



VENTURA COUNTY TRANSPORTATION COMMISSION
Heritage Valley Technical Advisory Committee (HVTAC)
www.goventura.org | www.valleyexpressbus.org

AGENDA

In Person
City of Santa Paula Council Chambers
250 Central Avenue
Santa Paula, CA

Monday, May 22, 2023
3:30 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**

Under the Brown Act, the committee should not act on or discuss matters raised during the Public Comment portion of the agenda which are not listed on the agenda. Committee members may refer such matters to staff for factual information or to be placed on the subsequent agenda for consideration.

ITEM 4 **AGENDA ADJUSTMENTS**

ITEM 5 **APPROVAL OF MINUTES**

Recommended Action:

- Waive the reading and approve the meeting minutes from March 2023.

Responsible Staff: Matt Miller

- ITEM 6 ELECTION OF OFFICERS**
Recommended Action:
- *Nominate and elect committee officers.*
- Responsible Staff: Matt Miller**
- ITEM 7 FINAL BUDGET**
Recommended Action:
- *Approve the Fiscal Year 2023/2024 Valley Express Budget.*
- Responsible Staff: Matt Miller**
- ITEM 8 ZERO EMISSION BUS (ZEB) UPDATE**
Recommended Action:
- *Verbal update.*
- Responsible Staff: Claire Grasty**
- ITEM 9 PUBLIC OUTREACH RFP UPDATE**
Recommended Action:
- *Receive and file.*
- Responsible Staff: Matt Miller**
- ITEM 10 KMART STOP CHANGE**
Recommended Action:
- *Discuss moving Faulkner & Peck Rd (K-Mart) bus stop to accommodate VCTC Intercity bus Routes 60 & 62 – Highway 126*
- Responsible Staff: Matt Miller**
- ITEM 11 RIDERSHIP AND OUTREACH UPDATE**
Recommended Action:
- *Receive and file.*
- Responsible Staff: Erin Kenneally**
- ITEM 12 HERITAGE VALLEY TRANSIT SERVICES (HVTS) COOPERATIVE AGREEMENT**
Recommended Action:
- *Verbal update.*
- Responsible Staff: Claire Grasty**
- ITEM 13 DETERMINE THE NEXT MEETING DATE AND LOCATION**
Recommended Action:
- *That the committee discuss meeting dates/times for the remainder of 2023.*
 - *Monday, July 17 – Start time between 11:00 a.m. and 4:00 p.m. (tentative)*
 - *Monday, July 24 – Start time between 11:00 a.m. and 4:00 p.m. (tentative)*
 - *Monday, September 18 – 2:00 p.m. in Santa Paula (confirmed)*
 - *Monday, December 11 – Start time between 11:00 a.m. and 4:00 p.m. (tentative)*
 - *Monday, December 18 – Start time between 11:00 a.m. and 4:00 p.m. (tentative)*
- Responsible Staff: Jeni Eddington**
- ITEM 14 ADJOURNMENT**



**HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (HVTAC)**
Fillmore City Hall Council Chambers
250 Central Avenue, Fillmore, California
Monday, March 13, 2023
3:00 p.m.

Item 5

Meeting Summary

MEMBERS PRESENT: Susanna Arroyo, County of Ventura
Clete Saunier, City of Santa Paula (Vice Chair)
Shannon Godfrey, City of Fillmore

VCTC STAFF PRESENT: Claire Grasty, Public Transit Director
Matt Miller, Transit Operations Manager
Aubrey Smith, Regional Transit Manager
Erin Kenneally, Transit Specialist

ITEM 1 CALL TO ORDER

Clete Saunier, City of Santa Paula, called the meeting to order at 3:01 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

Susana Arroyo, County of Ventura, introduced herself and stated that she is attending the meeting in Chris Kurgan's absence. Shannon Godfrey, City of Fillmore, introduced herself and stated that she is attending on behalf of Dave Rowlands. Claire Grasty, VCTC, introduced Matt Miller and Aubrey Smith, both recently hired by VCTC for the positions of Transit Operations Manager and Regional Transit Manager, respectively.

ITEM 3 PUBLIC COMMENT – None.

ITEM 4 AGENDA ADJUSTMENTS – Item 7 taken before Item 6.

ITEM 5 APPROVAL OF MEETING MINUTES

ACTION

Arroyo moved, seconded by Godfrey, that the committee waive the reading and approve the September 2023 meeting minutes. The motion passed unanimously.

