



**HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (HVTAC)**
Fillmore City Hall, Council Chambers
250 Central Avenue, Fillmore, CA

Wednesday, January 23, 2019
1:30 p.m.

Meeting Summary

MEMBERS PRESENT: Gaylynn Brien, City of Fillmore (Vice Chair)
Clete Saunier, City of Santa Paula
David Fleisch, County of Ventura (Chair)

MEMBERS ABSENT: None.

VCTC STAFF PRESENT: Martin Erickson, Public Transit Director
Aaron Bonfilio, Program Manager – Transit Services
Heather Miller, Transit Planner
Claire Grasty, Program Manager – Regional Transit Planning

ITEM 1 CALL TO ORDER

Vice Chair Brien, called the meeting at 1:31 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

None.

ITEM 3 PUBLIC COMMENT

None.

ITEM 4 AGENDA ADJUSTMENTS

None.

ITEM 5 APPROVAL OF MEETING MINUTES

ACTION

It was clarified that the City of Santa Paula was in attendance at the September 19, 2018 meeting, the Committee unanimously approved the September 19, 2018 meeting minutes as amended.

ITEM 6 KPI/RIDERSHIP REPORT

Ms. Miller updated and reviewed with the Committee the Quarter 2 (Oct-Nov-Dec) and year-end (FY 2018/2019) Key Performance Indicators (KPI) for the Valley Express Service, including Fixed and Dial-A-Ride (DAR) services. She mentioned that overall, the recent system ridership data has shown sustained improvements on the Valley Express service and suggests that the schedule adjustments adopted in mid-August 2017 are a fitting solution to serving the community's transit needs.

ITEM 7 MARKETING AND OUTREACH UPDATE

Ms. Eddington provided a brief overview to the committee on the current marketing and outreach activities. She mentioned the recent work efforts were focused on youth social media, senior print advertisements, and brochure design updates. She noted the youth social media campaign was on Snapchat and when compared to Facebook and Instagram this was the most successful social media campaign to date.

Ms. Eddington asked the Committee to provide input with regards to the cover images used on the Valley Express brochures and the website noting the current images being used are of landscapes and buildings. It was also asked that the current four separate brochures be combined into a single bus book similar to that used by other small operators.

Discussion.

The committee agreed with updating the cover images of the brochures and website to align with the current colors of the new fare media.

ITEM 8 MV CONTRACT EXTENSION

Mr. Bonfilio provided a brief history and overview of the Cooperative Agreement for the Heritage Valley Transit Service and the Heritage Valley Policy Advisory Committee (HVPAC). He also reviewed the current Transit Services Agreement between VCTC and MV Transportation Inc. for the Valley Express bus service which is scheduled to expire March 2020. He asked the Committee to make a recommendation to the HVPAC for one of the three proposed options to the Transit Services Agreement: 1) Contract Extension for a one-year period, which could be extended for a total of three years. Rates would be subject to renegotiation at each interval, 2) Contract Extension for a single three-year period, for which rates for the entire term would be negotiated, and 3) To Re-procure services, i.e. "go back out to bid" and solicit a new service

Discussion.

The Committee had extensive discussion on the recommended options and were in support of Option 2) Contract Extension for a single three-year period, for which rates for the entire term would be negotiated.

ACTION

The Committee unanimously approved the recommendation to exercise Option 2) Contract Extension for a single three-year period, for which rates for the entire term will be negotiated.

ITEM 9 DRAFT FISCAL YEAR 2019/2020 BUDGET

Mr. Bonfilio asked the Committee to consider the Draft Fiscal Year 2019/2020 Valley Express Budget and provide direction to staff regarding the recommendation to the Heritage Valley Policy Advisory Committee. The committee was provided with two attachments "Attachment A: Draft FY2019/2020 VALLEY EXPRESS BUDGET" and "Attachment B: VALLEY EXPRESS BUDGET MODEL (FISCAL YEAR 2019/2020)".

ACTION

The Committee unanimously approved the recommendation of the Draft Fiscal Year 2019/2020 Budget.

ITEM 10 ADJOURNMENT

The meeting was adjourned at 2:45 p.m.