



VENTURA COUNTY TRANSPORTATION COMMISSION

Citizen’s Transportation Advisory Committee (CTAC) /
Social Services Transportation Advisory Council (SSTAC)

Ventura County Government Center

Hall of Administration – Multi Purpose Room

800 S. Victoria Street, Ventura, CA

www.goventura.org

Tuesday, June 9, 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 & 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 MEETING MINUTES

Recommended Action:

- Receive and file

Responsible Staff: Cecilia Perez, Administrative Assistant

ITEM 5 DRAFT DEMAND-RESPONSE INTEGRATION PLAN (DRIP)

Recommended Action

- Receive and file

Responsible Staff: Claire Grasty, Director of Public Transit, Aubrey Smith, Program Manager – Regional Transit Planning

ITEM 6 SIMI VALLEY MICROTRANSIT PRESENTATION

Recommended Action:

- Receive and file

Responsible Staff: Claire Grasty, Director of Public Transit

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 BICYCLE SAFETY AND BIKE MONTH UPDATE**
Recommended Action:
 - Receive and file**Responsible Staff: Dolores Lopez, Transit Planner**

- ITEM 8 CHAIRPERSON'S REPORT**

- ITEM 9 MEMBER REPORTS**

- ITEM 10 FUTURE AGENDA ITEMS**
 - Overview of transportation programs in Ventura County

- ITEM 11 ADJOURN TO TUESDAY, JANUARY 12, 2027.**

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Hall of Justice – Pacific Conference Room
800 S. Victoria Street, Ventura, CA

www.goventura.org

Tuesday, April 14, 2026

1:30 p.m.

MEETING MINUTES

CTAC MEMBERS PRESENT: Miranda Patton, Camarillo (Vice-Chair)
Chaise Rasheed, Thousand Oaks
Geoffrey Ware, Thousand Oaks
Rob Corley, City of Ventura
Sandra Aldana, VCTC at Large

CTAC MEMBERS ABSENT: Marissa Rodriguez, Fillmore (Chair)
Beverly Dransfeldt, Camarillo
Joey Juhasz-Lukomski, Fillmore
Bill Miley, Ojai
Susan Leech, Ojai
Chera Minkler, City of Ventura
Manuel Minjares, Ventura County

CURRENT CTAC VACANCIES: City of Moorpark (2)
City of Oxnard (2)
City of Port Hueneme (2)
City of Santa Paula (2)
City of Simi Valley (2)
County of Ventura (1)
VCTC at Large (1)

SSTAC MEMBERS PRESENT: Esther Anaya, Arc of Ventura County

SSTAC MEMBERS ABSENT: Maricela Pardo, Area Agency on Aging
Jon Looney, ACTION VC
Shaun Prater, HELP of Ojai
Jeff Lambert, Housing Authority

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Alexa Martin, ILRC-TRICO
Jennifer Martinez, ILRC-TRICO
Letty Gutierrez, Mobility Management Partners
Martha Shapiro, Senior Concerns
Tammy Glen, VC Caregivers
Jennifer Hollowell, VC Caregivers

VCTC STAFF PRESENT:

Claire Grasty, Director of Public Transit
Aubrey Smith, Regional Transit Planning Manager
Dolores Lopez, Regional Transit Planner

1. CALL TO ORDER -

Vice Chair, Miranda Patton, called the meeting to order at 1:35 p.m.

2. INTRODUCTIONS & ANNOUNCEMENTS – No announcements

3. PUBLIC COMMENT – None

4. MEETING MINUTES - The committee accepted the January 2026 meeting minutes.

5. ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON

ACTION:

Rob Corley made a motion, seconded by Esther Anaya, to nominate Miranda Patton to serve as Chair and Chaise Rasheed as Vice Chair for the 2026 calendar year.

Motion passed unanimously.

6. FISCAL YEAR (FY) 2026/27 TRANSPORTATION DEVELOPMENT ACT (TDA) UNMET TRANSIT NEEDS (UTN) FINDINGS

Dolores Lopez provided a PowerPoint presentation on the Transportation Development Act (TDA) Unmet Transit Needs (UTN) Findings including a review of the criteria, public input process and analysis. Questions, concerns, and a request for more partnerships with local agencies were discussed.

ACTION:

Sandra Aldana made a motion, seconded by Chaise Rasheed, to approve the Fiscal Year 2026/27 Transportation Development Act (TDA) Unmet Transit Needs (UTN) Findings.

