



**HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (HVTAC)**
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

Thursday, November 7, 2019
2:00 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 April 17, 2019.
- ITEM 6** **KPI/RIDERSHIP REPORT**
Receive and file.
- ITEM 7** **MARKETING AND OUTREACH UPDATE**
Receive and file.
- ITEM 8** **VALLEY EXPRESS FUTURE | DISCUSSION**
Verbal Update.
- ITEM 9** **DETERMINE THE NEXT MEETING DATE**
Proposed Dates: Weds., January 22nd | Weds., January 29th
Proposed time is the same for both Dates: 1:30 p.m. – 2:30 p.m.
Location: Fillmore Council Chambers
- ITEM 10** **ADJOURNMENT**

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.

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

Wednesday, April 17, 2019
1:30 p.m.

Meeting Summary

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

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
Chair Fleisch, called the meeting to order at 1:30 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS
None.

ITEM 3 PUBLIC COMMENT
None.

ITEM 4 AGENDA ADJUSTMENTS
None.

ITEM 5 APPROVAL OF MEETING MINUTES

ACTION

The Committee unanimously approved the January 23, 2019 meeting minutes.

ITEM 6 KPI/RIDERSHIP REPORT

Ms. Miller provided an update and reviewed with the Committee the Quarter 3 (Jan-Feb-Mar) year-to-date route ridership performance. She noted overall, year-to-date comparisons to July 2018 – March 2019 there was a 13% system-wide increase in Valley Express ridership compared to last year. The DAR ridership continues to grow at a strong pace in Santa Paula, while fixed route ridership continues to see demand on the Fillmore and Piru routes.

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 included a social media campaign on Snap Chat (youth), print advertisements – seniors and brochure/website updates. Lastly, she reviewed the dates on the upcoming outreach events Ventura County Transportation Commission (VCTC) will be attending.

ITEM 8 UNMET TRANSIT NEEDS FINDINGS.

Ms. Grasty updated the Committee with a status report on the Unmet Transit Needs for FY 2019-20. The Unmet Transit Needs process is conducted each year to collect requests for new or expanded transit service. This year VCTC collected public input online, over the phone and in person. VCTC hosted an online survey where over 100 surveys were collected. A social media campaign was conducted that reached nearly 25,000 people. VCTC also conducted five community meetings (in Moorpark, Camarillo, Santa Paula, Thousand Oaks and Fillmore) and held a public hearing.

In order for a request to be considered an unmet need, there would need to be a minimum of fifteen comments received for fixed route service and a minimum of ten comments for paratransit service. One request did meet the threshold, the request for transit service from the City of Fillmore to the Santa Clarita area. The service cannot be provided with the existing fleet and would require additional buses, additionally, this route would serve more than the two cities and would require funding above what is allocated to them, potentially highlighting a structural issue with TDA law and the Unmet Needs process.

Discussion

There was extensive discussion amongst the committee members with exploring the planning process for future implementation of this route, and would include working with partners such as Fillmore, Santa Paula, Santa Clarita and the Gold Coast Transit District to plan for the implementation of this route, including applying for grant funding for the additional buses required and for operations of the route.

ITEM 9 ORIGIN/DESTINATION, TRANSFER AND CUSTOMER SATISFACTION SURVEYS

Ms. Grasty reviewed with the Committee the Origin/Destination, Transfer and Customer Satisfaction Survey is now underway. The survey will be inclusive of the VCTC Intercity, Valley Express and nearly all the county operators' service. The surveys conducted are an origin/destination survey, a transfer survey and a customer satisfaction survey. The transfer survey will survey 12 different transfer locations throughout Ventura County and Santa Barbara County. The customer satisfaction survey component will include distributing surveys throughout the VCTC Intercity and Valley Express systems. The project is expected to be completed no later than the end of August 2019.

ITEM 10 EXTENSION OF TRANSIT SERVICES AGREEMENT

Mr. Erickson asked the Committee to review the staff report provided, and to consider the proposed rates and terms for extension and provide recommendation to the Heritage Valley Policy Advisory Committee (HVPAC).

He reminded the committee at the last Heritage Valley Technical Advisory Committee (HVTAC) meeting, the Committee recommended that the HVPAC exercise the extension provision contained in the current Transit Services Agreement for operation of the Valley Express bus service with the current provider, MV Transportation (MV), for three more years, effective March 2, 2020 to March 1, 2023.

There were two rate options (see draft rates and terms in staff report), which are noted below.

***“Option One”** – to maintain the MV sales office and continue with the current level of service – results in rate escalation from the existing contract by approximately 7% in year one, and then increases approximately 3% in year two and 3% again in year two and 3% again in year three (see table provided in staff report).*

***“Option Two”** – to discontinue MV sales operations and transition staff resources to dispatch operations and the cost savings for driver recruitment – would see rates increase 5% in year one, and 3% thereafter (see table provided in staff report)*

ACTION

The Committee unanimously approved the recommendation of Option Two – to discontinue MV sales operation and transition staff resources to dispatch operations.

ITEM 12 ADJOURNMENT

The meeting was adjourned at 2:03 p.m.

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DATE: NOVEMBER 7, 2019

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: HEATHER MILLER, TRANSIT PLANNER

SUBJECT: KEY PERFORMANCE INDICATORS (KPI) REPORT

RECOMMENDATION

- Receive and file report.

BACKGROUND

Valley Express service includes four fixed routes serving the cities of Santa Paula, Fillmore and the unincorporated area of Piru. Additionally, two school trippers operate during the school year in Santa Paula and Fillmore. Dial-A-Ride service is now offered to the general public, an expansion of the service that took effect in August 2017.

This report provides a year-end Key Performance Indicators (KPI) comparison to the previous fiscal year (FY2017/2018 vs. FY2018/2019.)

