



**HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE
(HVTAC)**

Fillmore City Hall, Council Chambers
250 Central Avenue, Fillmore, CA
Wednesday, January 22, 2020
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 November 7, 2019.
- ITEM 6 KPI/RIDERSHIP REPORT**
Recommendation: Receive and file.
- ITEM 7 MARKETING AND OUTREACH UPDATE**
Recommendation: Verbal Update.
- ITEM 8 CELTIS CONTRACT EXTENSION**
Recommendation: That the Committee consider extending the current agreement with Celtis Ventures, for outreach and marketing services.
- ITEM 9 DRAFT FISCAL YEAR (FY) 2020/2021 VALLEY EXPRESS BUDGET**
Recommendation: That the Committee consider recommendation for Draft Fiscal Year 2020/2021 Budget to the HVPAC.
- ITEM 11 DETERMINE THE NEXT MEETING DATE**
Recommendation:
Weds. April 15th | 1:30 p.m. | Location: Fillmore Council Chambers
Weds. April 22nd | 1:30 p.m. | Location: Fillmore Council Chambers

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**HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE
(HVTAC)**

Santa Paul City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060
Thursday, November 7, 2019
2:00 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

ITEM 1 CALL TO ORDER
Chair Fleisch, called the meeting to order at 2:00 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 April 17, 2019 meeting minutes.

ITEM 6 KPI/RIDERSHIP REPORT

Mr. Erickson provided an overview of the Valley Express service, which serves 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. A report was provided to staff, showing the year-end Key Performance Indicators (KPI) comparison to the previous fiscal year (FY2017/2018 vs. FY2018/2019).

ITEM 7 MARKETING AND OUTREACH UPDATE

Ms. Eddington provided a brief overview to the committee on the current marketing and outreach activities. A report was provided to staff which summarizes the activities since April 2019 through the present as well as providing a preview of the current year's marketing plan, to round out Fiscal Year 2019 (FY20).

ITEM 8 VALLEY EXPRESS FUTURE

Mr. Bonfilio reminded the Committee at the last 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. 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.

ITEM 9 DETERMINE THE NEXT MEETING DATE

Weds., January 22, 2020 | 1:30 | Fillmore Council Chambers

ITEM 12 ADJOURNMENT

The meeting was adjourned at 3:05 p.m.



DATE: JANUARY 22, 2020

MEMO TO: HERITAGE VALLEY POLICY 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 Quarter 1 (Jul-Aug-Sep) comparison between FY2018/2019 and FY2019/2020.

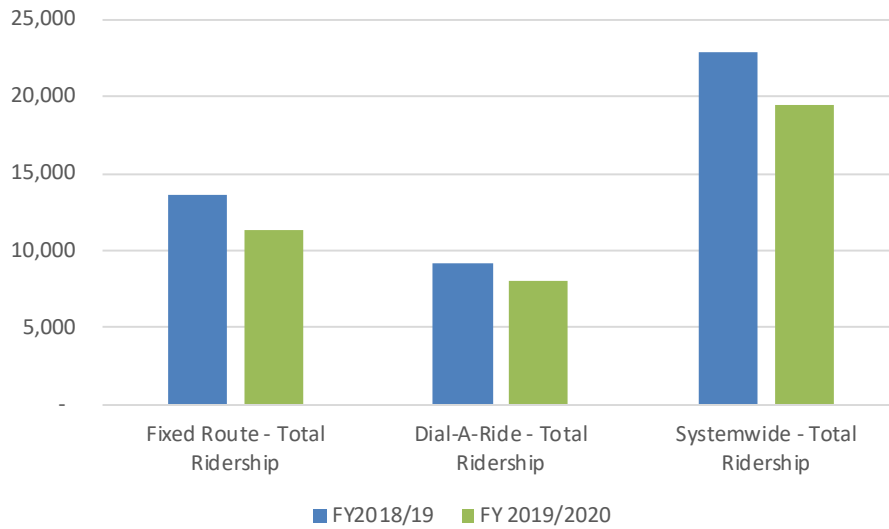
Key Performance Highlights:

- This quarter, Valley Express ridership decreased by 15% to just over 19,400 passenger trips compared to nearly 22,800 in the same quarter of last year. Fixed route ridership decreased by 17%, while Dial-A-Ride ridership declined by 15%. Long-term (24-month) ridership trends show growth on the Piru fixed route service and Fillmore Tripper service, while other fixed routes have seen declines. The initial growth of Dial-A-Ride ridership when the service was first expanded appears to have leveled off, finishing the quarter at approximately 2,000 passenger trips per month.
- Ridership through the “College Ride” program, where local college students are able to ride County transit services for free has seen successive growth on the Valley Express Service, averaging 270 passenger trips per month year-to-date.
- Long term, Operating costs continue a moderate trend upward while revenue remains relatively flat. This quarter experienced a 6% increase in costs and a 3% increase in revenue despite the ridership decline. The Farebox Recovery Ratio is trending above 5.5% this quarter but looking ahead, October and November saw a significant drop.
- The Valley Express Service now allows for online pass purchasing beginning this year 2020 on the Valley Express website: <http://www.valleyexpressbus.org/buy-passes/>

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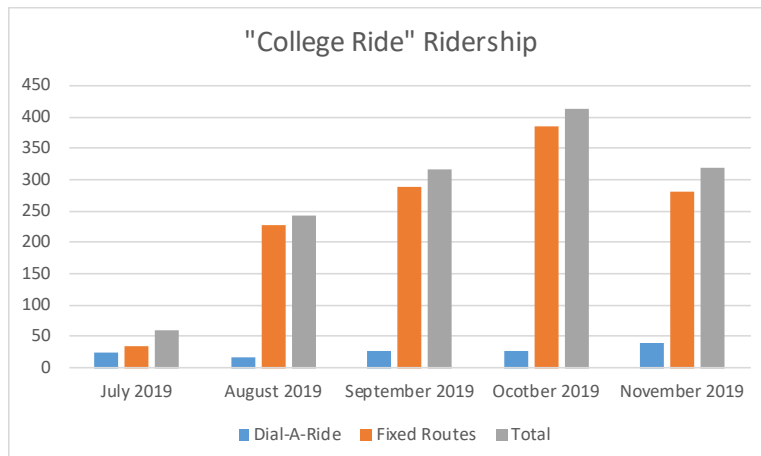


