



VENTURA COUNTY TRANSPORTATION COMMISSION
Heritage Valley Policy Advisory Committee (HVPAC)
www.goventura.org | www.valleyexpressbus.org
Fillmore City Hall
250 Central Avenue, Fillmore, CA
Monday, June 1, 2026
1:30 p.m.

AGENDA

(Action may be taken on any item listed on the agenda.)

- 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 ACCEPTANCE OF MINUTES**
Recommended Action:
• Receive and file
Responsible Staff: Cecilia Perez
- ITEM 6 FISCAL YEAR 2026-2027 VALLEY EXPRESS FINAL BUDGET**
Recommended Action:
• Approve the Fiscal Year 2026-2027 Valley Express Budget
Responsible Staff: Matt Miller, Program Manager RIDERSHIP AND
- ITEM 7 RIDERSHIP AND OUTREACH REPORT**
Recommended Action:
• Receive and file
Responsible Staff: Erin Kenneally, Transit Planner

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 8 REQUEST AUTHORIZATION TO EXTEND VALLEY EXPRESS
OUTREACH CONTRACT WITH CELTIS VENTURES**
Recommended Action:
- Approve staff to exercise two option years with Celtis Ventures per section 1.1 of the outreach contract
- Responsible Staff: Matt Miller, Program Manager**
- ITEM 9 ADJOURNMENT**

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VENTURA COUNTY TRANSPORTATION COMMISSION
Heritage Valley Policy Advisory Committee (HVPAC)
www.goventura.org | www.valleyexpressbus.org
Ventura County Transportation Commission
751 E. Daily Drive, Suite 420, Camarillo, CA
Monday, March 23, 2026
2:30 p.m.

MEETING MINUTES

MEMBERS PRESENT: Kelly Long, County of Ventura (Chair)
Jenny Crosswhite, City of Santa Paula (Vice Chair)
Carrie Broggie, City of Fillmore
Martin Erickson, VCTC Director (Ex-Officio)

VCTC STAFF PRESENT: Claire Grasty, VCTC Director of Public Transit
Matt Miller, Transit Operations Manager
Erin Kenneally, Transit Planner
Hayden Balsys, VCTC Intern

1. **CALL TO ORDER** - Chair Kelly Long called the meeting to order at 2:39 p.m.
2. **INTRODUCTIONS & ANNOUNCEMENTS** – No announcements
3. **PUBLIC COMMENTS** – None
4. **AGENDA ADJUSTMENTS** – None

5. ACCEPTANCE OF MINUTES

The Committee accepted the Minutes of February 2, 2026.

6. RIDERSHIP AND OUTREACH REPORT

Erin Kenneally provided an update on ridership and outreach for Valley Express service including key performance highlights, quarterly comparisons, RideCo, marketing and community outreach. There was discussion among the committee regarding ridership along with a request for more outreach and promotions during community events.

7. FISCAL YEAR 2026-2027 VALLEY EXPRESS DRAFT BUDGET

Matt Miller provided the 2026-2027 Valley Express draft budget to the Committee for review and discussion. A breakdown of budget assumptions, each member agency's local contribution and anticipated revenues were provided.

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.

8. CMAQ FUNDED SERVICE EXPANSION

Matt Miller gave an update on the Fillmore-Moorpark route and an overview on the CMAQ grant that was received to increase service in Santa Paula and Fillmore. Funding is expected to remain until approximately February 2028 and then would need to discuss long term funding options, levels of service, and possibly cost sharing.

Martin Erickson stated that VCTC is very engaged in the reauthorization discussion and is also looking at State funding to potentially support in the future.

Jenny Crosswhite announced that it is important to contact Moorpark, Fillmore, and Santa Paula representatives with specific examples of how the cities are benefiting from that funding.

Claire Grasty informed the Committee that VCTC is cognizant of how this affects the long term and will collect further data, an origin survey, transfer studies, and look at the modeling for discussion in the future.

Matt Miller stated that before the next meeting he will update the budget to account for updated fuel costs.