Key Performance Highlights:

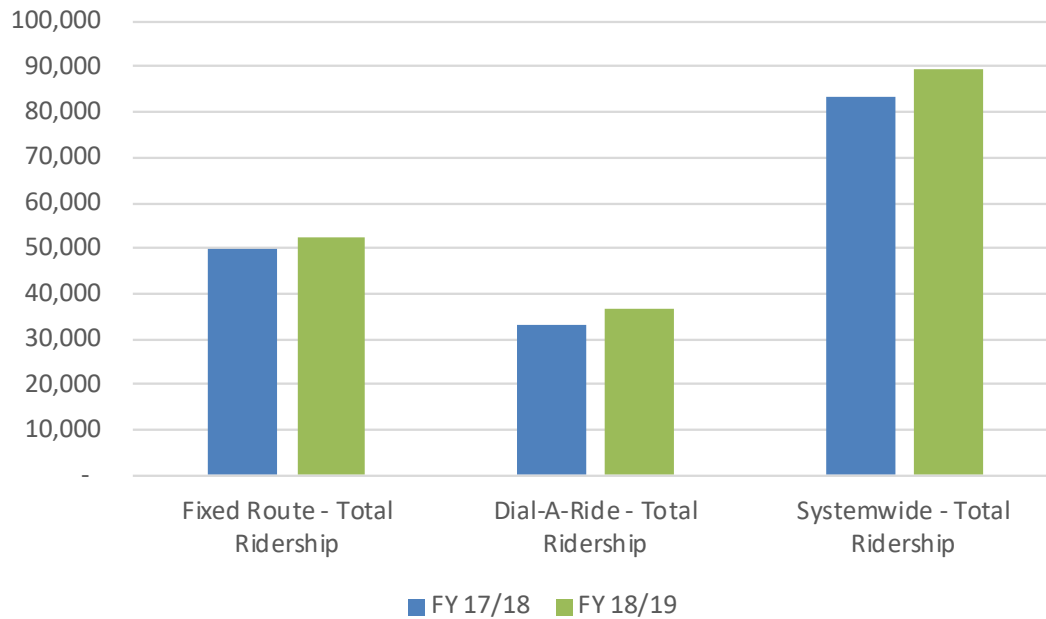
- Ridership trends year over year saw improvement both overall and by service mode. System-wide, Valley Express ridership increased by 7% to just over 89,000 passengers for the year. Fixed route service increased by 5%, largely fueled by growing ridership on the Piru route. Dial-A-Ride service saw an 11% increase in ridership compared to last year. DAR ridership in Santa Paula increased 20% year over year while Fillmore DAR ridership dipped 8%. The last quarter of the year, however, saw declines overall and by mode between 6% and 7% for fixed routes and DAR respectively compared to last year's fourth quarter.
- The fiscal year comparison showed mixed gains in efficiency of service. Revenue hours remained stable while revenue passenger miles increased due to the increase in DAR ridership. Consequently, passengers per hour saw improvement while passengers per miles decreased.
- Overall operating costs did not increase from last year. Slightly lower costs coupled with growing ridership lowered the cost per passenger by 2% year over year.
- The year-end report reaffirms quarterly trends seen throughout the year: DAR ridership continued to grow at a strong pace in Santa Paula throughout the year, while Santa Paula fixed routes saw less demand; fixed route ridership continued to see demand on the Fillmore and Piru routes.
- VCTC recently conducted a customer satisfaction survey of the Valley Express service. The survey revealed very high levels of satisfaction with the service overall.