FIRST QUARTER COMPARISON Valley Express Qtr 1 2018/19 vs Qtr 1 2019/20 Ridership



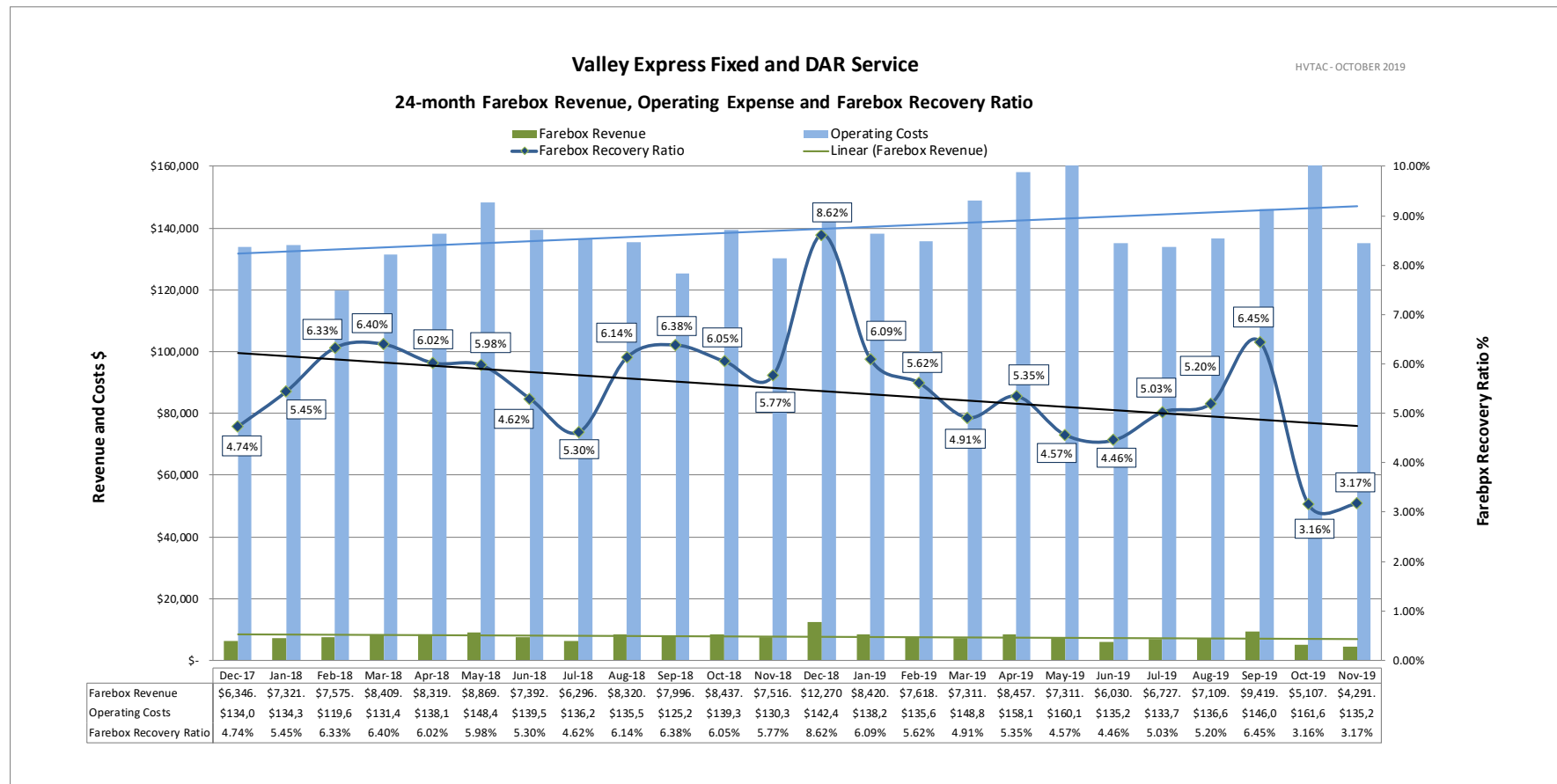
Quarterly Ridership Comparison by Route

Valley Express		1st Quarter (JUL-AUG-SEP)		
Fixed Routes	FY2018/2019	FY 2019/2020	Change	
Santa Paula A	1,077	510	-53%	
Santa Paula B	1,037	460	-56%	
Santa Paula - Tripper A.M.	242	176	-27%	
Fillmore - Loop	2,191	661	-70%	
Fillmore - Tripper (Rio Vista)	1,141	1,613	41%	
Piru	7,914	7,923	0%	
Fixed Route - Total Ridership	13,602	11,343	-17%	
Dial-A-Ride Service Area				
Santa Paula	6,942	5,991	-14%	
Fillmore	2,271	2,063	-9%	
Dial-A-Ride - Total Ridership	9,213	8,054	-13%	
Systemwide - Total Ridership	22,815	19,397	-15%	



24-month Operating Costs, Revenue and Farebox Recovery Ratio

Overall, costs have trended upward over the course of two years while revenues have remained relatively flat; as a result, the farebox recovery ratio average has been declining with a 12-month trend of just above 5%. Santa Paula’s Measure T funding provides the necessary subsidy to maintain the TDA mandated 10% rural farebox recovery ratio. First 12 months: 5.76% Avg; Second 12 months: 5.22% Avg.



