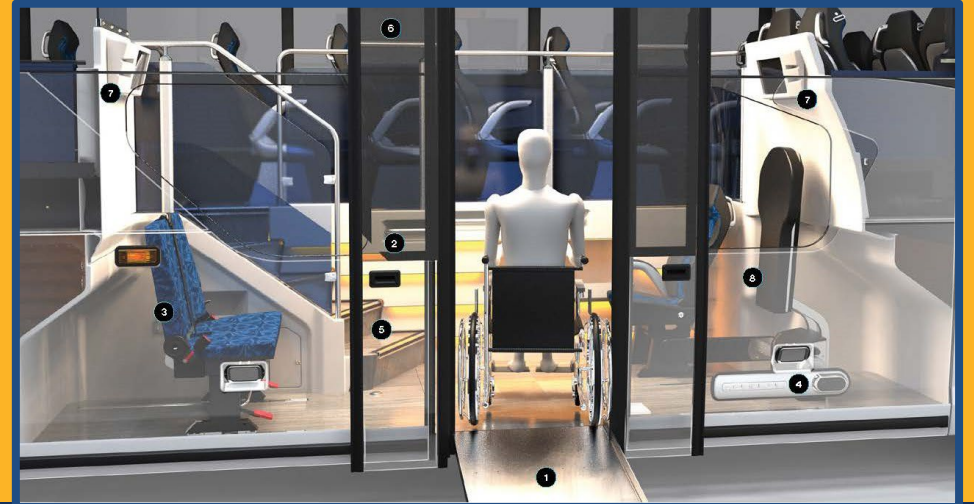




# Item 11 – Draft Ventura County Demand Response Integration Plan

Ventura County Transportation Commission | May 1, 2026



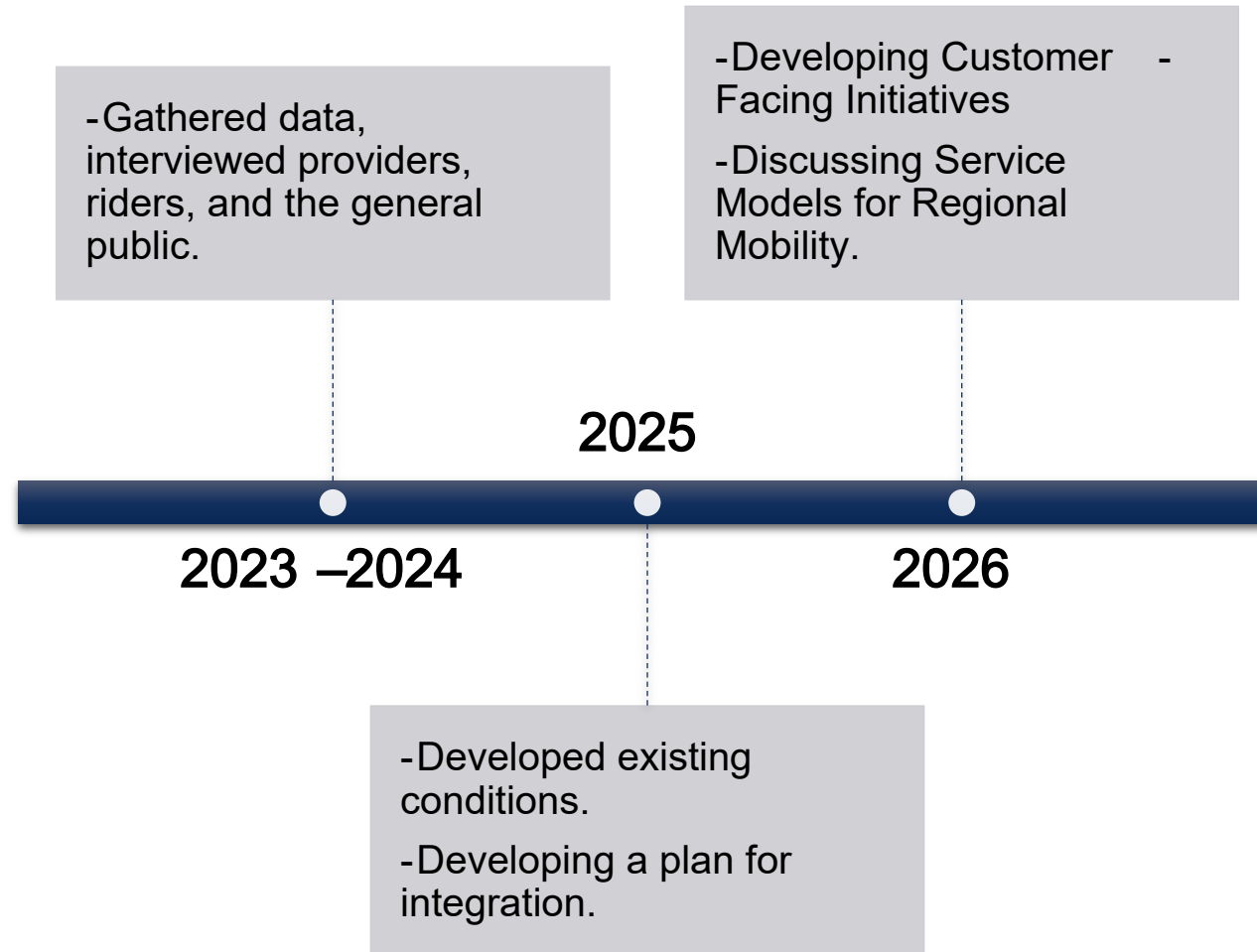


# Agenda

- Demand -Response Planning Effort: Timeline Overview
- Brief Highlights of Existing Conditions
- Guiding Principles for Improved Customer Service
- Service/Cost Models for Piloted Regional Rides
- What Integration Looks Like/How it Works



# Demand -Response Planning Effort: Timeline Overview



# Brief Highlights of Existing Conditions

**2023:** On-demand service costs are increasing, while serving the same/fewer number of people

**2024 – 2025:** RideCo (scheduling software) improves operational efficiencies

**2026:** RideCo efficiencies plateauing, refocus on customer needs and regional mobility



# Demand -Response Integration Plan (DRIP) Structure

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- This phased approach will focus on passenger facing items in the near term
  - Would be done within the existing operator and agency structure (without transitioning to a single paratransit agency).
- DRIP will contain:
  - (1) Ventura County Demand -Response Customer Experience Plan (CEP)
  - (2) Integration Concept Report
- The goals and tasks outlined in the CEP would be enacted in the short and medium term if adopted by the Commission and agreed upon by the operators
- The forthcoming Concept Report will provide valuable information that is responsive to the Commission direction and provides a roadmap to full integration if ultimately pursued





# Customer Experience Plan (CEP)

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- Incremental, countywide strategy to improve customer experience