ITEM 6 RIDERSHIP AND MARKETING REPORT UPDATE

Erin Kenneally, VCTC, updated the committee on current ridership trends and marketing projects including upcoming events in Fillmore and Santa Paula.

The committee discussed the cost per passenger, ability to add new stops,

ITEM 7 DRAFT FISCAL YEAR 2023/24 VALLEY EXPRESS BUDGET

ACTION

Arroyo moved, seconded by Godfrey, and passed unanimously that the committee recommend the Draft Fiscal Year 2023/2024 Valley Express Budget to the Heritage Valley Policy Advisory Committee.

ITEM 8 CONGESTION MITIGATION AIR QUALITY (CMAQ) GRANT UPDATE

Claire Grasty, VCTC, provided a verbal update on the CMAQ grants including the vehicle replacement schedule and administrative issues related to the proposed Fillmore-Moorpark route.

ITEM 9 DETERMINE THE NEXT MEETING DATE

The committee discussed meeting on Monday, September 18, 2023 at 2:00 p.m.

ITEM 10 ADJOURNMENT

The meeting was adjourned at 3:50 p.m.



Item 6

DATE: MAY 22, 2023
MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)
FROM: MATT MILLER, PROGRAM MANAGER
SUBJECT: ELECTION OF COMMITTEE OFFICERS

RECOMMENDATION

- That the Committee nominate and elect a Chair and a Vice chair to the committee.

BACKGROUND

The Chair and Vice Chair shall be elected from among the Heritage Valley Technical Advisory Committee representatives by majority vote. Nomination and selection of the new officers will occur during this meeting. The current Chair of the HVTAC is Anitha Balan of the County of Ventura and the current Vice-Chair is Dave Rowlands with the City of Fillmore.



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Item 7

DATE: MAY 22, 2023
MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)
FROM: MATT MILLER, PROGRAM MANAGER
SUBJECT: FISCAL YEAR 2023/2024 VALLEY EXPRESS BUDGET

RECOMMENDATION

- Approve 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 budget will be incorporated into the overall agency budget of VCTC. The budget process for VCTC includes a review by a budget and finance sub-committee, subsequent review by the full Commission with final budget adoption by June. This item is to consider recommendation of the 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 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.

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 \$29,100.

In sum, the net year-over-year change in the dbudget expenditures reflects an increase of 18%. 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 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 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 April of 2024. Since this 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	\$ 1,016,319.04
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	\$ 129,100.00
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	\$ 2,700,300

The 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 that the HVTAC approve the FY 23/24 Valley Express Budget and provide direction to staff regarding the recommendation to the Heritage Valley Policy Advisory Committee (HVPAC).



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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*	1,013,439
Local Contribution – Route Guarantee*	231,030
Local Fee – Contract Administration*	129,100
Local Fee – Farebox	39,000
Total Funding	\$2,700,300

*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	\$ 48,000
Fringe and Tax	23,074	19,900	21,400
Indirect Cost Allocation	41,589	40,000	59,700
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	\$2,700,300

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

TAC/PAC Draft Budget Cost of Service 2023/24 (22,433 hours)		
Overhead: Staff	\$	129,100
Overhead: Other	\$	171,200
Contractor	\$	2,400,000
Total Costs	\$	2,700,300
External Revenues		
FTA (including CMAQ)	\$	1,287,731
Projected Farebox	\$	39,000
Total External Revenues	\$	1,326,731
(1) Total Net Due (Less External Revenue)	\$	1,373,569
(2) Member Agency Share Overhead		
		<i>% Share Overhead</i>
Fillmore	\$	100,100
Santa Paula	\$	100,100
County	\$	100,100
Subtotal Overhead Costs	\$	300,300
(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	\$	454,279
Santa Paula	\$	658,200
County	\$	261,090
Total Costs: Member Agency	\$	1,373,569



DATE: MAY 22, 2023
MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)
FROM: MATT MILLER, PROGRAM MANAGER
SUBJECT: COMMUNITY OUTREACH REQUEST FOR PROPOSALS UPDATE

RECOMMENDATION

- Receive and file update on the Request for Proposals for Community Outreach services for Valley Express Transit Services

BACKGROUND

In 2017, the HVPAC approved award of a three-year contract with two option years to Celtis Ventures, LLC. In July 2022, the contract ended, and staff issued a one-year contract with Celtis ending in June 2023, with the plan of issuing an RFP for the services beginning in July 2023. Since the inception of Valley Express Transit in 2015, marketing and community outreach has focused on tasks such as gathering feedback from the public, creating bi-lingual service brochures, designing marketing collateral, designing a new website, managing the Valley Express social media accounts, attending community events and assisting staff with creating public awareness around different topics like College and Youth Ride Free programs.