Motion passed unanimously.

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7. DRAFT DEMAND-RESPONSE INTEGRATION PLAN (DRIP) UPDATE

Aubrey Smith provided an update and PowerPoint on the Draft Demand-Response Integration Plan (DRIP) and will email out to the committee.

8. LOCAL AND MAJOR SPORTS UPDATE

Claire Grasty gave an update on transportation for the upcoming Olympics, World Cup, and other local events.

9. CHAIRPERSON'S REPORT – None

10. MEMBER REPORTS - None

11. FUTURE AGENDA ITEMS

- Bus Stop Inventory

12. MEETING WAS ADJOURNED AT 2:50 P.M.

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Item 5

June 9, 2026

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

**FROM: AUBREY SMITH, PROGRAM MANAGER – REGIONAL TRANSIT
PLANNING
CLAIRE GRASTY, DIRECTOR OF PUBLIC TRANSIT**

SUBJECT: DRAFT DEMAND-RESPONSE INTEGRATION PLAN (DRIP)

RECOMMENDATION:

- Receive and file the Draft Demand-Response Integration Plan (DRIP)

STRATEGIC COMMITMENT:

This report aligns with the VCTC Strategic Plan commitments of:

Goal B: Transportation Services

- B12. Support improved transit and transportation services for those with disabilities.
- B16. Enhance outreach to senior population.
- B24. Promote transit ridership recovery to assist the State in meeting its air quality goals, promoting public transit ridership recovery and increasing mobility choices.

BACKGROUND:

Over the past several years, the Ventura County Transportation Commission (VCTC), in coordination with local transit operators and partner agencies, has undertaken a series of efforts to evaluate and improve the delivery, efficiency, and integration of public

transit services throughout Ventura County. Central to this work is the Transit Integration and Efficiency Study (TIES), a countywide study initiated in 2021 at the direction of the VCTC Commission to assess opportunities to enhance coordination among the region's multiple transit providers while improving rider experience and managing long-term operating costs.

The TIES process included extensive stakeholder engagement and technical analysis, including individual Commissioner interviews, Operator Working Group meetings, completion of an Existing Conditions Report, surveys of riders and stakeholders, meetings with city managers, and presentations to city councils. The study evaluated fixed-route and demand-response services, governance structures, operational practices, and fare and customer service policies across Ventura County's transit systems. At subsequent Commission meetings, staff presented updates on key findings and alternatives developed through TIES. These alternatives ranged from enhanced coordination among operators to varying degrees of service and governance consolidation, with a particular focus on improving the efficiency and sustainability of demand-response services, including ADA paratransit and dial-a-ride programs. Commission discussions emphasized the need to balance regional coordination with local control, while addressing rising unit costs, service fragmentation, and inconsistent rider experiences.

In parallel with the policy and governance analysis conducted through TIES, VCTC and several transit operators began implementing near-term, operational improvements aligned with the study's findings. A key effort has been the phased implementation of RideCo, a dynamic scheduling and dispatch platform for demand-response services. RideCo is intended to improve trip scheduling efficiency, reduce duplication across jurisdictional boundaries, support better data collection, and enhance the rider experience through more reliable and flexible service delivery. These implementation efforts are consistent with TIES recommendations to leverage technology and shared systems as foundational steps toward improved integration, regardless of long-term governance decisions.

Additional coordination and efficiency initiatives undertaken during this period have included continued operator collaboration through working groups, data sharing and performance monitoring, and exploration of service standardization opportunities related to eligibility, fares, and customer information. Collectively, these efforts represent an incremental, multi-year approach to advancing the goals identified in TIES, improving service quality, enhancing regional connectivity, and ensuring the fiscal sustainability of Ventura County's public transit network.

As a parallel effort to the Ventura County Short Range Transit Plan (SRTP), VCTC initiated the development of the Demand Response Integration Plan (DRIP) to explore how local transit providers can work together to make ADA paratransit service more seamless, efficient, and cost-effective. Paratransit provides essential transportation service for riders with disabilities, but today each local operator manages its own

system. This can make countywide travel challenging, especially when trips cross city or service boundaries. The DRIP examines how bringing services together could:

- Enhance the rider experience with consistent policies and scheduling
- Improve trip coordination and regional connectivity
- Identify potential opportunities to achieve cost savings
- Support more unified data collection, reporting, and planning

The DRIP is intended to provide a foundation for decision-makers and local bus operators to consider how best to move forward. VCTC will continue to refine the draft DRIP with its' partners and the community to identify the most effective path to improve the rider experience.

