



**HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (HVPAC)**
Fillmore City Hall, Council Chambers
250 Central Avenue, Fillmore, CA 93015

Wednesday, November 20, 2019
1:00 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 – For Action**
Recommendation: That the Committee waive the reading and approve the minutes for the regular meeting of May 8, 2019.

- ITEM 6** **KPI/RIDERSHIPE REPORT**
Recommendation: Receive and file.

- ITEM 7** **MARKETING AND OUTREACH UPDATE**
Recommendation: Receive and file.

- ITEM 8** **DETERMINE NEXT COMMITTEE MEETING DATE:** Recommendation: That the Committee consider the proposed dates set forth below for the next Committee meeting.
Wednesday, February 19th at 1:00 p.m. | Wednesday, March 4th at 1:00 p.m.

- ITEM 9** **ADJOURNMENT**

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

Wednesday, May 8, 2019
10:00 a.m.

MEETING MINUTES

MEMBERS PRESENT: Manuel Minjares, City of Fillmore
Jenny Crosswhite, City of Santa Paula
Jeff Pratt, 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

Vice Chair Minjares called the meeting to order at 10:00 a.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

None.

ITEM 3 PUBLIC COMMENT

None.

ITEM 4 AGENDA ADJUSTMENTS

None.

ITEM 5 APPROVAL OF MEETING MINUTES

ACTION

Crosswhite moved, seconded by Minjares, that the Committee approve the February 28, 2019 meeting minutes. The motion passed unanimously.

ITEM 6 KPI/RIDERSHIP REPORT

Ms. Miller updated and reviewed with the Committee the year-to-date route ridership and Quarter 3 (JAN-FEB-MAR) FY 2018/2019 Key Performance Indicators (KPI) comparison to the previous year's quarter for the Valley Express Service including fixed route and dial-a-ride (DAR) services (see staff report for specific data). She mentioned ridership trends continue to climb for Valley Express in the third quarter. Overall, year-to-date comparisons (July 2018 – March 2019) saw a 13% system-wide increase in Valley Express ridership compared to last year. Fixed route ridership increased by 9% while dial-a-ride (DAR) ridership increased 19%. This quarter's comparison saw a 3% increase in ridership system-wide, with fixed route ridership relatively flat and DAR ridership increasing by 8%.

ITEM 7 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. However, 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 8 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 9 EXTENSION OF TRANSIT SERVICES AGREEMENT

Mr. Bonfilio reviewed with the Committee the proposed recommendation to proceed with the negotiated rates and terms as presented, and, to approve the Amendment to the Transit Services Agreement with MV Transportation Inc.

He reminded the Committee at the last Heritage Valley Policy Advisory Committee (HVPAC) meeting, the Committee recommended to 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. The recommendation was subsequently approved by the full Commission at the March Commission meeting.

To accommodate what has become an increasing level of administrative functions, the provider proposed two options:

1. A rate package with higher rates that would reinforce resources required to run the dial-a-ride dominant Valley Express service, and at the same time maintain MV sales outlet operations.

2. *An alternative rate package that contemplated closure of the MV-operated sales outlet and instead transition those sales staff resources into the dispatch office to assist with dispatch and other clerical duties (i.e. to assist with the increased dial-a-ride workload), and use cost savings to reinforce driver recruitment.*

Staff weighed these two rate options which are noted below, and if approved, VCTC and MV staff will conduct outreach education with the regular customers of the MV location to ensure alternative arrangements for pass sales are available. In addition as noted above, VCTC currently sells its regional fare media online. Effective mid budget-year and prior to the contract extension period, VCTC will introduce demonstration of online sales of the Valley Express fare media.

“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 three.

“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

Minjares moved, seconded by Pratt that the Committee approve the recommendation to discontinue MV sales operations and transition staff resources to dispatch operations. The motion passed with no objections.

- ITEM 10 DETERMINE NEXT COMMITTEE MEETING DATE**
Tentative: Wednesday, October 9th at 10:00 a.m. | Santa Paula Council Chambers
- ITEM 11 ADJOURNMENT**
The meeting was adjourned at 11:09 a.m.

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DATE: NOVEMBER 20, 2019

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

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.)

