



**HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (HVPAC)**

Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

Wednesday, March 4, 2020
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**
Recommendation: That the Committee waive the reading and approve the minutes for the regular meeting of November 20, 2019.
- ITEM 6 ELECTION OF OFFICERS**
Recommendation: That the Committee elect the Chair and Vice Chair
- ITEM 7 KPI/RIDERSHIP REPORT**
Receive and file.
- ITEM 8 MARKETING AND OUTREACH UPDATE**
Receive and file.
- ITEM 9 CELTIS CONTRACT EXTENSION**
Recommendation: That the Heritage Valley Policy Advisory Committee (HVPAC) recommend to the Ventura County Transportation Commission (VCTC) to approve extension of the Agreement for Marketing and Outreach Services with Celtis Ventures, and, authorize the Executive director to execute an amendment for extension of the Agreement.
- ITEM 10 DRAFT FISCAL YEAR (FY) 2020/2021 VALLEY EXPRESS BUDGET**
Recommendation: Approve the Heritage Valley Technical Advisory Committee (HVTAC) recommendation to approve the Draft Fiscal Year 2020/2021 Valley Express Budget.
- ITEM 11 DETERMINE THE NEXT MEETING DATE**
Proposed Dates: Weds., May 13th | Weds., May 20th
Proposed time is the same for both Dates: 10:00 A.m. – 11:00 a.m.
Location: Santa Paula Council Chambers
- ITEM 12 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
POLICY ADVISORY COMMITTEE (HVPAC)**
Fillmore City Hall, Council Chambers
250 Central Avenue, Fillmore, CA 93015

Wednesday, November 20, 2019
1:00 p.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

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

Mr. Darren Kettle, thanked MV Transportation for their services during the recent fires. Though their staff were evacuated due to the fires, they were able to continue to provide service without any interruption.

ITEM 4 AGENDA ADJUSTMENTS

None.

ITEM 5 APPROVAL OF MEETING MINUTES

ACTION

Pratt moved, seconded by Crosswhite that the Committee approve the May 8, 2019 meeting minutes. The motion passed unanimously.

ITEM 6 KPI/RIDERSHIP REPORT

Mr. Martin 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. Jeni Eddington provided an update on the current marketing and outreach activities. A report was provided which summarizes the activities since May 2019 through the present as well as providing a preview of the current year's marketing plan, throughout Fiscal Year 2019(FY19).

ITEM 8 DETERMINE THE NEXT COMMITTEE MEETING DATE

*Wednesday, March 4th at 1:00 p.m.
Location: Santa Paula Council Chambers*

ITEM 9 ADJOURNMENT

The meeting was adjourned at 1:47 p.m.

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DATE: MARCH 4, 2020
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 Quarter 2 (Oct-Nov-Dec) FY2019/2020 KPI comparison to FY2018/2019.

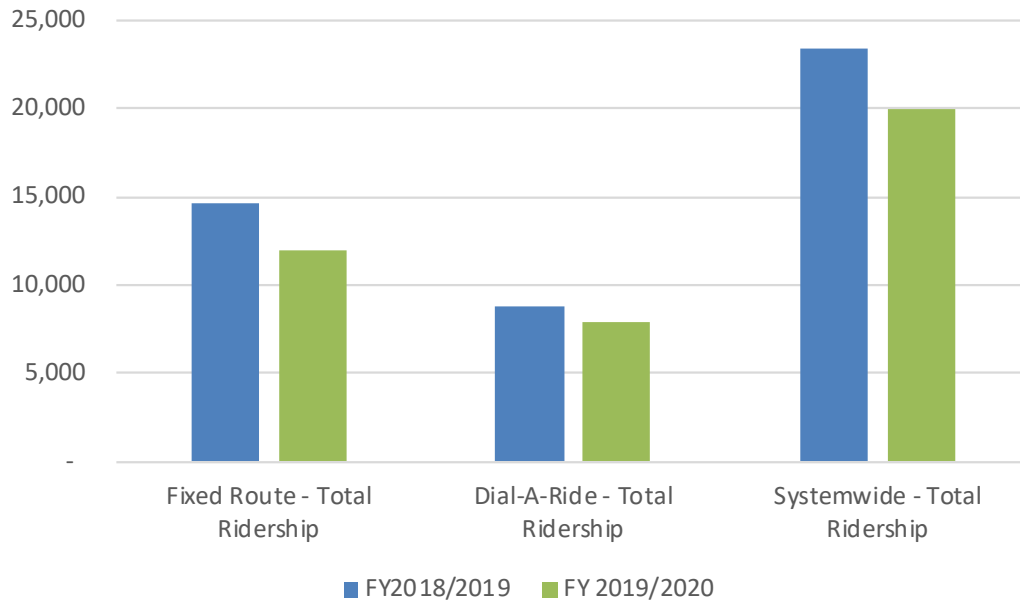
Key Performance Highlights:

