



Heritage Valley Transit Services
Heritage Valley Policy Advisory Committee
www.valleyexpressbus.org

AGENDA

Santa Paula City Council Chambers
970 East Ventura Avenue
Santa Paula, California

Wednesday, March 29, 2023
1:00 p.m. – 1:45 p.m.

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 Administrative Assistant at (805) 642-1591 ext. 111. Notification of at least 48 hours (about 2 days) prior to meeting time will assist staff in assuring reasonable arrangements can be made to provide accessibility at the meeting.

- 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 December 2022 meeting.*
- Responsible Staff: Matt Miller**
- ITEM 6 ELECTION OF OFFICERS**
Recommended Action:
- *Nominate and elect officers to the committee.*
- Responsible Staff: Matt Miller**
- ITEM 7 DRAFT FISCAL YEAR 2023/2024 VALLEY EXPRESS BUDGET**
Recommended Action:
- *Approve the Fiscal Year 2023/2024 Valley Express Budget*
- Responsible Staff: Matt Miller**

ITEM 8 RIDERSHIP AND OUTREACH UPDATE

Recommended Action:

- *Receive and file.*

Responsible Staff: Erin Kenneally

ITEM 9 SCHEDULE FALL MEETING DATE, TIME AND LOCATION

Recommended Action:

- *Discuss meeting on Monday, October 2nd, 9th, 16th, 23rd, or 30th or Wednesday, October 4th or 25th between 1:30 p.m. and 3:30 p.m.*

ITEM 10 ADJOURNMENT



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

Monday, December 12, 2022
3:00 p.m. via Zoom

Item 5

MEETING MINUTES

MEMBERS PRESENT: Andy Sobel, City of Santa Paula (Vice Chair)
Kelly Long, County of Ventura

MEMBERS ABSENT: Lynn Edmonds, City of Fillmore
Martin Erickson, VCTC

VCTC STAFF PRESENT: Claire Grasty, Public Transit Director
Erin Kenneally, Transit Specialist
Matt Miller, Program Manager – Transit Services
Aubrey Smith, Program manager – Regional Transit Planning

ITEM 1 CALL TO ORDER

Vice Chair Sobel called the meeting to order at 3:02 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

Claire Grasty introduced herself as VCTC's Public Transit Director as well as Matt Miller, Program Manager – Transit Operations and Aubrey Smith, Program Manager – Regional Transit Planning.

ITEM 3 PUBLIC COMMENT – None.

ITEM 4 AGENDA ADJUSTMENTS – None.

ITEM 5 APPROVAL OF MINUTES

ACTION

Long moved, seconded by Sobel, that the committee waive the reading and approve the special meeting minutes of May 2022. The motion passed unanimously.

ITEM 6 VALLEY EXPRESS TRANSIT OPERATIONS CONTRACT

Claire Grasty provided the committee with the Valley Express service contract background, the RFP evaluation process, and contract highlights including service expansion options. The committee discussed the benefit of the proposed Fillmore-Moorpark expansion and the most appropriate vehicles to make the trip based on the community's needs. The committee also supported staff's recommendation to review the HVPAC Cooperative Agreement.

ACTION

Sobel moved, seconded by Long, and passed 2/0 that the committee:

- 1. 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.**

2. **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.**
3. **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.**

ITEM 7

VALLEY EXPRESS ZERO EMISSION BUS PLAN UPDATE

Claire Grasty provided the committee with an update on the Valley Express Zero Emission Bus Plan including, 1) the recommendation to transition to battery-electric vehicles, 2) challenges with battery-electric and hydrogen fuel cell-electric technologies, and 3) the need to partner with local agencies and/or businesses for the purpose of providing infrastructure to charge vehicles.

The Committee discussed 1) the benefits of cut-away buses for the Valley Express service rather than motor coaches, 2) concern with the lack of charging facilities, 3) best practices for extending and protecting battery life, 4) current fueling practices, 5) fast charging technologies, 6) the potential to use bio-diesel, 7) charging locations that are beneficial to transit service operations including fire stations, city yards, gas stations, and/or transit stops.

