



**HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (HVTAC)**
Fillmore City Hall, Council Chambers
250 Central Avenue, Fillmore, CA
Wednesday, September 19, 2018
1:30 p.m.

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**
Recommendation: That the Committee waive the reading and approve the minutes for the regular meeting of June 13, 2018.
- ITEM 6** **KPI/RIDERSHIP REPORT**
Recommendation: Receive and file.
- ITEM 7** **MARKETING AND OUTREACH UPDATE**
Recommendation: Receive and file.
- ITEM 8** **DETERMINE THE NEXT MEETING DATE**
Recommendation: Weds. January 9th | 10:00 a.m. | Location: TBD

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in a Committee meeting, please contact the Clerk of the Committee at (805) 642-1591 ext. 118. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.



**HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (HVTAC)**
Fillmore City Hall, Council Chambers
250 Central Avenue, Fillmore, CA
Wednesday, June 13, 2018
10:30 a.m.

Meeting Summary

MEMBERS PRESENT:

Gaylynn Brien, City of Fillmore
David Fleisch, County of Ventura
Martin Erickson, Public Transit Director, VCTC

MEMBERS ABSENT:

City of Santa Paula.

VCTC STAFF PRESENT:

Aaron Bonfilio, Program Manager – Transit Services
Claire Grasty, Program Manager – Regional Transit Planning
Heather Miller, Transit Planner

ITEM 1 CALL TO ORDER

Mr. Martin Erickson, VCTC, opened the meeting at 10:30 a.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

None.

ITEM 3 PUBLIC COMMENT

None.

ITEM 4 AGENDA ADJUSTMENTS/ELECTION OF NEW CHAIR AND VICE CHAIR

ACTION

The Committee approved unanimously that Dave Fleisch and Gaylynn Brien be the Heritage Valley Technical Advisory Committee Chair and Vice Chair, respectively.

ITEM 5 APPROVAL OF MEETING MINUTES

ACTION

The Committee unanimously approved the February 16, 2018 meeting minutes.

ITEM 6 MARKETING AND OUTREACH UPDATE

VCTC staff provided a brief overview of the marketing and outreach activities through January 1, 2018. The work effort has been primarily related to promoting the service to passengers, especially seniors through field work at various events and through targeted social media postings for the disability/senior-care community, as well as the student/teen passenger audience.

ITEM 7 KPI/RIDERSHIP REPORT

Ms. Miller, VCTC, updated and reviewed with the Committee the Quarter 3 (Jan-Feb-Mar) FY 2017/2018 Key Performance Indicators (KPI) for the Valley Express Service, including Fixed and Dial-A-Ride (DAR) services.

ITEM 8 COLLEGE RIDE PILOT PROGRAM

Ms. Grasty, VCTC, recommended to the Committee that it consider participation of the Valley Express in the Program and provide recommendation to the Policy Advisory Committee. 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.

ITEM 9 UNMET TRANSIT NEEDS UPDATE

Ms. Grasty updated the Committee with a status report on the Unmet Transit Needs for FY 2018-19. The Unmet Transit Needs process is conducted each year to collect requests for new or expanded transit service.

ITEM 10 VCTC INTERCITY ADVERTISING

VCTC staff briefly reviewed to discuss in the near new advertising program initiatives and how they are linked to the Valley Express service.

ITEM 11 ADJOURNMENT

The meeting was adjourned at 11:34 a.m.



DATE: SEPTEMBER 19, 2018

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVTAC)

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

SUBJECT: KEY PERFORMANCE INDICATORS (KPI) REPORT

RECOMMENDATION

- Receive and file report.

BACKGROUND

This report provides Quarter 4 (Apr-May-Jun) and year-end (FY 2017/2018) Key Performance Indicators (KPI) for the Valley Express Service, including fixed route and dial-a-ride (DAR) services.

Key Performance Highlights

Valley Express RIDERSHIP and EFFICIENCY – Year over Year

- Overall, FY 2017/2018 saw an 18% system-wide decline in Valley Express ridership compared to last fiscal year. Although system-wide ridership declined by 18% year over year, ridership rebounded from the low experienced in December during the Thomas Fire and is trending upward.
- Year over year ridership trends reflected the changes to both fixed route and dial-a ride services adopted at the start of the fiscal year. Fixed route level of service was reduced by 41% to address underperforming routes and in anticipation of the expansion of DAR service. Fixed route ridership dropped a corresponding 31%. However, the modification of fixed route service likely led to an increase in efficiency as this mode saw a year over year increase of 6 to 7 passengers per hour.
- As a likely result of the dial-a-ride service being opened to the general public, ridership on this mode increased by 33% year over year. Passengers per hour saw minimal change remaining at 2.2. With the shift in mode use, system-wide passengers per hour dipped slightly from 4.2 to 3.8. In addition, system-wide revenue miles increased by 21%.
- The following shows the year over year shift in the composition of modes used by Valley Express riders:
 - FY16/17 - Fixed route = 75% / DAR = 25%.
 - FY17/18 - Fixed route = 60% / DAR = 40%.

The table below provides year over year Valley Express ridership totals and service level comparisons.