Progress Over the Last 15 Years – Foundational Regional Coordination

Formation of the East County Transit Alliance (ECTA):

The creation of ECTA represents one of Ventura County's earliest efforts to provide cross-jurisdictional demand-response service. Through an interagency agreement among east county jurisdictions, ECTA established a shared operational model for intercity dial-a-ride and ADA paratransit trips, allowing riders to travel point to point across city boundaries without navigating multiple local systems. The City of Thousand Oaks serves as the fiscal agent and operator, demonstrating early consolidation of administrative and operational functions while preserving local participation.

Premium Direct Camarillo-Gold Coast Service and other Regional Connectivity Improvements:

The City of Camarillo elected not to fully participate in ECTA cost sharing but instead implemented direct ADA and senior dial-a-ride service for eligible Camarillo residents traveling to Simi Valley, Moorpark, and Thousand Oaks. This approach reduced the need for vehicle transfers and improved rider convenience while maintaining local operational control. Camarillo and GCTD established procedures allowing ADA-certified riders and seniors to travel deeper into the GCTD service area from Camarillo and vice versa for GCTD ADA certified riders and seniors, using coordinated dispatch and transfer points. While still requiring coordination, these measures represented incremental progress toward more seamless regional trips.

Implementation of RideCo for Demand-Response Services:

Building on TIES findings, VCTC and local operators initiated implementation of RideCo, a shared dynamic scheduling and dispatch platform. RideCo supports same-day scheduling, improved vehicle utilization, and better data consistency across agencies, representing a tangible, near-term step toward operational integration without requiring immediate governance changes.

Policy Alignment Driven by RideCo Implementation and Operator Experience:

As RideCo has been implemented across participating operators, VCTC and local operators have used the platform as a practical tool to identify and address long-standing policy inconsistencies that affect both riders and operations. Through regular coordination, including recurring operator working meetings and RideCo implementation calls, agencies have surfaced real-world issues related to trip scheduling, negotiated pick-up times, no-show and late cancellation policies, dwell time expectations, reservations, and transfer coordination. These discussions, grounded in operational challenges have informed incremental policy alignment across agencies, particularly in areas where inconsistent rules created confusion for riders or limited the effectiveness of dynamic scheduling. RideCo has enabled agencies to see where differing policies directly impact on-time performance, productivity, and customer experience, creating momentum for greater consistency and enforcement of shared standards as a precursor to broader integration efforts.

DISCUSSION:

Staff have been working to identify areas where there is most alignment and agreement between operators and the Commission, areas that are easiest to accomplish and in particular, areas that will have the biggest impact on improvements to riders.

Based on feedback from the operators, the report has been modified to phase in improvements. This phased approach will focus on passenger facing items in the near term, which will be done within the existing operator and agency structure (without transitioning to a single paratransit agency). The attached draft Ventura County Demand-Response Customer Experience Plan, which is first component of the larger Demand Response Integration Plan, focuses on the following items in the near term.

Staff presented the draft CEP to the Commission on May 1, 2026, and in parallel incorporated and addressed feedback from operators, as reflected in the attached CEP. Staff also distributed the Integration Concept Plan Report to operators on May 6, 2026, and anticipate receiving feedback by early June.

Demand-Response Customer Experience Plan

The Demand Response Customer Experience Plan presents an incremental, countywide strategy to improve customer experience across dial-a-ride, ADA paratransit, and on-demand services while preserving local operations and ensuring ADA and FTA compliance. The Plan emphasizes near-term, low-risk improvements that build on existing coordination, including countywide use of RideCo and a unified ADA eligibility program.

Key recommendations include implementing customer-facing tools:

- Countywide ADA eligibility
- Embracing Dynamic Scheduling
- One Mobile Application
- One Phone Number
- Localized Dispatching
- Service Branding
- Uniform policy and policy alignment
- Regional Service Model Evaluation (one seat rides throughout the county)
- Contract Enforcement and Centralized Reporting
- Role of TRANSCOM
- Developing a Memorandum of Understanding

The Plan also recommends contracting with an independent Client Representative to lead implementation, support TRANSCOM in advancing action-oriented outcomes, coordinate activities, and track performance. Collectively, these actions are intended to improve rider clarity and accessibility, support regional trip making, and provide data to inform future decisions before any consideration of full-service consolidation.