ACTION

Long moved, seconded by Sobel, that the committee approve VCTC moving forward with an implementation plan for battery electric vehicles for the Valley Express fleet.

ITEM 8

CONGESTION MITIGATION AN AIR QUALITY (CMAQ) GRANT UPDATE

Claire Grasty updated the committee on the Congestion Mitigation and Air Quality (CMAQ) grants awarded to VCTC on behalf of Valley Express including service between Fillmore and Moorpark as well as fleet replacement.

The Committee discussed scheduling, routing, and funding sources.

ITEM 9

RIDERSHIP AND OUTREACH REPORT

Erin Kenneally reported on the ridership and outreach efforts during the first quarter of fiscal year 2023 including 1) steady increases in ridership, 2) the updated www.ValleyExpressBus.com website, and 3) countywide fare free programs including College Ride and Youth Ride Free.

ITEM 10

DETERMINE THE NEXT MEETING DATE AND LOCATION

The committee agreed to meet on the 27th of either February or March 2023 at 1:30 p.m. with the location to be determined.

ITEM 11

ADJOURNMENT

The meeting was adjourned at 4:02 p.m.



DATE: MARCH 29, 2023
MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)
FROM: MATT MILLER, PROGRAM MANAGER
SUBJECT: ELECTION OF COMMITTEE OFFICERS

RECOMMENDATION

- That the Committee nominate and elect officers to the Committee.

BACKGROUND

The Chair and Vice Chair shall be elected from among the Heritage Valley Policy Advisory Committee representatives by majority vote. Nomination and selection of the new officers will occur during this meeting. Below is a recent history of those that held the positions of Chair and Vice-chair.

Year	Chair	Vice-chair
2022	Fillmore	Santa Paula
2021	Fillmore	Santa Paula
2020	Santa Paula	Fillmore
2019	County	Fillmore
2018	County	Santa Paula

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Item 7

DATE: MARCH 29, 2023
MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)
FROM: MATT MILLER, PROGRAM MANAGER
SUBJECT: FISCAL YEAR 2023/2024 VALLEY EXPRESS BUDGET

RECOMMENDATION

- Consider approval of the Fiscal Year 2023/2024 Valley Express Budget.

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 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.

Over the past year the Valley Express bus service was funded with a mix of Federal Transit Administration (FTA) recurring formula funds, farebox and local funding from the member agencies. For the FY 23/24 budget service will be funded with a mix of FTA formula funds, FTA Congestion Mitigation Air Quality (CMAQ) program funds, farebox and local funding from member agencies.

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

1. Contract provider rate increase with new service contract.
2. Modest increase in dial-a-ride demand as pandemic-era travel behaviors change.
3. Implementation of new CMAQ funded Fillmore to Moorpark Fixed Route planned for March 2024.
4. Potential for budget-neutral modification of certain fixed route services to meet current demand.
5. New contract for marketing and outreach.
6. Continued extension of either the waiver for farebox recovery ratio penalties or updated farebox recovery rules allowing federal funds to be included as part of farebox.

The attached budget does not include increases to staffing costs. However, VCTC is proposing an increase in costs for staff time to better reflect the time spent managing the contract. If this is approved as part of the updated cooperative agreement, VCTC will make these changes, which would increase the budget by \$30,000.

In sum, the net year-over-year change in draft budget expenditures reflects an increase of 14.1%. This is driven by the increase in contract services expense of 16%, as most other budget expenditures are either equal to or less than last year.

DISCUSSION

Usually, the level of service is the primary driver for expenditures but with the new operations contract, service costs have increased substantially and this explains the much higher budget. For the current year's budget, staff planned for an increase in demand and utilization of the "on-demand" general public Dial-a-Ride (DAR) but lower than expected use has led to operations costs trending under budget.

However, as the new contract kicked in on March 2, costs for the service will increase through the end of the year. VCTC does not expect the increase to lead to being over budget as the FY 22/23 budgeted for full service and will benefit from the lower DAR service levels.