	Service	Ridership	% of Overall Service	Rev Hrs	Rev Miles	Passenger per Hour
FY 16/17	Fixed	72,999	75%	12,012	190,221	6.1
	DAR	24,813	25%	11,181	172,181	2.2
	TOTAL	97,812		23,192	362,402	4.2
FY 17/18	Fixed	50,090	60%	7,030	102,396	7.1
	DAR	33,076	40%	14,700	356,017	2.2
	TOTAL	83,166		21,730	458,413	3.8
Year over Year Change		-18%		-7%	21%	-10%

Valley Express REVENUE and COSTS – Year over Year

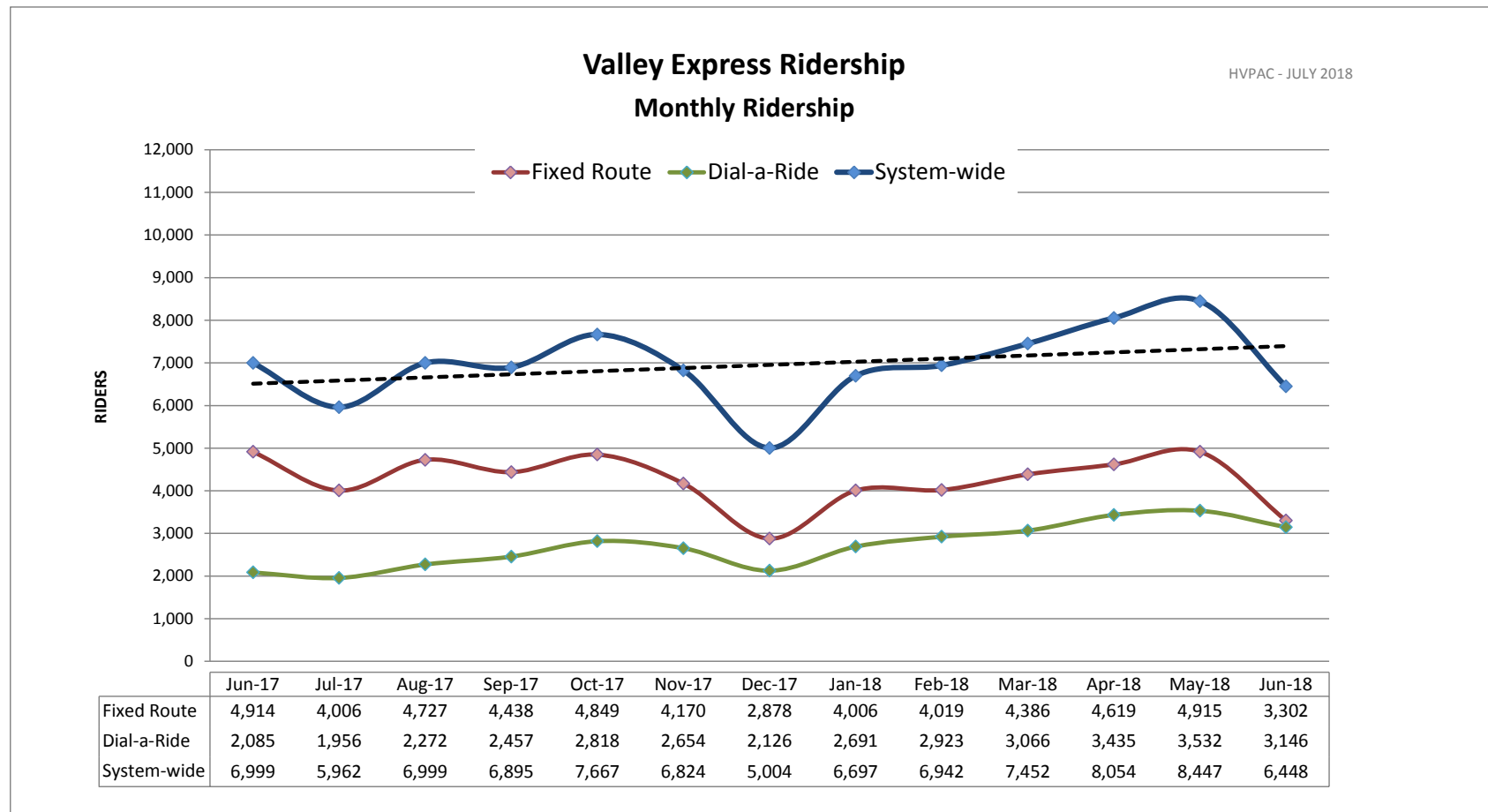
- Total operating costs remained relatively neutral year over year for the Valley Express service while farebox revenue declined by 11%. The farebox recovery ratio (operating costs divided by farebox revenue) decreased from 6.5% to 5.8%, likely due to the reduction in the fixed route ridership (and service), and the increase in DAR operations.
- FY 2017/2018 fixed route cost per passenger trip averaged \$11 with a fare collection per passenger averaging \$.80, consistent with the previous year. DAR cost per passenger trip averaged \$31 with a collected fare per passenger averaging \$1.50. Fixed route farebox recovery ratio averaged higher at 7.5% compared to 5% for DAR.
- While the recovery ratio still falls below the 10% goal, the shortfall in passenger fares is currently being met with Santa Paula's local contribution "Measure T" sales tax revenues of \$100,000. With the Measure T funds, a farebox recovery ratio of 12% was achieved for the year.

The following table provides year over year operating costs and farebox revenue comparisons for FY16/17 – FY17/18.

