



**Heritage Valley Transit Services**  
**Heritage Valley Policy Advisory Committee**  
[www.valleyexpressbus.org](http://www.valleyexpressbus.org)

## **AGENDA**

Fillmore City Council Chambers  
250 Central Street  
Fillmore, California

Wednesday, October 11, 2023  
9:30 a.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 June 2023 meeting.*
- 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            ADJOURNMENT**



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

Fillmore City Hall - Council Chambers  
250 Central Street  
Fillmore, California

Wednesday, June 7, 2023  
1:00 p.m.

Item 5

## MEETING MINUTES

**MEMBERS PRESENT:** Kelly Long, County of Ventura (Chair)  
Jenny Crosswhite, City of Santa Paula (Vice Chair)  
Carrie Broggie, City of Fillmore

**MEMBERS ABSENT:** Martin Erickson, VCTC

**VCTC STAFF PRESENT:** Claire Grasty, Public Transit Director  
Matt Miller, Program Manager – Transit Services  
Erin Kenneally, Transit Specialist

**ITEM 1 CALL TO ORDER**

Vice chair Crosswhite called the meeting to order at 1:03 p.m.

**ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS**

Claire Grasty announced that the Valley Express had no findings for the TDA Triennial Performance Audit. The FTA Triennial Review was completed two weeks ago and there were a few findings that are in the process of being resolved.

**ITEM 3 PUBLIC COMMENT – None.**

**ITEM 4 AGENDA ADJUSTMENTS – None.**

**ITEM 5 APPROVAL OF MINUTES**

**ACTION**

**Broggie moved, seconded by Crosswhite, that the committee waive the reading and approve the meeting minutes of March 29, 2023. The motion passed 2/2.**

**ITEM 6 FISCAL YEAR 2023/2024 VALLEY EXPRESS BUDGET**

Supervisor Long arrived at 1:09 p.m.

Matt Miller reviewed the Valley Express FY23/24 budget including a rollover of funds from FY21, reducing each agency's contribution.

**ACTION**

**Broggie moved, seconded by Crosswhite, that the committee approve the Fiscal Year 2023/2024 Valley Express Transit Services budget. The motion passed unanimously.**

**ITEM 7 RIDERSHIP AND OUTREACH UPDATE**

Erin Kenneally updated the committee on the ridership and outreach including 1) key performance highlights, 2) third quarter ridership trends, 3) current outreach campaigns and events, and 4) survey results.

The Committee discussed 1) how the service is affected by the national driver shortage, 2) the X-Games and related transit, rail, and transportation issues, 3) 150<sup>th</sup> celebrations.

**ITEM 8 COMMUNITY OUTREACH PROGRAM CONTRACT AWARD**

Matt Miller provided a brief update on the community outreach program contract award including the background, evaluation process, and the scoring summary. Celtis Ventures LLC was awarded the contract. The committee discussed the proposed work efforts for the duration of the contract.

**ACTION**

**Crosswhite moved, seconded by Broggie that the committee recommend for Commission approval award of three-year contract for Community Outreach Program to Celtis Ventures, Inc. for an annual not to exceed amount of \$70,000 and authorize the Executive Director to negotiate all remaining terms of the contract for the Community Outreach Program in a form and substance approved by VCTC legal counsel. The motion passed unanimously.**

**ITEM 9 HERITAGE VALLEY TRANSIT SERVICE COOPERATIVE AGREEMENT (HVTSCA)**

**ACTION**

**Crosswhite moved, seconded by Broggie that the committee authorize the VCTC Executive Director to execute the Heritage Valley Transit Service Cooperative Agreement (HVTSCA). The motion passed unanimously.**

**ITEM 10 ZERO EMISSION BUS (ZEB) PLAN UPDATE**

Claire Grasty provided a brief update on the Zero Emissions Bus (ZEB) Plan including challenges with implementation and next steps.