Discussion

As stated above, the current contract ends June 30, 2023 and as such staff released an RFP on April 10, 2023 for a community outreach program. The scope of work was updated to reflect the evolution of the use of social media in marketing and emphasizes the importance of designing and creating easy to understand public transit information in English and Spanish. The contract length stated in the RFP is for three years with two option years.

The schedule being followed is below with proposals due on May 18th. At the time of writing this report, VCTC has received four proposals. Staff intends to create an evaluation committee comprised of VCTC program staff and at least one member of the HVTAC with bidder interviews taking place on May 30th via Zoom, recommendation to approve contract award to HVPAC in June and VCTC approval at the July 7th Commission meeting.

<u>DATE</u>	<u>ACTIVITY</u>
April 10, 2023	Advertise and Issue RFP
April 17, 2023	Non mandatory Pre-proposal Meeting (VIA Zoom)
May 4, 2023	Deadline for written questions
May 18, 2023	Proposals due at VCTC office – by 4:00 PM
May 30, 2023	Interviews with proposers by VCTC
June 19, 2023	Approval of recommendation by HVPAC
July 7, 2023	Approval of Contract by VCTC
July 10, 2023	Contract term begins



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Item 10

DATE: MAY 22, 2023

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: MATT MILLER, PROGRAM MANAGER

SUBJECT: FAULKNER & PECK RD (K-MART) BUS STOP

RECOMMENDATION

- Discuss moving Faulkner & Peck Rd (K-Mart) bus stop to accommodate VCTC Intercity bus Routes 60 & 62 – Highway 126