Staff recommends that the draft FY 23/24 budget reflect what is currently being run more closely, using FY 22/23 data from the first six months to develop the budget for next year. Using the average fixed route hours operated per month and average DAR hours provided plus a 2.5% increase to account for modest growth the number of hours budgeted for is 22,433.

Considering current use and expected future demand, this draft budget was prepared to maintain the status quo level of service while only planning for the new CMAQ funded route connecting Fillmore and Moorpark, which is expected to begin in March of 2024. Since this draft budget plans for the status quo, it leaves little room to be flexible and provide more service if the need arises. However, staff does not believe that this will be the case given a slower than expected ridership recovery during the current year.

RECOMMENDED LEVEL OF SERVICE

	<i>FY 2023/2024</i>	<i>FY 2022/2023</i>
<u>Fixed Route</u>	<u>Projected Hours</u>	<u>Current (Budgeted)</u>
Fillmore	1,782	1,890
Fillmore – Moorpark*	1,908	---
Santa Paula	1,766	1,810
County	3,015	3,200
Subtotal Fixed Route	8,471	6,900
<u>Dial-a-Ride</u>	<u>Projected Hours</u>	<u>Current (Budgeted)</u>
Fillmore	4,018	5,800
Santa Paula	8,604	9,800
County	1,339	1,800
Subtotal Dial-a-Ride	13,962	17,400
Total All Services	22,433	24,300

*Hours for the planned Fillmore-Moorpark funded by a CMAQ grant.

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” in addition to the State Local Transportation Fund (LTF) revenues each member agency receives and budgets for transit programs.

Similar to last year, this budget reflects a pre-pandemic budget that blends the use of Federal formula funds, CMAQ grants funds, fare revenue, and local contributions by member agencies, including Measure “T” funds. The following is a table of the prior five years budgets for reference.

	FY18-19	FY19-20	FY20-21	FY21-22	FY22-23	FY23-24
FTA - Cares Act/CMAQ	\$ -	\$ -	\$ 1,802,370.00	\$ 69,000.00	\$ -	\$ 206,077.00
FTA	\$ 624,254.00	\$ 627,198.00	\$ 59,430.00	\$ 912,500.00	\$ 1,288,926.00	\$ 1,081,654.00
Local Contribution - Bus Operations	\$ -	\$ -	\$ -	\$ 939,200.00	\$ 676,034.00	\$ 1,016,619.04
Local Contribution - TDA Funds	\$ 1,091,146.00	\$ 985,402.00	\$ -	\$ -	\$ -	
Local Contribution - Route Guarantee	\$ 140,000.00	\$ 130,000.00	\$ -	\$ -	\$ 190,740.00	\$ 228,150.00
Local Fee - Contract Administration	\$ -	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00
Local Fee - Farebox	\$ 88,000.00	\$ 95,000.00	\$ 45,000.00	\$ 41,000.00	\$ 38,700.00	\$ 39,000.00
Totals	\$ 1,943,400.00	\$ 1,937,600.00	\$ 2,006,800.00	\$ 2,061,700.00	\$ 2,294,400.00	\$ 2,671,500

The draft FY 23/24 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 (FY2023/2024).”

If approved at this stage, the next step is to present the budget to the HVPAC, which if approved will then be incorporated into the VCTC Budget package presented to the Commission at its June 2023 meeting.

RECOMMENDATION

Staff recommends the HVPAC consider approval of the Fiscal Year 2023/2024 Valley Express Budget.

Attachment A: FY2023/2024 VALLEY EXPRESS BUS SERVICE

FISCAL YEAR 2023/2024 BUDGET (DRAFT)

FUNDING:

Funding Source	Funding Dollars
FTA, CMAQ	\$1,287,731
Local Contribution – Bus Operations*	1,016,319
Local Contribution – Route Guarantee*	228,150
Local Fee – Contract Administration*	100,300
Local Fee – Farebox	39,000
Total Funding	\$2,671,500

*Local LTF contributions, route guarantee, and fee provided by cities of Santa Paula and Fillmore and County of Ventura.

