



**Heritage Valley Transit Services Policy Advisory Committee (HVPAC)**

## **AGENDA**

**Monday, December 12, 2022  
3:00 p.m.**

**The meeting will be via ZOOM Webinar**

Please click the link below to access the webinar:

<https://us02web.zoom.us/j/88351263846?pwd=VldvWUVNZZFLTktycCtQanVuVGVkZz09>

**Call-in Option:**

**Dial: US 1.669.900.6833**

**Webinar ID: 883 5126 3846**

**Passcode: 12345**

On March 17, 2020, the Governor issued Executive Order N-29-20 suspending certain provisions of the Ralph M. Brown Act to allow local legislative bodies to conduct their meetings completely telephonically or by other electronic means. On June 11, 2021, the Governor subsequently issued Executive Order N-08-21 maintaining the suspension of certain provisions of the Brown Act to continue to allow for local legislative bodies to conduct their meetings completely telephonically or by other electronic means through September 30, 2021. As such, VCTC will continue to conduct its meetings by teleconference, its commissioners will participate in the meeting from individual remote locations, and no physical location will be open to the public for the Commission meeting.

Members of the public are encouraged to attend the meeting remotely. Members of the public who wish to address the committee on an item to be considered at this meeting are asked to please use the raise hand feature in Zoom (or \*9 if you are calling into the Zoom meeting) at the time the Chairperson requests public comments. The meeting host will then advise you when it is your turn to speak. Verbal public comments are limited to three minutes.

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in this meeting, please call 805.642.1591 x111 at least 48 hours before the meeting to help staff in assuring those reasonable accommodations are made to provide accessibility.

**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**  
**Recommended Action:**
- *Waive the reading and approve the minutes of the May 2022 meeting.*
- Responsible Staff: Jeni Eddington**
- ITEM 6 VALLEY EXPRESS TRANSIT OPERATIONS CONTRACT**  
**Recommended Action:**
- *Recommend for Commission approval, the VCTC Request for Proposals (RFP) Evaluation Panel's recommendation, in response to the RFP for Fixed Route, Dial-a-ride and ADA Paratransit Services in the Heritage Valley, to award a contract to MV Transportation, Inc;*
  - *Recommend that the Commission authorize the Executive Director to negotiate all remaining terms of the contract for transit services in a form and substance approved by VCTC legal counsel;*
  - *Recommend that the Commission execute the four-year and four-month contract with MV Transportation, Inc. in an amount not to exceed \$11,500,000;*
  - *Provide direction on the HVPAC Cooperative Agreement*
- Responsible Staff: Claire Grasty**
- ITEM 7 VALLEY EXPRESS ZERO EMISSION BUS (ZEB) PLAN UPDATE**  
**Recommended Action:**
- *Type here.*
- Responsible Staff: Claire Grasty**
- ITEM 8 CONGESTION MITIGATION AIR QUALITY (CMAQ) GRANT AWARDS**  
**Recommended Action:**
- *Receive and file.*
- Responsible Staff: Claire Grasty**
- ITEM 9 RIDERSHIP AND OUTREACH UPDATE**  
**Recommended Action:**
- *Receive and file.*
- Responsible Staff: Erin Kenneally**
- ITEM 10 DETERMINE THE NEXT QUARTERLY MEETING DATE AND LOCATION**  
**Recommended Action:**
- *That the Committee discuss the next meeting date and start time.*
    - *Feb. 22 or Mar. 22 after 1:30 p.m.*
    - *Feb. 27 or Mar 27 after 1:30 p.m.*
- Responsible Staff: Claire Grasty**
- ITEM 11 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, call (805) 642-1591 ext. 111. 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.*



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

Monday, May 9, 2022  
1:30 p.m. via Zoom

## **MEETING MINUTES**

**MEMBERS PRESENT:** Lynn Edmonds, City of Fillmore (Chair)  
Andy Sobel, City of Santa Paula  
Kelly Long, County of Ventura  
Martin R. Erickson, VCTC

**VCTC STAFF PRESENT:** Aaron Bonfilio, Program Manager – Transit Services  
Erin Kenneally, Transit Specialist

**ITEM 1 CALL TO ORDER**

Chair Edmonds called the meeting to order at 1:36 p.m.

**ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS** – No announcements.

**ITEM 3 PUBLIC COMMENT** – None.

**ITEM 4 AGENDA ADJUSTMENTS** – None.

**ITEM 5 APPROVAL OF MINUTES**

**ACTION**

**Sobel moved, seconded by Long, that the committee waive the reading and approve the special meeting minutes of May 2021. The motion passed unanimously.**

**ITEM 6 RIDERSHIP AND OUTREACH UPDATE**

Ms. Erin Kenneally, VCTC, provided an update on Valley Express ridership including a brief background of the service, key performance highlights, and quarterly/annual ridership comparisons. She also provided print, electronic and in-person outreach updates.

**ITEM 7 DRAFT FISCAL YEAR (FY) 2022/2023 VALLEY EXPRESS BUDGET**

**ACTION**

**Long moved, seconded by Sobel, that the committee recommend for approval by the Ventura County Transportation Commission, the draft Fiscal Year 2022/2023 Valley Express budget.**

**ITEM 8 REQUEST FOR PROPOSAL FOR NEW OPERATOR CONTRACT**

**ACTION**

**Long moved, seconded by Sobel, that the committee approve authorizing VCTC to finalize and issue Request for Proposals for Valley Express bus service on behalf of the Heritage Valley Transit Service member agencies.**

**ITEM 9 DETERMINE THE NEXT MEETING DATE AND LOCATION**

The committee agreed to meet on Monday, October 24 at 2:00 p.m. with the location to be determined.

**ITEM 10 ADJOURNMENT**

The meeting was adjourned at 2:28 p.m.

[This page intentionally left blank.]





**DATE:** December 12, 2022

**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

**FROM:** CLAIRE GRASTY, DIRECTOR OF PUBLIC TRANSIT

**SUBJECT:** VALLEY EXPRESS TRANSIT OPERATIONS CONTRACT

---

### **RECOMMENDATION**

- Recommend for Commission approval, the VCTC Request for Proposals (RFP) Evaluation Panel's recommendation, in response to the RFP for Fixed Route, Dial-a-ride and ADA Paratransit Services in the Heritage Valley, to award a contract to MV Transportation, Inc;
- Recommend that the Commission authorize the Executive Director to negotiate all remaining terms of the contract for transit services in a form and substance approved by VCTC legal counsel;
- Recommend that the Commission execute the four-year and four-month contract with MV Transportation, Inc. in an amount not to exceed \$11,500,000;
- Provide direction on the HVPAC Cooperative Agreement

### **BACKGROUND**

The current operations contract for the Valley Express service expires March 1, 2023. In July 2022, VCTC released the RFP for a contract beginning March 2, 2023. The RFP sought the most qualified proposal that provided the best value to the agencies. The deadline to submit proposals was September 15, 2022. VCTC received responsive proposals from five (5) transportation companies.

- 1) Fillmore Area Transit Corp. (FATCO)
- 2) First Transit
- 3) MV Transportation, Inc. (MV)
- 4) RATP Dev
- 5) Ventura Transit System

### **EVALUATION PROCESS:**

An Evaluation Panel, comprised of representatives from the HVPAC member agencies, as well as current and former managers of neighboring agencies (all of whom have experience with transit contracting), reviewed the proposals submitted in response to the solicitation.

Pursuant to the RFP, the proposals were evaluated based on the following criteria:

- 1- Qualification of the Proposer; based on the proposer's history of successfully operating similar services to those described in the RFP, including VCTC service **(15 points available)**.
- 2- Qualification and experience of the proposed team **(15 points available)**

- 3- Operating methodology: that is, the proposer’s effective use of personnel and resources to ensure quality service delivery, including the proposed fleet and facility plan, the implementation plan and timeline, comprehensive staffing plan, and the performance plan **(30 points available)**
- 4- Cost effectiveness of the proposal, that is, the proposed cost in relation to the quality and level of service to be provided **(40 points available)**

And

- 5- **Ten (10) bonus** points will be awarded if proposers declare as part of their written proposal that they will retain the employees of the prior contractor for a period of not less than ninety (90) days, pursuant to CA Labor Code Section 1072, Chapter 4.6, subdivision (a)

As part of the proposal selection process, Oral Interviews were scheduled with all five responsive proposers. Following the Oral Interviews, the six-member Evaluation Panel completed scoring of the proposals. The top three scoring firms were invited to present their best and final offers.

**Scoring Summary**

The following table represents the breakdown of how each of the proposers scored in relation to the scoring criteria.