- This quarter, Valley Express ridership decreased by 15% to just under 20,000 passenger trips compared to just over 23,000 in the same quarter of last year.
- Fixed route ridership decreased by 18%, primarily on Santa Paula and Fillmore routes, while Dial-a-Ride ridership declined by 9%, a contraction continuing over two quarters not seen since the service was expanded to the general public in 2017. While staff is still investigating the reasons behind the ridership drop, particularly on the DAR which had been showing increases, transit ridership among our smaller peer agencies also continues to decline. Anecdotal evidence also indicates that individual regular DAR users can account for a significant number of trips, and that some regular riders may have moved out of the area which can significantly affect the ridership. Daily ridership is included in this report to provide additional insights into ridership trends.
- Operating costs have risen while ridership and revenue have seen declines; as a result, the farebox recovery ratio continues to trend lower. Long term (24-month) trends in ridership and costs and revenue are included in this report.

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FIRST QUARTER COMPARISON
Valley Express Qtr 2 2018-2019 vs Qtr 2 2019-2020 Ridership



Quarterly Ridership Comparison by Route

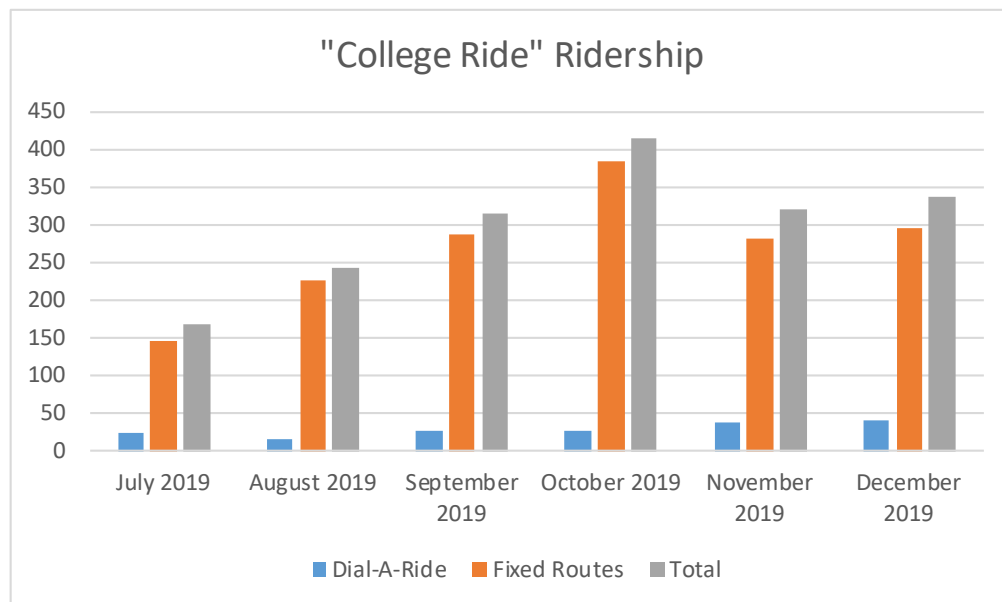
Valley Express	2nd Quarter (OCT-NOV-DEC)		
	FY2018/2019	FY 2019/2020	Change
Fixed Routes			
Santa Paula A	485	392	-19%
Santa Paula B	497	287	-42%
Santa Paula - Tripper A.M.	317	350	10%
Fillmore - Loop	2,598	599	-77%
Fillmore - Tripper (Rio Vista)	2,013	2,061	2%
Piru	8,705	8,340	-4%
Fixed Route - Total Ridership	14,615	12,029	-18%
Dial-A-Ride Service Area			
Santa Paula	6,376	5,718	-10%
Fillmore	2,400	2,252	-6%
Dial-A-Ride - Total Ridership	8,776	7,970	-9%
Systemwide - Total Ridership	23,391	19,999	-15%