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FISCAL YEAR COMPARISON

Valley Express FY2017/2018 vs FY2018/2019 Ridership

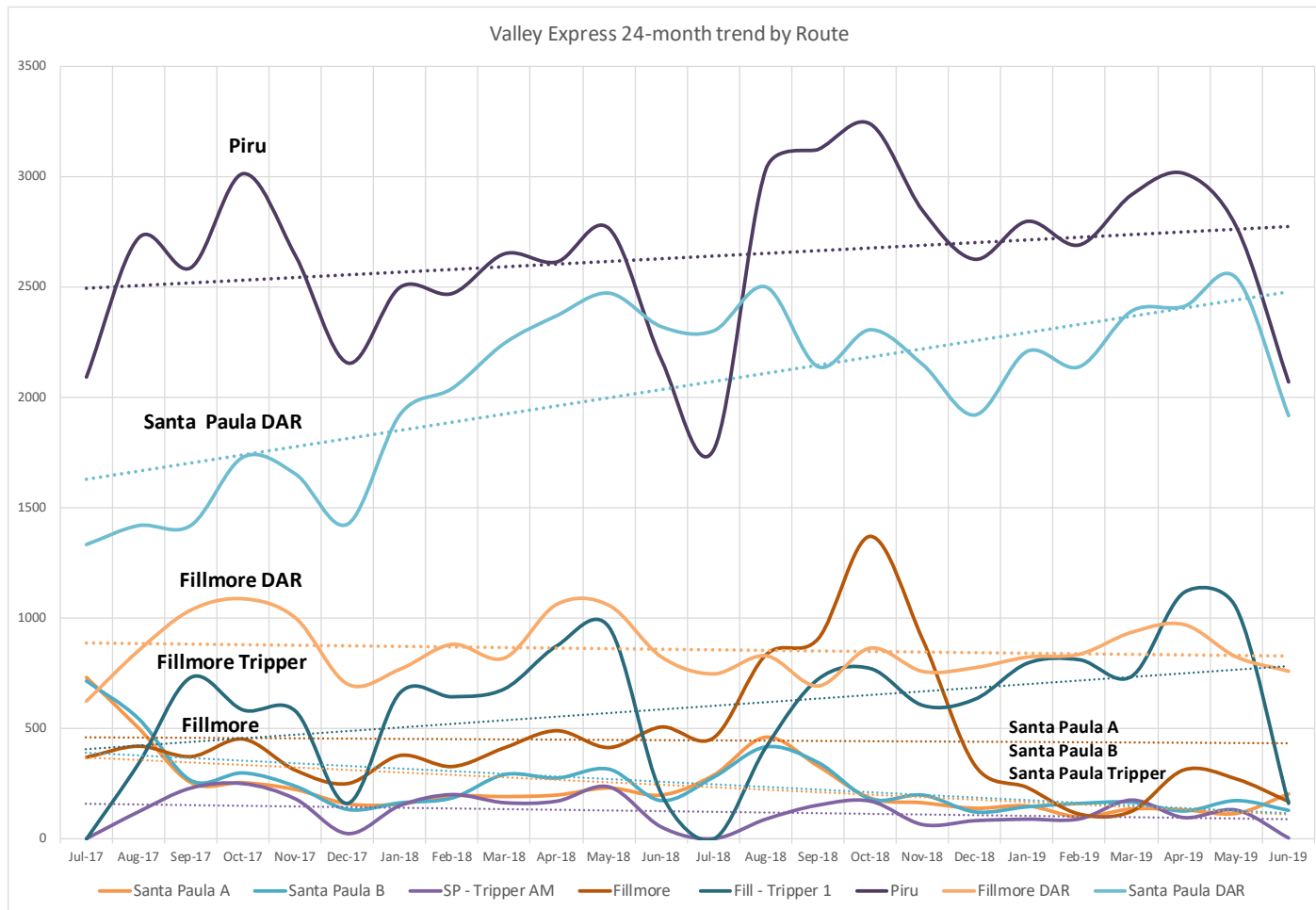


FY1718/FY1819 Ridership by Route

Fixed Routes	FY 17/18	FY 18/19	Change
Santa Paula A	3,289	2,394	-27%
Santa Paula B	3,580	2,299	-36%
Santa Paula - Tripper A.M.	1,785	1,140	-36%
Fillmore - Loop	4,683	6,004	28%
Fillmore - Tripper (Rio Vista)	6,433	7,829	22%
Fillmore - River Central *	183	-	-100%
Piru	30,362	32,874	8%
Fixed Route - Total Ridership	50,132	52,540	5%
Dial-A-Ride Service Area			
Santa Paula	22,349	26,930	20%
Fillmore	10,727	9,826	-8%
Dial-A-Ride - Total Ridership	33,076	36,756	11%
Systemwide - Total Ridership	83,208	89,296	7%

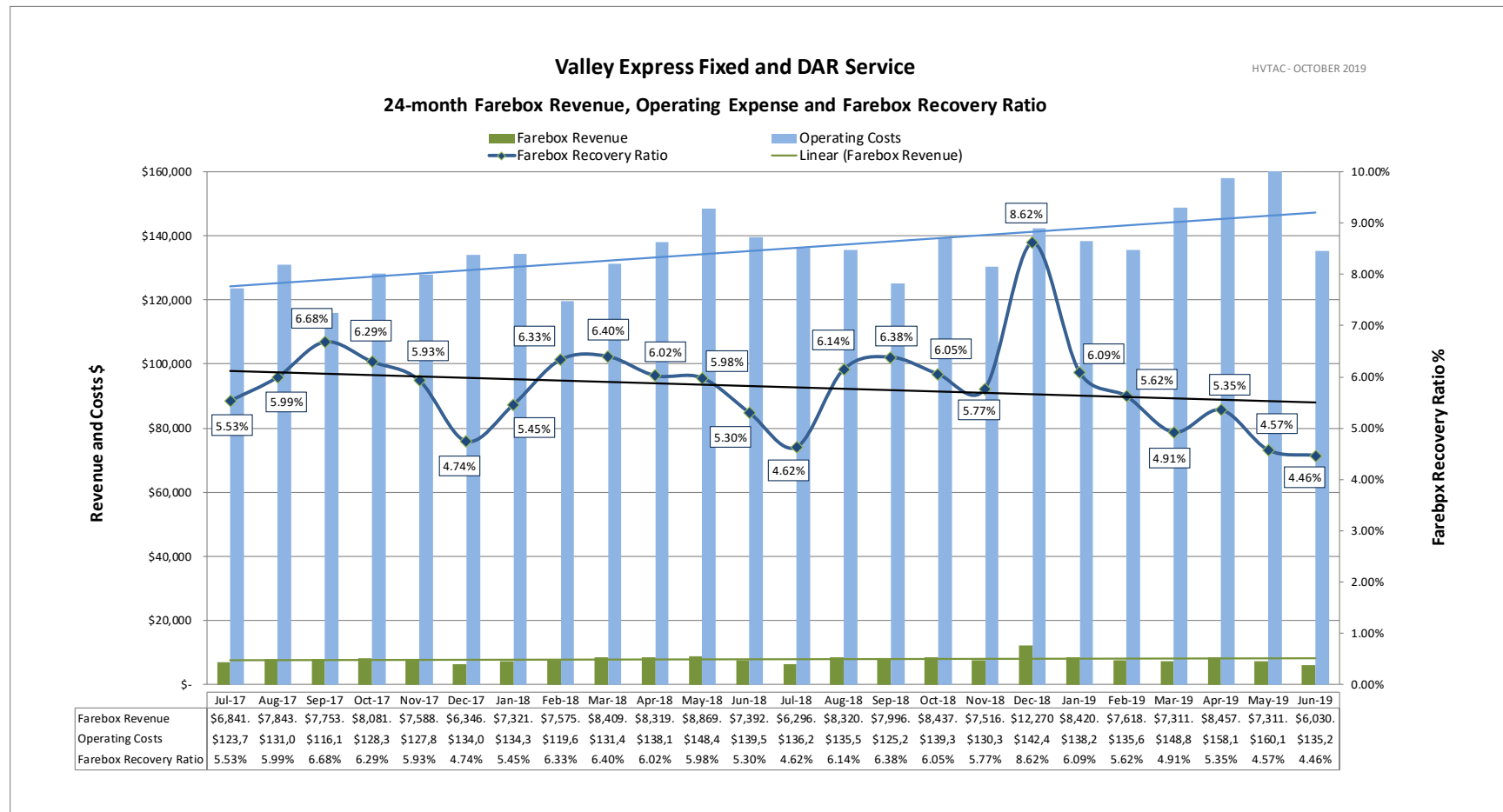
**River Central route eliminated in mid-August 2017 due to underperformance.*