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

Table 1 System-wide Quarterly comparison

SYSTEM-WIDE SERVICE - Valley Express KPI		Qtr 1 FY 2018/19	Qtr 1 FY 2019/20	Yr over Yr % Change
Ridership	System-wide	22,815	19,397	-15%
Passengers per Mile	System-wide	0.32	0.28	-12%
Passengers per Hr	System-wide	4.43	3.66	-17%
Revenue Hours	System-wide	\$ 5,146	\$ 5,294	3%
Revenue Miles	System-wide	\$ 71,584	\$ 69,262	-3%
Operating Cost	System-wide	\$ 397,123	\$ 416,465	5%
Cost per Hr	System-wide	\$ 77.17	\$ 78.67	2%
Cost per Passenger	System-wide	\$ 17.41	\$ 21.47	23%
Farebox Revenue	System-wide	\$ 22,614	\$ 23,256	3%
10% Farebox Recovery Goal \$	System-wide	\$ 39,712	\$ 41,647	5%
Farebox Recovery Shortfall \$	System-wide	\$ (17,099)	\$ (18,390)	8%
Farebox Recovery Ratio Actual	System-wide	5.69%	5.58%	-2%
Fare Revenue per Passenger	System-wide	\$ 0.99	\$ 1.20	21%
Farebox Recovery 10 % Goal per Passenger	System-wide	\$ 1.74	\$ 2.15	23%
Shortfall per Passenger	System-wide	\$ (0.75)	\$ (0.95)	27%

Table 2 Fixed Route Quarterly Comparison

FIXED ROUTE - Valley Express KPI		Qtr 1 FY 2018/19	Qtr 1 FY 2019/20	Yr over Yr % Change
Ridership	Fixed Route	13,602	11,343	-17%
Passengers per Mile	Fixed Route	0.62	0.54	-12%
Passengers per Hr	Fixed Route	8.66	7.16	-17%
Revenue Hours	Fixed Route	1,570	1,585	1%
Revenue Miles	Fixed Route	21,864	20,837	-5%
Operating Cost	Fixed Route	\$ 133,263	\$ 137,663	3%
Cost per Hr	Fixed Route	\$ 84.87	\$ 86.86	2%
Cost per Passenger	Fixed Route	\$ 9.80	\$ 12.14	24%
Farebox Revenue	Fixed Route	\$ 9,810	\$ 10,981	12%
10% Farebox Recovery Goal \$	Fixed Route	\$ 13,326	\$ 13,766	3%
Farebox Recovery Shortfall \$	Fixed Route	\$ (3,517)	\$ (2,785)	-21%
Farebox Recovery Ratio Actual	Fixed Route	7.36%	7.98%	8%
Fare Revenue per Passenger	Fixed Route	\$ 0.72	\$ 0.97	34%
Farebox Recovery 10 % Goal per Passenger	Fixed Route	\$ 0.98	\$ 1.21	24%
Shortfall per Passenger	Fixed Route	\$ (0.26)	\$ (0.25)	-5%

Table 3 Dial-A-Ride Quarterly Comparison

DIAL-A-RIDE (DAR) - Valley Express KPI		Qtr 1 FY 2018/19	Qtr 1 FY 2019/20	Yr over Yr % Change
Ridership	Dial-A-Ride (DAR)	9,213	8,054	-13%
Passengers per Mile	Dial-A-Ride (DAR)	0.19	0.17	-10%
Passengers per Hr	Dial-A-Ride (DAR)	2.58	2.17	-16%
Revenue Hours	Dial-A-Ride (DAR)	3,576	3,709	4%
Revenue Miles	Dial-A-Ride (DAR)	49,720	48,425	-3%
Operating Cost	Dial-A-Ride (DAR)	\$ 263,859	\$ 278,802	6%
Cost per Hr	Dial-A-Ride (DAR)	\$ 73.79	\$ 75.16	2%
Cost per Passenger	Dial-A-Ride (DAR)	\$ 28.64	\$ 34.62	21%
Farebox Revenue	Dial-A-Ride (DAR)	\$ 12,804	\$ 12,275	-4%
10% Farebox Recovery Goal \$	Dial-A-Ride (DAR)	\$ 26,386	\$ 27,880	6%
Farebox Recovery Shortfall \$	Dial-A-Ride (DAR)	\$ (13,582)	\$ (15,605)	15%
Farebox Recovery Ratio Actual	Dial-A-Ride (DAR)	4.85%	4.40%	-9%
Fare Revenue per Passenger	Dial-A-Ride (DAR)	\$ 1.39	\$ 1.52	10%
Farebox Recovery 10 % Goal per Passenger	Dial-A-Ride (DAR)	\$ 2.86	\$ 3.46	21%
Shortfall per Passenger	Dial-A-Ride (DAR)	\$ (1.47)	\$ (1.94)	31%



DATE: JANUARY 22, 2020

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES

SUBJECT: MARKETING AND OUTREACH AGREEMENT

RECOMMENDATION

- Consider extending the current agreement with Celtis Ventures for outreach and marketing services.