Factor	MV	First	RATP	FATCO	VTS
<b>Bonus points - employee retention</b>	10	9.83	9.33	9.5	9.17
<b>Qualifications of firm</b>	13.33	13	10.33	6.83	7
<b>Qualifications and experience of project team</b>	12	11.67	10.17	8.33	7.33
<b>Operating Methodology</b>	22.67	24.83	20.67	16.83	14.33
<b>Cost/cost effectiveness</b>	40	34	35	38	36
<b>Total</b>	<b>98</b>	<b>93.33</b>	<b>85.5</b>	<b>79.5</b>	<b>73.83</b>

**Pricing Summary**

The following table represents the cost proposals submitted for the base proposed level of service, as well as, the three service level expansion options, for the full term:

**TOTAL PROPOSED COST FULL TERM:**

Service Package	Annual Hours	MV	First	RATP	FATCO	VTS
Base	18,175	\$ 8,705,273	\$ 12,161,878	\$ 12,573,759	\$ 9,293,208	\$ 11,003,740
Expansion	27,175	\$ 10,459,247	\$ 14,802,145	\$ 14,228,333	\$13,974,150	\$ 15,336,036

The above costs do not account for CPI.

MV provided alternative pricing that approximately half fixed monthly fee and half hourly fee and revised pricing accounting for the fleet to be replaced within 24 months of service start date. The total for the base package for these costs is \$8,574,890 and \$10,374,317 for the expansion package. After accounting for CPI increases, the total not to exceed requested for the term of the contract is \$11.5 million dollars. This

will allow for Valley Express service expansion, particularly for the Fillmore to Moorpark service. The HVPAC, pursuant to the Cooperative Agreement, will determine and make recommendations to the VCTC regarding the annual budget for the service. The budget for the next fiscal year will be presented to the HVTAC and HVPAC in spring 2023. Staff currently expects the service to cost around \$2.2-\$2.3 for the FY 24 fiscal year, not accounting for additional service between Fillmore and Moorpark.

As the new contract term begins with four months left in the fiscal year, it is possible VCTC may have to return to the HVPAC for additional funds for service from April through June. However, at this time, based on projected costs through the end of the existing term and on projected hours and costs once the new contract begins, it is not expected this will be necessary.

**COOPERATIVE AGREEMENT:**

The Cooperative Agreement is to conclude when the current operations contract with MV concludes on March 1, 2023. At this time, the agreement could either be extended or be updated to reflect the current conditions. VCTC would recommend this approach as the agreement is over eight years old and does not fully represent current practice. In either case, VCTC requests the administrative fee be increased as it has not since the establishment of the agreement.

Based on the direction of the HVPAC, VCTC will work with member agency staff to get the agreement approved and signed by member agency staff.

[This page intentionally left blank.]







**DATE:** DECEMBER 12, 2022

**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

**FROM:** CLAIRE GRASTY, DIRECTOR OF PUBLIC TRANSIT

**SUBJECT:** VALLEY EXPRESS ZERO EMISSION BUS PLAN UPDATE

### **RECOMMENDATION**

- Approve VCTC moving forward with an implementation plan for battery electric vehicles for the Valley Express fleet

### **BACKGROUND**

In June 2022, VCTC entered into an agreement with Stantec Consulting Services to conduct the Zero Emission Bus Plan for both the Valley Express and VCTC Intercity bus services. The plan aims to determine the most capital cost-effective approach to a 100% bus fleet with zero emission propulsion, specifically looking at battery-electric or hydrogen fuel cell-electric technology.

After completing route modeling and bus simulations, and due to the limited availability and maturity of vehicles, electric vehicles are expected to be more viable for the reasons described below:

- No hydrogen cutaways are currently available in the market
- Hydrogen vans are less mature than battery electric vehicles
- Currently, to have a hydrogen cutaway, it must be retrofitted
- Though some agencies are currently testing hydrogen vans, they cost over \$200,000
- The infrastructure needed to support hydrogen fueling is likely infeasible due to cost (generally over \$5 million), not owning the facility and distance from Gold Coast Transit (who plans to support hydrogen fueling)

As there are battery-electric cutaway vehicles on the market and in service, VCTC recommends moving forward with planning to transition the fleet to electric vehicles.

Though electric vehicles are a more viable option for this service, there are still some significant obstacles to overcome, particularly operating range. By conducting vehicle simulations, the Stantec team found that while 90% of service blocks for Valley Express service could be successfully electrified, when considering the totality of what vehicles are assigned to on an average day (i.e., several blocks throughout the day), then the success rate drops to 44%. In other words, only about 44% of Valley Express's service could be successfully electrified with battery-electric technology. As such, blocking assignments will need to change, which is complicated for dial-a-ride service. Alternatively, a larger fleet would be required to operate the same level of service by essentially developing smaller pieces of work for more vehicles.