	Service	Ridership	Operating Cost	Farebox	Recovery Ratio	Fare per passenger	Cost per passenger
FY 16/17	Fixed	72,999	\$ 812,744	\$ 61,599	7.58%	\$ 0.84	\$ 11.13
	DAR	24,813	\$ 746,636	\$ 40,235	5.39%	\$ 1.62	\$ 30.09
	TOTAL	97,812	\$ 1,559,380	\$ 101,834	6.53%	\$ 1.04	\$ 15.94
FY 17/18	Fixed	50,090	\$ 543,685	\$ 40,767	7.50%	\$ 0.81	\$ 10.85
	DAR	33,076	\$ 1,029,091	\$ 50,575	4.91%	\$ 1.53	\$ 31.11
	TOTAL	83,166	\$ 1,572,776	\$ 91,343	5.81%	\$ 1.10	\$ 18.91
Year over Year Change		-18%	1%	-11%	-12%	5%	16%

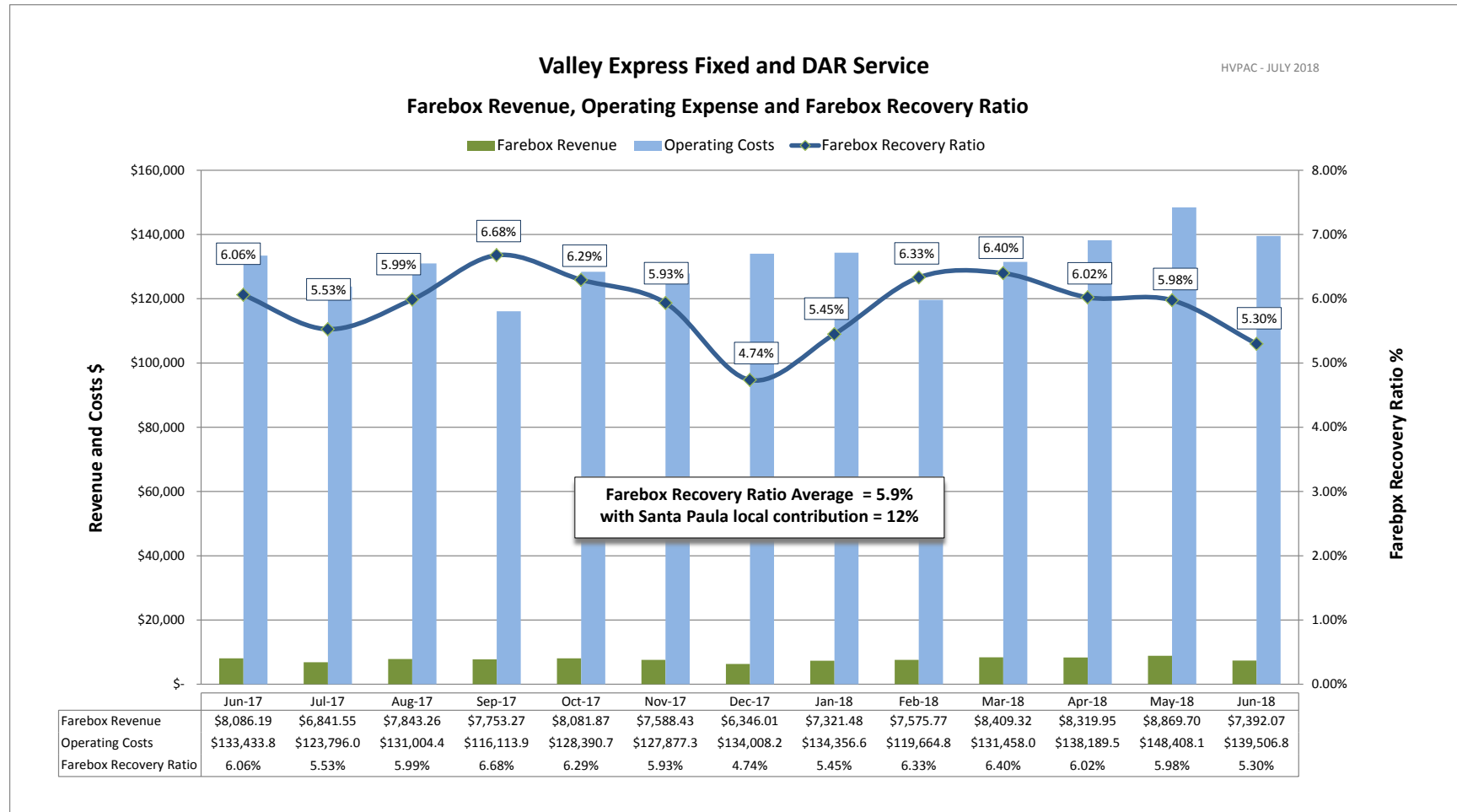
Yearlong Ridership trends for Valley Express

Although system-wide ridership declined by 18% year over year, ridership rebounded from the low experienced in December during the Thomas Fire and is trending upward. The Valley Express ridership yearlong trend line is positive and reaching toward an average 7,500 passenger trips per month. June 2018 monthly total equaled approximately 6,500 passenger trips compared to 7,000 in June 2017.



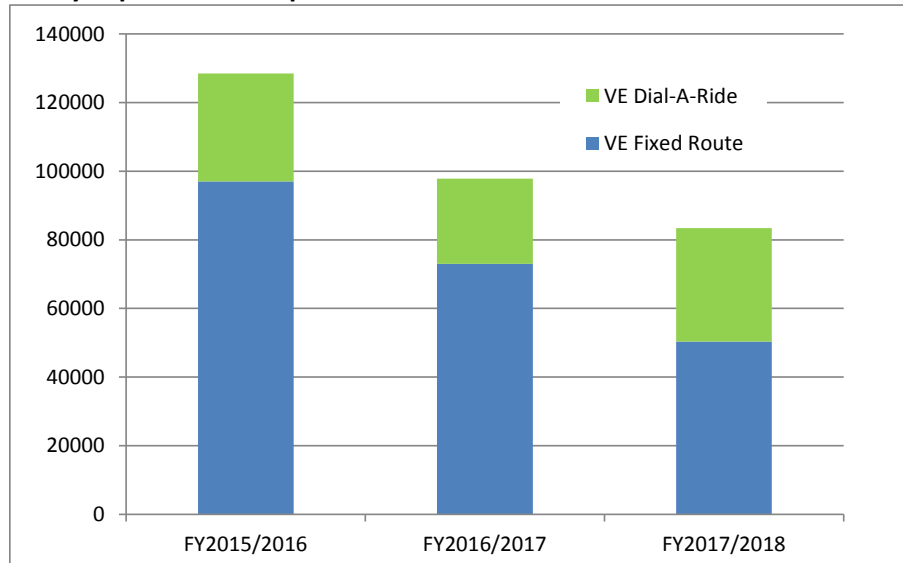
Yearlong trends in Operating Costs, Revenue and Farebox Recovery Ratio