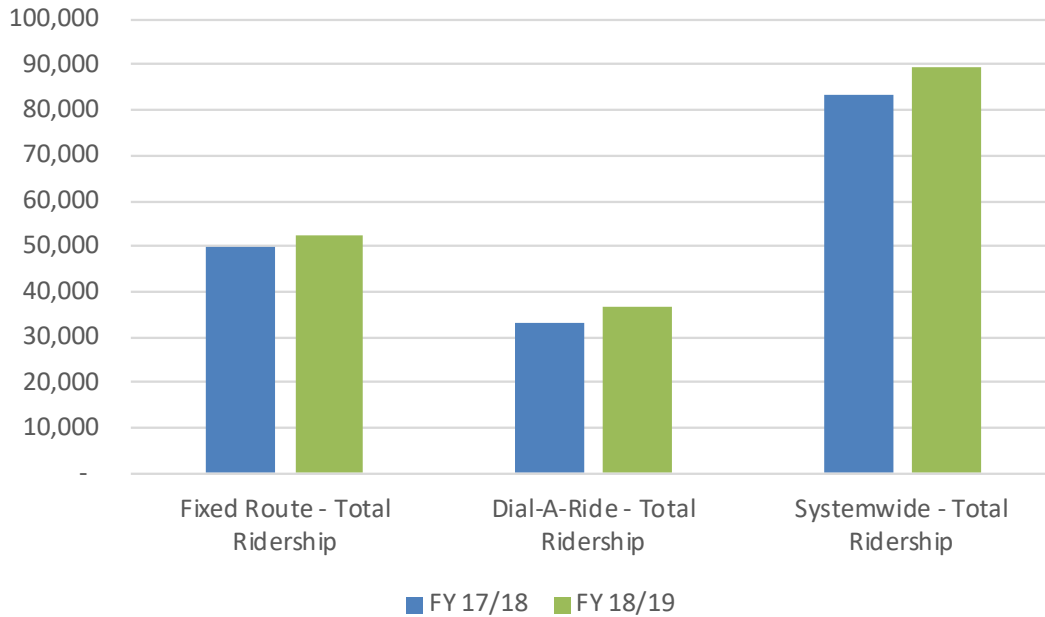
Key Performance Highlights:

- 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

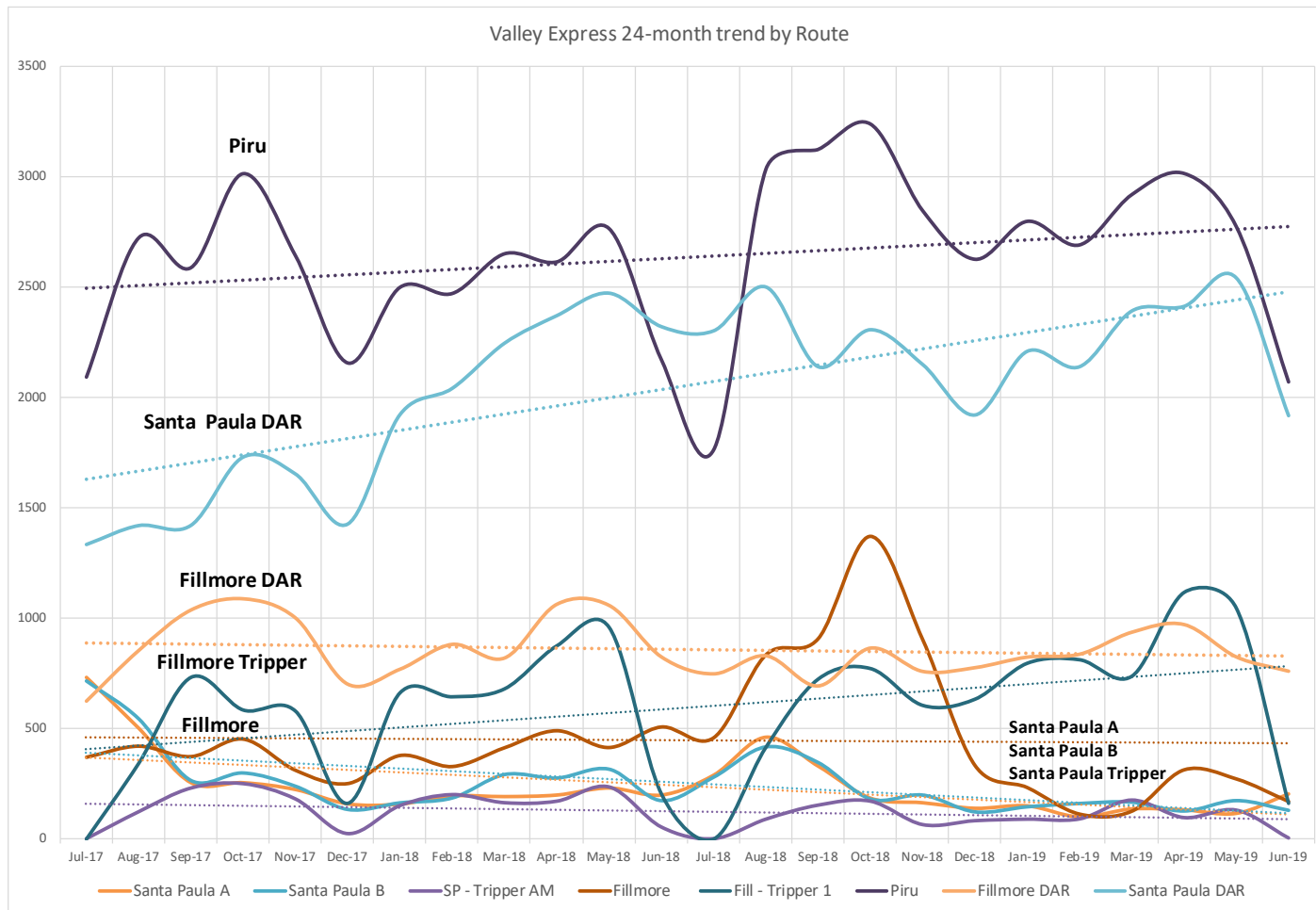


FY1718/FY1819 Ridership by Route

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%

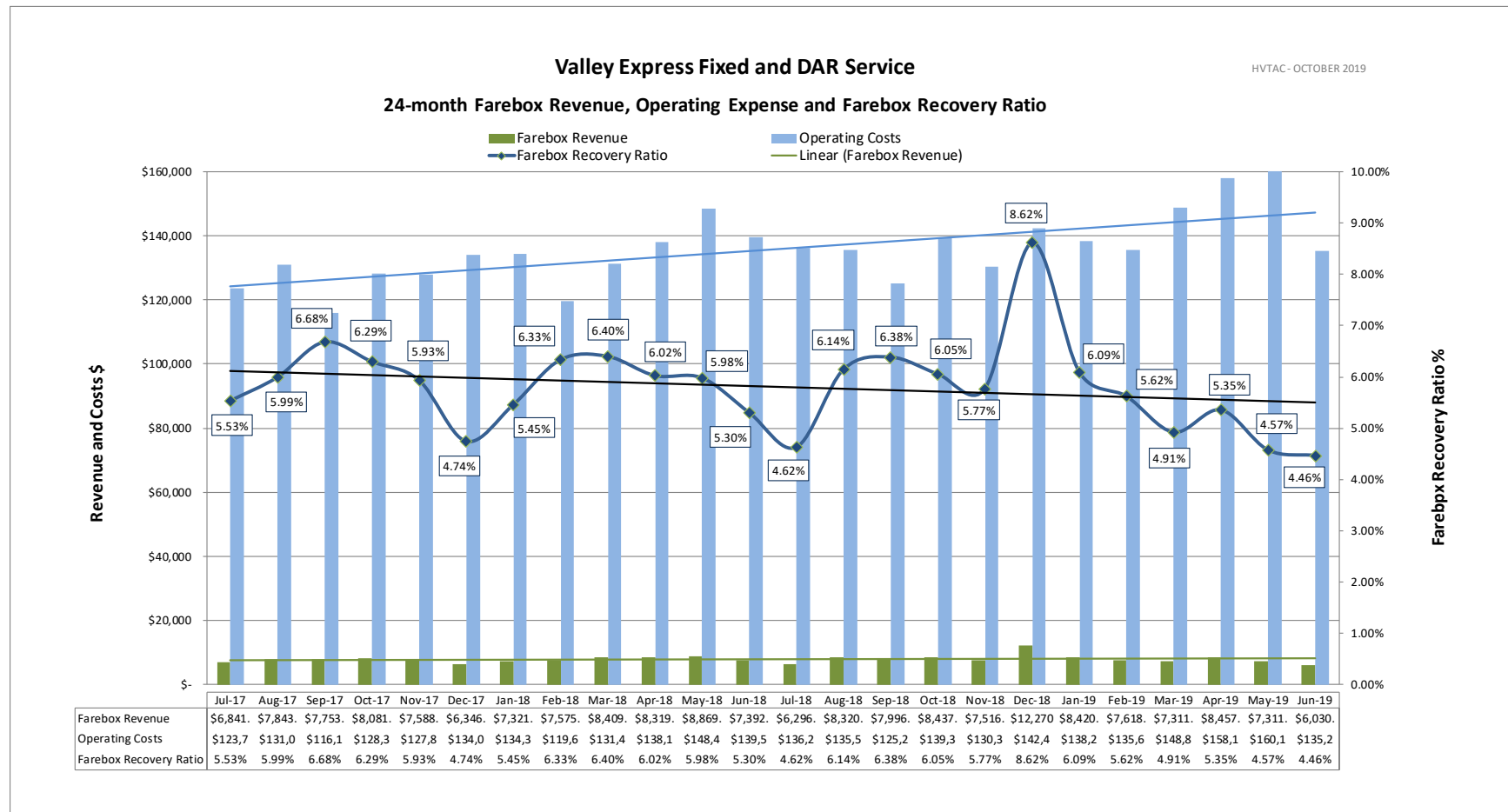
*River Central route eliminated in mid-August 2017 due to underperformance.

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 20, 2019

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

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