- Emphasizes near -term, low -risk improvements that build on existing coordination ( RideCo and ADA eligibility certification program).
- Outlines action to be taken to support the most passenger requested and impactful enhancements and most agreed upon actions
- Focuses on improving travel throughout the county for those that ride paratransit and simplifying the system



# Guiding Principles for Customer Improvement

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- Continued education to shift the general public onto fixed route
- Maintain Countywide ADA eligibility program
- Embracing Dynamic Scheduling
- One Phone Number
- One Mobile App
- Localized Dispatching
- Uniform Policy
- Uniform Fare



# Guiding Principles: Embracing Dynamic Scheduling and One Phone Number

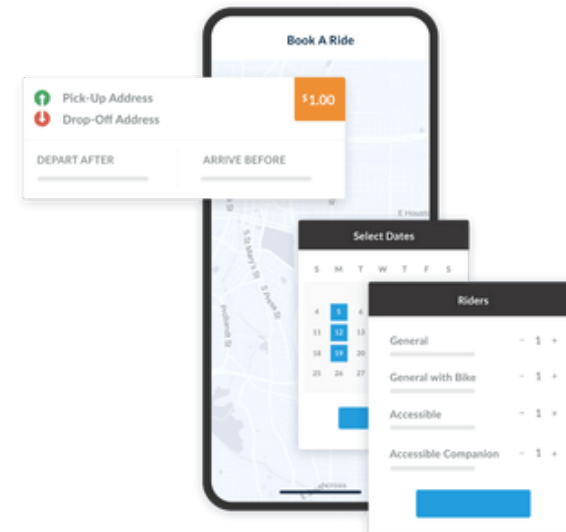
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## Dynamic Scheduling

- RideCo is highly effective
- Operators must collaborate with RideCo for matching demand with resources
- Continue to work with RideCo on simulations to study open boundaries, open fleets, different service hours

## One Phone Number

- Intelligent/Geofence Routing
- Interactive Voice Response (IVR)





# Guiding Principles: One Mobile App

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- RideCo mobile app – highly customizable, configured to reflect individual jurisdictions
- Supports local identity, understood by the same people who use system regularly
  - Turns off potential users looking to travel outside their town
  - Difficult for future users to understand system connectivity
  - Difficult to recognize what services are available to them
- RideCo can support a unified front -end customer look while maintaining separate, agency -specific configurations on back -end