The 24 month's of ridership shown in the following chart provides a more reliable indicator of sustained ridership changes on the Valley Express system. Of particular note are the linear trendlines identified with each route. To summarize, both the Piru fixed route and Santa Paula DAR not only comprise a substantial portion of overall ridership but also continue to see increased growth over the past two years. The Fillmore Tripper also saw growth. Santa Paula DAR experienced significant growth when DAR was opened to the general public in August 2017. It is a likely case that Santa Paula ridership migrated from fixed routes to DAR as at the same time SP DAR grew in ridership, SP fixed routes A & B experienced declines. Fillmore fixed routes and the Santa Paula Tripper showed a mostly neutral/flat ridership trend over the 24-month period.



24-month Operating Costs, Revenue and Farebox Recovery Ratio

By year-end, the farebox recovery ratio (FRR) averaged approximately 5.6%. This is slightly more than last year's average of 5.5%. Overall, costs have trended upward over the course of two years and revenues have remained relatively flat; as a result, the farebox recovery ratio has trended slightly downward. With Santa Paula's Measure T funding of \$140,000, an annual FRR of 14.4% was achieved at year-end to meet the 10% mandate. The surge in the FRR in December was due to a considerable increase in sales of "Super" passes and occurred during which fare media was upgraded from "flash passes" to magnetic strip passes.



Detailed KPI FY17/18 vs FY 18/19 comparisons system-wide and for fixed route service and DAR service are shown in the following Tables 1, 2 and 3.

Key highlights include:

- System-wide, ridership increased by 7%. Fixed route ridership increased by 5% while DAR ridership increased by 11% year over year.
- Dial-A-Ride service was expanded to include the general public in August 2017 so essentially the last two fiscal years include this change. The settling effects of this transition are now in view over a two-year period. The good news is ridership increased year over year both overall and by service mode. Additionally, even with the increase in DAR service (with a higher cost per passenger), Valley Express service costs overall did not increase.
- The most marked change was an increase of 37% in overall revenue operating miles. This change was due to an increase in DAR service miles which can fluctuate based on passenger destination requests. DAR revenue miles increased 62% from last year, while fixed route service revenue miles were reduced by 15% (mostly due to the August 2017 schedule reduction.) In effect, passengers per miles declined; however, passengers per hour increased, a notable achievement.
- The farebox recovery ratio increased slightly from approximately 5.5% to 5.6% year over year. However, the yearlong trend shows a downward decline in FRR due to increasing costs and mostly flat passenger fare revenue. Santa Paula's local contribution continues to provide funding to supplement passenger fares in order to achieve the required 10% ratio for rural transit system, ending the year at 14.4% compared to 11.8% last year.

Table 1 System-wide FY comparison

SYSTEM-WIDE SERVICE - Valley Express KPI		FY 2017/18	FY 2018/19	Yr over Yr % Change
Ridership	System-wide	83,391	89,296	7%
Passengers per Mile	System-wide	0.27	0.21	-22%
Passengers per Hr	System-wide	3.84	4.07	6%
Revenue Hours	System-wide	21,730	21,916	1%
Revenue Miles	System-wide	314,383	429,296	37%
Operating Cost	System-wide	\$ 1,689,628	\$ 1,685,579	0%
Cost per Hr	System-wide	\$ 77.75	\$ 76.91	-1%
Cost per Passenger	System-wide	\$ 20.26	\$ 18.88	-7%
Farebox Revenue	System-wide	\$ 93,612	\$ 94,979	1%
10% Farebox Recovery Goal \$	System-wide	\$ 168,963	\$ 168,558	0%
Farebox Recovery Shortfall \$	System-wide	\$ (75,351)	\$ (73,579)	-2%
Farebox Recovery Ratio Actual	System-wide	5.54%	5.63%	2%
Fare Revenue per Passenger	System-wide	\$ 1.12	\$ 1.06	-5%
Farebox Recovery 10 % Goal per Passenger	System-wide	\$ 2.03	\$ 1.89	-7%
Shortfall per Passenger	System-wide	\$ (0.90)	\$ (0.82)	-9%