EXPENDITURE COMPARISON:

	Fiscal Year 2021/2022 Actual	Fiscal Year 2022/2023 Budget	Fiscal Year 2023/2043 Budget
Salaries	\$ 46,369	\$ 40,100	\$ 37,600
Fringe and Tax	23,074	19,900	16,400
Indirect Cost Allocation	41,589	40,000	46,300
Mileage	74	1,700	1,000
Office Support	0	500	1,000
Postage	0	200	0
Printing	132	10,000	10,000
Bank Fees	1,030	1,000	1,200
Legal Services	6,315	12,000	10,000
Consultant Services	46,955	75,000	60,000
Bus Purchase/ Farebox Capital Equipment	0	4,000	4,000
Communications Wi-Fi	6,842	9,000	9,000
Contract Services	1,439,636	2,006,000	2,400,000
Outreach	76,149	75,000	75,000
Total Expenditures	\$1,688,165	\$2,294,400	\$2,671,500

Attachment B: VALLEY EXPRESS BUDGET MODEL (FY2023/2024)

TAC/PAC Draft Budget Cost of Service 2023/24 (22,433 hours)		
Overhead: Staff	\$	100,300
Overhead: Other	\$	171,200
Contractor	\$	2,400,000
Total Costs	\$	2,671,500
External Revenues		
FTA (including CMAQ)	\$	1,287,731
Projected Farebox	\$	39,000
Total External Revenues	\$	1,326,731
(1) Total Net Due (Less External Revenues)	\$	1,344,769
(2) Member Agency Share Overhead		
		<i>% Share Overhead</i>
Fillmore	\$	90,500
Santa Paula	\$	90,500
County	\$	90,500
Subtotal Overhead Costs	\$	271,500
(3) Member agency share of Contractor Costs (rounded)		
		<i>% Share of total hours (21/22)</i>
Fillmore	\$	354,179
Santa Paula	\$	558,100
County	\$	160,990
Subtotal Contract Costs	\$	1,073,269
Total Costs: Member Agency		
Fillmore	\$	444,679
Santa Paula	\$	648,600
County	\$	251,490
Total Costs: Member Agency	\$	1,344,769

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ITEM 8

DATE: MARCH 29, 2023
MEMO TO: HERITAGE VALLEY 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.

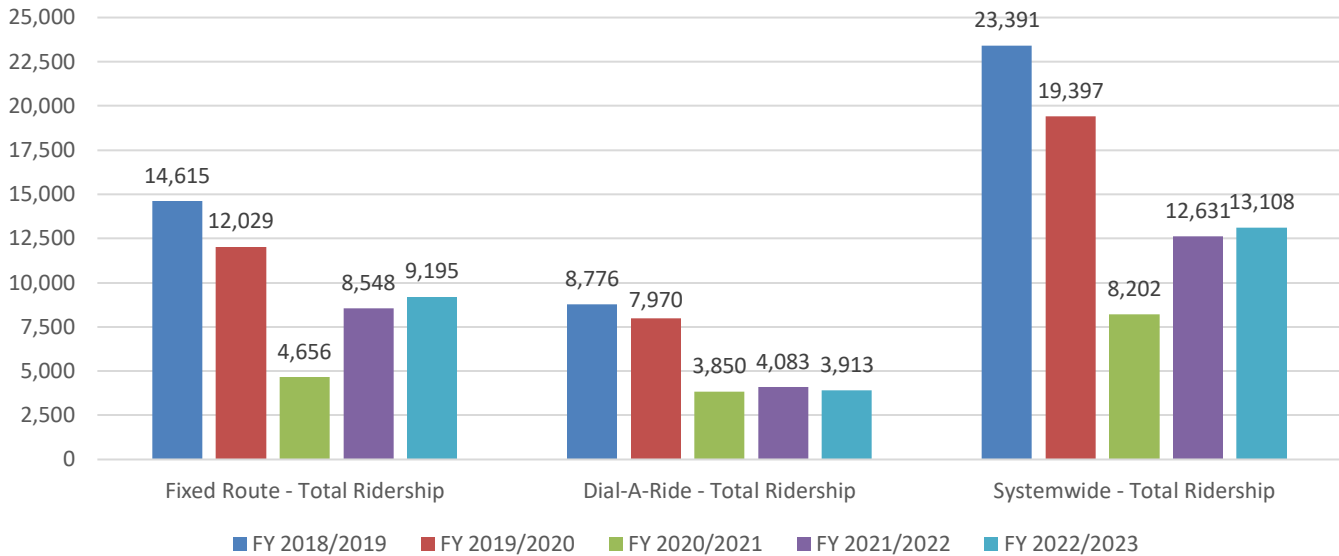
This report provides a Quarter 2 (October-November-December) comparison between key performance indicators (KPI) in FY 22/23 and previous years. In addition, this report provides an update regarding the recent marketing activities for Valley Express.