Quarterly Comparison of Service Key Performance Metrics

SYSTEM-WIDE SERVICE - Valley Express KPI		Qtr 2 FY 2018/19	Qtr 2 FY 2019/20	Yr over Yr % Change
Ridership	System-wide	23,391	19,999	-15%
Passengers per Mile	System-wide	0.31	0.28	-9%
Passengers per Hr	System-wide	4.35	3.56	-18%
Revenue Hours	System-wide	\$ 5,378	\$ 5,615	4%
Revenue Miles	System-wide	\$ 76,288	\$ 71,379	-6%
Operating Cost	System-wide	\$ 397,123	\$ 437,744	10%
Cost per Hr	System-wide	\$ 73.84	\$ 77.97	6%
Cost per Passenger	System-wide	\$ 16.98	\$ 21.89	29%
Farebox Revenue	System-wide	\$ 28,224	\$ 19,918	-29%
10% Farebox Recovery Goal \$	System-wide	\$ 39,712	\$ 43,774	10%
Farebox Recovery Shortfall \$	System-wide	\$ (11,488)	\$ (23,857)	108%
Farebox Recovery Ratio Actual	System-wide	7.11%	4.55%	-36%
Fare Revenue per Passenger	System-wide	\$ 1.21	\$ 1.00	-17%
Farebox Recovery 10 % Goal per Passenger	System-wide	\$ 1.70	\$ 2.19	29%
Shortfall per Passenger	System-wide	\$ (0.49)	\$ (1.19)	143%

College Ride

Ridership through the “College Ride” program, where local college students are able to ride County transit services free of charge has seen successive growth on the Valley Express Service, averaging 300 passenger trips per month year-to-date.



Daily Ridership

The following table includes daily ridership for routes on weekdays, Saturdays and Sundays.

Daily ridership provides a closer estimation of individual ridership than does total quarterly ridership. For example, the Santa Paula A & B routes declined an average 30% on weekdays over quarters; that decline translates to losing approximately two passengers a day.

Daily ridership also accounts for variations in number of service days and essentially equalizes the data or provides an "apples to apples" comparison. For instance, total ridership on the Rio Vista Tripper increased 2%; but, as noted below, when service days are accounted for (the Fillmore Tripper was impacted by rolling blackouts and school closures in October 2019), daily weekday ridership actually increased 10% on this route.

Likewise, Piru's overall ridership declined by 4% this quarter. The daily breakdown actually shows that weekday ridership grew by 1% while Saturday's ridership took a significant dip of over 50% thus impacting overall ridership totals.

Dial-a-Ride daily boardings indicate a decrease in weekday passenger trips, but an increase in weekend demand.