9. ADJOURNMENT – Chair Long adjourned the meeting at 3:32 p.m.



Valley Express Bus & Dial-A-Ride

Item 6

DATE: JUNE 1, 2026
MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)
FROM: MATT MILLER, PROGRAM MANAGER
SUBJECT: FISCAL YEAR 2026-2027 VALLEY EXPRESS BUDGET

RECOMMENDATION

- Approve the Fiscal Year 2026-2027 Valley Express Budget.

BACKGROUND

Pursuant to the Cooperative Agreement for the Heritage Valley Transit Service, the Heritage Valley Technical Advisory Committee (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 subcommittee, subsequent review by the full Commission with final budget adoption by June.

DISCUSSION

Over the past year the Valley Express bus service has been funded with a mix of Federal Transit Administration (FTA) recurring formula funds, Congestion Mitigation and Air Quality (CMAQ) Program funds, State of Good Repair (SGR) funds, farebox revenue, SB 125 funds, and local funding from the member agencies. In FY26-27 service will be, once again, funded with the same mix of funds except SGR and SB125 funds.

The budget was developed based on the following factors and assumptions:

1. Contract provider rate increases in FY26-27.
2. Sustained demand for dial-a-ride service.
3. Continuation of CMAQ funded Fillmore to Moorpark Fixed Route for FY26-27.
4. A high cost for fuel.

This year's total budget will be lower than the FY25-26 budget by approximately 13%, due to the completion of the vehicle replacements and all related funds being expended. Due to the Iran conflict and its effect on fuel prices, staff has increased the estimated fuel cost for FY26-27. Last year, \$258,125 was the estimated cost for fuel for the entire year. This upcoming year staff is estimating \$300,948 will be needed. The calculation is based on an average price of \$6.10/gallon with 4,111 gallons purchased per month.

Though DAR service hours are higher than last year, so far, they have trended lower than expected. To insulate the jurisdictions from unexpected requests for additional funding in the middle of next fiscal year as we have seen in prior years, staff recommends that the number of DAR service hours planned matches the number from the current budget. DAR demand and use is very difficult to predict and can fluctuate from year to year and therefore it is best practice to budget conservatively. Lastly, depreciation of the Valley Express vehicles have been added to the budget to comply with accounting processes, however jurisdictions will not need to pay for their cost.

Below is the recommended level of service by jurisdiction. As shown below there is a small increase in the projected hours for Fillmore Loop, Fillmore to Moorpark, and Piru (County) routes. The increase is due to an increase in deadhead hours from the yard to the start of service and from the end of service back to the yard. There is no increase in the number of revenue service hours.

RECOMMENDED LEVEL OF SERVICE

| | <i>FY 2026-2027</i> | <i>FY 2025-2026</i> |
|-----------------------------|-------------------------------|----------------------------------|
| <u>Fixed Route</u> | <u>Projected Hours</u> | <u>Current (Budgeted)</u> |
| Fillmore | 1,762 | 1,749 |
| Fillmore – Moorpark* | 5,328 | 5,064 |
| Santa Paula | 1,783 | 1,783 |
| County | 3,132 | 3,015 |
| Subtotal Fixed Route | 12,006 | 11,611 |
| <u>Dial-a-Ride</u> | <u>Projected Hours</u> | <u>Current (Budgeted)</u> |
| Fillmore | 7,500 | 7,500 |
| Santa Paula | 10,740 | 10,740 |
| County | 960 | 960 |
| Subtotal Dial-a-Ride | 19,200 | 19,200 |
| Total All Services | 31,206 | 30,811 |

*Hours for the Fillmore-Moorpark route is funded by a CMAQ grant with local match.

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.