With the recapturing of ridership and associated farebox revenue, coupled with mostly stable operating costs for the year, the farebox recovery ratio remained at an average of 5.9% rate for the year. 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%. However, Santa Paula's continued local contribution is expected to make up the shortfall in FY2018/2019.



Historical and Countywide Ridership Trends

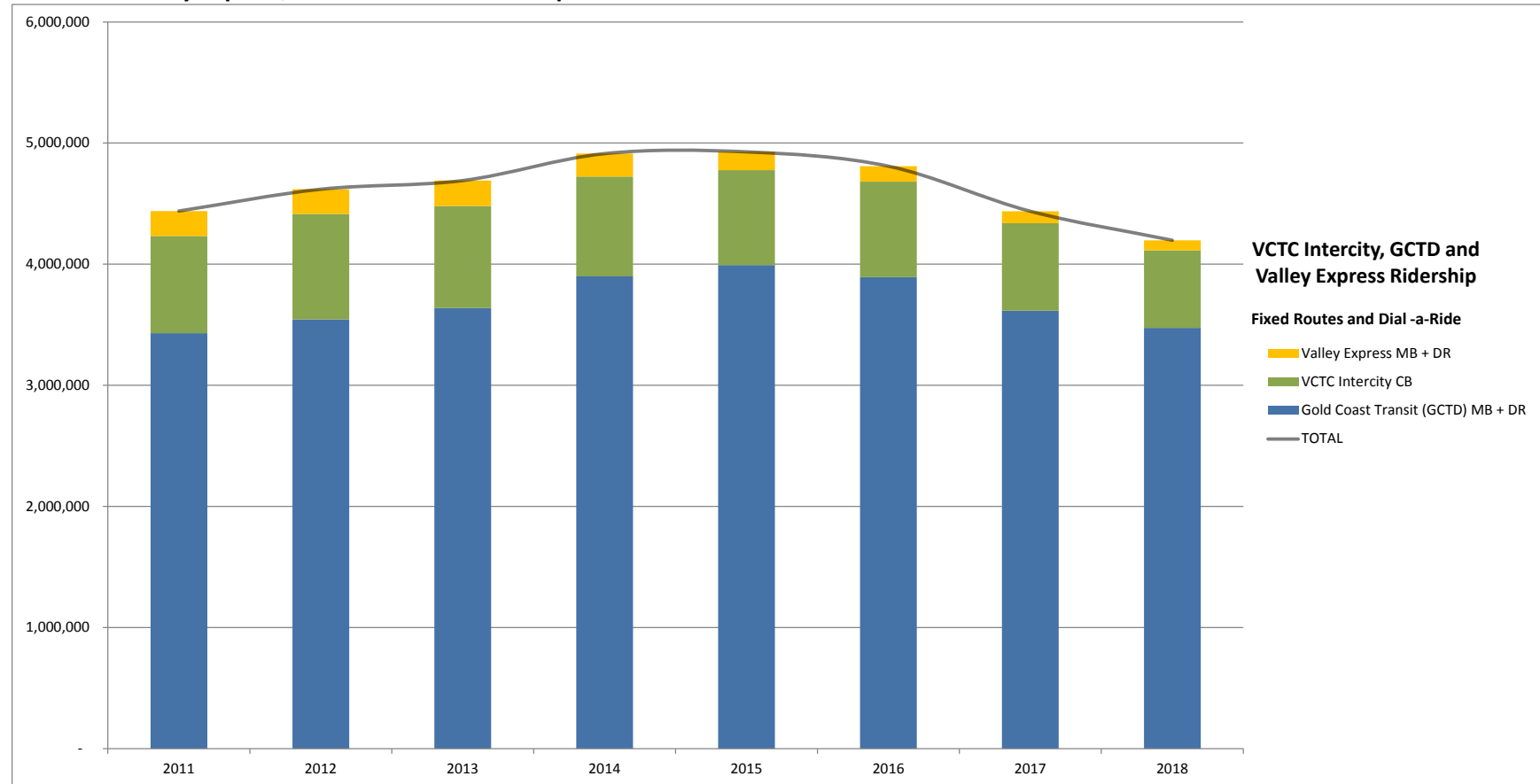
Valley Express transit service has seen an overall decline in ridership of 35% since FY 2015/2016. Declines of 48% on fixed routes have driven this overall decline, while DAR ridership has risen 5% since 2015.