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 Santa Paula tripper service has declined. We adjusted the tripper schedules to better align with the bell schedules of local schools in mid-January 2023. We did see an increase in tripper ridership in January and February.

Key Performance Highlights:

- This quarter, Valley Express ridership increased by nearly 4 percent to 13,108 passenger trips compared to 12,631 in the same quarter of last year. Fixed route ridership increased by 7.6% while Dial-A-Ride ridership decreased by 4.2%.
- The Piru route currently accounts for 75% of fixed route ridership as well as 53% of systemwide ridership. It has seen the most ridership recovery and is currently at 83% of pre-COVID ridership.
- DAR ridership is currently at 49% of our pre-COVID numbers while Fixed route ridership is currently at 76%.

Valley Express Ridership SECOND QUARTER COMPARISON



Quarterly Ridership Comparison by Route

SECOND QUARTER COMPARISON (Oct-Nov-Dec)

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	679	295	332	466	-31.4%	40.4%
Santa Paula Tripper*	350	0	220	68	-80.6%	-69.1%
Fillmore Fixed Route	599	113	75	398	-33.6%	430.7%
Fillmore Tripper*	2,061	0	1,546	1,380	-33.0%	-10.7%
Piru Fixed Route	8,340	4,248	6,375	6,883	-17.5%	8.0%
Fixed Route Total	12,029	4,656	8,548	9,195	-23.6%	7.6%
Santa Paula DAR	5718	2517	3,306	3391	-40.7%	2.6%
Fillmore DAR	2252	1333	777	522	-76.8%	-32.8%
Dial-A-Ride Total	7,970	3,850	4,083	3,913	-50.9%	-4.2%
Valley Express Bus & Dial-A-Ride Total	19,999	8,506	12,631	13,108	-34.5%	3.8%

*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

SYSTEM-WIDE SERVICE - Valley Express KPI		Qtr 2 FY 2021/22	Qtr 2 FY 2022/23	Yr over Yr % Change
Ridership	System-wide	12,631	13,108	3.8%
Passengers per Mile	System-wide	0.22	0.23	5.7%
Passengers per Hr	System-wide	2.56	2.56	-0.2%
Revenue Hours	System-wide	4,924	5,120	4.0%
Revenue Miles	System-wide	57,045	56,027	-1.8%
Operating Cost	System-wide	\$ 354,732	\$ 426,207	20.1%
Cost per Hr	System-wide	\$ 72.03	\$ 83.24	15.6%
Cost per Passenger	System-wide	\$ 28.08	\$ 32.52	15.8%