The committee discussed 1) the financial effects on disadvantaged communities, 2) the need to update the ADA Training Policy with respect to lift maintenance, 3) the relationship between funding and technology timeline, and 4) challenges to charging electric vehicles.

**ACTION**

**Broggie moved, seconded by Crosswhite, that the committee Approve the Zero-Emission Bus (ZEB) Rollout Plan. The motion passed unanimously.**

**ITEM 11 SCHEDULE FALL MEETING DATE, TIME, AND LOCATION**

The committee agreed to meet on either October 2<sup>nd</sup> or 11<sup>th</sup> 2023.

**ITEM 12 ADJOURNMENT**

The meeting was adjourned at 2:02 p.m.



Item 6

**DATE:** OCTOBER 11, 2023  
**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)  
**FROM:** ERIN KENNEALLY, TRANSIT PLANNER – TRANSIT SERVICES  
**SUBJECT:** RIDERSHIP AND OUTREACH REPORT

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### **RECOMMENDATION**

- Receive and file.

### **BACKGROUND**

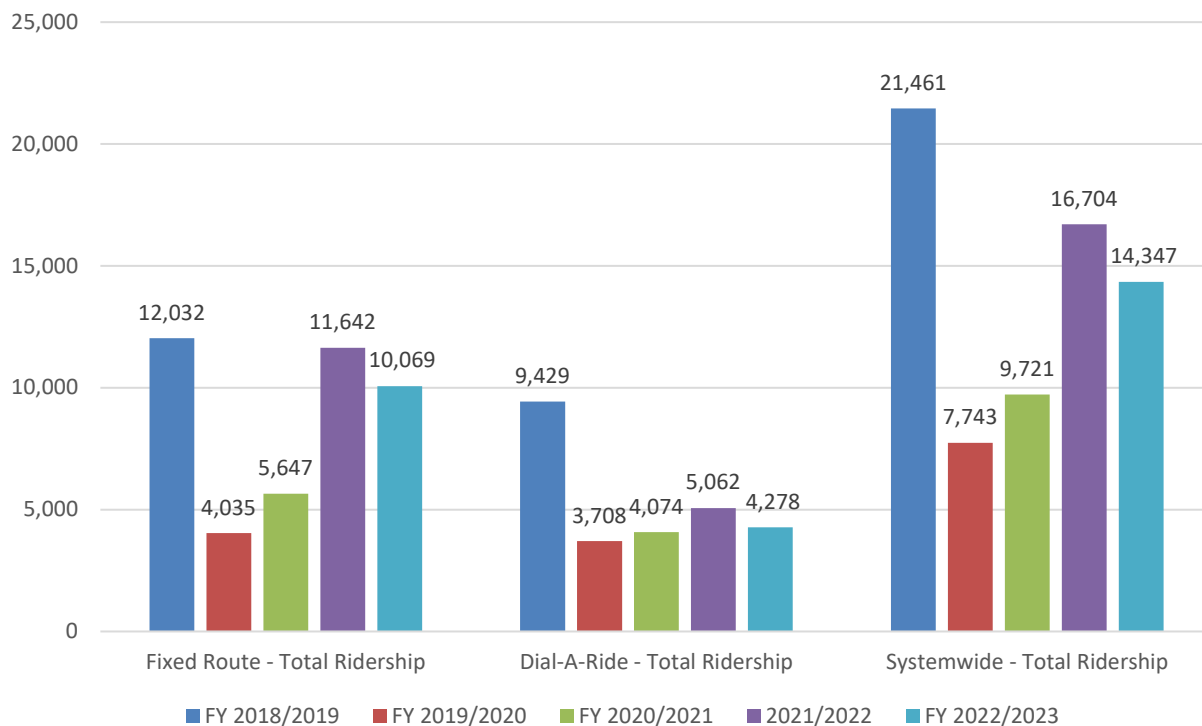
Valley Express service includes four fixed routes serving the cities of Santa Paula, Fillmore, and the unincorporated area of Piru, Dial-A-Ride services for the general public, and complementary ADA paratransit. School tripper service in Santa Paula and Fillmore was suspended in March 2020 due to the 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 Q1 of FY24 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%
<b>Fixed Route Total</b>	<b>12,032</b>	<b>4,035</b>	<b>5,647</b>	<b>11,642</b>	<b>10,069</b>	<b>-13.5%</b>	<b>83.7%</b>
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%
<b>Dial-A-Ride Total</b>	<b>9,429</b>	<b>3,708</b>	<b>4,074</b>	<b>5,062</b>	<b>4,278</b>	<b>-15.5%</b>	<b>45.4%</b>
<b>Valley Express Bus &amp; Dial-A-Ride Total</b>	<b>21,461</b>	<b>7,743</b>	<b>9,721</b>	<b>16,704</b>	<b>14,347</b>	<b>-14.1%</b>	<b>66.9%</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 4 FY 2021/22</b>	<b>Qtr 4 FY 2022/23</b>	<b>Yr over Yr % Change</b>
<b>Ridership</b>	System-wide	16,704	14,347	-14%
<b>Passengers per Mile</b>	System-wide	0.31	0.27	-13%
<b>Passengers per Hr</b>	System-wide	3.29	2.42	-26%
<b>Revenue Hours</b>	System-wide	5,081	5,926	17%
<b>Revenue Miles</b>	System-wide	54,683	54,069	-1%
<b>Operating Cost</b>	System-wide	\$ 391,940	\$ 602,566	54%
<b>Cost per Hr</b>	System-wide	\$ 77.14	\$ 101.68	32%
<b>Cost per Passenger</b>	System-wide	\$ 23.46	\$ 42.00	79%