This budget uses a blend of Federal formula funds, CMAQ grant funds, fare revenue, and local contributions by member agencies. The following is a table of the prior three years’ budgets for reference.

| | FY23-24 | FY24-25 | FY25-26 | FY26-27 |
|---|--------------|--------------|--------------|---------------|
| FTA - Cares Act/CMAQ | \$ 206,077 | \$ 566,711 | \$ 478,062 | \$ 465,545 |
| FTA | \$ 1,081,654 | \$ 2,175,076 | \$ 1,217,316 | \$ 948,198 |
| State of Good Repair | \$ - | \$ 1,300,000 | \$ 80,409 | \$ - |
| SB125 | \$ - | \$ - | \$ 198,774 | \$ - |
| Local Contribution - Bus Operations | \$ 1,016,319 | \$ 1,673,414 | \$ 1,972,287 | \$ 1,850,357 |
| Local Contribution - TDA Funds | \$ - | \$ - | \$ - | \$ - |
| Local Contribution - Route Guarantee | \$ 228,150 | \$ - | \$ - | \$ - |
| Local Fee - Contract Administration | \$ 129,100 | \$ 133,800 | \$ 136,300 | \$ 141,000.00 |
| Local Fee - Farebox | \$ 39,000 | \$ 67,000 | \$ 53,000 | \$ 40,000 |
| Totals | \$ 2,700,300 | \$ 5,916,000 | \$ 4,136,148 | \$ 3,445,100 |
| Change from Prior Year | | 119% | -30% | -17% |

Attachment A attached is the draft FY26-27 Valley Express Budget and attachment B is a breakdown of each member agency’s local contribution.

Attachment A: FY2026-2027 VALLEY EXPRESS BUS SERVICE

FISCAL YEAR 2026-2027 FINAL BUDGET

FUNDING:

| Funding Source | Funding Dollars |
|--------------------------------------|------------------------|
| FTA, CMAQ | \$1,413,743 |
| Local Contribution – Bus Operations* | 1,850,357 |
| Local Fee – Contract Administration* | 141,000 |
| Local Fee – Farebox | 40,000 |
| VCTC Fund Balance | 160,200 |
| Total Funding | \$3,605,300 |

*Local LTF contributions, route guarantee, and fee provided by cities of Santa Paula, Fillmore and County of Ventura.

EXPENDITURE COMPARISON:

| | Fiscal Year 2024/2025 Actual | Fiscal Year 2025/2026 Budget* | Fiscal Year 2026/2027 Budget |
|---------------------------|---|--|---|
| Salaries | \$ 52,761 | \$ 54,600 | \$ 54,300 |
| Fringe and Tax | 22,469 | 23,800 | 25,700 |
| Indirect Cost Allocation | 58,567 | 57,900 | 61,000 |
| Mileage | 1,284 | 1,500 | 1,500 |
| Office Support | 685 | 1,000 | 1,000 |
| Printing | 6,349 | 10,000 | 10,000 |
| Bank Fees | 0 | 1,000 | 1,000 |
| Legal Services | 2,059 | 8,000 | 8,000 |
| Communications Wi-Fi | 6,842 | 7,000 | 7,000 |
| Contract Services | 2,449,326 | 2,984,300 | 3,140,600 |
| Equipment | 525 | 10,000 | 10,000 |
| Outreach | 71,749 | 70,000 | 70,000 |
| Professional Services | 54,860 | 55,000 | 55,000 |
| Vehicle Replacements | 1,647,453 | 1,095,610 | 0 |
| Depreciation | 19,838 | 0 | 160,200 |
| Total Expenditures | \$4,394,767 | \$4,379,710 | \$3,605,300 |

Attachment B: VALLEY EXPRESS BUDGET (FY2026-2027)