Valley Express Ridership since 2015

Valley Express	FY2015/2016	FY2016/2017	FY2017/2018	% Change since 2015
VE Fixed Route	96,992	72,999	50,315	-48%
VE Dial-A-Ride	31,486	24,813	33,076	5%
TOTAL	128,478	97,812	83,391	-35%

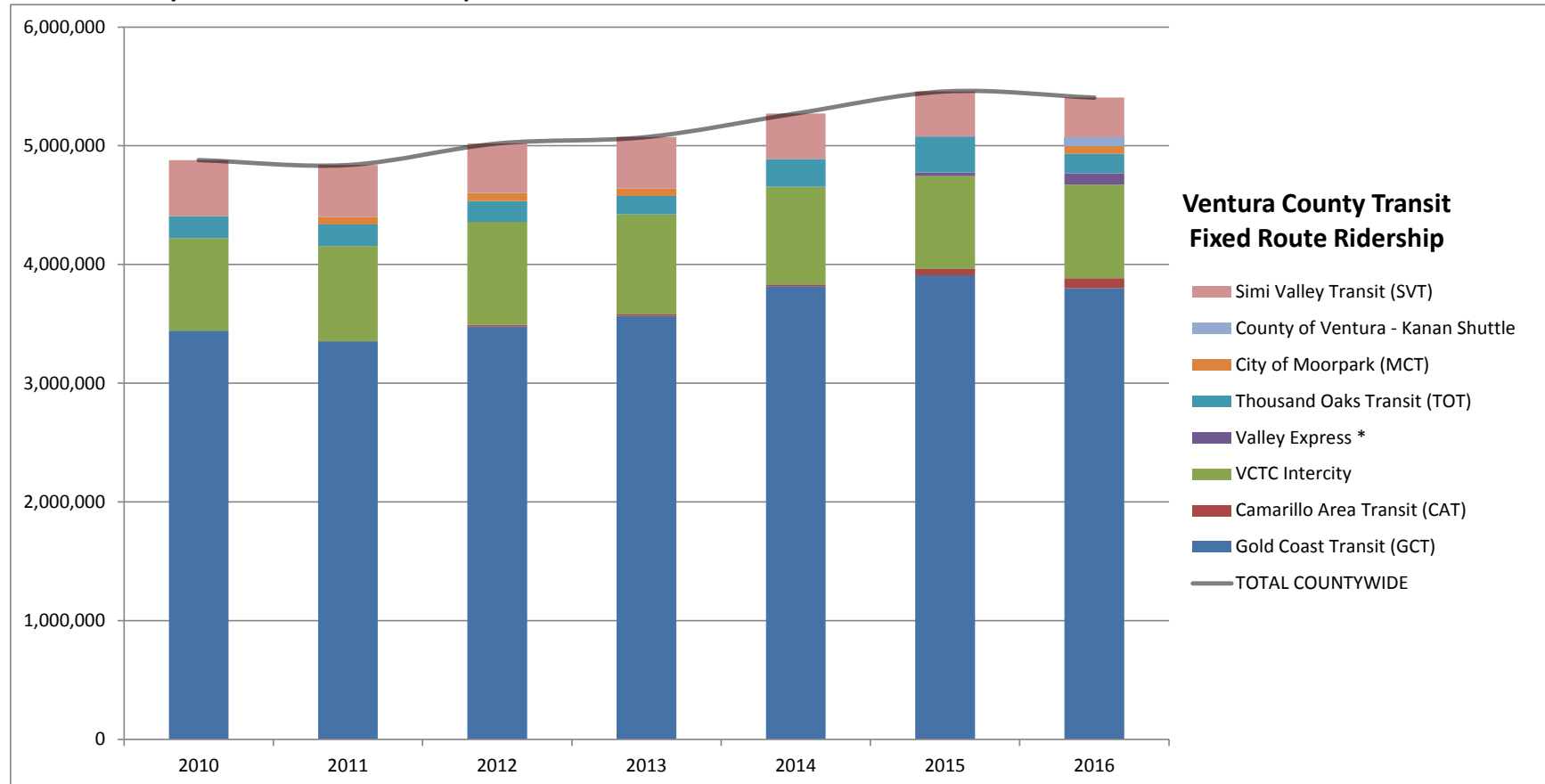
Valley Express follows a general trend of declining ridership since 2015 for most of the County's public transit system. The following chart includes ridership for Valley Express, GCTD, and VCTC Intercity from 2011 to 2018.