FIXED ROUTE DAILY BOARDINGS

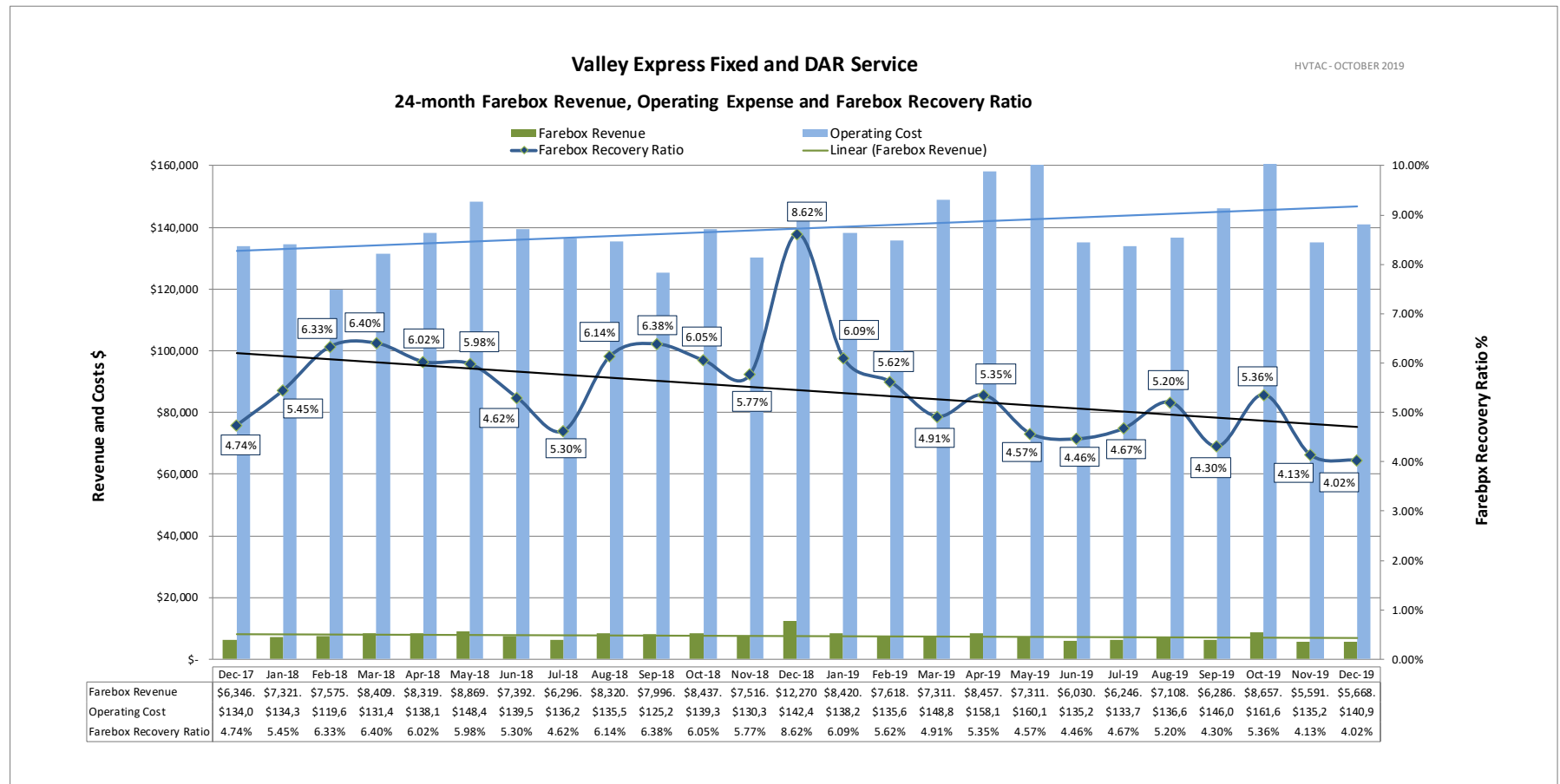
	QTR 2 FY2018-2019			QTR 2 FY2019-2020			QTR/QTR % CHANGE		
	Weekdays	Saturday	Sunday	Weekdays	Saturday	Sunday	Weekdays	Saturday	Sunday
Daily Boardings									
Santa Paula A	7	2	2	5	3	2	-28%	34%	16%
Santa Paula B	8	1	1	4	2	2	-50%	54%	24%
Santa Paula Tripper	6			7			15%		
Fillmore Loop	43			9			-78%		
Fillmore Tripper	44			48			10%		
Piru	109	102	46	110	47	55	1%	-54%	19%
Total Boardings	216	106	49	183	51	59	-15%	-51%	19%

DIAL-A-RIDE DAILY BOARDINGS

	QTR 2 FY2018-2019			QTR 2 FY2019-2020			QTR/QTR % CHANGE		
	Weekdays	Saturday	Sunday	Weekdays	Saturday	Sunday	Weekdays	Saturday	Sunday
DAR - Santa Paula	96	21	18	78	26	30	-18%	26%	63%
DAR - Fillmore	34	9	13	28	16	17	-17%	79%	36%
Total Boardings	129	30	31	106	42	47	-18%	42%	52%

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, the ratio of revenue to costs, has declined with a 12-month average of 4.9%. However, Santa Paula’s Measure T funding provides the necessary resource to maintain the TDA mandated 10% rural farebox recovery ratio.