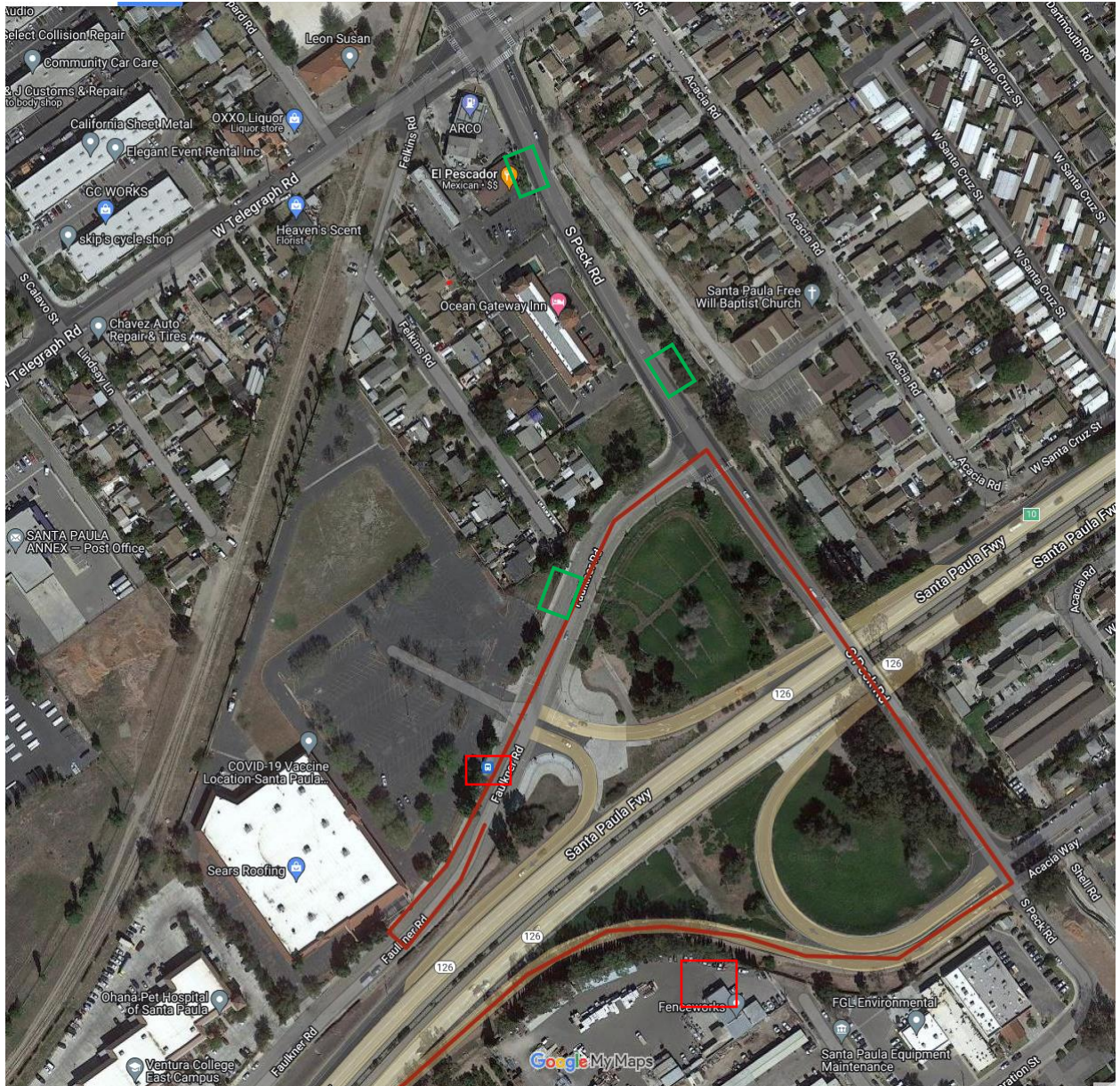
BACKGROUND

Currently VCTC Intercity Routes 60 and 62 connect the Cities of Fillmore and Santa Paula to the City of Ventura via highway 126 and serves the bus stop on Faulkner and Peck Roads in front of the vacant building that used to be a K-Mart department store (image of stop below) in Santa Paula. To serve this location, VCTC Intercity buses need to make an ill-advised three-point U-Turn after boarding and/or dropping off passengers at this stop and does this U-Turn while traveling east and west. VCTC staff would like to move this stop to another nearby location on Peck Rd to provide safer, faster and more reliable service.

Discussion

As stated above, while serving this location VCTC Intercity Route 60 and 62 must complete a three-point U-Turn in the middle of the roadway to continue to it's next destination. Intercity bus operators began using this maneuver to serve the bus stop once a fence was erected around the vacant building and prevented buses from accessing the parking lot which bus operators were using to turn around in.

Staff believes there are alternative locations either on Faulkner Rd or Peck Rd that would serve as safer locations for Intercity routes to serve.





Item 11

DATE: MAY 22, 2023
MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)
FROM: ERIN KENNEALLY, TRANSIT SPECIALIST
SUBJECT: RIDERSHIP AND OUTREACH REPORT

RECOMMENDATION

- Receive and file.

BACKGROUND

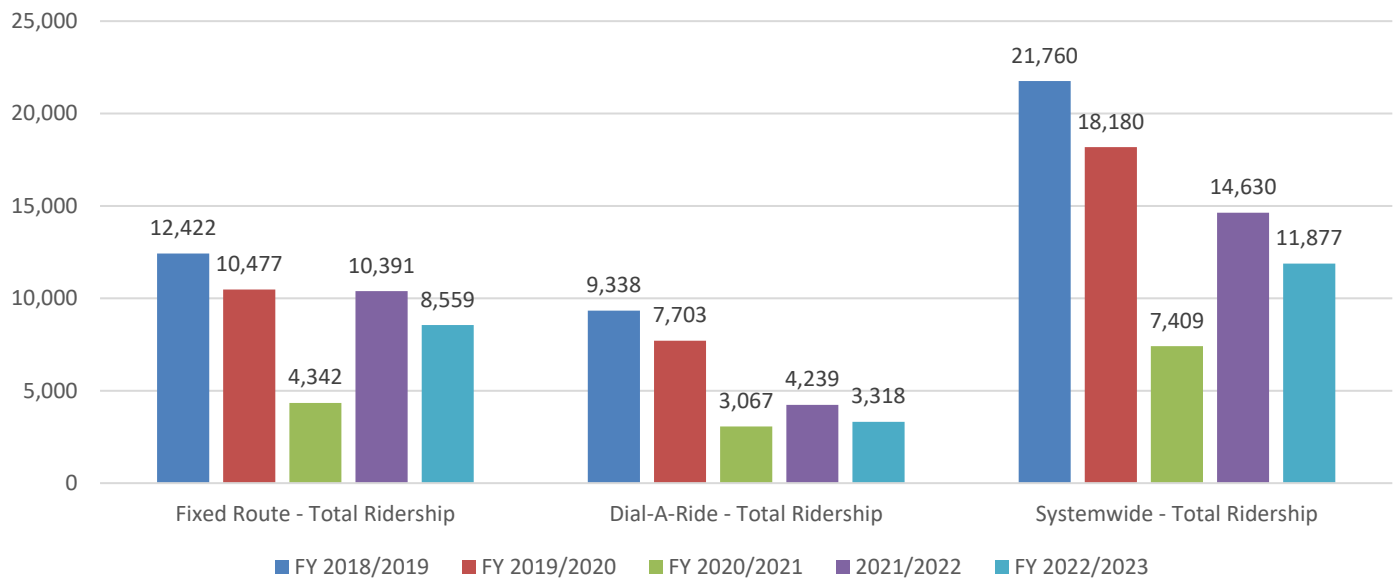
Valley Express service includes four fixed routes serving the cities of Santa Paula, Fillmore, and the unincorporated area of Piru, Dial-A-Ride services for the general public, and complementary ADA paratransit. School tripper service in Santa Paula and Fillmore was suspended in March 2020 due to the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