Table 2 Fixed Route FY Comparison

FIXED ROUTE - Valley Express KPI		FY 2017/18	FY 2018/19	Yr over Yr % Change
Ridership	Fixed Route	50,315	52,540	4%
Passengers per Mile	Fixed Route	0.48	0.59	23%
Passengers per Hr	Fixed Route	7.16	8.11	13%
Revenue Hours	Fixed Route	7,030	6,481	-8%
Revenue Miles	Fixed Route	104,747	88,827	-15%
Operating Cost	Fixed Route	\$ 543,685	\$ 529,792	-3%
Cost per Hr	Fixed Route	\$ 77.34	\$ 81.75	6%
Cost per Passenger	Fixed Route	\$ 10.81	\$ 10.08	-7%
Farebox Revenue	Fixed Route	\$ 40,767	\$ 38,692	-5%
10% Farebox Recovery Goal \$	Fixed Route	\$ 54,368	\$ 52,979	-3%
Farebox Recovery Shortfall \$	Fixed Route	\$ (13,601)	\$ (14,287)	5%
Farebox Recovery Ratio Actual	Fixed Route	7.50%	7.30%	-3%
Fare Revenue per Passenger	Fixed Route	\$ 0.81	\$ 0.74	-9%
Farebox Recovery 10 % Goal per Passenger	Fixed Route	\$ 1.08	\$ 1.01	-7%
Shortfall per Passenger	Fixed Route	\$ (0.27)	\$ (0.27)	1%

Table 3 Dial-A-Ride Fiscal Year Comparison

DIAL-A-RIDE (DAR) - Valley Express KPI		FY 2017/18	FY 2018/19	Yr over Yr % Change
Ridership	Dial-A-Ride (DAR)	33,076	36,756	11%
Passengers per Mile	Dial-A-Ride (DAR)	0.16	0.11	-32%
Passengers per Hr	Dial-A-Ride (DAR)	2.25	2.38	6%
Revenue Hours	Dial-A-Ride (DAR)	14,700	15,435	5%
Revenue Miles	Dial-A-Ride (DAR)	209,636	340,469	62%
Operating Cost	Dial-A-Ride (DAR)	\$ 1,029,090	\$ 1,117,595	9%
Cost per Hr	Dial-A-Ride (DAR)	\$ 70.00	\$ 72.41	3%
Cost per Passenger	Dial-A-Ride (DAR)	\$ 31.11	\$ 30.41	-2%
Farebox Revenue	Dial-A-Ride (DAR)	\$ 51,575	\$ 55,418	7%
10% Farebox Recovery Goal \$	Dial-A-Ride (DAR)	\$ 102,909	\$ 111,759	9%
Farebox Recovery Shortfall \$	Dial-A-Ride (DAR)	\$ (51,334)	\$ (56,342)	10%
Farebox Recovery Ratio Actual	Dial-A-Ride (DAR)	5.01%	4.96%	-1%
Fare Revenue per Passenger	Dial-A-Ride (DAR)	\$ 1.56	\$ 1.51	-3%
Farebox Recovery 10 % Goal per Passenger	Dial-A-Ride (DAR)	\$ 3.11	\$ 3.04	-2%
Shortfall per Passenger	Dial-A-Ride (DAR)	\$ (1.55)	\$ (1.53)	-1%

Future Considerations:

- Year over year ridership is positive and a shift from Fixed routes to Dial-a-ride is occurring, particularly in Santa Paula.
- The customer satisfaction survey revealed very high satisfaction with the service. Future surveys will be done more regularly.
- Piru to Fillmore is a strong performer with a streamlined route that competes with driving from a travel time standpoint.
- Planning actions include reviewing and adjusting fixed routes to better address demand and improve productivity.

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DATE: NOVEMBER 7, 2019

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: JENI EDDINGTON, TRANSIT SPECIALIST

SUBJECT: MARKETING AND OUTREACH ACTIVITIES – VERBAL UPDATE

RECOMMENDATION

- Receive and file.

BACKGROUND

At the last Heritage Valley Technical Advisory committee (HVTAC) in April 2019 staff provided a brief overview of the marketing and outreach activities through May 2019. This report summarizes the activities since that time through the present as well as providing a preview of the current year's marketing plan. To round out Fiscal Year 2019 (FY19):

- 1) bilingual print advertisements were published in three local newspapers (Attachment);
- 2) the Valley Express street banner was hung across Main Street in Santa Paula in conjunction with National Dump the Pump Day;
- 3) social media promotions were geared to the youth audience on Snapchat (Attachment);
- 4) the Santa Paula Senior Festival was sponsored by the Valley Express Bus service with staff hosting an informational booth about the service,
- 5) 1,675 bus schedules were distributed throughout Heritage Valley.

For FY20 the work effort has been and will continue to be primarily related to the bilingual promotion of the service to:

- **residents** of Santa Paula, Fillmore and Piru via paid social media postings (Attachment) and attendance at community events,
- **seniors** through print advertising and attendance and sponsorship of community events,
- **youth** by way of social media marketing (Attachment), attendance at Back-To-School Night events when possible, and sponsorship of the Santa Paula and Fillmore high school athletic departments,
- **current** riders with the creation of the new Valley Express bus book and distribution of brochures.

In an effort to streamline processes, and more efficiently and effectively market the Valley Express Bus and Dial-A-Ride service, a calendar/schedule of promotions has been created as follows:

July 2019

- Santa Paula Main Street Banner

August

- Brochure Distribution – 2,500 schedules to schools, libraries, health clinics, senior centers, and sales outlets.

- Social Media – Student Evergreen Campaign on Snapchat (Attachment)
- Event Attendance – Isbell Middle School Back-To-School Night

September

- Social Media – How to Use Dial-A-Ride on Weekends (Attachment)
- Social Media – Events/Destinations Campaign (Attachment)
- Print Advertising - Santa Paula Senior Center newsletter (Attachment)

October

- Social Media – Youth Evergreen Campaign
- Social Media – Santa Paula vs. Fillmore Rival Game (Attachment)
- Social Media – Events/Destinations Campaign (continued)
- Print Advertising - Santa Paula Senior Center newsletter
- Sponsorship – Santa Paula High School Athletics and Homecoming Game
- Distribution of the new Valley Express Bus Book