BACKGROUND

In April 2017 the Heritage Valley Policy Advisory Committee (HVPAC) recommended that Celtis Ventures (Celtis) be awarded the Valley Express marketing and outreach services agreement (Agreement). This followed a competitive procurement, during which representatives from each of the member-agencies evaluated proposals for the service. The Commission subsequently awarded the Agreement to Celtis and the term began July 1, 2017. Since that time Celtis has been engaged and provided its service as the exclusive firm responsible for marketing, advertising, graphic design, web design, online social media and outreach services. While staff completes certain tasks from time to time, Celtis has been the primary force behind the Valley Express marketing and outreach program, led by Jeni Eddington, as well as Martin Erickson and Aaron Bonfilio. On June 30, 2020, the base term of the agreement ends. There are two one-year extension options under the agreement. Should the Valley Express wish to extend the agreement, notice must be provided of the Commission's desire to extend approximately 90 days prior to June 30th.

By all accounts, Celtis has done very well with moving the Valley Express brand forward. Following the typical initial challenges of a contract transition, Celtis' project management—in coordination with Jeni Eddington's direction—began down the path of modest but meaningful service rebranding. From what was a somewhat dormant social media presence, Celtis reoriented the service's image and place in the community to a point where most postings regularly acquired hundreds of likes and impressions. This was done at the same time as they completed an overhaul of the Valley Express website. Similarly, the standard schedule brochures were consolidated and redesigned from scratch. The new single bus book will eventually save on ongoing cost and time, and provide ease of use for the passengers, and is packed full of much more information than a stand-alone route brochure. Celtis' participation was critical considering the limited capacity for VCTC staff to take on the substantial graphic design effort. Additionally, Celtis' project staff reside locally, and are very accommodating when needed for field work, presentations or events.

Celtis' rate for service is and has been a flat \$90/hour. This is the same if principals or junior staff are engaged on a project. The simplified billing methodology provides our staff flexibility and transparency for budgeting purposes. It also provides value, such as for those times when principal staff are requested for presentations.

Staff presents the potential extension for the HVTAC's consideration. Extending the Agreement with Celtis for one year will provide additional time for Celtis to continue the progress made, and also provide time for the member-agencies to consider the future scope of work for the marketing and outreach program, as the group considers other factors concerning the organization and management of the Valley Express going forward.

If approved by the HVTAC, the HVPAC will then review the item. Should the HVPAC approve the item for recommendation to the Commission, the draft amendment will be prepared to extend the Agreement by one year. Pursuant to the Agreement all other terms continue. The new term of the Agreement would be for one year, ending June 30, 2021.

Alternatively, if the decision is to let the current Agreement expire, a request for proposals or invitation for bids could be conducted to maintain a like marketing and outreach program.

Staff will present the Quarterly Marketing and Outreach Update Report as part of this item at the January 22, 2020 HVTAC meeting.



DATE: JANUARY 22, 2020

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES

SUBJECT: DRAFT FISCAL YEAR 2020/2021 VALLEY EXPRESS BUDGET

RECOMMENDATION

- Consider the Draft Fiscal Year 2020/2021 Valley Express Budget and provide recommendation to the Heritage Valley Policy Advisory Committee.

BACKGROUND

Pursuant to the Cooperative Agreement for the Heritage Valley Transit Service, the HVTAC will make recommendations to the Heritage Valley Policy Advisory Committee (HVPAC) regarding, among other things, the annual level of service and budget. Following the HVTAC review, the item will then be reviewed by the HVPAC. Once final, the draft budget will be incorporated into the overall agency budget of VCTC. The budget process for VCTC includes a draft review by a budget and finance sub-committee, subsequent draft review by the full Commission in April, with final budget adoption by June. This item is to consider recommendation of the draft budget to the Heritage Valley Policy Committee for the upcoming fiscal year.