Combined Valley Express, GCTD and VCTC Ridership



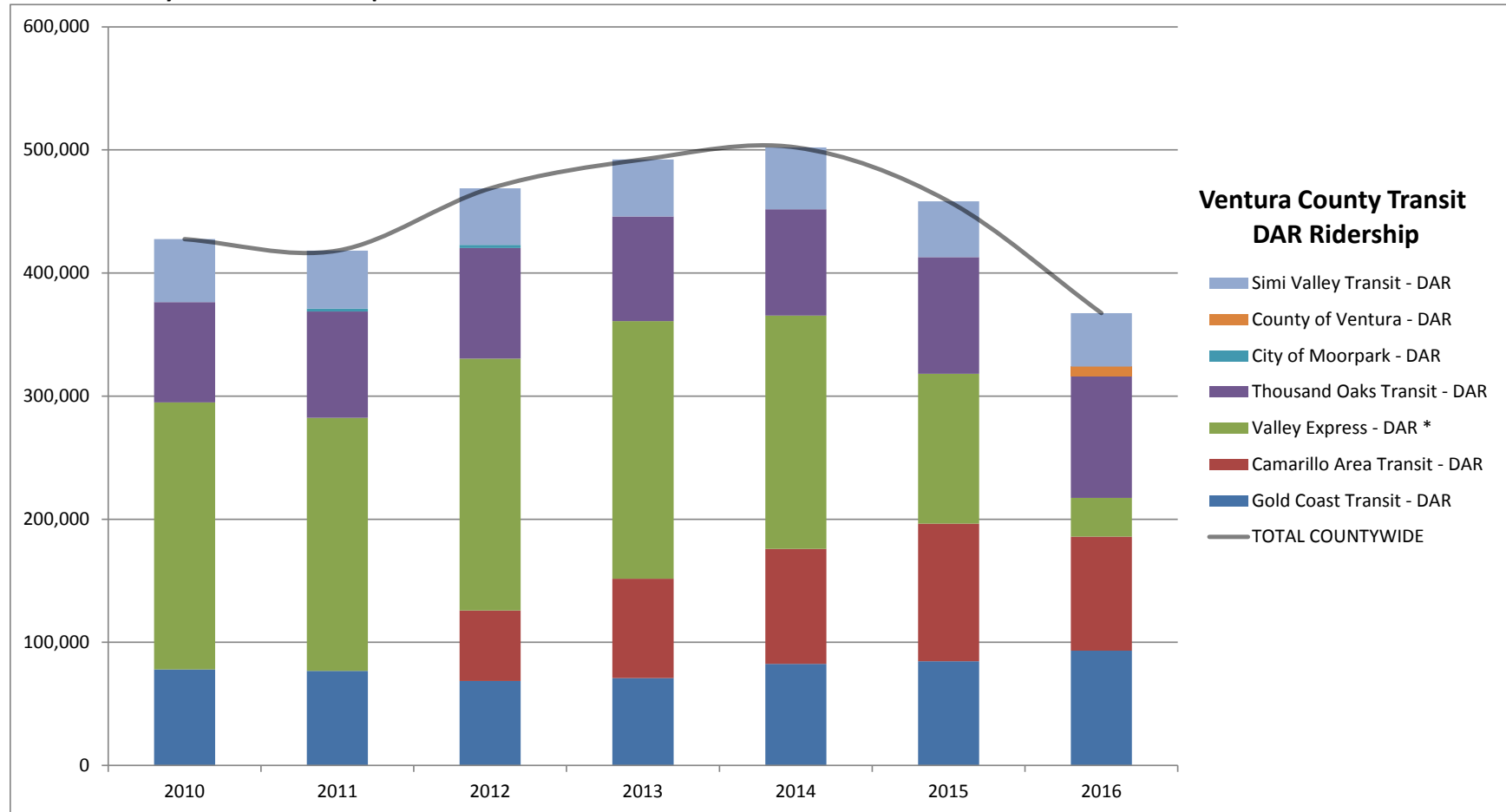
The following chart includes all Ventura County Transit operators *fixed route* ridership from 2010 to 2016. Valley Express fixed route service (in combination with restricted DAR) was introduced in 2015, replacing a general-purpose DAR service for Heritage Valley residents.

Ventura Countywide Fixed Route Ridership



The following chart includes Ventura County *dial-a-ride* ridership for 2010-2016. In 2015, Valley Express DAR was limited to Seniors and ADA Paratransit for trips otherwise served by fixed routes. General-purpose DAR for the Heritage Valley community was reinstated in August 2017.

Ventura Countywide DAR Ridership



Quarterly Comparison for Valley Express

Detailed KPI 4th Quarter comparisons system-wide and for fixed route service and DAR are shown in the following Tables 1, 2 and 3.

Ridership for the 4th Quarter of FY2017/2018 compared to the same quarter last year declined 29% for fixed routes while increasing 66% for 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 DAR service to include the general public went into effect.

Of additional 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 service saw gains of 66% in passengers per mile and a 31% gain from six (6) to eight (8) passengers per hour. Likewise, DAR improved passengers per mile by 32% and increased passengers per hour by 17% from 2 to 2.5. See Tables 2 and 3 for KPI by mode.

Table 1 System-wide 4th Quarter Comparison

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

Table 2 Fixed Route 4th Quarter Comparison

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

Table 3 DAR 4th Quarter Comparison

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



DATE: SEPTEMBER 19, 2018

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: JENI EDDINGTON, TRANSIT SPECIALIST

SUBJECT: MARKETING AND OUTREACH ACTIVITIES – UPDATE

RECOMMENDATION

- Receive and file report.

BACKGROUND

At the last Heritage Valley Technical Advisory Committee (HVTAC) staff provided a brief overview of the marketing and outreach activities through June 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 senior and youth passengers, through tabling, print advertisements, targeted social media postings for the student/teen passenger audience, as well as banners hung at high school sporting events. Below is a list of some of the activities. Example materials are provided as attachments.

June 2018

- Summer Youth Social Media Promotion – June through August – Reached 7,000 students (Attachment A)

July 2018

- Senior Print Advertisements (Fillmore Gazette, Santa Paula Times, and Vida) (Attachment B)
- Tabled at the Santa Paula Senior Festival – 400+ attendees

August 2018

- Fillmore Utility Bill Insert (Attachment C) – 4,200 distributed
- Banners hung at five Santa Paula High School venues and two Fillmore High School Venues (Attachment D)

September 2018

- Banner hung across Main Street in Santa Paula (Attachment E)
- Senior Social Media Promotion (Attachment A)
- Senior Print Advertisements (Fillmore Gazette, Santa Paula Times, and Vida)

MARKETING ACTIVITIES IN PROGRESS AND PROPOSED

Staff continues to work closely with Celtis Ventures to ensure that the Committees' outreach and promotional objectives for the Valley Express services are reached. Staff appreciates the efforts and coordination between MV Transportation, Celtis Ventures, and 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, proposed along with recurring marketing activities.