November

- Social Media – How to Use Dial-A-Ride on Weekends
- Social Media – Santa Paula vs. Fillmore Rival Game (continued)
- Print Advertising – Santa Paula Senior Center newsletter
- Print Advertising – Bilingual Print Ads in the Santa Paula Time, Fillmore Gazette, and VIDA

December

- Social Media – Youth Evergreen Campaign
- Print Advertising - Santa Paula Senior Center newsletter

January 2020

- Social Media – Facebook Engagement Campaign
- Social Media – Dial-A-Ride Testimonials Campaign
- Print Advertising - Santa Paula Senior Center newsletter

February

- Social Media – Youth Evergreen Campaign
- Social Media – Facebook Engagement Campaign (continued)
- Print Advertising - Santa Paula Senior Center newsletter
- Print Advertising – Bilingual Print Ads in the Santa Paula Time, Fillmore Gazette, and VIDA

March

- Social Media – Dial-A-Ride Testimonials Campaign
- Social Media – How to Use Dial-A-Ride on Weekends Campaign
- Social Media – Events/Destinations Campaign
- Print Advertising - Santa Paula Senior Center newsletter

April

- Social Media – Student Evergreen Campaign
- Print Advertising - Santa Paula Senior Center newsletter
- Event Attendance – Fillmore Earth Day

May

- Social Media – Dial-A-Ride Testimonials Campaign
- Social Media – Facebook Engagement Campaign
- Print Advertising - Santa Paula Senior Center newsletter
- Print Advertising – Bilingual Print Ads in the Santa Paula Time, Fillmore Gazette, and VIDA
- Event Attendance – Santa Paula Senior Festival (tentative date)

June

- Social Media – Student Evergreen Campaign
- Print Advertising - Santa Paula Senior Center newsletter

Recurring marketing tasks include the production of a suite of templates for VCTC staff to use to create flier and car cards in-house, website updates, the organic social media calendar (unpaid posts), and the Fillmore utility bill insert.

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Print Advertising – Seniors (FY19)

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.

SENIOR FARES	
Cash Fares	Monthly Passes
\$.60 Fixed-Route	\$10.00 31-Day Fixed-Route Pass
\$ 2.00 Dial-A-Ride	\$25.00 31-Day Super Pass (Dial-A-Ride and Fixed Route)

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 ahora llamando al 805.933.2267 o tome asiento en cualquiera de las cuatro rutas de autobús locales.

TARIFAS PARA MAYORES DE 65 AÑOS	
Tarifas en efectivo	Pases mensuales
\$.60 Ruta Fija	\$10.00 pase de 31 días para Rutas Fijas
\$ 2.00 Dial-A-Ride	\$25.00 Súper pase de 31 días (Dial-A-Ride y Rutas Fijas)

Visite valleyexpressbus.org para obtener más información.



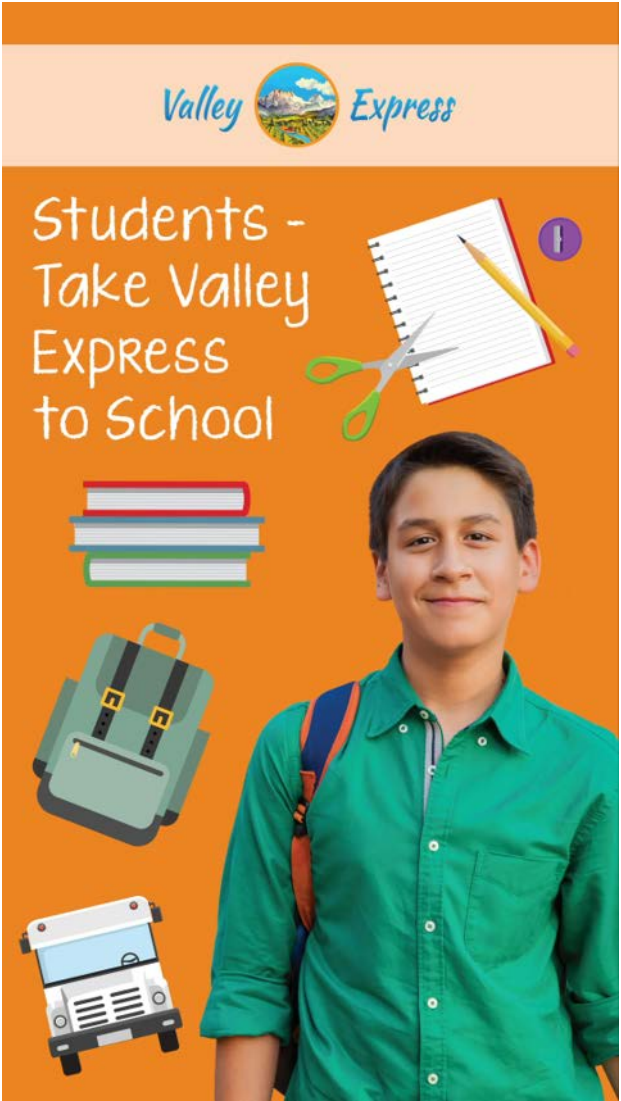


  @HVValleyExpress

Social Media – Youth Snapchat Campaign (FY19)



\$ 550	Budget
260,668	Impressions
3,107	Swipes to the website




\$ 392	Budget
170,068	Impressions
1,733	Swipes to the website

Social Media – Events/Destinations Campaign

Valley Express
September 3 · 🌐

Calling all creative teens! On September 6, the Santa Paula Art Museum will launch its new "Teen Art Group," a free, weekly, hands-on art-making experience for local teens ages 13-18. Get there using the Santa Paula route A & B or DAR. Call 805.933.2267 to reserve your pick up.
More info: santapaulaartmuseum.org/event/teenartgroupsept62019



SANTAPULAARTMUSEUM.ORG
Santa Paula Art Museum — Teen Art Group
Teen Art Group is a free, weekly, hands-on art-making...