Table 2 Fixed Route Quarterly Comparison

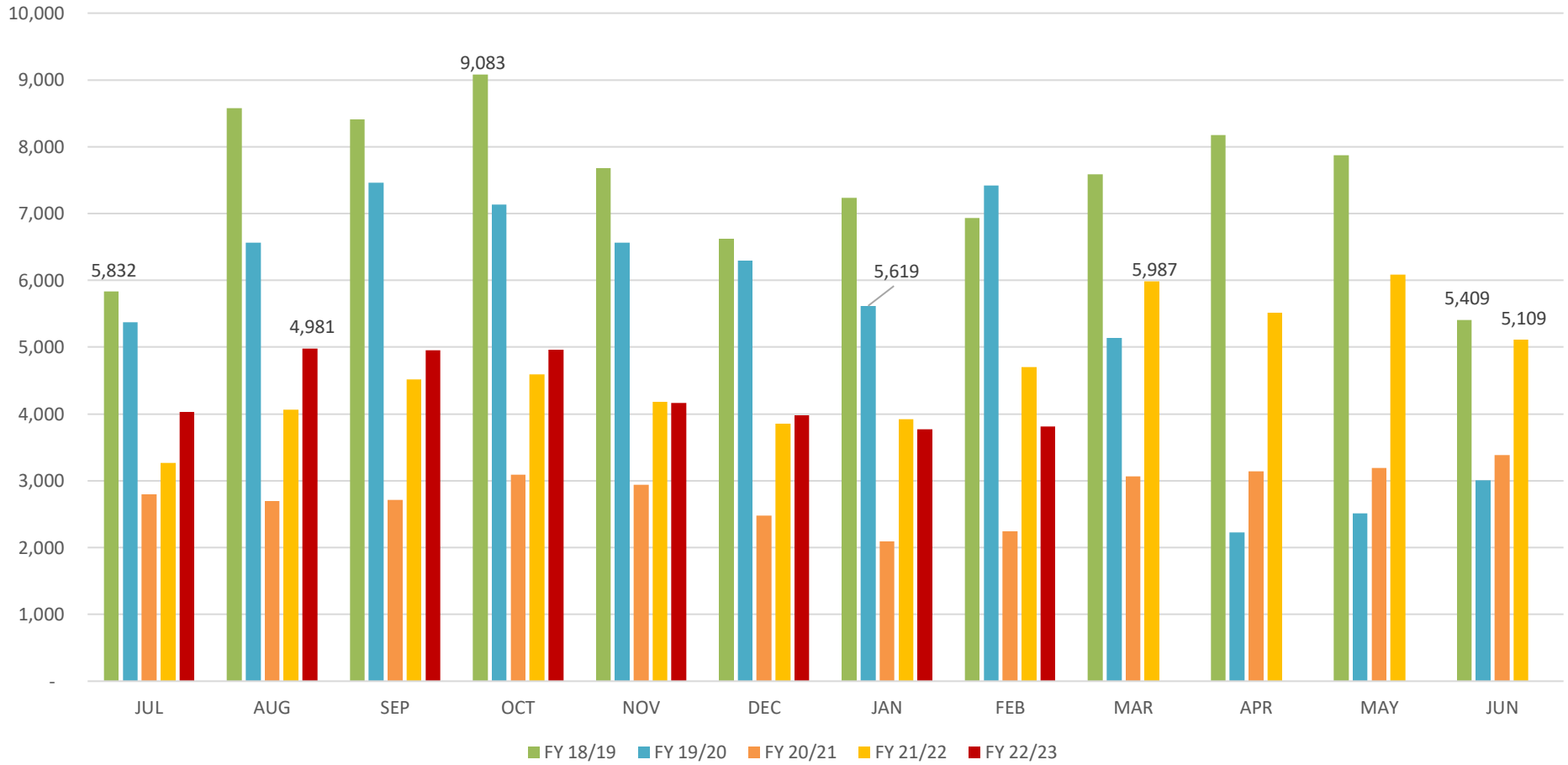
FIXED ROUTE - Valley Express KPI		Qtr 2 FY 2021/22	Qtr 2 FY 2022/23	Yr over Yr % Change
Ridership	Fixed Route	8,548	9,195	7.6%
Passengers per Mile	Fixed Route	0.29	0.31	7.3%
Passengers per Hr	Fixed Route	5.22	5.61	7.5%
Revenue Hours	Fixed Route	1,639	1,639	0.0%
Revenue Miles	Fixed Route	29,671	29,732	0.2%
Operating Cost	Fixed Route	\$ 118,080	\$ 136,455	15.6%
Cost per Hr	Fixed Route	\$ 72.04	\$ 83.24	15.5%
Cost per Passenger	Fixed Route	\$ 13.81	\$ 14.84	7.4%