Additionally, in comparison to vehicles used for fixed-route services (such as heavy-duty urban buses), the technology for cutaways and vans, which the Valley Express utilizes, is not as far along. Some issues with battery electric cutaways and vans are:

- Vehicles have small batteries, typically less than 100 kWh, limiting operating ranges
- There is no fast on-route charging potential
- Few agencies have actually deployed battery electric cutaways or vans—limited amount of information

- \$200,000+ for ZE cutaways (about double compared to fossil fuel)
- \$100,000+ for passenger vans (about double compared to fossil fuel)

Perhaps the most significant factor is that VCTC (or the member agencies) does not own the current operating facility and there are currently no opportunities to fuel in the area. Because of this, it is not prudent to invest in the current facility, rented by the operator. As such, the most viable options are as follows:

- Work with the cities/county to find publicly-owned land that could potentially be used for charging locations
- Work with private operators or other private agencies/Edison on partnering
- Add in electric vehicle charging into a future operations and maintenance contracting
  - This is expected to significantly raise the price of the contract and require longer contracts

Additionally, due to the limitations listed above, it is quite possible that the Valley Express will require a waiver from CARB to provide extra time to transition the fleet to zero emission vehicles. It is expected that many of the issues mentioned above will be resolved over time. Valley Express service could slowly introduce battery-electric vehicles for the easier to electrify services, while using fossil fuel vehicles on more challenging services.

If battery electric is approved as the fuel path to move forward with, this plan will work to identify how best to resolve these issues and how to prepare VCTC to resolve them after the plan is complete.



**DATE:** DECEMBER 12, 2022

**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

**FROM:** CLAIRE GRASTY, DIRECTOR OF PUBLIC TRANSIT

**SUBJECT:** CONGESTION MITIGATION AND AIR QUALITY (CMAQ) GRANT UPDATE

---

### **RECOMMENDATION**

- Receive and file

### **BACKGROUND**

With approval of the HVTAC, VCTC staff applied for Congestion Mitigation and Air Quality (CMAQ) for two projects to support the Valley Express operation, funding for service between Fillmore and Moorpark and replacement buses, and was successful in award for both. The total cost of the Fillmore to Moorpark service is \$1,572,337, with a local match of \$180,347. The total cost of the fleet replacement is \$2,683,320, with a local match of \$307,776. The local match is to be contributed by the Valley Express member agencies.

#### **Service Between Fillmore and Moorpark**

Service between Fillmore and Moorpark is routinely one of the most requested services VCTC receives through the Unmet Transit Needs process, and is the most requested service fully within Ventura County. When the grant was written, the planning conducted identified an approximately 15 miles in each direction, to be operated by two buses on a 60-90 minute headways during peak weekday hours with less frequent service on the weekends. Based on current service levels, the current fleet should be able to accommodate this but as the planning process continues, this will be confirmed.

Now that the project has been approved, the following needs to be determined and worked through:

- Work with agencies served by route
- Final route path
- Schedule (hours and cost)
- Buses needed

Additionally, VCTC will evaluate the current Valley Express service since there has not been full evaluation of service recently and to make sure the routes are supportive of each other.

This proposed route will provide service to a previously unserved area and cut down the travel time. On average, nearly two hours in travel time will be saved on a one-way trip. This reduction will be a significant improvement for current transit riders and is likely to entice new passengers. It is expected that service will begin in the Summer 2023.

#### **Fleet Replacement**

All Valley Express buses are past the end of their useful life. Due to the reduction in service as a result of the pandemic, the vehicles have put on fewer miles the last couple of years, which has helped to allow the vehicles to be maintained at a reasonable level.

As such, VCTC applied for funding to replace the full fleet. Though VCTC's application assumed replacing the vehicles five at a time, there is sufficient funding to replace all at once, which should help give VCTC priority and reduce the current wait times of about two years. Additionally, replacing them all sooner provides better pricing through the new contract than if they were replaced over time. All vehicle replacements will be gasoline powered due to the electric charging infrastructure needed before implementation of electric vehicles. As part of the Zero Emission Bus Plan, VCTC will work to plan for the implementation of zero emission vehicles.



