

VENTURA COUNTY TRANSPORTATION COMMISSION
Citizen's Transportation Advisory Committee (CTAC) /
Social Services Transportation Advisory Council (SSTAC)

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AGENDA

In Person
Ventura County Government Center
Hall of Justice – Pacific Conference Room
800 S. Victoria Street
Ventura, CA

Tuesday, June 13, 2023
1:30 p.m.

*Action may be taken on any item listed on the agenda

ITEM 1 CALL TO ORDER

ITEM 2 INTRODUCTIONS & ANNOUNCEMENT

ITEM 3 PUBLIC COMMENT

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

ITEM 4 APPROVAL OF MINUTES

Recommended Action:

- *Waive the reading and approve the meeting minutes from April 2023.*

Responsible Staff: Aubrey Smith

ITEM 5 DRAFT TRANSIT INTEGRATION AND EFFICIENCY STUDY (TIES)

Recommended Action:

- *Receive and file.*

Responsible Staff: Claire Grasty

ITEM 6 2023 VCTC INTERCITY AND VALLEY EXPRESS RIDER SURVEY

Recommended Action:

- *Receive a presentation on the recently completed Rider Survey conducted by VCTC.*

Responsible Staff: Erin Kenneally

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 7 CHAIRPERSON'S REPORT**
- ITEM 8 COMMITTEE REPORTS**
- ITEM 9 FUTURE AGENDA ITEMS**
- ITEM 10 ADJOURN TO TUESDAY, SEPTEMBER 11, 2023**

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**CITIZEN'S TRANSPORTATION ADVISORY COMMITTEE (CTAC)/
SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL
(SSTAC)**

Ventura County Government Center
Hall of Justice - Pacific Conference Room
800 South Victoria Avenue

**Tuesday, April 11, 2023
1:30 PM**

Item 4

MEETING MINUTES

CTAC MEMBERS PRESENT:

Miranda Patton, Camarillo (Chair)
Marissa Rodriguez, Fillmore (Vice chair)
Joey Juhasz-Lukomski, Fillmore
Aaron Kitzman, Thousand Oaks
Chaise Rasheed, Thousand Oaks
Vic Kamhi, Thousand Oaks
Manuel Minjares, Ventura County

MEMBERS ABSENT:

Nick Husher, Camarillo
Susan Leech, Ojai
Bill Miley, Ojai
Chera Minkler, Ventura, City
Rob Corley, Ventura, City
Beverly Dransfeldt, Camarillo
Sandra Aldana, VCTC at Large
Scott Farrenkopf, VCTC at Large

CURRENT CTAC VACANCIES:

City of Moorpark (2)
City of Oxnard (2)
City of Port Hueneme (2)
City of Santa Paula (2)
County of Ventura (1)

SSTAC MEMBERS PRESENT:

Maricela Pardo, Area Agency on Aging

SSTAC MEMBERS ABSENT:

Independent Living Resource Center
Mobility Management Partners
Arc of Ventura County
Ventura County Caregivers
Ventura County Public Health Administration (vacant)

VCTC STAFF PRESENT:

Claire Grasty, Public Transit Director
Aubrey Smith, Regional Transit Manager
Dolores Lopez, Regional Transit Planner
Heather Miller, Programming Manager
Geiska Velasquez, Programming Analyst

1. CALL TO ORDER

Chair Patton called the meeting to order at 1:33 p.m.

2. ROLL CALL

3. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA – None

4. APPROVAL OF MEETING SUMMARY – JANUARY 2023

ACTION

Rasheed moved, seconded by Kamhi, that the committee approve the January 2023 meeting summary. The motion passed unanimously.

5. FISCAL YEAR 2023/24 TRANSPORTATION DEVELOPMENT ACT (TDA) UNMET TRANSIT NEEDS (UTN) FINDINGS

Dolores Lopez reviewed the Unmet Transit Needs process including outreach efforts and comments received. Claire Grasty said that 1) SAGE Services requested a bus stop at their new location, 2) there is currently a driver shortage, and 3) the definitions will soon be updated.

The committee discussed 1) increasing headways versus expanding service, 2) the need to adjust the definition based on farebox recovery, 3) excessive stops in Camarillo, and 4) the survey process, and 5) promoting the UTN process through member agencies.

ACTION

Kamhi moved, seconded by Juhasz-Lukomski, that the committee approve the Fiscal Year (FY) 2023/24 Unmet Transit Needs Findings. The motion passed unanimously.