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DATE: MARCH 4, 2020

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: JENI EDDINGTON, TRANSIT SPECIALIST

SUBJECT: MARKETING AND OUTREACH ACTIVITIES

RECOMMENDATION

- Receive and file report.

DISCUSSION

On January 23, 2020, staff provided the HVTAC with a brief overview of recent marketing and outreach activities. All marketing work efforts are related to the bilingual promotion of the service to:

- **residents** of Santa Paula, Fillmore and Piru via paid social media postings and attendance at community events,
- **seniors** through print advertising and attendance and sponsorship of community events,
- **youth** by way of social media marketing and working with the City of Santa Paula's Community Development Department to promote transportation to/from youth events, and
- **current riders** with the distribution of the new bus book and promotion of online pass sales.

The Student Evergreen Campaign for December saw a significant reduction in impressions and swipes to the Valley Express website. This was the first month that a bus graphic was included in the ad. The marketing team will continue using the bus icon on the Student Evergreen ads to attract quality leads over quantity.

January social media campaigns include the 'Facebook Engagement Campaign', which aimed to humanize the Valley Express Bus and Dial-A-Ride service by connecting directly with potential riders and answering their questions about public transit in Heritage Valley. Slides were also created from on-hand marketing materials and provided to both the City of Santa Paula and the City of Fillmore for inclusion on their City TV Bulletin Boards.

In anticipation of the March 2020 closing of the Valley Express sales outlet on Railroad Avenue, the Valley Express website was updated with an online storefront so that riders may order passes online and have them mailed directly to their home/business. Both the closing of the physical sales outlet and the promotion of online pass sales are being promoted on social media, on the website, in the sales outlets, and within the vehicles.

The calendar/schedule of promotions for the remaining fiscal year has been updated and is included below.

February

- Social Media – Youth Evergreen Campaign
- Social Media – Facebook Engagement Campaign
- Social Media – Online Pass Sales & Outlet Closure
- Print Advertising - Santa Paula Senior Center newsletter
- Print Advertising – Bilingual Print Ads in the Santa Paula Time, Fillmore Gazette, and VIDA

March

- Social Media – Facebook Engagement Campaign
- Social Media – Events/Destinations Campaign
- Social Media – Online Pass Sales & Outlet Closure
- Print Advertising – Santa Paula Senior Center newsletter
- Utility Bill Insert (Fillmore) – Online Pass Sales, Dial-A-Ride Awareness, Fares (bilingual)

April

- Social Media – Online Pass Sales & Outlet Closure
- Print Advertising - Santa Paula Senior Center newsletter
- Event Attendance – Fillmore Earth Day

May

- 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 (May 27, 2020)

June

- Social Media – Events/Destinations Campaign
- Print Advertising - Santa Paula Senior Center newsletter



DATE: MARCH 4, 2020
MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)
FROM: JENI EDDINGTON, TRANSIT SPECIALIST
SUBJECT: MARKETING CONTRACT EXTENSION

RECOMMENDATION

- That the Heritage Valley Policy Advisory Committee recommend to the Ventura County Transportation Commission (VCTC) to approve extension of the Agreement for Marketing and Outreach Services with Celtis Ventures, and, authorize the Executive Director to execute an amendment for extension of the Agreement.

BACKGROUND

At the last Heritage Valley Technical Advisory Committee (HVTAC) meeting, the Committee recommended that the Heritage Valley Policy Advisory Committee (HVPAC) exercise the extension provision contained in the current contract for Outreach Programs related to the Valley Express Bus and Dial-A-Ride service with the current provider, Celtis Ventures (Celtis), for one more year.

VCTC entered into the contract with Celtis on behalf of the Heritage Valley Transit Service on July 1, 2017. Since that time, the Celtis team has enthusiastically rebranded the Valley Express Bus and Dial-A-Ride service and enhanced the service's level of engagement throughout Heritage Valley.