| | | |
|--|-----------|---|
| TAC/PAC Budget Cost of Service 2026/27 (31,206 hours) | | |
| Overhead: Staff | \$ | 141,000 |
| Overhead: Other | \$ | 163,500 |
| Contractor | \$ | 3,140,600 |
| Total Costs | \$ | 3,445,100 |
| External Revenues | | |
| FTA & CMAQ | \$ | 1,413,743 |
| State of Good Repair | \$ | - |
| SB125 | \$ | - |
| Projected Farebox | \$ | 40,000 |
| Total External Revenues | \$ | 1,453,743 |
| (1) Total Net Due (Less External Revenues) | \$ | 1,991,357 |
| (2) Member Agency Share Overhead | | |
| | | <i>% Share Overhead</i> |
| Fillmore | \$ | 101,500 |
| Santa Paula | \$ | 101,500 |
| County | \$ | 101,500 |
| Subtotal Overhead Costs | \$ | 304,500 |
| (3) Member agency share of Contractor Costs (rounded) | | |
| | | <i>% Share of total planned hours (FY26/27)</i> |
| Fillmore | \$ | 607,268 |
| Santa Paula | \$ | 809,691 |
| County | \$ | 269,897 |
| Subtotal Contract Costs | \$ | 1,686,857 |
| Total Costs: Member Agency (Overhead Staff + Other & Contractor Cost) | | |
| Fillmore | \$ | 708,768 |
| Santa Paula | \$ | 911,191 |
| County | \$ | 371,397 |
| Total Costs: Member Agency | \$ | 1,991,357 |
| Member Agency Available FY24/25 Carryover | | |
| Fillmore | \$ | 194,129 |
| Santa Paula | \$ | 299,880 |
| County | \$ | 108,521 |
| Projected Amount Due to VCTC | | |
| Fillmore | \$ | 514,639 |
| Santa Paula | \$ | 611,311 |
| County | \$ | 262,876 |
| | \$ | 1,388,827 |



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Valley Express Bus & Dial-A-Ride

Item 7

DATE: JUNE 1, 2026
MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)
FROM: ERIN KENNEALLY, TRANSIT PLANNER – TRANSIT SERVICES
SUBJECT: RIDERSHIP AND OUTREACH REPORT

RECOMMENDATION

- Receive and file.

BACKGROUND

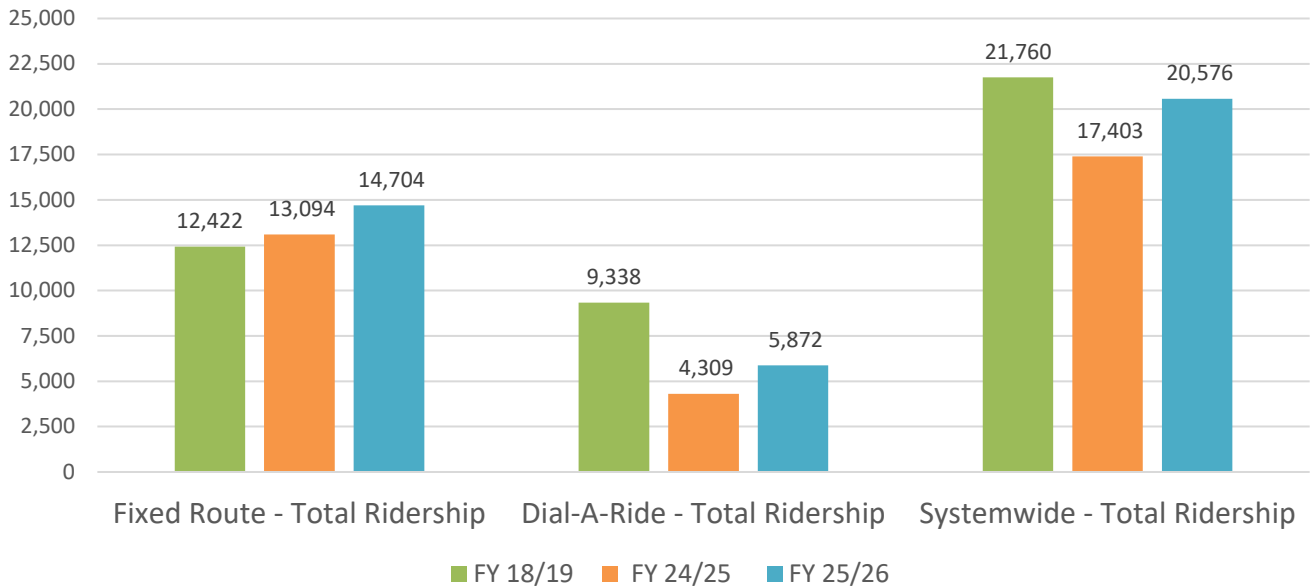
Valley Express service includes five fixed routes, dial-a-ride (DAR) services for the general public, and complementary ADA paratransit serving the cities of Santa Paula, Fillmore, and the unincorporated area of Piru.

