



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

AGENDA

City of Santa Paula Council Chambers
970 East Ventura Street, Santa Paula

Monday, September 18, 2023
2:00 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 May 2023.

Responsible Staff: Matt Miller

ITEM 6 KEY PERFORMANCE INDICATOR AND COMMUNITY OUTREACH UPDATE

Recommended Action:

- Receive and file.

Responsible Staff: Erin Kenneally

ITEM 7 FISCAL YEAR 2023/2024 BUDGET UPDATE & SB-125 TRANSPORTATION BILL UPDATE

Recommended Action:

- Receive and file.

Responsible Staff: Matt Miller

ITEM 8 UPDATE ON CMAQ FUNDED REPLACEMENT VEHICLES AND SERVICE BETWEEN THE CITIES OF FILLMORE AND MOORPARK.

Recommended Action:

- Verbal update.

Responsible Staff: Claire Grasty

ITEM 9 DETERMINE THE NEXT MEETING DATE AND LOCATION

Recommended Action:

- That the committee discuss meeting dates/times for future meetings.
 - Tuesday, January 23 – Start time between 9:00 a.m. and 11:00 a.m.
 - Wednesday, January 24 - Start time between 1:30 p.m. and 3:30 p.m.
 - Tuesday, January 30 - Start time between 9:00 a.m. and 11:00 a.m.
 - Wednesday, January 31 - Start time between 9:00 a.m. and 3:30 p.m.
 - Monday, March 25– Start time between 9:00 a.m. and 3:00 p.m.

Responsible Staff: Jeni Eddington

ITEM 10 ADJOURNMENT



HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (HVTAC)
Santa Paula City Hall Council Chambers
970 Ventura Street, Santa Paula, California
Monday, May 22, 2023
3:30 p.m.

Item 5

Meeting Summary

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

MEMBERS ABSENT: Dave Rowlands, 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 3:32 p.m.

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

ITEM 3 PUBLIC COMMENT – None.

ITEM 4 AGENDA ADJUSTMENTS – None.

ITEM 5 APPROVAL OF MEETING MINUTES

ACTION

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

ITEM 6 ELECTION OF OFFICERS

ACTION

Arroyo moved, seconded by Saunier, that Santa Paula and the County act as the Chair and Vice Chair, respectively. The motion passed unanimously.

ITEM 7 FINAL BUDGET

ACTION

Saunier moved, seconded by Arroyo, that the committee approve the FY 23/24 Valley Express budget. The motion passed unanimously.

ITEM 8 ZERO EMISSION BUS (ZEB) UPDATE

Claire Grasty provided a verbal update on the ZEB program update, which requires land for the installation of charging stations.

ITEM 9 PUBLIC OUTREACH RFP UPDATE

Matt Miller provided a brief update on the public outreach RFP including the timeline, cost, and scope of work.

The committee discussed the requirements of the contract and the inclusion of Artificial Intelligence (AI) in government.

ITEM 10 KMART STOP CHANGE

Matt Miller requested that the committee consider relocating the 'Kmart' stop to another location.

The committee recommended that staff forward the information to Bob Woodward with the City of Santa Paula.

ITEM 11 RIDERSHIP AND OUTREACH UPDATE

Erin Kenneally provided a brief update on the Valley Express Transit Service including ridership, challenges to the service, survey results, and community events. The committee discussed potential causes for the decrease in ridership.

ITEM 12 HERITAGE VALLEY TRANSIT SERVICES (HVTS) COOPERATIVE AGREEMENT

Claire Grasty updated the committee on the status of the HVTS cooperative agreement. She said that each of the agencies have agreed and are waiting for the final document.

ITEM 13 DETERMINE THE NEXT MEETING DATE

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

ITEM 14 ADJOURNMENT

The meeting was adjourned at 4:20 p.m.



Item 6

DATE: SEPTEMBER 18, 2023
MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)
FROM: ERIN KENNEALLY, TRANSIT PLANNER – TRANSIT SERVICES
SUBJECT: KEY PERFORMANCE INDICATOR AND COMMUNITY OUTREACH UPDATE

RECOMMENDATION

- Receive and file.