6. SCAG REAP CTC PARTNERSHIP PROGRAM PROJECT CONCEPTS

Caitlin Brooks reviewed the project concepts for submittal to the Southern California Association of Government (SCAG) for the Regional Early Action Planning (REAP) 2.0 County Transportation Commission's Partnership program including 1) the Santa Paula Branch Line, 2) Countywide bus stop and train station inventory and accessibility assessment, 3) community traffic calming and pedestrian and bicycle safety program, 4) Countywide Paratransit Systems Integration, and 5) Vehicle Miles Traveled Adaptive Mitigation Program Implementation.

The Committee discussed the various project details including associated studies and collaborative efforts between the VCTC Transit and Transportation Departments.

7. ACCESS FOR ALL 2023 PROJECT SELECTION

Heather Miller provided the committee with a summary of the Access for All project selection including the background, cost, subsidies, and purpose.

The Committee discussed 1) the cost of a ride, 2) being included in the future planning processes associated with ADA paratransit, and 3) the distribution of funds between operators.

8. CHAIRPERSON'S REPORT

Chair Patton reported that the CTAC/SSTAC by laws and operating rules will be on a future agenda.

9. COMMITTEE MEMBER REPORTS

10. ADJOURN TO JUNE 13, 2023

Chair Patton adjourned the meeting at 3:18 p.m.



Item 5

June 13, 2023

MEMO TO: CITIZEN'S TRANSPORTATION ADVISORY COMMITTEE (CTAC)/SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (SSTAC)

FROM: CLAIRE GRASTY, DIRECTOR OF PUBLIC TRANSIT

SUBJECT: DRAFT TRANSIT INTEGRATION AND EFFICIENCY STUDY (TIES)

RECOMMENDATION:

- Receive and file

BACKGROUND:

At the February 2021 Commission meeting, the Commission selected Fehr and Peers to lead the Transit Integration and Efficiency Study (TIES), with the goal of evaluating ways to improve the region's public transit network. The study focuses on strategies both to improve economic/operational efficiencies as well as potential opportunities for service integration with the goal to grow ridership and/or improve rider experience for people who are current or future customers of the various transit providers in Ventura County.

This study was initiated at the request of the Commissioners with the goals listed above to address some of the issues listed below:

- COVID-19 created an unparalleled impact on public transit operations, finances, and ridership. All of Ventura County's nine transit operators experienced significant drops, ranging from 60% to 85%. Since then, ridership has begun recovering but is still not to pre-pandemic levels, particularly for regional rail ridership.
- The pandemic has also underscored systemic race and equity issues nationwide, including for public transit which has historically served under-represented communities and communities of color. VCTC staff will continue to identify and advise the Commission on equity and access issues, particularly related to future federal and state public transit funding.
- Even before the pandemic, transit in southern California was facing significant challenges with overall declining ridership and increasing costs. A 2018 Southern California Association of Governments (SCAG) transportation study prepared by UCLA's Institute of Transportation Studies linked the significant growth in personal automobile ownership, facilitated by low-cost automobile financing, as a major reason why people were driving instead of taking the bus. To illustrate the point, the study noted that from 1990 – 2000 the population of the six county

Southern California Association of Governments (SCAG) region (which includes Ventura county) increased by 1.8M people, and 456,000 household vehicles (or roughly a 4-1 ratio of people to cars; however, from 2000 – 2015 the population grew by 2.3M people and 2.1M household vehicles (a nearly one to one ratio of people to cars).

As part of the study process, the consultant team conducted individual Commissioner interviews, held Operator Working Group meetings with transit partners and agency staffs, completed an Existing Conditions report, conducted multiple surveys, held meetings with all ten city managers, and analyzed the latest transit trends and travel demand data both near and medium term.

The TIES draft report includes the following alternatives:

- **Alternative 1: Partial consolidation**
 - Subregional Demand-Response (paratransit and dial-a-ride) Consolidation and Increased Agency Coordination
 - Consolidate East County demand-response services into ECTA as a new, formalized organization. All other agency-cities retain administrative control of fixed-routes.
- **Alternative 2: Moderate Consolidation**
 - Countywide Paratransit, and Subregional Fixed-Route Consolidation
 - Consolidate all demand-response (paratransit and dial-a-ride) operations into a new countywide agency. Consolidate fixed-route operations by geography with Simi Valley, Thousand Oaks, Moorpark, and VCTC East County Route becoming an east county transit agency, and all other services being consolidated with Gold Coast Transit District.
- **Alternative 3: Full Consolidation**
 - Consolidate all transit operations into Gold Coast Transit District. VCTC remains with only RTPA/Transportation Commission functions.

