjunction with the colleges and universities to establish a longer-term funding solution to make the Program permanent.

Coordination and Interest: Staff has met with each of the colleges and is establishing reporting procedures so that parties are informed as to the program's success, and to review potential impacts of permanent support provided by the schools.

Structure: A draft agreement between VCTC and the colleges has been completed and reimbursement agreements were distributed to each of the operators outside of VCTC. This establishes the invoicing process for payment and record collection requirements. The agreement was structured using the standard agreement template for VCTC's Single-ride ticket reimbursement.

Promotion: Marketing and promotional material are being developed and should be completed in early August. Promotion may include on-campus activities, newsletters, social-media, onboard buses and using other traditional media outlets. In addition, the schools may incorporate this information in their student orientation materials. The final promotion plan is in progress as meetings between the schools and VCTC will continue throughout the month. There will be heavy promotion of the program at the beginning of the semesters as well as during finals time.

Administration: VCTC's fare collection team and regional planning staff will administer activities related to program oversight and service monitoring.

Reimbursement: A flat per-trip reimbursement price was identified based on budget and ridership projections. The reimbursement fee is \$1.10 per rider. This amount conservatively assumes significant growth in ridership using the Simpson-Curtin rule, however if ridership gains exceed the projection, the reimbursement amount may be adjusted downward.