BACKGROUND

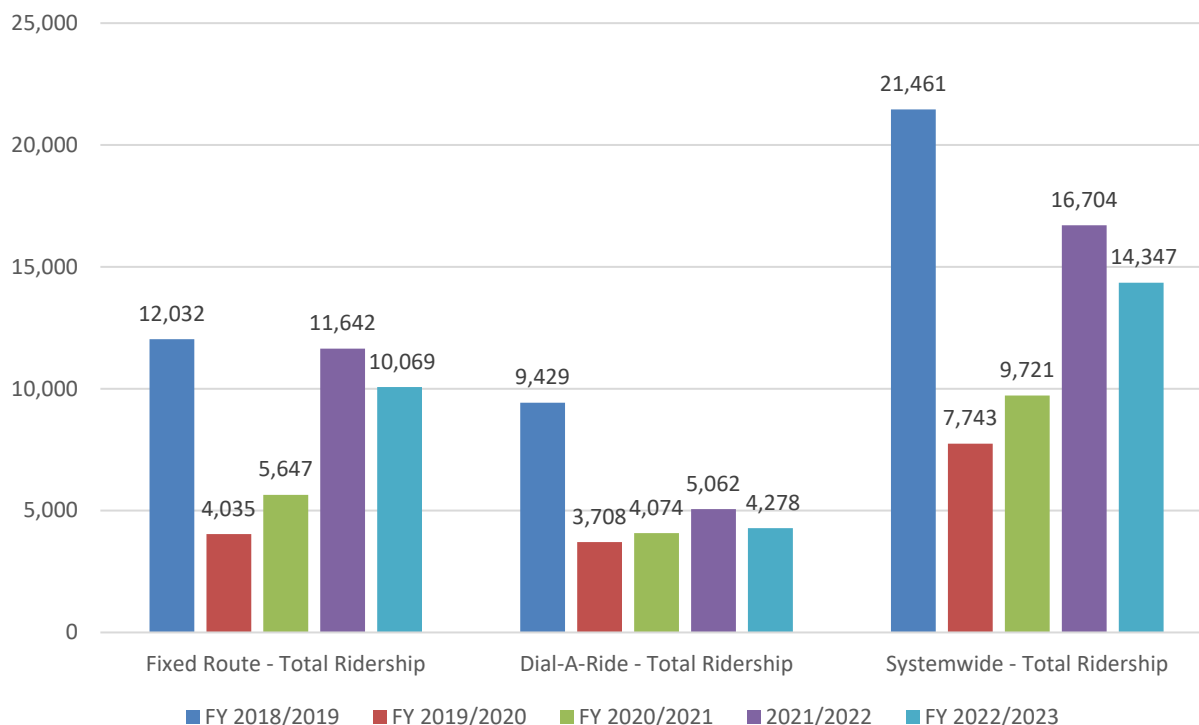
Valley Express service includes four fixed routes serving the cities of Santa Paula, Fillmore, and the unincorporated area of Piru, Dial-A-Ride services for the general public, and complementary ADA paratransit. School tripper service in Santa Paula and Fillmore was suspended in March 2020 due to the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

This report provides a Quarter 4 (April-May-June) 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. Though ridership in Q4 was down quite a bit over Q422, overall ridership for FY23 was only 4% lower than FY22, which had seen significant increases, and ridership in July and August is the highest it has been since pre-pandemic.

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 just over 14% percent to 14,347 passenger trips compared to 16,704 in the same quarter of last year. Fixed route ridership decreased by 13.5% while Dial-A-Ride ridership decreased by 15.5%.
- The Piru route currently accounts for 77% of fixed route ridership as well as 54% of systemwide ridership. It has seen the most ridership recovery and is currently at 99% of pre-COVID ridership.
- DAR ridership is currently at 67% of our pre-COVID numbers while Fixed route ridership is currently at 84%.
- We are currently fully staffed and are pleased to report that wait times for DAR rides have decreased.