The draft budget was developed based on the following factors and assumptions:

- 1- Continuation of the current level of service with moderate growth budgeted for the “on-demand” Dial-a-ride mode;
- 2- Contractor rate escalation pursuant to the extension year terms;
- 3- Anticipated/projected revenues including Federal Transit Administration (FTA 5307), Farebox and Route Guarantee;
- 4- No increase to VCTC staffing costs;
- 5- Extension of the Agreement with Celtis Ventures for marketing and outreach services
- 6- Limited increased expense for items associated with administration and promotion (such as, marketing and printing).
- 7- Decreased costs for technology and software licenses.

DISCUSSION

The level of service operated is the primary driver for expenditures. The 2020/2021 fiscal year marks the first full year that new contract rates with the service provider take effect. This change reflects an approximate 4.9% increase year over year in budgeted contract expense.

The current and projected service levels are reflected in the following table. Actual compensation, i.e. cost for the on-demand Dial-a-ride service, is based on actual utilization. Whereas Fixed Route services are operated according to a set schedule and budgeted accordingly.

Projections for the upcoming year assume the same level of “Fixed Route” service with some additional time budgeted based on recent traffic patterns on Highway 126, and a routine contingency for growth of the on-demand Dial-a-ride mode.

RECOMMENDED LEVEL OF SERVICE

	<i>FY 2020/2021</i>	<i>FY 2019/2020</i>
<u>Fixed Route</u>	<u>Projected Hours</u>	<u>Current (Budgeted)</u>
Fillmore	1,890	1,890
Santa Paula	1,810	1,810
County	3,200	3,100
Subtotal Fixed Route	6,900	6,800
<u>Dial-a-ride</u>	<u>Projected Hours</u>	<u>Current (Budgeted)</u>
Fillmore	5,800	5,800
Santa Paula	9,800	9,800
County	1,800	1,800
Subtotal Dial-a-ride	17,400	17,400

Based on the current Dial-a-ride utilization trend, year-end usage is anticipated to be between 15,300 and 15,800 hours. The FY2020/2021 budget assumes 15,800 hours + 10% or 1,600 hours of contingency to address potential increases in service demand.

Other year-over-year changes in expenditures include: reduction of software license expense following decommissioning of aging end-of-life onboard Dial-a-ride bus technology. Currently Dial-a-ride operations utilizes traditional paper manifests in combination with pre-existing legacy reservation software while staff explores options for possible replacements for the onboard systems. In addition, minor costs increases are anticipated for printing of passenger collateral, such as brochures and bus stop schedules and signage.

In sum the net year-over-year change in budget expenditures reflects an increase of 3.57%.

Anticipated Revenues

The Valley Express has historically utilized revenues from the Federal Transit Administration (FTA) funding, Passenger Fares, and the City of Santa Paula’s sales tax Measure “T”. These funds are in addition to the State Local Transportation Fund (LTF) revenues that each member-agency receives and budgets for transit programs. While FTA revenues are programmed to increase approximately 5.89%, fare revenues are anticipated to be flat year-over-year.

As the Technical Committee is aware, the City of Santa Paula passed a local sales tax measure in 2016, known as “Measure T”. It is anticipated that they will contribute a portion of their local contribution from Measure T revenues. This provides the VCTC the ability to allocate those revenues as “route guarantee,” which decreases the necessary passenger fare revenues which would otherwise be required to be budgeted at 10% of operating costs. This practice is common among transit agencies and provides Valley Express stability with levels of service and current fare pricing.

Passenger Fare Revenues

Projected Fiscal Year 2020/2021 farebox revenues are based on the *actual* year-end revenues of Fiscal Year 2018/2019 (approximately \$94,000) and the current farebox revenues trends of Fiscal Year 2019/2020. Farebox revenues for the first four months through October 31, 2019 are approximately \$31,000. Conservatively, staff estimates that fare revenues will be flat year-over-year from current trends.

Farebox Revenues	Actual FY2018/2019	Projected FY2019/2020	<i>Budgeted FY2020/2021</i>
Year-end	\$ 94,109.59	\$93,000	<i>\$93,000</i>

RECOMMENDATION

Staff recommends that the HVTAC consider the Draft Fiscal Year 2020/2021 Valley Express Budget and provide direction to staff regarding the recommendation to the Heritage Valley Policy Advisory Committee (HVPAC).