# Guiding Principles: Uniform/Policy Enforcement

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- **No-shows and late cancellations** should not exceed 10% of trips per month
- **Dwell time** should be no more than 5 minutes
- Optimize mix of advanced reservations, subscriptions, and same-day trips
- All jurisdictions adopt best practices for **negotiations trip times**
- Adopt **uniform fares** for rider clarity, simplified system and transfers



# Regional Mobility

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- Can the County provide regional rides without full integration?
- What would a Pilot look like?
- What types of service delivery models are available?
  - Regional Trip Brokerage - One entity receives all requests and assigns them to most appropriate operator
  - Regional Third Party - Separate countywide service
  - Lead Agency Contracted Fleet - One agency manages a regional service/ dedicated fleet



# Branding Ideas

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- Foundation for awareness
- Ensuring all riders of varying abilities, languages, backgrounds can use service
- Agencies would retain their existing logos/brand and this would be in addition to unite them
- Who's operating it does not need to be front and center, the brand needs to be



# Leadership and Tangible Progress

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- VCTC to contract with Client Representative
- Client Representative to utilize TRANSCOM
- Opportunity to strengthen impact
- Focus on tangible, action -oriented outcomes
- Guide discussions and advancing initiatives
  - Implementation of principles, regional branding, and service delivery models

**GOAL: TRANSLATING COORDINATION INTO MEASURABLE RIDER IMPROVEMENT**

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# What Does Integration Look Like?

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- **Step One: Contracted Client Rep** - Contracted Position to Lead Effort
- **Step Two: Develop MOU** – Develop MOU with operators
- **Step Three: Fare Alignment** – Follow recommendations of the SRTP
- **Step Four: Policy Coordination** – Continue policy coordination
- **Step Five: One call number and app** – Set up one call in number for all operators and transition to one RideCo app
- **Step Six: Analyze and implement regional rides** – Fully evaluate options to implement regional rides and implement them



# Integration Concept Report

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- Conceptual framework for integrating Ventura County's demand -response and paratransit programs to improve rider experience, increase operational efficiency, and support long -term financial sustainability.
- Building on prior Commission direction from the Transit Integration and Efficiency Study (TIES)
- Documents the following:
  - Existing conditions
  - Identifies challenges such as fragmented policies
  - Rising costs and declining productivity
- Outlines how coordinated service standards, shared technology ( RideCo ), and phased integration could address these issues.
- Latter phase. Only revisited if determined it's necessary after first phase of CEP is implemented
- Brought to the Commission at the next meeting



# Next Steps

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- Receive feedback from Commission, community, and local operators
- Present Integration Concept Report to TRANSCOM in May and bring back full DRIP to Commission at June Commission meeting for consideration of approval/adoption





# Questions?

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# Regional Service Model Possibilities

Model	How it Works	Roles of Providers	Advantages	Potential Tradeoffs
<b>Regional Trip Brokerage</b> \$	<ul style="list-style-type: none"> <li>One entity receives all requests</li> <li>Assigns them to most appropriate operator</li> </ul>	<ul style="list-style-type: none"> <li>Handle cross boundary trips</li> </ul>	<ul style="list-style-type: none"> <li>Seamless customer experience</li> <li>Reduced Transfers</li> </ul>	<ul style="list-style-type: none"> <li>Requires strong coordination</li> </ul>
<b>Regional Third Party</b> \$\$	<ul style="list-style-type: none"> <li>Separate countywide service</li> </ul>	<ul style="list-style-type: none"> <li>Operate a dedicated regional service</li> </ul>	<ul style="list-style-type: none"> <li>Easy to implement</li> <li>Consistent regional trips</li> </ul>	<ul style="list-style-type: none"> <li>Possible duplication of resources</li> </ul>
<b>Lead Agency Contracted Fleet</b> \$\$\$	<ul style="list-style-type: none"> <li>One agency manages a regional service/ dedicated fleet</li> </ul>	<ul style="list-style-type: none"> <li>Operate vehicles &amp; drivers for regional trips under contract</li> </ul>	<ul style="list-style-type: none"> <li>Centralized oversight</li> <li>Strong branding</li> </ul>	<ul style="list-style-type: none"> <li>Complex procurement</li> <li>Expensive</li> </ul>



# Regional Cost Models Possibilities

Service Model	Cost Model	Explanation
Regional Trip Brokerage	Trip-Based Cost Allocation	Pay for what is delivered Easy to track
	Passenger Time/Mile Allocation	Prevents long trips from being undercompensated
Regional Overlay Service	Regional Pool Funding	Allocations based on population and ridership
	Zone-Based Cost Sharing	Reflects geographic usage of overlay service
Leady Agency/Contracted Fleet	Fully allocated cost recovery	Predictable budgeting, easy to administer contractually
	Minimum Guarantee + Variable Cost	Reflects actual usage