This report provides a Quarter 3 (January-February-March) comparison between key performance indicators (KPI) in FY 22/23 and previous years. In addition, this report provides an update regarding the recent marketing and outreach activities for Valley Express.

Key Performance Highlights:

- In January 2023 we adjusted the Santa Paula tripper schedules to better align with the bell schedules of local schools. As a result, we have seen a 50% increase in ridership compared to the previous quarter.
- This quarter, Valley Express ridership decreased by nearly 19 percent to 11,877 passenger trips compared to 14,630 in the same quarter of last year. Fixed route ridership decreased by 17.6% while Dial-A-Ride ridership decreased by 21.7%.
- The Piru route currently accounts for 74% of fixed route ridership as well as 53% of systemwide ridership. It has seen the most ridership recovery and is currently at 75% of pre-COVID ridership.
- The Fillmore Fixed route is the only route to see a significant increase in ridership. Ridership has increased 185% compared to the same quarter last year. It is currently at 72% of pre-COVID ridership.
- DAR ridership is currently at 36% of our pre-COVID numbers while Fixed route ridership is currently at 69%.

Valley Express Ridership THIRD QUARTER COMPARISON



Quarterly Ridership Comparison by Route

THIRD QUARTER COMPARISON (Jan-Feb-Mar 2022)

Valley Express Bus & Dial-A-Ride	2019	2020	2021	2022	2023	% Change Over 2021	% Change Over 2019
Santa Paula Fixed Route	851	633	249	452	452	0.0%	-46.9%
Santa Paula Tripper	355	300	0	323	102	-68.4%	-71.3%
Fillmore Fixed Route	466	710	41	117	334	185.5%	-28.3%
Fillmore Tripper	2,348	2,256	0	1,967	1,359	-30.9%	-42.1%
Piru Fixed Route	8,402	6,578	4,052	7,532	6,312	-16.2%	-24.9%
Fixed Route Total	12,422	10,477	4,342	10,391	8,559	-17.6%	-31.1%
Santa Paula DAR	6,740	5,619	2,397	3,621	2,947	-18.6%	-56.3%
Fillmore DAR	2,598	2,084	670	618	371	-40.0%	-85.7%
Dial-A-Ride Total	9,338	7,703	3,067	4,239	3,318	-21.7%	-64.5%
Valley Express Bus & Dial-A-Ride Total	21,760	18,180	7,409	14,630	11,877	-18.8%	-45.4%

**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 3 FY 2021/22	Qtr 3 FY 2021/22	Yr over Yr % Change
Ridership	System-wide	14,630	11,877	-19%
Passengers per Mile	System-wide	0.28	0.24	-14%
Passengers per Hr	System-wide	2.88	2.57	-11%
Revenue Hours	System-wide	5,083	4,619	-9%
Revenue Miles	System-wide	52,480	49,477	-6%
Operating Cost	System-wide	\$ 369,720	\$ 432,390	17%
Cost per Hr	System-wide	\$ 72.73	\$ 93.62	29%
Cost per Passenger	System-wide	\$ 25.27	\$ 36.41	44%