**Table 2 Fixed Route Quarterly Comparison**

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

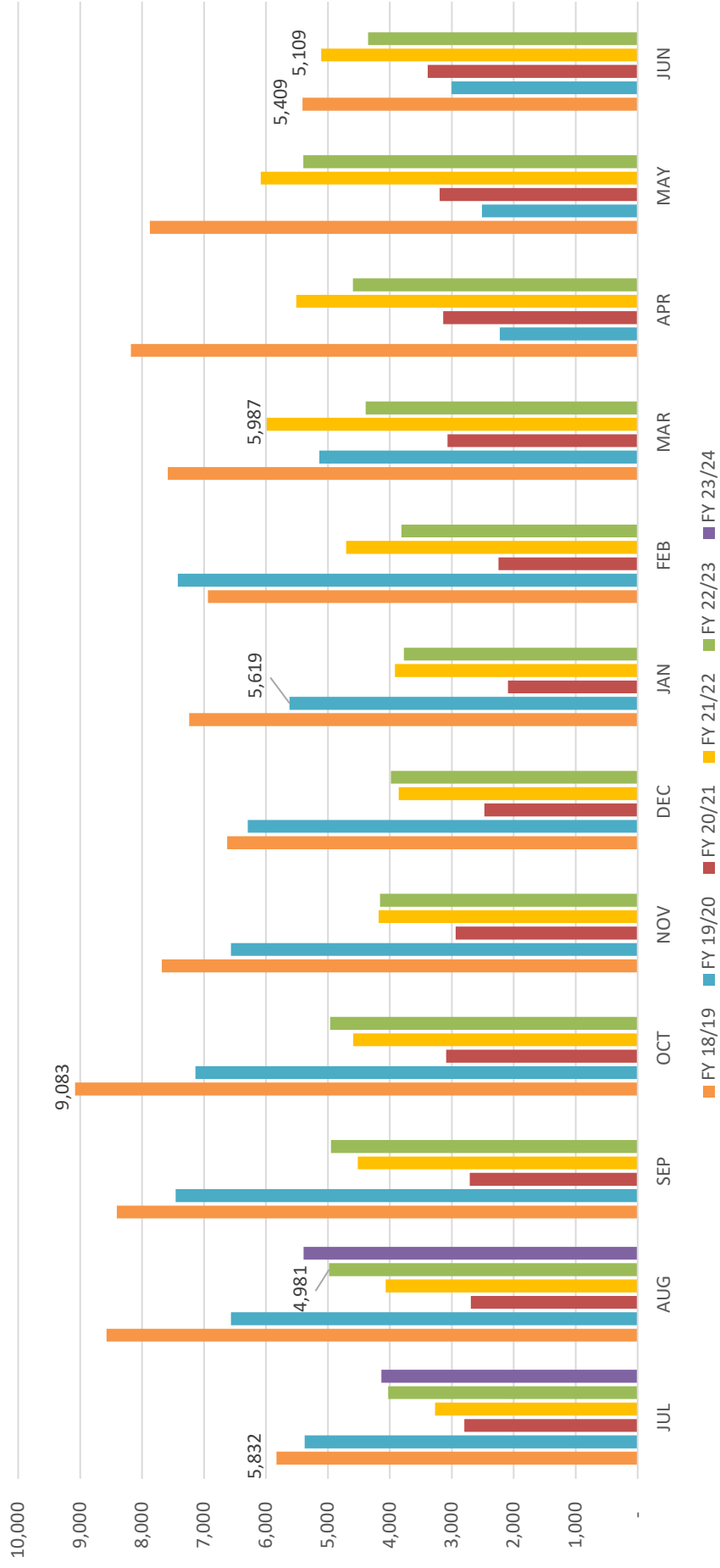
At the end of the first fiscal year of the Youth Ride Free program, youth rides accounted for nearly 40% of all Valley Express ridership and more than 50% of all fixed-route ridership.