**DATE:** DECEMBER 12, 2022

**MEMO TO:** HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE (HVPAC)

**FROM:** ERIN KENNEALLY, TRANSIT SPECIALIST

**SUBJECT:** RIDERSHIP AND MARKETING REPORT

---

### **RECOMMENDATION**

- Receive and file.

### **BACKGROUND**

Valley Express service includes four fixed routes serving the cities of Santa Paula, Fillmore, and the unincorporated area of Piru, Dial-A-Ride services for the general public, and complementary ADA paratransit. School tripper service in Santa Paula and Fillmore was suspended in March 2020 due to the COVID-19 pandemic and resumed service in August 2021.

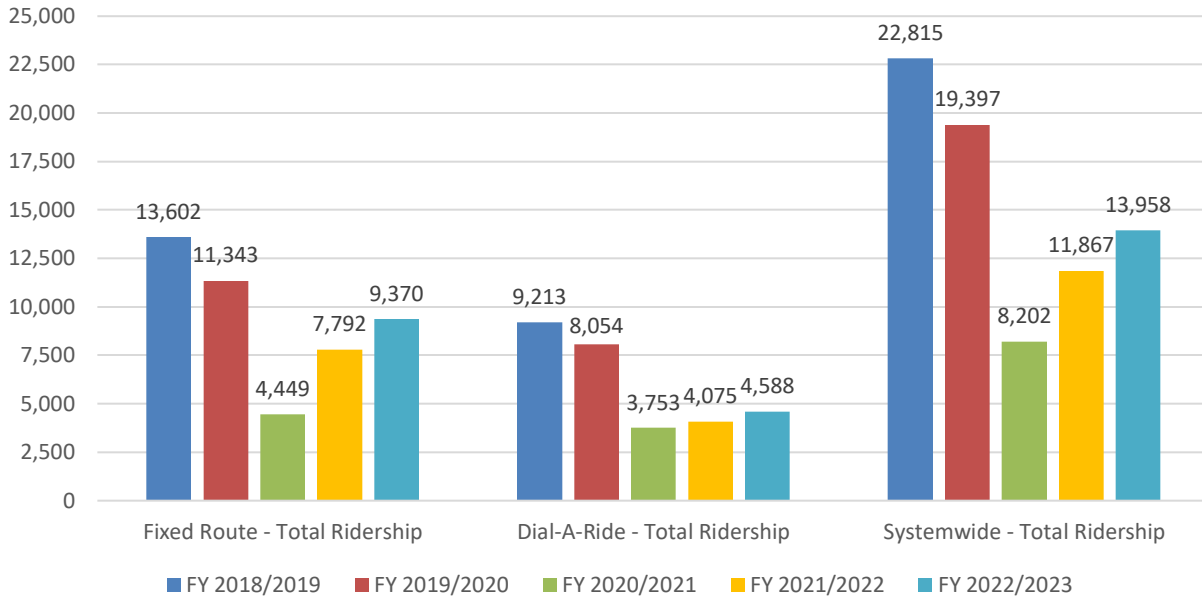
This report provides a Quarter 1 (July-August-September) comparison between key performance indicators (KPI) in FY 22/23 and previous years. In addition, this report provides an update regarding the recent marketing activities for Valley Express.

In 2019, California legislators passed a law requiring that public high schools begin classes no earlier than 8:30 a.m., and that middle schools start no earlier than 8 a.m. The law officially went into effect on July 1, 2022. As a result, ridership on our tripper service has declined. We will be adjusting the tripper schedules to better align with the bell schedules of local schools. The new schedules will begin in January 2023 after the schools return from winter break.

### **Key Performance Highlights:**

- This quarter, Valley Express ridership increased by more than 17% to 13,958 passenger trips compared to 11,867 in the same quarter of last year. Fixed route ridership increased by 20% while Dial-A-Ride ridership increased by 12.6%.
- The Piru route currently accounts for 81% of fixed route ridership as well as 54% of systemwide ridership. It has seen the most ridership recovery and is currently at 96% of pre-COVID ridership.
- DAR ridership is currently at 57% of our pre-COVID numbers while Fixed route ridership is currently at 83%.