Table 2 Fixed Route Quarterly Comparison

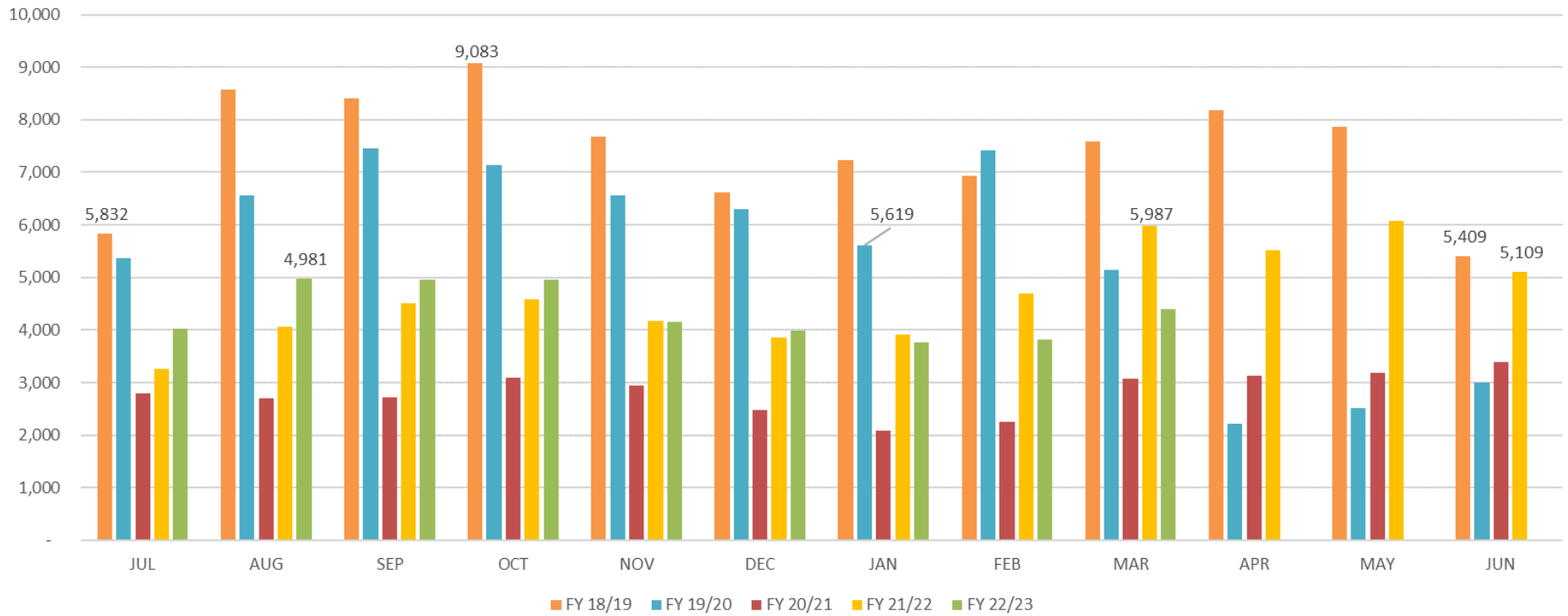
FIXED ROUTE - Valley Express KPI		Qtr 3 FY 2021/22	Qtr 3 FY 2022/23	Yr over Yr % Change
Ridership	Fixed Route	10,391	8,559	-18%
Passengers per Mile	Fixed Route	0.36	0.29	-19%
Passengers per Hr	Fixed Route	6.48	5.21	-20%
Revenue Hours	Fixed Route	1,604	1,643	2%
Revenue Miles	Fixed Route	28,864	29,516	2%
Operating Cost	Fixed Route	\$ 116,575	\$ 154,685	33%
Cost per Hr	Fixed Route	\$ 72.70	\$ 94.17	30%
Cost per Passenger	Fixed Route	\$ 11.22	\$ 18.07	61%