This report provides a Quarter 3 (January, February, and March) comparison between key performance indicators (KPI) in FY 2025-26 and previous years. In addition, this report provides an update regarding the recent marketing and outreach activities for Valley Express. Ridership in Q3 increased on both services over the same quarter last year.

Key Performance Highlights:

- This quarter, Valley Express **fixed route** ridership increased by 12% to 14,704 passenger trips compared to 13,094 in the same quarter of last year.
- The Fillmore-Moorpark Route has now been in service since August 1, 2024 and in Q3 accounted for 21% of all fixed route ridership. Ridership on the route has seen a 61% increase since the same period last year.
- The Piru route, the most utilized route in the system, accounts for 47% of fixed route ridership, however ridership is down 10% versus the same period last year.
- Valley Express **dial-a-ride** ridership increased by 36% to 5,872 trips compared to 4,309 trips in same quarter last year but is costing less to operate due to more efficient scheduling.

VALLEY EXPRESS SYSTEMWIDE BOARDINGS THIRD QUARTER COMPARISON



THIRD QUARTER FIXED ROUTE BOARDINGS BY ROUTE

| Route | FY18-19 (Pre-COVID) | FY24-25 | FY25-26 | % Change from FY24-25 | % Change from FY18-19 |
|---------------------|------------------------|---------------|---------------|--------------------------|--------------------------|
| Santa Paula A | 383 | 202 | 209 | 3% | -45% |
| Santa Paula B | 468 | 290 | 403 | 39% | -14% |
| Santa Paula Tripper | 355 | 78 | 274 | 251% | -23% |
| Fillmore Loop | 466 | 805 | 1,448 | 80% | 211% |
| Fillmore Tripper | 2,348 | 2,069 | 2,294 | 11% | -2% |
| Fillmore-Moorpark^ | - | 1,964 | 3,156 | 61% | - |
| Piru | 8,402 | 7,686 | 6,920 | -10% | -18% |
| Total | 12,422 | 13,094 | 14,704 | 12% | 18% |

^CMAQ Funded Route Implemented August 2024

THIRD QUARTER DIAL-A-RIDE BOARDINGS BY JURISDICTION

| Route | FY18-19 (Pre-COVID) | FY24-25 | FY25-26 | % Change from FY24-25 | % Change from FY18-19 |
|--------------|------------------------|--------------|--------------|--------------------------|--------------------------|
| Santa Paula | 6,740 | 3,704 | 4,550 | 23% | -32% |
| Fillmore | 2,598 | 605 | 1,322 | 119% | -49% |
| Total | 9,338 | 4,309 | 5,872 | 36% | -37% |

3RD QUARTER DIAL-A-RIDE RIDERSHIP BY SERVICE TYPE

| Jurisdiction | ADA | Senior | General |
|--------------|--------------|--------------|--------------|
| County | 94 | 37 | 125 |
| Fillmore | 184 | 431 | 594 |
| Santa Paula | 746 | 1,088 | 2,573 |
| Total | 1,024 | 1,556 | 3,292 |

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

| FIXED ROUTE - Valley Express KPI | | Qtr 3 FY 2024/25 | Qtr 3 FY 2025/26 | Yr over Yr % Change |
|---|-------------|-----------------------------|-----------------------------|--------------------------------|
| Ridership | Fixed Route | 13,094 | 14,704 | 12% |
| Passengers per Mile | Fixed Route | 0.26 | 0.28 | 7% |
| Passengers per Hr | Fixed Route | 4.54 | 4.73 | 4% |
| Revenue Hours | Fixed Route | 2,883 | 3,106 | 8% |
| Revenue Miles | Fixed Route | 50,572 | 53,136 | 5% |
| Operating Cost | Fixed Route | \$ 298,009 | \$ 334,773 | 12% |
| Cost per Hr | Fixed Route | \$ 103.38 | \$ 107.78 | 4.3% |
| Cost per Passenger | Fixed Route | \$ 22.76 | \$ 22.77 | 0% |