VALLEY EXPRESS			
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%



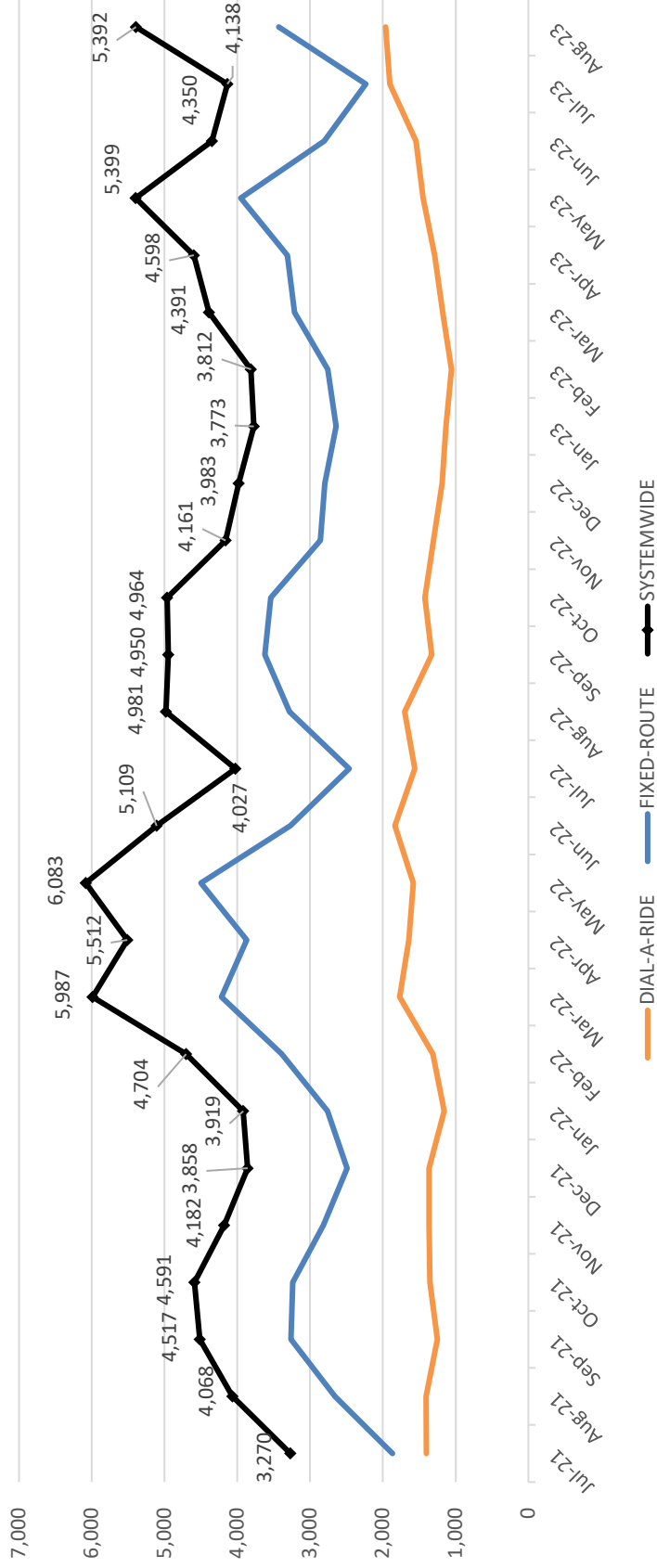
Valley Express Total Monthly Ridership FY18/19 to present