Table 3 Dial-A-Ride Quarterly Comparison

DIAL-A-RIDE (DAR) - Valley Express KPI		Qtr 2 FY 2021/22	Qtr 2 FY 2022/23	Yr over Yr % Change
Ridership	Dial-A-Ride (DAR)	4,083	3,913	-4.2%
Passengers per Mile	Dial-A-Ride (DAR)	0.15	0.15	-0.2%
Passengers per Hr	Dial-A-Ride (DAR)	1.24	1.12	-9.5%
Revenue Hours	Dial-A-Ride (DAR)	3,285	3,481	5.9%
Revenue Miles	Dial-A-Ride (DAR)	27,374	26,296	-3.9%
Operating Cost	Dial-A-Ride (DAR)	\$ 236,652	\$ 289,752	22.4%
Cost per Hr	Dial-A-Ride (DAR)	\$ 72.03	\$ 83.24	15.6%
Cost per Passenger	Dial-A-Ride (DAR)	\$ 57.96	\$ 74.05	27.8%

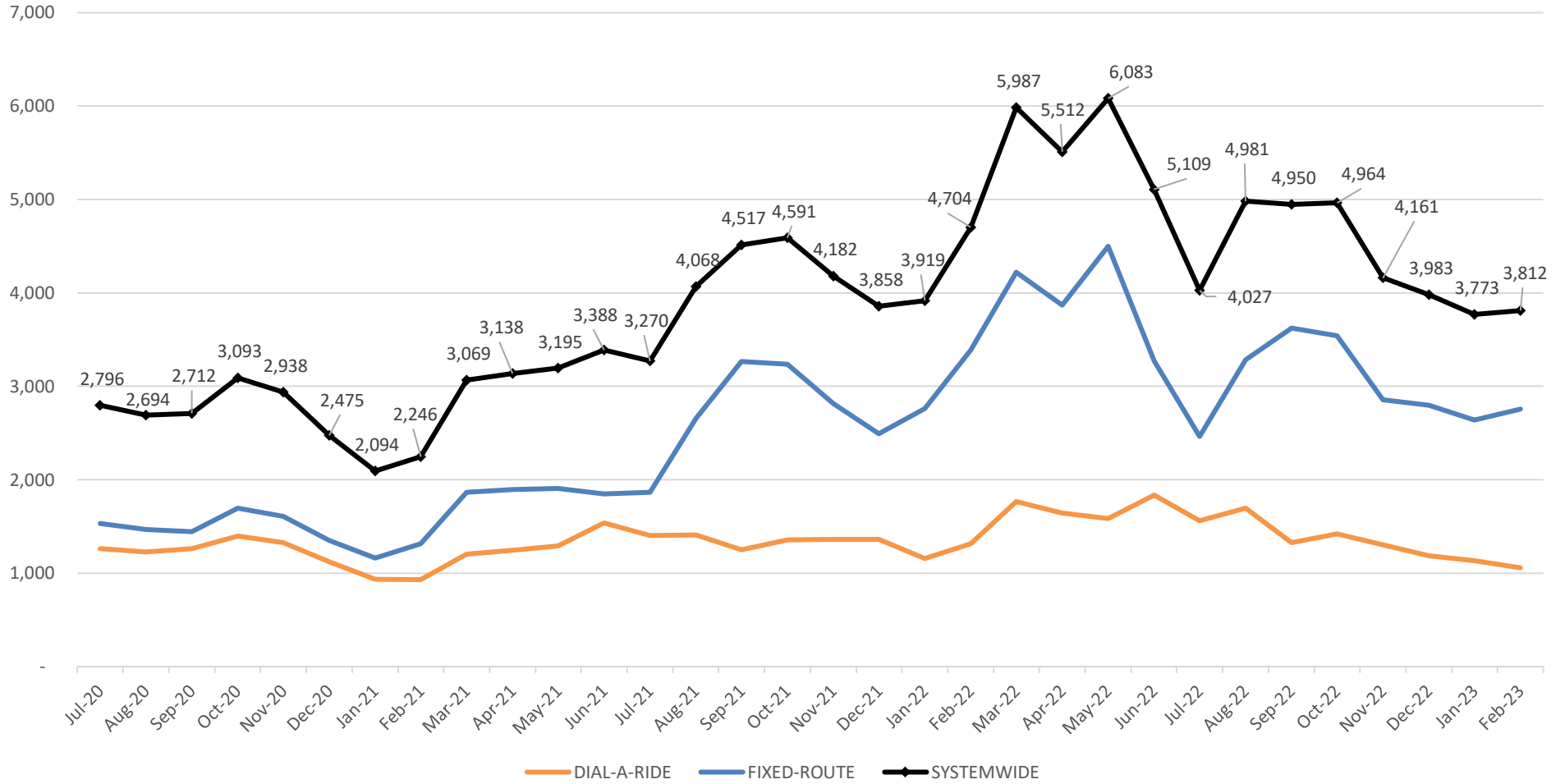
Valley Express Total Monthly Ridership FY18/19 to present