During the last 2 ½ years, Celtis has rebranded Valley Express fare media, bus brochures, flyers, and the ValleyExpressBus.org website. Consistent with VCTC's desire to leverage budget dollars by bringing elements of marketing activities in-house, Celtis has also designed a series of Valley Express branded templates to used as rider alerts, car cards, and flyers.

With the goal of improving customer/public interaction and improving public perception of the Valley Express service, Celtis established guidelines to create an agency voice for social media responses handled in-house. Celtis also increased traffic of the Valley Express social media account through strategic use of paid social media advertising.

Since the inception of the contract, the Celtis team increased the number of organic (free) social media posts, increased the quality of the posts, offered engaging photography, and increased traffic to both the services Facebook page and the Valley Express website. At the inception of the Celtis contract, the Valley Express Facebook page had 251 'likes' which have steadily increased to 958, meaning that the Valley Express social media posts reach almost four times as many people than they did three years ago with each dollar spent on social media.

Celtis has also created a series of bilingual print advertisements targeting senior audiences as well as assisted in the creation of street and promotional banners, and assisted with the design and purchase of Valley Express branded give-a-way items.

VCTC staff have an excellent working relationship with Celtis Ventures and they have been very responsive to the long-term and immediate needs of the Valley Express Bus and Dial-A-Ride service. The current contract provides a base term period of July 1, 2017 through June 30, 2020. The contract may be extended for up to two additional one-year terms.

In light of the Celtis' performance, it is the consensus recommendation of both administrative staff and the technical committee members, that the HVPAC recommend to approve extension of the Agreement for Marketing and Outreach Services with Celtis Ventures.



DATE: MARCH 4, 2020

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: DRAFT FISCAL YEAR 2020/2021 VALLEY EXPRESS BUDGET

RECOMMENDATION

- Approve the Heritage Valley Technical Advisory Committee (HVTAC) recommendation to approve the Draft Fiscal Year 2020/2021 Valley Express Budget.

BACKGROUND

On January 22, 2020, the HVTAC reviewed the Draft Fiscal Year 2020/2021 Valley Express Budget. Pursuant to the Cooperative Agreement between the cities of Santa Paula and Fillmore, the County of Ventura and the Ventura County Transportation Commission, the Heritage Valley Policy Advisory Committee (HVPAC) is to approve the annual budget and recommend it to VCTC for incorporation into its agency-wide budget. The HVTAC makes recommendations regarding—among other things—the budget, levels of service and policy recommendations. The HVTAC recommends the attached draft Fiscal Year 2020/2021 budget and level of service by mode.

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 pass-through expenses (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 HVPAC 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 fund a portion of their local contribution from Measure T revenues. This is critical as it provides for 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. Presently the State is considering draft modifications to the traditional farebox recovery requirements and the “10% rule” may be amended in future years.

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. 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 HVPAC approve the HVTAC's recommendation to approve the Draft Fiscal Year 2020/2021 Valley Express. 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, the draft 2020/2021 budget will be incorporated into the draft VCTC Budget package presented to the Commission at its April 2020 meeting.

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	\$44,500	\$41,500	(\$3,000)
Fringe and Tax	21,600	22,500	\$900
Indirect Cost Allocation	33,900	36,000	\$2,100
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	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

Net Due Less Available Carryover			
Member Agency	FY20/21 BUDGET	(FY1819 Carryover)	Net Due
Fillmore	\$400,409	(\$88,099)	\$312,310
Santa Paula	\$554,767	(\$123,445)	\$431,322*
County	\$294,486	(\$64,567)	\$229,919

*Santa Paula's Net Local Contribution projected to include \$311,322 (TDA) and \$120,000 in Non-TDA revenues ("Route Guarantee").

ATTACHMENT B: VALLEY EXPRESS BUDGET MODEL (FISCAL YEAR 2020/2021)

Cost of Service 2020/2021		
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	\$	97,600 33%
Santa Paula		97,600 33%
County		97,601 33%
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		294,486
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) FY18/19 carryover balance not included (see attachment A).