Valley Express Ridership FOURTH QUARTER COMPARISON



Quarterly Ridership Comparison by Route

FOURTH QUARTER COMPARISON (April-May-June 2023)

Valley Express Bus & Dial-A-Ride	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	% Change from FY 21/22	Ridership Recovery
Santa Paula Fixed Route	874	196	267	605	409	-32.4%	46.8%
Santa Paula Tripper*	229	0	0	208	149	-28.4%	65.1%
Fillmore Fixed Route	749	172	95	309	252	-18.4%	33.6%
Fillmore Tripper*	2,327	0	0	1,665	1,471	-11.7%	63.2%
Piru Fixed Route	7,853	3,667	5,285	8,855	7,788	-12.0%	99.2%
Fixed Route Total	12,032	4,035	5,647	11,642	10,069	-13.5%	83.7%
Santa Paula DAR	6,872	2,572	3,302	4,342	3,671	-15.5%	53.4%
Fillmore DAR	2,557	1,136	772	720	607	-15.7%	23.7%
Dial-A-Ride Total	9,429	3,708	4,074	5,062	4,278	-15.5%	45.4%
Valley Express Bus & Dial-A-Ride Total	21,461	7,743	9,721	16,704	14,347	-14.1%	66.9%

*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 4 FY 2021/22	Qtr 4 FY 2022/23	Yr over Yr % Change
Ridership	System-wide	16,704	14,347	-14%
Passengers per Mile	System-wide	0.31	0.27	-13%
Passengers per Hr	System-wide	3.29	2.42	-26%
Revenue Hours	System-wide	5,081	5,926	17%
Revenue Miles	System-wide	54,683	54,069	-1%
Operating Cost	System-wide	\$ 391,940	\$ 602,566	54%
Cost per Hr	System-wide	\$ 77.14	\$ 101.68	32%
Cost per Passenger	System-wide	\$ 23.46	\$ 42.00	79%

Table 2 Fixed Route Quarterly Comparison

FIXED ROUTE - Valley Express KPI		Qtr 4 FY 2021/22	Qtr 4 FY 2022/23	Yr over Yr % Change
Ridership	Fixed Route	11,642	10,069	-14%
Passengers per Mile	Fixed Route	0.41	0.34	-16%
Passengers per Hr	Fixed Route	7.23	6.25	-14%
Revenue Hours	Fixed Route	1,609	1,612	0%
Revenue Miles	Fixed Route	28,738	29,434	2%
Operating Cost	Fixed Route	\$ 123,747	\$ 164,727	33%
Cost per Hr	Fixed Route	\$ 76.90	\$ 102.19	33%
Cost per Passenger	Fixed Route	\$ 10.63	\$ 16.36	54%

Table 3 Dial-A-Ride Quarterly Comparison

DIAL-A-RIDE (DAR) - Valley Express KPI		Qtr 4 FY 2021/22	Qtr 4 FY 2022/23	Yr over Yr % Change
Ridership	Dial-A-Ride (DAR)	5,062	4,278	-15%
Passengers per Mile	Dial-A-Ride (DAR)	0.20	0.17	-11%
Passengers per Hr	Dial-A-Ride (DAR)	1.46	0.99	-32%
Revenue Hours	Dial-A-Ride (DAR)	3,471	4,314	24%
Revenue Miles	Dial-A-Ride (DAR)	25,944	24,636	-5%
Operating Cost	Dial-A-Ride (DAR)	\$ 268,194	\$ 437,839	63%
Cost per Hr	Dial-A-Ride (DAR)	\$ 77.26	\$ 101.49	31%
Cost per Passenger	Dial-A-Ride (DAR)	\$ 52.98	\$ 102.35	93%