Table 3 Dial-A-Ride Quarterly Comparison

DIAL-A-RIDE (DAR) - Valley Express KPI		Qtr 3 FY 2021/22	Qtr 3 FY 2021/22	Yr over Yr % Change
Ridership	Dial-A-Ride (DAR)	4,239	3,318	-22%
Passengers per Mile	Dial-A-Ride (DAR)	0.18	0.17	-7%
Passengers per Hr	Dial-A-Ride (DAR)	1.22	1.11	-8%
Revenue Hours	Dial-A-Ride (DAR)	3,480	2,976	-14%
Revenue Miles	Dial-A-Ride (DAR)	23,617	19,961	-15%
Operating Cost	Dial-A-Ride (DAR)	\$ 253,145	\$ 277,705	10%
Cost per Hr	Dial-A-Ride (DAR)	\$ 72.75	\$ 93.32	28%
Cost per Passenger	Dial-A-Ride (DAR)	\$ 59.72	\$ 83.70	40%

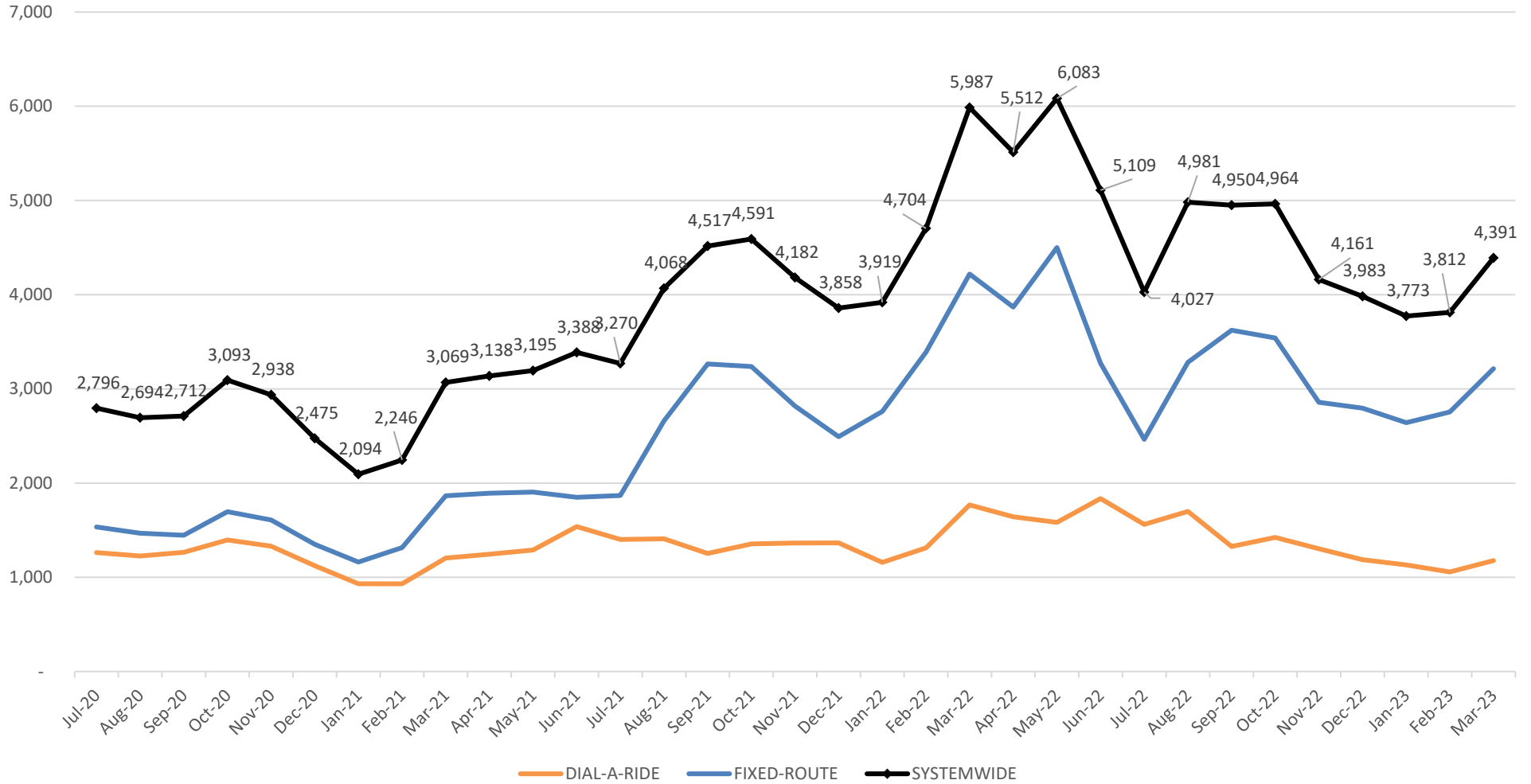
Valley Express Total Monthly Ridership FY18/19 to present