## Valley Express Ridership FIRST QUARTER COMPARISON



### Quarterly Ridership Comparison by Route

FIRST QUARTER COMPARISON (July-August-Sept)

Valley Express Bus & Dial-A-Ride	FY 19/20	FY 20/21	FY 21/22	FY 22/23	% Change from FY 19/20	% Change from FY 21/22
Santa Paula Fixed Route	970	265	258	547	-43.6%	112.0%
Santa Paula Tripper*	176	0	157	11	-93.8%	-93.0%
Fillmore Fixed Route	661	212	156	354	-46.4%	126.9%
Fillmore Tripper*	1,613	0	935	874	-45.8%	-6.5%
Piru Fixed Route	7,923	3,972	6,286	7,584	-4.3%	20.6%
<b>Fixed Route Total</b>	<b>11,343</b>	<b>4,449</b>	<b>7,792</b>	<b>9,370</b>	<b>-17.4%</b>	<b>20.3%</b>
Santa Paula DAR	5,991	2,497	3,356	3,842	-35.9%	14.5%
Fillmore DAR	2,063	1,256	719	746	-63.8%	3.8%
<b>Dial-A-Ride Total</b>	<b>8,054</b>	<b>3,753</b>	<b>4,075</b>	<b>4,588</b>	<b>-43.0%</b>	<b>12.6%</b>
<b>Valley Express Bus &amp; Dial-A-Ride Total</b>	<b>19,397</b>	<b>8,202</b>	<b>11,867</b>	<b>13,958</b>	<b>-28.0%</b>	<b>17.6%</b>

\*Tripper service did not operate from March 2020 – July 2021

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**

<b>SYSTEM-WIDE SERVICE - Valley Express KPI</b>		<b>Qtr 1 FY 2021/22</b>	<b>Qtr 1 FY 2022/23</b>	<b>Yr over Yr % Change</b>
<b>Ridership</b>	System-wide	11,867	13,958	<b>17.6%</b>
<b>Passengers per Mile</b>	System-wide	0.22	0.25	<b>16.8%</b>
<b>Passengers per Hr</b>	System-wide	2.65	2.83	<b>7.1%</b>
<b>Revenue Hours</b>	System-wide	4,483	4,924	<b>9.8%</b>
<b>Revenue Miles</b>	System-wide	54,382	54,785	<b>0.7%</b>
<b>Operating Cost</b>	System-wide	\$ 322,874	\$ 409,913	<b>27.0%</b>
<b>Cost per Hr</b>	System-wide	\$ 72.02	\$ 83.24	<b>15.6%</b>
<b>Cost per Passenger</b>	System-wide	\$ 27.21	\$ 29.37	<b>7.9%</b>

**Table 2 Fixed Route Quarterly Comparison**

<b>FIXED ROUTE - Valley Express KPI</b>		<b>Qtr 1 FY 2021/22</b>	<b>Qtr 1 FY 2022/23</b>	<b>Yr over Yr % Change</b>
<b>Ridership</b>	Fixed Route	7,792	9,370	<b>20.3%</b>
<b>Passengers per Mile</b>	Fixed Route	0.27	0.33	<b>22.0%</b>
<b>Passengers per Hr</b>	Fixed Route	4.88	5.87	<b>20.4%</b>
<b>Revenue Hours</b>	Fixed Route	1,596	1,595	<b>-0.1%</b>
<b>Revenue Miles</b>	Fixed Route	29,203	28,787	<b>-1.4%</b>
<b>Operating Cost</b>	Fixed Route	\$ 114,983	\$ 132,748	<b>15.5%</b>
<b>Cost per Hr</b>	Fixed Route	\$ 72.03	\$ 83.23	<b>15.5%</b>
<b>Cost per Passenger</b>	Fixed Route	\$ 14.76	\$ 14.17	<b>-4.0%</b>