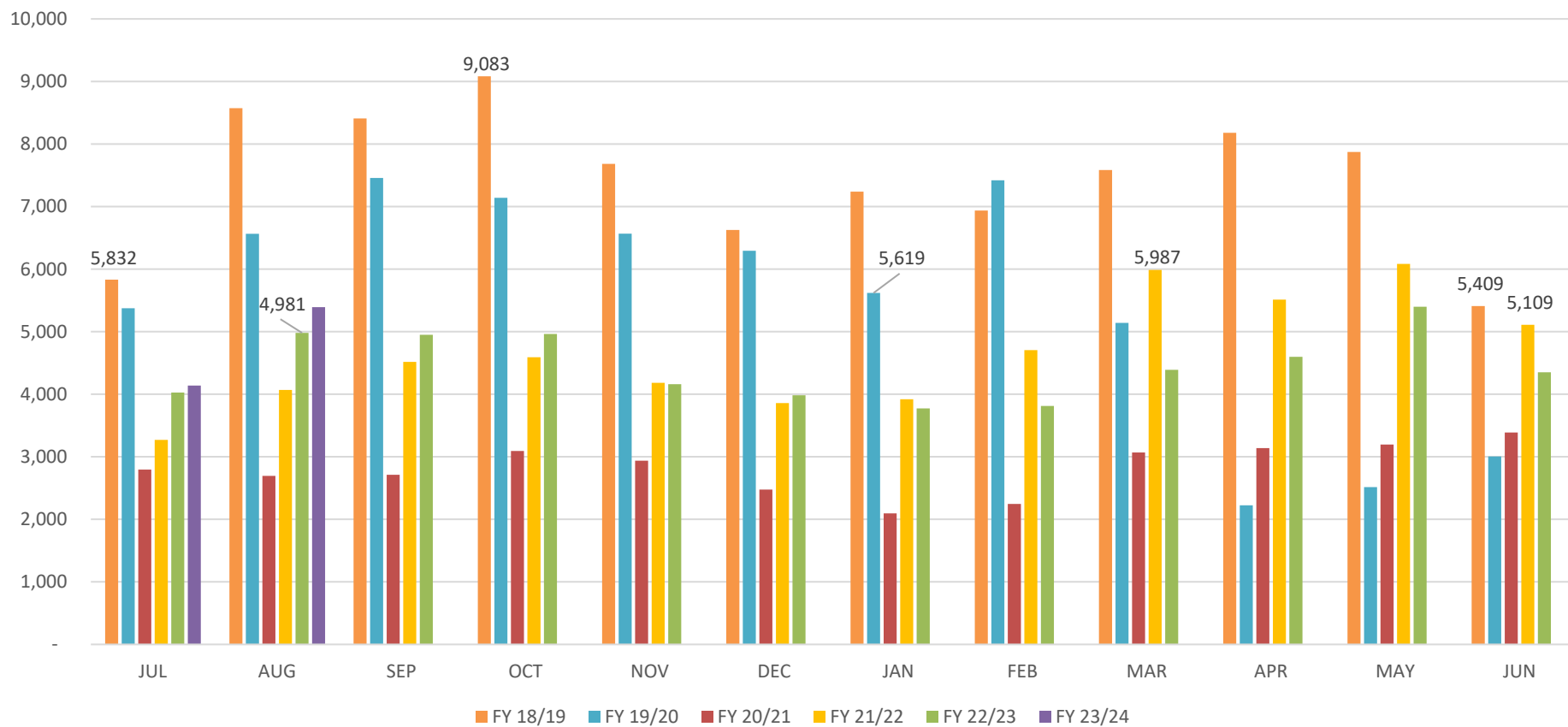
VALLEY EXPRESS			
Annual Ridership			
	FY 21/22	FY 22/23	% Change
Fixed	38,353	37,244	-2.9%
DAR	17,447	16,145	-7.5%
Systemwide	55,800	53,389	-4.3%

VALLEY EXPRESS			
September - June FY 22/23			
	Ridership	Youth Rides	% of total
Fixed	31,497	16,726	53.1%
DAR	12,884	436	3.4%
Systemwide	44,381	17,162	38.7%

At the end of the first fiscal year of the Youth Ride Free program, youth rides accounted for nearly 40% of all Valley Express ridership and more than 50% of all fixed-route ridership.