The draft Fiscal Year 2020/2021 Valley Express Budget is attached to this item as "Attachment A". A breakdown of each member agency's local contribution is attached to this item as "Attachment B: Valley Express Budget Model (FY2020/2021)."

If approved at this stage, the next step is to present the budget to the PAC, which if approved will then be incorporated into the draft VCTC Budget package presented to the Commission at its April 2020 meeting.

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ATTACHMENT A: DRAFT FY2020/2021 VALLEY EXPRESS BUDGET

FUNDING SOURCE	Fiscal Year 2019/2020	Fiscal Year 2020/2021 DRAFT BUDGET	Year-over-year Change
FTA 5307	\$627,198	\$664,138	\$36,940
Local Contribution – TDA Funds	1,095,402	1,129,662	\$34,260
Local Contribution – Route Guarantee	120,000	120,000	\$0
Local Fee – Farebox	95,000	93,000	(\$2,000)
Total Funding	\$1,937,600	\$2,006,800	\$69,200

EXPENDITURES	Fiscal Year 2019/2020	Fiscal Year 2020/2021 DRAFT BUDGET	Year-over-year Change
Salaries	\$42,700	\$42,700	\$0
Fringe and Tax	19,900	19,900	\$0
Indirect Cost Allocation	37,400	37,400	\$0
Communications	15,500	9,000	(\$6,500)
Mileage	2,000	2,000	\$0
Office Support	500	500	\$0
Postage	100	200	\$100
Printing	25,000	26,300	\$1,300
Bank Fees	800	800	\$0
Legal Services	12,000	12,000	\$0
Professional Services	75,000	68,000	(\$7,000)
Outreach and Marketing	68,000	70,000	\$2,000
Bus Purchase/ Farebox Equipment	4,000	4,000	\$0
Contract Services (25,000 hours)	1,634,700	1,714,000	\$79,300
Total Expenditures	\$1,937,600	\$2,006,800	\$69,200

Projected Cost Share (“Local Contribution”)	Fiscal Year 2019/2020	Fiscal Year 2020/2021 DRAFT BUDGET	Year-over-year Change
City of Fillmore	\$390,959	\$400,409	\$9,450
City of Santa Paula*	\$538,694	\$554,767	\$16,073
County of Ventura	\$285,749	\$294,486	\$8,737
	\$1,215,402	\$1,249,662	\$34,260

*Santa Paula’s Local Contribution projected to include \$434,767 (TDA) and \$120,000 in Non-TDA revenues (“Route Guarantee”).

ATTACHMENT B: VALLEY EXPRESS BUDGET MODEL (FISCAL YEAR 2019/2020)

Cost of Service 2019/2020 (24,200 hours)		
Overhead: Staff	\$	100,000
Overhead: Other	\$	192,800
Contractor	\$	1,714,000
Total Costs	\$	2,006,800
External Revenues		
FTA	\$	664,138
Projected Farebox	\$	93,000
Total External Revenues	\$	757,138
(1) Total Net Due (Less External Revenues)	\$	1,249,662
(2) Member Agency Share Overhead ~% Share		
Fillmore	\$	33%
	97,600	
Santa Paula	\$	33%
	97,600	
County	\$	33%
	97,601	
Subtotal Overhead Costs	\$	292,801
(3) Member agency share of Contractor Costs (rounded) % Share hrs.		
Fillmore	\$	302,809 31.65%
Santa Paula	\$	457,167 47.78%
County	\$	196,885 20.58%
Subtotal Contract Costs	\$	956,861
(4) Total Costs: Member Agency		
Fillmore	\$	400,409
Santa Paula	\$	554,767
County	\$	294,485
Total Costs: Member Agency	\$	1,249,662

NOTES:

- (1) Total Due equal to expenditures less FTA, and farebox revenues
- (2) Overhead is equal to all expenditures less any grant-funded projects and Contract Services; % share split equally
- (3) Net Contractor cost equal to total contract services cost less FTA and farebox;
- (4) Prior year's carryover balance information to be provided at the meeting.