Table 2 Fixed Route Quarterly Comparison

| DIAL-A-RIDE (DAR) - Valley Express KPI | | Qtr 3 FY 2024/25 | Qtr 3 FY 2025/26 | Yr over Yr % Change |
|---|-------------------|-----------------------------|-----------------------------|--------------------------------|
| Ridership | Dial-A-Ride (DAR) | 4,309 | 5,872 | 36% |
| Passengers per Mile | Dial-A-Ride (DAR) | 0.24 | 0.28 | 20% |
| Passengers per Hr | Dial-A-Ride (DAR) | 1.36 | 2.11 | 54% |
| Revenue Hours | Dial-A-Ride (DAR) | 3,158 | 2,789 | -12% |
| Revenue Miles | Dial-A-Ride (DAR) | 18,293 | 20,756 | 13% |
| Operating Cost | Dial-A-Ride (DAR) | \$ 329,000 | \$ 308,569 | -6% |
| Cost per Hr | Dial-A-Ride (DAR) | \$ 104.20 | \$ 110.64 | 6% |
| Cost per Passenger | Dial-A-Ride (DAR) | \$ 76.35 | \$ 52.55 | -31% |

Table 3 Dial-A-Ride Quarterly Comparison

| SYSTEM-WIDE SERVICE - Valley Express KPI | | Qtr 3 FY 2024/25 | Qtr 3 FY 2025/26 | Yr over Yr % Change |
|---|-------------|-----------------------------|-----------------------------|--------------------------------|
| Ridership | System-wide | 17,403 | 20,576 | 18% |
| Passengers per Mile | System-wide | 0.25 | 0.28 | 10% |
| Passengers per Hr | System-wide | 2.88 | 3.49 | 21% |
| Revenue Hours | System-wide | 6,040 | 5,895 | -2% |
| Revenue Miles | System-wide | 68,865 | 73,892 | 7% |
| Operating Cost | System-wide | \$ 627,010 | \$ 643,342 | 3% |
| Cost per Hr | System-wide | \$ 103.81 | \$ 109.13 | 5% |
| Cost per Passenger | System-wide | \$ 36.03 | \$ 31.27 | -13% |

MARKETING AND COMMUNITY OUTREACH

Celtis Ventures, Inc., continues to assist us in promoting the Valley Express service within the Heritage Valley. In the 3rd quarter, Celtis coordinated and completed a photoshoot which included all of our new buses, passengers boarding and paying with the new Tap2Ride system, ADA passengers using dial-a-ride and new digital real-time arrival signs. These new photos will be used for our outreach activities, in printed public information materials, and bus schedules.

OTHER UPDATES

The final four replacement vehicles were delivered in March and put into service. The acceptance and delivery of these vehicles complete the full fleet replacement.





Valley Express Bus & Dial-A-Ride

Item 8

DATE: JUNE 1, 2026

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: MATT MILLER, PROGRAM MANAGER

SUBJECT: COMMUNITY OUTREACH PROGRAM CONTRACT EXTENSION

RECOMMENDATION

- Approve the community outreach program contract extension for two years until June 30, 2028 with Celtis Ventures for \$70,000 per year for a total not to exceed amount of \$350,000 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.

BACKGROUND

In June 2023, the HVPAC approved award of a three-year contract that allowed for two option years to Celtis Ventures.

VCTC staff released the RFP for a community outreach program, which included an updated scope of work 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.

VCTC received proposals from four marketing and outreach firms and utilized an evaluation panel comprised of two VCTC staff members and one Valley Express member agency.

DISCUSSION

Over the past few years and during the previous contract, Celtis has done an admirable job, making improvements to the website, bus book, implementing a Spanish first outreach campaign, expanding the Valley Express social media presence updating the Valley Express branding and logo, designing new bus designs, and bus stop signs. Staff is recommending utilizing the two-year contract extension and continue working with Celtis Ventures to conduct outreach and promote the Valley Express service.