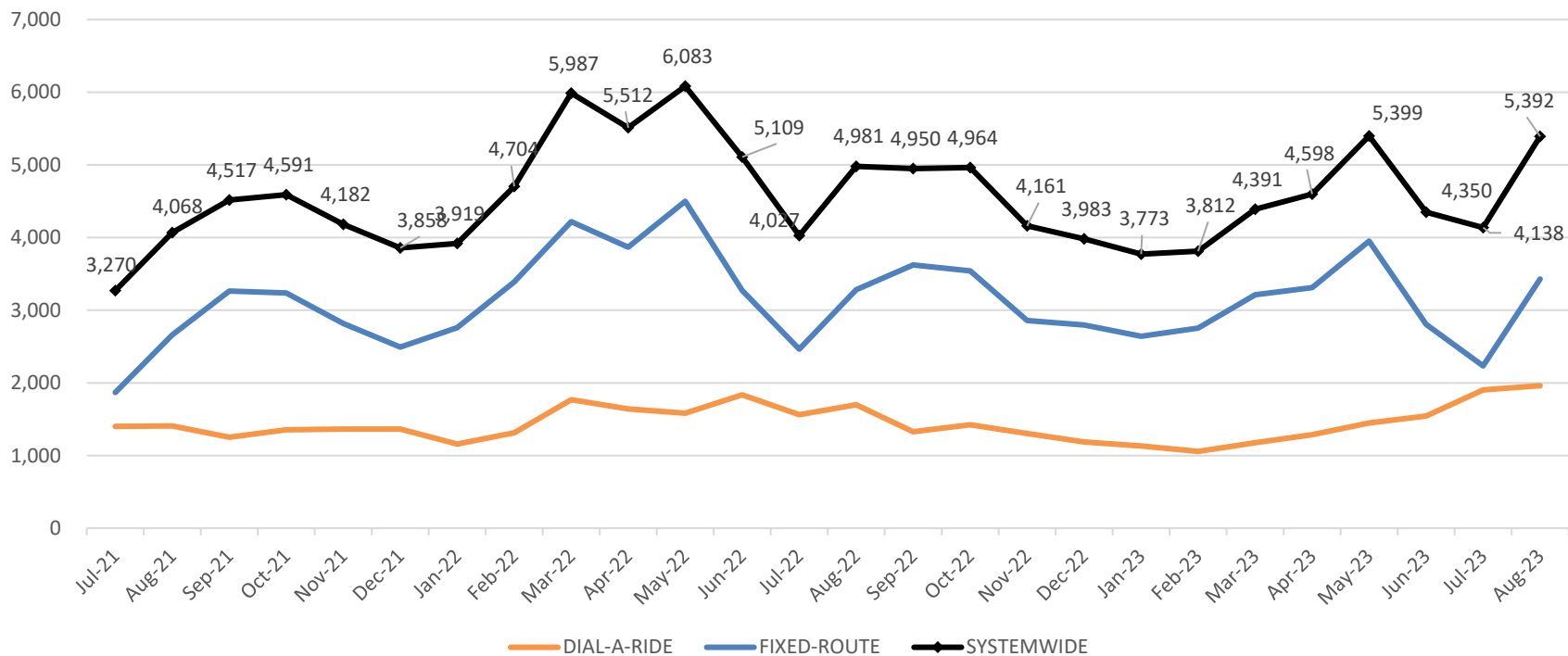
Valley Express Total Monthly Ridership FY18/19 to present

Valley Express
Total Monthly Ridership



Monthly Ridership July 2021 through March 2023

VALLEY EXPRESS BUS & DIAL-A-RIDE
July 2021 - August 2023



MARKETING AND COMMUNITY OUTREACH

In July 2023 we entered into a three-year contract with Celtis Ventures, Inc. to assist us in promoting the Valley Express service within the Heritage Valley. Some of the projects they are planning for the current fiscal year include a continuation of the Spanish-language outreach campaign we began last year as well as promotion of the Fillmore-Moorpark route.

Later this month we will be attending a Disability Providers meeting at the Fillmore Active Adult Center to provide information on the services we provide to seniors and people with disabilities.