In Progress

- Website enhancements including Committee members, meeting dates, and agenda packets
- System-wide Rebranding Input and Comment from Committees
- Faith-based Community Outreach (October 2018)

Future Efforts

- Toys for Tots Campaign (October/November 2018)
- Wrap the Bus Youth Contest (January 2019)
- Stuff the Bus (June 2019)
- Youth Social Media Campaigns (October, December, February, April, June)
- Senior Social Media Campaigns (November, January, March, May)
- Senior Print Advertisements (November, January, March, May)

Recurring Marketing Expenses

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

Student and Senior Outreach Campaign: Social Media



Don't get stuck at home this summer.

Ad Text: Take the Valley Express Bus and Dial-A-Ride with service to Santa Paula, Fillmore, Piru and connections to Ventura. Unlimited student passes available for \$30/month. Destinations include Santa Paula 7 Theatre, Fillmore City Tennis & Swim, Pacific View Mall and more.



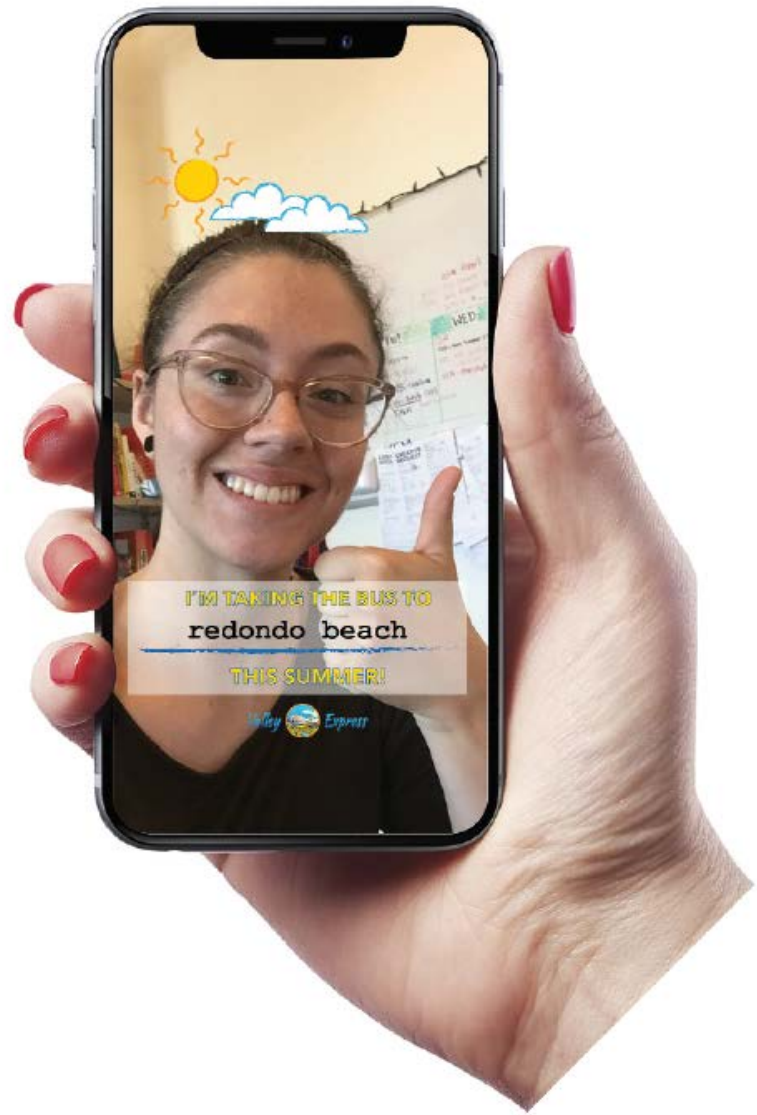
Catch the best summer flicks.



Try new places to eat.



Find a favorite coffee shop.





Valley Express

Written by Celtis Ventures, Inc. [?] · September 6 at 9:29 AM · 🌐

Hop on and off Valley Express service all through Heritage Valley in Ventura County. No reservations needed. Day passes, monthly passes, and senior discounts available. Plus, you can pay the bus driver directly with change! Learn more on our site.



VALLEYEXPRESSBUS.ORG

Let Valley Express get you out and about.

Valley Express operates fixed route, ADA-paratransit, an...

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697

People Reached

0

Engagements

7

Clicks



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Valley Express

Written by Celtis Ventures, Inc. [?] · September 6 at 9:39 AM · 🌐

Hop on and off Valley Express service all through Heritage Valley in Ventura County. No reservations needed. Day passes, monthly passes, and senior discounts available. Plus, you can pay the bus driver directly with change! Learn more on our site.



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Let Valley Express get you out and about.

Valley Express operates fixed route, ADA-paratransit, an...

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620

People Reached

3

Engagements

14

Clicks



Enrique Porras

1 Share



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Write a comment...





Valley Express

Written by Celtis Ventures, Inc. [?] · September 6 at 9:38 AM · 🌐

Disfrute del servicio de autobús de Valley Express disponible por todo Heritage Valley en el condado de Ventura sin necesidad de hacer reservación. Pases diarios, pases mensuales y descuentos para personas mayores están disponibles. Además, ¡puede pagarle al conductor del autobús directamente en efectivo! Obtenga más información en nuestro sitio web.

[See Translation](#)



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409

People Reached

2

Engagements

14

Clicks



Serafin Estrada Ramirez and Jose Amezcua Godinez



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Valley Express

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Disfrute del servicio de autobús de Valley Express disponible por todo Heritage Valley en el condado de Ventura sin necesidad de hacer reservación. Pases diarios, pases mensuales y descuentos para personas mayores están disponibles. Además, ¡puede pagarle al conductor del autobús directamente en efectivo! Obtenga más información en nuestro sitio web.