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.

Last month we attended a Disability Providers networking meeting at the Fillmore Active Adult Center to provide information on the services we provide to seniors and people with disabilities. Attendees included VCAAA, Tri-Counties Regional Center, and the ARC of Ventura County. At the meeting we provided information on our Valley Express services as well as information about the new Access For All program.



**DATE:** OCTOBER 11, 2023

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

**FROM:** MATT MILLER, PROGRAM MANAGER

**SUBJECT:** UPDATE ON FISCAL YEAR 2023/2024 VALLEY EXPRESS BUDGET

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### **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 are seeing a high demand for dial-a-ride (DAR) trips beginning to take shape.

In the first two months of FY23-24, the total DAR hours have increased 49% compared to the first two months of FY22-23. This is much higher than the budget estimates, and total ridership on the DAR service has increased 36% in July and 38% in August.

As DAR 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 unpredictable demand while fixed-route services are usually set and do not fluctuate much month to month.

### **DISCUSSION**

The level of service and the operations contract are the primary drivers for expenditures and with the new 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%. In the first two months of the fiscal year, we have seen an average of 46% increase in total DAR service hours each month, which is 43.5% more than what was budgeted for. Preliminarily, DAR service hours have only increased 3% in September. The increase is primarily due to MV being fully staffed, which was assisted by 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. 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 service, 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
<b>July</b>	641	653	1,042	701	<b>63%</b>	<b>7%</b>
<b>August</b>	478	521	966	714	<b>102%</b>	<b>37%</b>
<b>Total</b>	1,119	1,173	2,008	1,415	<b>79%</b>	<b>21%</b>

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 increased DAR hours, the expenditures have averaged \$219,899 per month. If this trend continued throughout the fiscal year, it is estimated that the service will be \$350,000 over budget for the year. Since DAR service hours went down in September, it is hoped that much less will be needed or none at all.

As the fiscal year continues, staff will be closely monitoring the budget and keeping the TAC and PAC informed of 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. This new system has many more capabilities and will likely lead to increased productivity. Hopefully the new system can be implemented by the end of FY24 but, unfortunately, will likely not be implemented in time to improve this year's budget situation.

**SB125 Transit and Intercity Rail Capital Program (TIRCP) Funds**

Luckily, the supplemental budget funds through Senate Bill 125 Transit and Intercity Rail Capital Program (TIRCP) and Zero-Emission Transit Capital Program (ZETCP) are apportioned to county transportation commissions, 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, potentially creating a cash flow problem. Nevertheless, these funds are eligible to cover these costs and as such, VCTC has submitted a request of \$350,000 to cover the potential budget shortfall, which is likely to be included in the final SB125 projects.

Staff will work with MV to improve productivity, will continue to monitor the costs and hours, and work through the SB125 process to secure those funds, while keeping the HVTAC and HVPAC updated.