2,494 People Reached
80 Engagements
[Boost Again](#)

Boosted on Sep 3, 2019
By Sandra Gonzalez

Completed

People Reached	2.4K	Post Engagement	192
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[View Results](#)


👍❤️👍 Avi Nayar, Shayna Shelton and 30 others 6 Shares

👍 Like 💬 Comment ➦ Share 🌐

Valley Express
September 10 · 🌐

Take the family to [Rancho Camulos Museum](#) at Fillmore this weekend. The Ranch is one of the only Mexican land concession ranches in California that is open to the public. Let Valley Express take you, call 805.933.2267 to book your trip in giving. <http://ranchocamulos.org/visit-2/visit/>

⚙️ · [See original](#) · [Rate this translation](#)



6,536 People Reached
637 Engagements
[Boost Again](#)

Boosted on Sep 10, 2019
By Sandra Gonzalez

Completed

People Reached	5.2K	Post Engagement	414
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[View Results](#)

👍❤️👍 195 10 Comments 31 Shares

👍 Like 💬 Comment ➦ Share 🌐

Valley Express
September 19 at 4:05 PM · 🌐

Want to see treasures from the early days in the Santa Clara River Valley? Take the family on a trip to the [Fillmore Historical Museum](#). Get there using the Fillmore Route or call 805.933.2267 to reserve a DAR pick up.
<http://fillmorehistoricalmuseum.org>



5,180 People Reached
732 Engagements
[Boost Again](#)

Boosted on Sep 19, 2019
By Sandra Gonzalez

Completed


People Reached	3.9K	Post Engagement	530
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[View Results](#)

👍❤️👍 464 9 Comments 43 Shares

👍 Like 💬 Comment ➦ Share 🌐

Social Media – Events/Destinations Campaign (continued)




Valley Express
September 24 at 7:33 AM · 🌐

El Aviation Museum of Santa Paula está organizando su evento del primer domingo del mes para el 6 de octubre. La entrada es gratuita y los niños de 8 a 17 años pueden disfrutar de un viaje en avion gratis. Llegue a través de la ruta A de Santa Paula o llame al 805.933.2267 para reservar su viaje en Dial-A-Ride.

📍 Aviation Museum

See Translation



3,076
People Reached

288
Engagements

Boost Again


Boosted on Sep 24, 2019
By Sandra Gonzalez

Completed

People Reached2.7K

Post Engagement241


View Results


 Cliff Shuey, Juan Collazo and 207 others · 5 Comments · 12 Shares

Like

Comment


Share





Valley Express
October 4 at 4:39 PM · 🌐

GhostWalk 2019 follows its 25-year tradition with historically based stories told by ghost citizens that lived or might have lived in the Santa Clara River Valley. Get there on weekends from October 11-27 using Valley Express DAR. To reserve your pick up, call 805.933.2267. ghostwalk.com



11,013
People Reached

1,716
Engagements

Boost Again


Boosted on Oct 4, 2019
By Sandra Gonzalez

Completed

People Reached7.1K

Post Engagement910


View Results


 438 · 29 Comments · 58 Shares

Like

Comment

Share






Valley Express
October 7 at 7:59 AM · 🌐

¡Lleve a la familia a un paseo en los Pumpkinliners de Fillmore & Western Railway este fin de semana para elegir su calabaza! También disfrute de una serie de actividades y atracciones. Llegue al ferrocarril usando Valley Express DAR. Reserve sus asientos hoy, llame al 805.933.2267. fwry.com/holidaytrains.html

See Translation



4,434
People Reached

382
Engagements

Boost Again


Boosted on Oct 7, 2019
By Sandra Gonzalez

Completed

People Reached2.5K

Post Engagement218


View Results

 187 · 3 Comments · 19 Shares

Like

Comment

Share



Social Media – Youth Snapchat Campaign (FY20)



\$ 333	Budget
138,908	Impressions
1,291	Swipes to the website



Currently In progress

Social Media – How to Use Dial-A-Ride on Weekends

**Valley Express**
Sponsored · 

Dial-A-Ride is a shared-ride bus service that takes passengers from their origin to their destination. Call and reserve your seat. Serving Fillmore, Santa Paula, Piru, Rancho Sespe, Bardsdale and Limoneira.

DIAL-A-RIDE *IS AS EASY AS*



- 1 Plan your trip
- 2 Call 805.933.2267 to reserve your seat
- 3 Enjoy your ride!

VALLEYEXPRESSBUS.ORG
Valley Express Dial-A-Ride
Plan a family outing using DAR.
[Learn More](#)

  23 2 Comments 2 Shares

 Like  Comment  Share

**Valley Express**
Sponsored · 

Dial-A-Ride es un servicio de autobús de viaje compartido que lleva a pasajeros desde su origen hasta su lugar de destino. Llame y reserve su asiento. Áreas de servicio incluye Fillmore, Santa Paula, Piru, Rancho Sespe, Bardsdale y Limoneira.

[See Translation](#)

DIAL-A-RIDE

TAN FÁCIL COMO

- 1 Planee su viaje
- 2 Llame al 805.933.2267 y reserve su asiento
- 3 ¡Disfrute su viaje!



VALLEYEXPRESSBUS.ORG
Valley Express Dial-A-Ride
Organice una salida con DAR.

[Learn More](#)

 13

5 Shares

 Like

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English

\$ 100

3,029

5,911

26

Budget

Reach

Impressions

Clicks

Spanish

\$ 38

1,835

3,761

24

Budget

Reach

Impressions

Clicks

Santa Paula Senior Center Newsletter – Seniors (FY20)

5 | COURSES

Eat Smart, Live Strong Nutrition Class

Tuesday, September 3rd, 2019
10:30am-11:45am

Eat Smart, Live Strong includes fun, social and interactive sessions designed to improve fruit and vegetable consumption and physical activity among adults age 60 and older. Throughout the sessions participants will gain the skills needed to promote healthy behavior changes to improve their overall health and wellbeing.