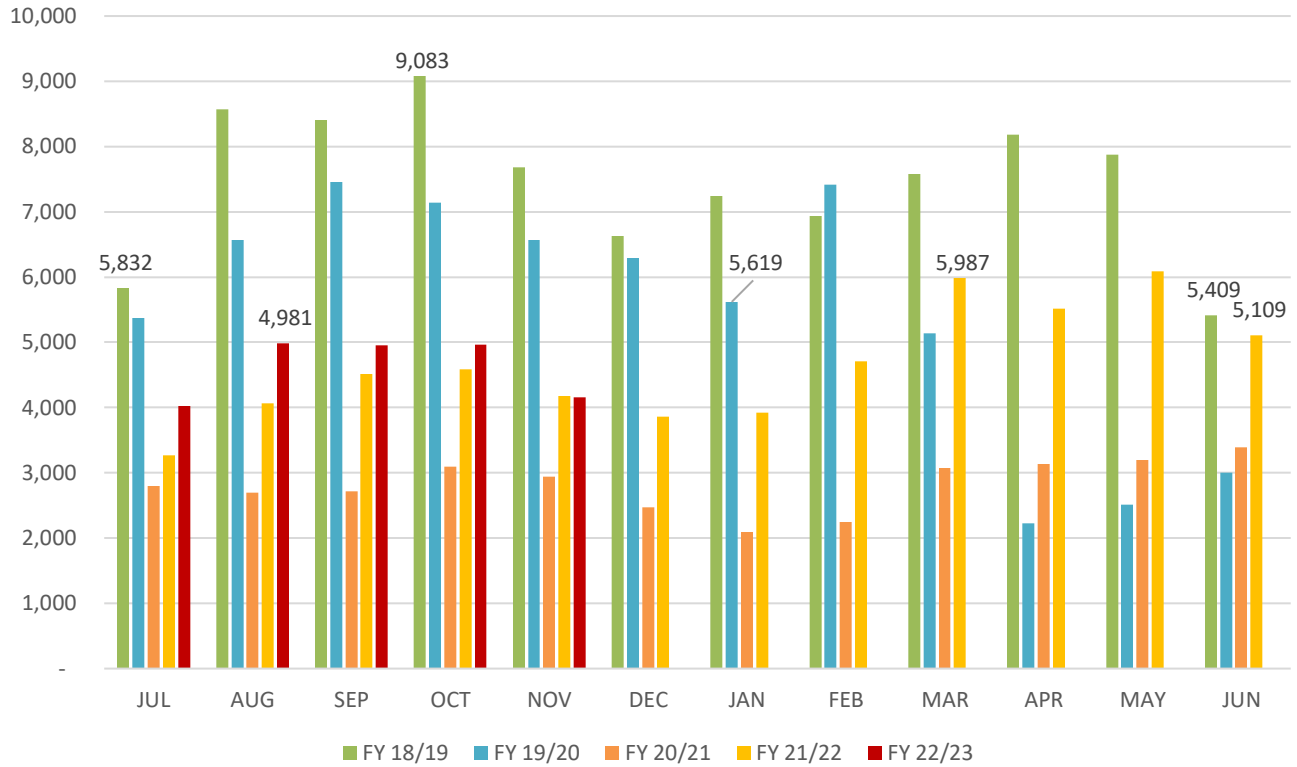
Table 3 Dial-A-Ride Quarterly Comparison

<b>DIAL-A-RIDE (DAR) - Valley Express KPI</b>		<b>Qtr 1 FY 2021/22</b>	<b>Qtr 1 FY 2022/23</b>	<b>Yr over Yr % Change</b>
<b>Ridership</b>	Dial-A-Ride (DAR)	4,075	4,588	<b>12.6%</b>
<b>Passengers per Mile</b>	Dial-A-Ride (DAR)	0.16	0.18	<b>9.0%</b>
<b>Passengers per Hr</b>	Dial-A-Ride (DAR)	1.41	1.38	<b>-2.4%</b>
<b>Revenue Hours</b>	Dial-A-Ride (DAR)	2,886	3,330	<b>15.4%</b>
<b>Revenue Miles</b>	Dial-A-Ride (DAR)	25,179	25,997	<b>3.2%</b>
<b>Operating Cost</b>	Dial-A-Ride (DAR)	\$ 207,891	\$ 277,165	<b>33.3%</b>
<b>Cost per Hr</b>	Dial-A-Ride (DAR)	\$ 72.03	\$ 83.24	<b>15.6%</b>
<b>Cost per Passenger</b>	Dial-A-Ride (DAR)	\$ 51.02	\$ 60.41	<b>18.4%</b>