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People Reached

8

Engagements

14

Clicks



Ligia Bocz, Amalia Ochoa and 2 others

1 Comment 2 Shares



Like



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Valley Express

Written by Celtis Ventures, Inc. [?] · September 6 at 9:28 AM · 🌐

Obtener un asiento en Dial-A-Ride es tan fácil como 1, 2, 3. Planee su viaje, reserve su asiento y disfrute. Llame al 805.933.2267 para hacer su reservación.

[See Translation](#)



VALLEYEXPRESSBUS.ORG

Tan fácil como 1, 2, 3

Dial-A-Ride es un servicio de autobús de viaje compartid...

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People Reached

6

Engagements

14

Clicks



Silvia Aguilar, Emma Suarez and Nena Vazquez

1 Share



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Valley Express

Written by Celtis Ventures, Inc. [?] · September 6 at 9:38 AM · 🌐

Obtener un asiento en Dial-A-Ride es tan fácil como 1, 2, 3. Planee su viaje, reserve su asiento y disfrute. Llame al 805.933.2267 para hacer su reservación.

[See Translation](#)



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Tan fácil como 1, 2, 3

Dial-A-Ride es un servicio de autobús de viaje compartid...

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Engagements

13

Clicks



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Valley Express

Written by Celtis Ventures, Inc. [?] · September 6 at 9:30 AM · 🌐

Getting a seat on Dial-A-Ride is as easy as 1, 2, 3. Plan your trip, reserve your seat, and enjoy the ride. Call 805.933.2267 to make your reservation.



[HTTP://WWW.VALLEYEXPRESSBUS.ORG/DIAL-A-RIDE/](http://www.valleyexpressbus.org/dial-a-ride/)

As easy as 1, 2, 3

Dial-a-ride is a shared-ride bus service that takes...

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676

People Reached

0

Engagements

12

Clicks



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Valley Express

Written by Celtis Ventures, Inc. [?] · September 6 at 9:32 AM · 🌐

Getting a seat on Dial-A-Ride is as easy as 1, 2, 3. Plan your trip, reserve your seat, and enjoy the ride. Call 805.933.2267 to make your reservation.



[HTTP://WWW.VALLEYEXPRESSBUS.ORG/DIAL-A-RIDE/](http://www.valleyexpressbus.org/dial-a-ride/)

As easy as 1, 2, 3

Dial-a-ride is a shared-ride bus service that takes...

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567

People Reached

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Engagements

12

Clicks



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VALLEY EXPRESS



WE CAN GET YOU TO

...YOUR FRIENDS AND FAMILY.
...YOUR APPOINTMENTS.
...YOUR ACTIVITIES.

Valley Express provides bus service throughout the Santa Clara River Valley. Reserve your seat on Dial-A-Ride today by calling 805.933.2267 or grab a seat on any of our four local bus routes. Day passes, monthly passes, and youth/senior discounts are available.

Visit valleyexpressbus.org to learn more.



  @HVValleyExpress

VALLEY EXPRESS



PODEMOS LLEVARLO A

...SUS AMIGOS Y FAMILIARES.
...SUS CITAS MÉDICAS.
...SUS ACTIVIDADES.

Valley Express ofrece servicio de autobús a lo largo de Santa Clara River Valley. Reserve su asiento en Dial-A-Ride llamando hoy al 805.933.2267 o tomando un asiento en cualquiera de las cuatro rutas de autobús locales. Pases diarios, pases mensuales y descuentos para jóvenes/personas mayores disponibles.

Visite valleyexpressbus.org para obtener más información.



  @HVValleyExpress

Dial-A-Ride Expansion

Dial-A-Ride is a shared-ride bus service that takes passengers from their origin to their destination.

Service is available in Fillmore, Santa Paula, Piru, and other areas such as Rancho Sespe, Bardsdale, and Limoniera. In addition, intercity trips are available for Senior and ADA Paratransit riders.

Dial-a-ride is available to EVERYONE.

Call 805.933.2267 today to reserve your seat.

Wells Center Transfer Area Expansion

The Valley Express Dial-A-Ride service area for qualifying seniors and ADA paratransit users (only) now includes drop-off and pick-up locations surrounding Wells Road.

If you are a senior or ADA eligible and would like to be picked-up or dropped-off near Wells Center, you no longer need to transfer to/from the Gold Coast Access at the transfer station.

For more information: www.ValleyExpressBus.org



Sales Outlets

Fillmore City Hall - 250 Central Avenue
(805) 524-3701

Santa Paula City Hall - 970 East Ventura Street
(805) 525-4478

VCTC - 950 County Square Drive #108, Ventura
(800) 438-1112

COMING SOON

Valley Express 31-Day Passes are coming soon!

The NEW Valley Express 31-Day Pass is valid for 31 consecutive days from the first day of use.

- Fixed Route | Full \$20 | Reduced \$10
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Fares and Passes

Fixed-Route Fares

Adult.....	\$1.25
Youth (under 18).....	\$.60
Senior (65+) Disabled Medicare.....	\$.60
Child under 5.....	FREE

Fixed-Route Pass Prices

Monthly Pass Adult.....	\$20.00
Monthly Pass Youth.....	\$10.00

Dial-A-Ride Fares

Adults, Youth, and ADA Paratransit.....	\$2.00
Child under 5	FREE

Dial-A-Ride Monthly Pass Prices

Super Pass Adult Youth.....	\$30
Super Pass Senior 65+ Disabled Medicare	\$25

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