Injury Prevention Presentation

Wednesday, September 25th, 2019
1:00pm-1:45pm



Wine Cork Trivets Craft Class

Wednesday, September 11, 2019

10:00am -12:00am
In our craft class for the month of September our wonderful instructor will be demonstrating how to put together a trivet made out of wine corks. Please bring a glue gun and wine corks if possible.

Medicare Counseling

Wednesday, September 18, 2019

11:00am-12:00pm
Talk to expert counselors to help navigate your Medicare journey while also learning about a variety of other benefits you may qualify for.

NEVER MISS A NEWSLETTER !

Sign up to have our newsletter
emailed to you at

www.ourseniorcenter.com



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.

SENIOR FARES	
Cash Fares	Monthly Passes
\$.60 Fixed-Route	\$10.00 31 Day Fixed-Route Pass
\$2.00 Dial-A-Ride	\$25.00 31-Day Super Pass (Dial-A-Ride and Fixed Route)


Visit valleyexpressbus.org to learn more.




FREE AD DESIGN WITH PURCHASE OF THIS SPACE.

— 800-950-9952 —

Social Media – Santa Paula vs. Fillmore High School Rival Game




**Valley Express**
Sponsored · 🌐

Call 805.933.2267 to reserve your seat on Dial-A-Ride to the rivalry game between the Cardinals and Flashes on 11/1. [...See More](#)



VALLEYEXPRESSBUS.ORG
Reserve Your Ride to the Game

[LEARN MORE](#)

 Like  Comment  Share

<<< RIVALRY GAME

\$ 333	Budget
138,908	Impressions
7,831	Impressions/Day
1,291	Swipes to the website

HOMECOMING GAME >>>

In Progress

**Valley Express**
Sponsored · 🌐

Join the Santa Paula High School at their annual homecoming game. Need tickets to the game? Enter our raffle to win a [...See More](#)

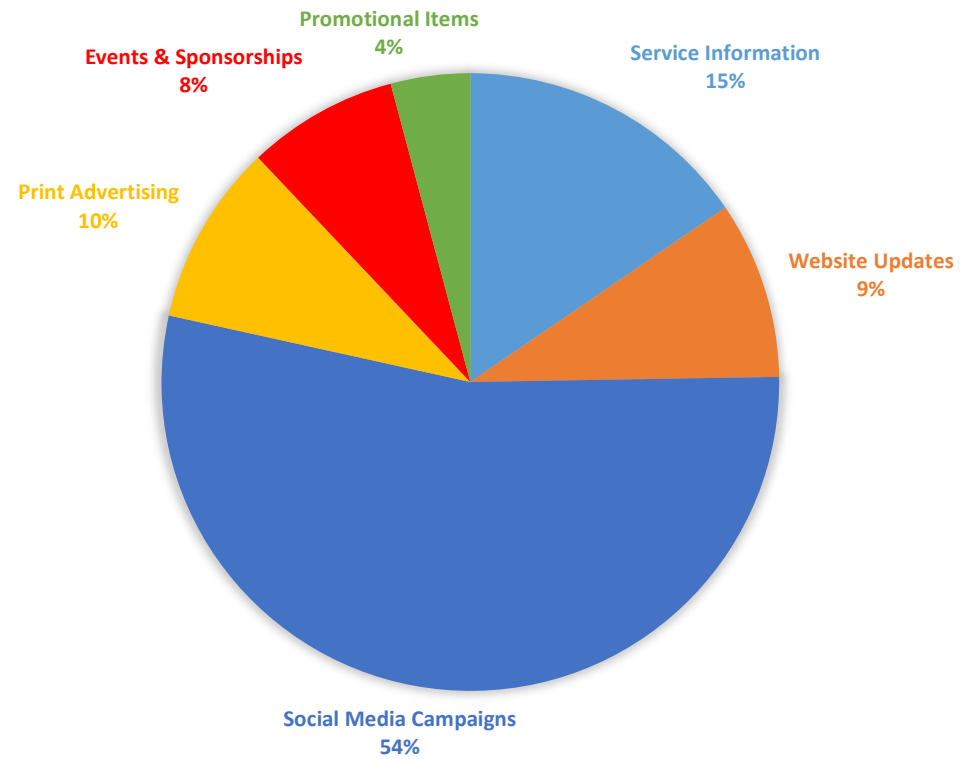


ACCOUNTS.GOOGLE.COM
Homecoming Game Ticket Raffle

[SIGN UP](#)

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VALLEY EXPRESS MARKETING & PRINTING BUDGET BREAKDOWN
\$75,000 MARKETING CONTRACT - \$15,000 PRINTING



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DATE: NOVEMBER 7, 2019

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES

SUBJECT: VALLEY EXPRESS FUTURE

RECOMMENDATION

- For Committee discussion only.

BACKGROUND

At the April 17, 2019 HVTAC meeting, the Committee recommended to exercise the contract extension option with the current service provider MV Transportation, which extends the contract term from this March 2020 to March 2023. Pursuant to the Cooperative Agreement for the Heritage Valley Transit Service (Cooperative Agreement), which governs the roles and responsibilities of the member agencies and identifies the Ventura County Transportation Commission as the contract administrator, shall be coterminous with the Valley Express contract services agreement, ending March 2023.

This item is agendaized to provide the HVTAC an opportunity to have a discussion regarding this matter, as well as regarding other near-term and long-term future considerations for the service.