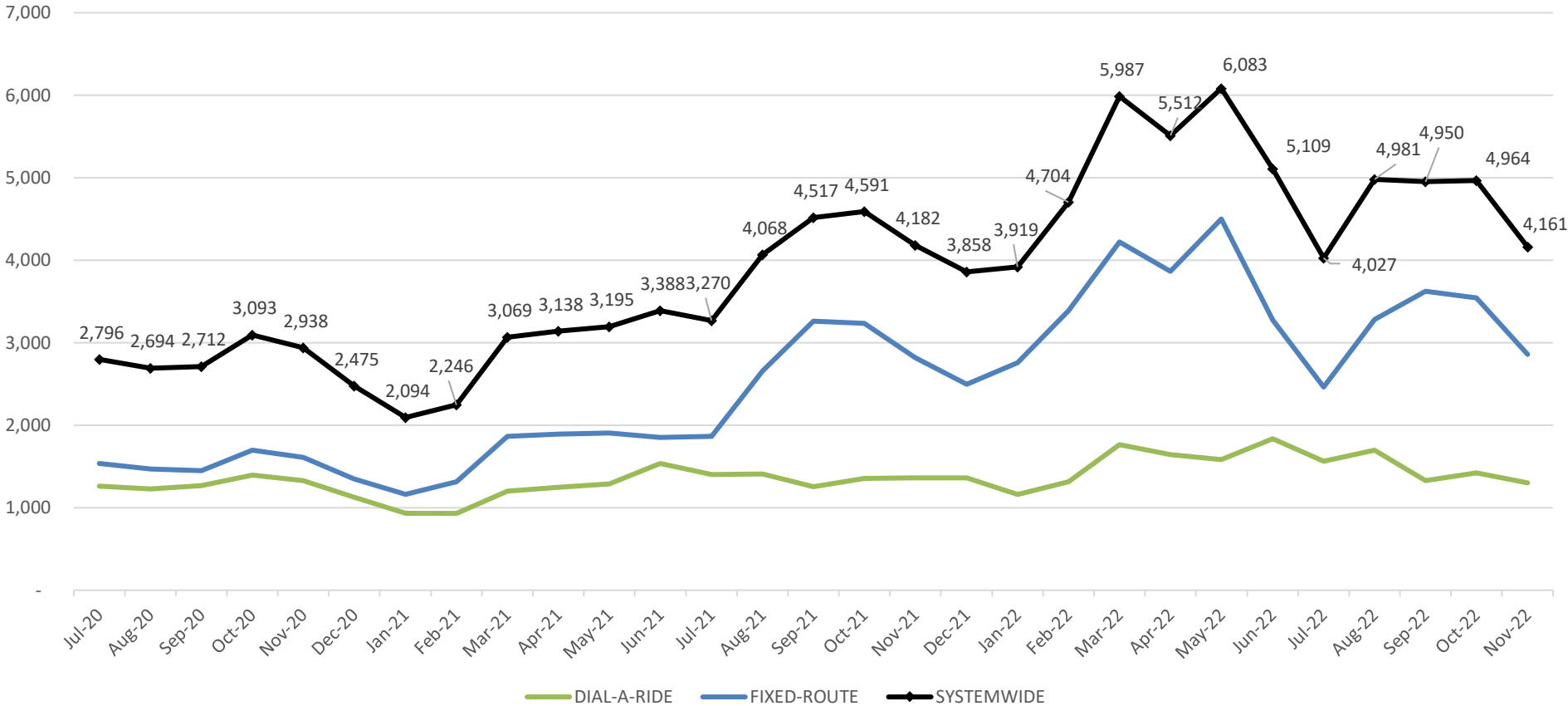
Valley Express Total Monthly Ridership FY18/19 to present

Valley Express  
Total Monthly Ridership



Monthly Ridership July 2020 through November 2022

VALLEY EXPRESS BUS & DIAL-A-RIDE  
July 2020 - Present



MARKETING AND COMMUNITY OUTREACH

During the past year we contracted with the marketing firm, Celtis Ventures, Inc., to assist us in promoting the Valley Express service within Heritage Valley. Some of the projects they are currently undertaking include promoting both countywide free fare programs, Youth Ride Free and College Ride.

Our recent community outreach efforts include VCTC staff attending local back to school nights and City Council meetings to promote both the Valley Express service as well as the Youth Ride Free program. The Youth Ride Free program has been very successful in the Heritage Valley. We recently completed our third month of the program and during that time Youth Rides accounted for an average of 38% of our total ridership.

Celtis recently completed an update of the Valley Express website, and the new site was launched October 13, 2022. We are currently promoting the website launch via social media, signage on board vehicles, and print ads.

Social Media Post for Youth Ride Free Program



New Website Car Card



## New & Improved

Our new website has launched!  
Designed with our riders in mind.



## Nuevo y Mejorado

¡Visite nuestro nuevo sitio web!  
Diseñado con nuestros pasajeros en mente.



[valleyexpressbus.org](http://valleyexpressbus.org)  
@HVValleyExpress  
805.933.2267