Valley Express
Total Monthly Ridership



Monthly Ridership July 2020 through March 2023

VALLEY EXPRESS BUS & DIAL-A-RIDE
July 2020 - March 2023

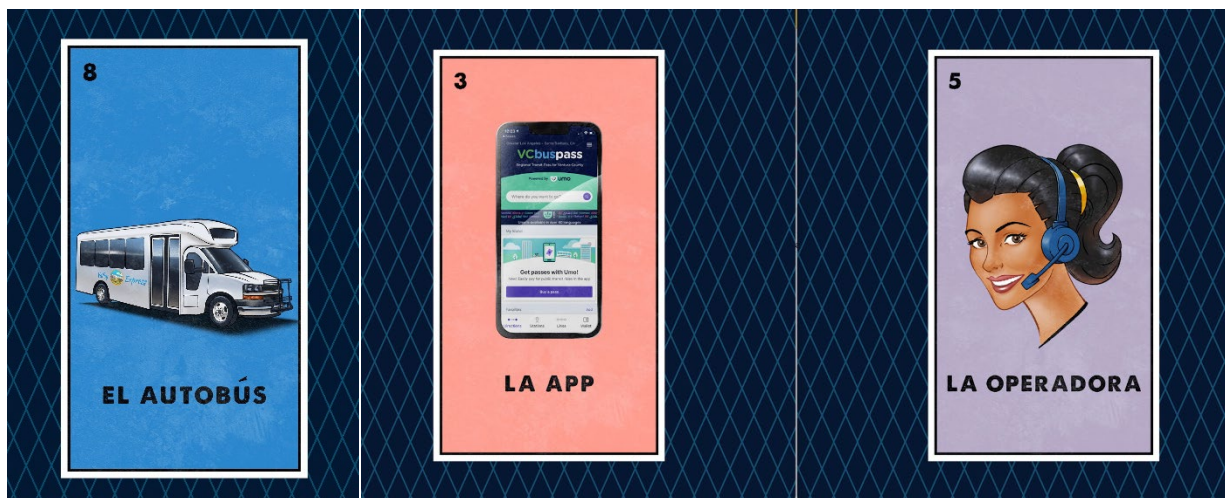


MARKETING AND COMMUNITY OUTREACH

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 a Spanish-language outreach campaign based on the card game Loteria. This effort is intended to support our efforts to bring back riders and to educate those who don't frequently use or have never used public transportation.

Our recent community outreach efforts included VCTC staff attending the Fillmore Earth Day event. We will also be attending the Santa Paula Senior Health Fair this coming Wednesday where we will also be providing free shuttle service to the event.

Spanish First Outreach Campaign



2023 Rider Survey

We recently completed a survey of Valley Express riders. This is the first survey we have conducted since 2019. Based on commonalities in response data, conclusions can be drawn regarding survey participant attitude, awareness, and demographics. A total of 82 surveys were collected from Valley Express riders (74 surveys were collected in 2019). The survey was available online and onboard the vehicles in both English as Spanish. Additionally, bilingual surveyors were tasked with riding the fixed-route service and offering the survey to all passengers.

Key findings from the Valley Express Customer Survey:

- Valley Express is held in high esteem based on overall ratings. Most respondents (91.1 percent) indicated being satisfied with the Valley Express service.
- Most respondents indicated that they pay their fare using cash (48.8 percent).
- The most preferred service improvement for Valley Express riders is “more frequent service”. This was the same in 2019.
- When asked about the Fillmore to Moorpark route, 67.6 percent of respondents indicated that they would likely use the new service with 28.4 percent indicating they would use the service weekly.
- The majority of respondents are regular riders with 31.6 percent indicating they ride everyday and another 34.2 percent indicating they ride at least 3 days per week.

- Slightly more than 40 percent (40.2) of Valley Express riders indicated they also ride VCTC Intercity.
- Most respondents indicated being unaware of the VCbuspass program with only 12.2 percent stating that they use the card or app to pay for their fare.
- Most respondents were over the age of 35 (50 percent), Identified as Hispanic/Latino (70.7 percent), and speak Spanish at home (59.2 percent) but speak English very well (75.8 percent)