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DATE: SEPTEMBER 18, 2023
MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)
FROM: MATT MILLER, PROGRAM MANAGER
SUBJECT: YEAR 2023/2024 VALLEY EXPRESS BUDGET

RECOMMENDATION

- Receive and file an update on Fiscal Year 2023/2024 Valley Express Budget.

BACKGROUND

VCTC has been closely monitoring the Valley Express Transit Service and FY23-24 budget as a new service contract has been in effect since March 2023. Staff are assessing how well the service is performing with particular attention being paid to the FY23-24 budget estimates. With the first two months of the new fiscal year complete, staff is seeing a high demand for dial-a-ride (DAR) trips beginning to take shape.

Over the first two months of FY23-24, total DAR hours have increased 48% and 43% respectively, much higher than that of our budget estimates, and ridership on the DAR service has increased 36% and 38%. As these hours have increased, productivity has decreased, falling from 2.1 passenger per revenue hour in July 2022 to 1.1 in July 2023. DAR service can be a large driver of transit costs due to its demand being unpredictable while fixed-route services are usually set and do not fluctuate a lot month to month.

DISCUSSION

The level of service and operations contract are the primary drivers for expenditures and with the new contract, contract costs had increased by 16% which explains the higher FY23-24 budget approved earlier this year.

This budget also included a plan for modest DAR service growth of 2.5%. So far this year, we are seeing an average of 46% increase in total DAR service hours, which is 43.5% more than what was budgeted for. This is primarily due to MV being fully staffed, which was helped in part due to the increase in hourly wages with the new contract that began in March. While it is great news that MV is fully staffed, the increase in staff has led to increased DAR availability, which increases hours and decreases productivity – as noted above. During the driver shortage, if a general-purpose DAR user was not able to get a trip at their preferred time, they often did not take the trip or used fixed-route, which is more cost effective. This has led to significantly more hours and service than staff expected. Other variable costs, however, such as fuel have remained within budget estimates. For a sense of the increase in DAR hours by jurisdiction, see the table below.

**DAR Hours by Jurisdiction
FY22-23 & FY23-24**

	Fiscal Year 2022-23		Fiscal Year 2023-2024		Percent Change	
	Santa Paula	Fillmore	Santa Paula	Fillmore	Santa Paula	Fillmore
July	641	653	1,042	701	63%	7%
August	478	521	966	714	102%	37%
Total	1,119	1,173	2,008	1,415	79%	21%

The FY23-24 budget was built around previous years DAR hours, current fixed-route schedules, the new contractor hourly rates and monthly fixed rate, and fuel cost. Using these inputs, staff estimated an average of \$191,108 per month this fiscal year. After two full months of service with the increased DAR hours, the expenditures are an average of 13% over budget and averaging \$219,899 per month. If this trend continues, it is expected that the service will be \$350,000 over budget.

As the fiscal year continues, staff will be closely monitoring the budget and keeping the TAC informed on any possible budget changes that may need to be requested. Additionally, we will be working with MV to identify ways to increase DAR productivity by increasing the number of shared rides with improved scheduling efficiency. VCTC is currently leading a procurement for paratransit scheduling software for interested Ventura County agencies including the Valley Express, whose current system is very old and significantly outdated. Hopefully the new version will be implemented by the end of FY24 but, unfortunately, likely be implemented too far into the fiscal year to improve the budget system.

SB125 Transit and Intercity Rail Capital Program (TIRCP) Funds

A saving grace is that supplemental budget funds through Senate Bill 125 Transit and Intercity Rail Capital Program (TIRCP) and Zero-Emission Transit Capital Program (ZETCP) are apportioned to counties, and it is estimated that in the current fiscal year Ventura County's apportionments will be \$42.3 million for transit capital and operations and \$5.0 million for zero-emission transit capital. These funds are available for operating purposes and can be used in FY24. However, there are stringent requirements for using these funds for operating costs and it is possible that funds will not be received until the end of June. Nevertheless, it is likely that these funds can be used to cover the increase in costs.

Staff will work with MV to improve productivity, will continue to monitor the costs and hours, and work through the SB125 process in an effort to use those funds for this deficit, keeping the TAC and PAC updated.