At the February 2023 VCTC meeting, staff brought the TIES draft report, which was reviewed by the cities and transit operators and includes comments and revisions that were received. As directed by the Commission, since the February meeting, VCTC has presented or will present on the TIES draft report to the following agencies:

- Camarillo City Council
- Fillmore City Council
- Gold Coast Transit District
- Moorpark City Council
- Ojai City Council (planned for July)
- Oxnard City Council
- Santa Paula City Council
- Simi Valley City Council
- Thousand Oaks City Council

DISCUSSION:

VCTC plans to release a public survey in the next month to gauge feedback on the alternatives and better understand the hurdles passengers face in utilizing public transit in Ventura County. We expect to bring back the final plan to the Commission in the fall.



Item 6

JUNE 13, 2023

**MEMO TO: CITIZENS TRANSPORTATION ADVISORY COMMITTEE (CTAC)/
SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (SSTAC)**

FROM: ERIN KENNEALLY, TRANSIT SPECIALIST

SUBJECT: 2023 VCTC INTERCITY AND VALLEY EXPRESS RIDER SURVEY

RECOMMENDATION:

- Receive a presentation on the recently completed Rider Survey conducted by VCTC.

BACKGROUND:

Periodic surveys of transit riders are an industry best practice in the transit industry. Moreover, having recent, relevant data on transit customer trip patterns and levels of customer satisfaction is important (especially as it has been several years since similar surveys were carried out).

Therefore, in April 2023, VCTC conducted on-board rider surveys to compile passenger information regarding fare payment methods, travel patterns, and customer satisfaction as well as demographic information in support of federal Title VI requirements. A solid foundation of quality, current data will allow VCTC to identify program strengths and weaknesses while developing strategies for enhancing service, thereby improving mobility for persons who live and/or work throughout Ventura County.

A bilingual survey (English/Spanish) was offered to all riders of VCTC Intercity and Valley Express services. The survey was available from April 3 through May 8, 2023. To achieve the greatest level of participation, VCTC took a three-pronged approach to data collection utilizing both online and intercept methodologies:

1. A unique URL was created (www.goventura.org/ridersurvey) and car cards were designed to prominently display both the URL as well as a QR code that linked directly to the online survey. The car cards were placed onboard all vehicles across VCTC and Valley Express services. The survey was also promoted on VCTC and Valley Express' various social media platforms.
2. Additionally, bilingual paper survey instruments were available onboard each vehicle allowing passengers to self-administer the survey and return their completed form to the driver.
3. Lastly, intercept surveying was conducted on board VCTC and Valley Express vehicles as well as at the Fillmore Terminal and Ventura Transit Center. Surveying took place across five weekdays in mid-April 2023. Bilingual surveyors offered the paper instrument to passengers of both services.

Data collection resulted in 837 valid surveys; 755 on VCTC Intercity and 82 on Valley Express. This nearly doubled the response rate from the 2019 survey where 348 were collected on Intercity and 74 on Valley Express. Although available in both languages, most surveys were completed in English. Only 42 Intercity surveys (5.6 percent) and 22 Valley Express surveys (26.8 percent) were completed in Spanish.

DISCUSSION:

Based on commonalities in response data, conclusions can be drawn regarding survey participant attitude, awareness, and demographics.

A total of 755 surveys were collected from VCTC Intercity riders (559 via intercept and 196 online).

Key findings from the VCTC Intercity Rider Survey:

- VCTC Intercity is held in high esteem based on overall ratings. Most respondents (96.4 percent) indicated being satisfied with the Intercity service.
- Most respondents indicated that they pay their fare using cash (39.8 percent) although a third indicated they use the College Ride or Youth Ride Free programs (33.8 percent) and nearly a quarter (22.1 percent) use the VCbuspass (app or card).
- The most preferred service improvement for Intercity riders is “more frequent service”. This was the same in 2019.
- The majority of respondents are regular riders with 58.9 percent indicating they ride at least 3 days per week.
- Slightly more than 40 percent (40.7) of Intercity riders indicated they also ride with Gold Coast Transit District and a third (32.5 percent) ride Metrolink or Amtrak.
- Most respondents were under the age of 35 (52.6 percent), identified as Hispanic/Latino (54.7 percent), indicated speaking English very well (81.8 percent) and reported an annual income of less than \$30,000 (51.9 percent).

A total of 82 surveys were collected from Valley Express riders (61 via intercept and 21 online).

Key findings from the Valley Express Rider 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) and reported an annual income of less than \$30,000 (65.9 percent).

The final survey report will be sent as a separate attachment.