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 the Heritage Valley. Some of the projects they are currently undertaking include promoting both countywide free fare programs, Youth Ride Free and College Ride. They also created a bilingual flyer promoting our recent schedule changes to the Santa Paula tripper route to better align with bell schedules. This flyer was posted onboard the vehicles and distributed to local schools.


Our recent community outreach efforts included VCTC and MV staff attending a Santa Paula Senior Advisory Committee meeting to promote the Valley Express service as well as answer any questions they had.

The Youth Ride Free program has been very successful in the Heritage Valley. We recently completed our sixth month of the program and during that time Youth Rides accounted for an average of 38% of our total ridership.

In the coming months we plan to attend the City of Fillmore’s Earth Day event as well as the Santa Paula Senior Health fair.

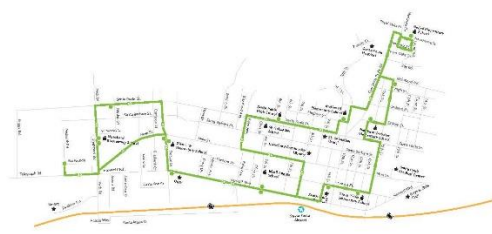
Santa Paula Tripper Promotion

Rider Alert



The times on the **Santa Paula Tripper** have been adjusted to better align with school start times. Additionally, youths 18 and under and those enrolled in high school can ride any public transit bus in Ventura County for free, anytime, anywhere.

LOCATION	Mon – Fri (only)
Beckwith Rd. / Via Pasada	7:00 AM
Blanchard School, Peck Rd. / Fillmore St.	7:05 AM
Santa Paula St. / Walden St.	7:06 AM
Glen City School, Steckel Dr. / Main St.	7:09 AM
Harvard Blvd. / Steckel Dr.	7:10 AM
Isbell School, Harvard Blvd. / 4th St.	7:13 AM
Ventura St. / Mill St.	7:15 AM
Grace Thille School, Ventura St. / Oak St.	7:18 AM
Barbara Webster School, Saticoy St. / Oak St.	7:23 AM
12 th St. / Richmond Rd.	7:25 AM
Bedell School, Hawthorne St. / Laurel Rd.	7:30 AM
McKevett School, Pleasant St. / Mill St.	7:35 AM
Santa Paula High School, Santa Paula St. / 5th St.	7:38 AM
Isbell School, Harvard Blvd. / 4th St.	7:44 AM
Glen City School, Steckel Dr. / Main St.	7:47 AM
Blanchard School, Peck Rd. / Fillmore St.	7:50 AM





 @HVValleyExpress
valleyexpressbus.org
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