Once all the aforementioned have been implemented and are in effect for one year, then the operators and VCTC will reevaluate whether there is a need to integrate into one agency or whether the implementation of the passenger-facing items is sufficient. Additionally, as these principles are enacted, they will each be evaluated based on applicable performance metrics.

Demand-Response Integration Concept Report

This Concept Report presents a conceptual framework for integrating Ventura County's nine 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), the plan documents existing conditions, identifies challenges such as fragmented policies, rising costs, and declining productivity, and outlines how coordinated service standards, shared technology (RideCo), and phased integration could address these issues.

The Concept Report does not recommend immediate consolidation, but instead describes incremental, voluntary steps to advance regional coordination, including:

- Call center consolidation
- Standardized service policies

- Unified trip-scheduling platform
- Equitable cost-allocation models.

It also evaluates integration scenarios modeled through RideCo, identifies potential efficiency gains, and provides governance and funding considerations to inform future Commission direction should deeper integration be pursued. This Concept Report provides a clear roadmap of near-term integration opportunities and decision points to support future Commission direction on the scope and pace of countywide demand-response integration.

While the goals and tasks outlined in the Customer Experience Plan are what would be enacted in the short and medium term if adopted by the Commission and agreed upon by the operators, the Concept Report provides valuable information, is responsive to the Commission direction of the study of demand-response integration and provides a roadmap to full integration if ultimately pursued. Upon approval/adoption, the DRIP will serve as a guiding document for improving the customer experience and paratransit operations throughout the County.

Staff plan to bring both the draft CEP and the Integration Concept Plan Report to the July 10th Commission meeting and then to the September 4th meeting for consideration and approval/adoption.

FISCAL IMPACT:

This item does not have a fiscal impact.

ATTACHMENTS:

Attachment A – Draft Demand-Response Integration Plan – Customer Experience Plan

Attachment B – Draft Demand-Response Integration Plan – Integration Concept Report



Item 7

June 9, 2026

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

FROM: DOLORES LOPEZ, TRANSIT PLANNER

SUBJECT: BICYCLE SAFETY AND BIKE MONTH UPDATE

RECOMMENDATION:

- Receive and file the Bicycle Program and Bike Month Update.

DISCUSSION:

May is nationally recognized as Bike Month, providing VCTC an opportunity each year to promote bicycling as a safe, healthy, and sustainable transportation option throughout Ventura County. During Bike Month, VCTC conducted outreach and educational activities focused on bicycle safety, active transportation, and community engagement.

As part of Bike Month outreach efforts, VCTC conducted a countywide Bike Month Pledge Campaign encouraging residents to use bicycles for commuting, recreation, and other everyday trips. The campaign generated 264 pledges from Ventura County residents. Participants who completed the pledge were entered into a prize drawing supported by local sponsors, with prizes including a bicycle, gift cards, and bicycle tune-up vouchers. VCTC also promoted bicycle-related resources, including route

information, bicycle safety materials, bicycle-transit connections, and local bicycle repair station information.

The Ventura County Bicycle Guide was updated to incorporate current bicycle and e-bike safety information, including California e-bike classifications, helmet requirements, rider responsibilities, and safe operating practices. The updated guide is distributed through outreach events and community engagement activities throughout Ventura County.

VCTC staff participated in the County of Ventura Public Works Day event, where staff provided bicycle safety education to more than 1,000 students. Outreach focused on key bicycle safety practices, including helmet use, rider visibility, and proper roadway positioning. The event provided an opportunity to engage directly with youth and promote safe bicycling habits throughout Ventura County.

VCTC is also supporting bicycle and pedestrian safety through the Community Traffic Calming and Bicycle and Pedestrian Safety Program (CTCP). The CTCP is a VCTC project that targets areas across Ventura County with excessive vehicle speed and other road safety issues to recommend solutions to make safer roads, slow traffic speeds, and reduce vehicle miles traveled. The goals of the project are to develop educational safety campaigns and project recommendations with demonstrations of safety improvement projects in the cities of Ventura, Oxnard, and Simi Valley. Pop-up events were held on May 27th in Simi Valley, May 30th in Oxnard and May 28th-June 26th in Ventura. The Pop-up events are temporary with the potential for semi-permanent improvements in the future. VCTC staff are asking for community feedback on the temporary pop-up demonstrations and experiences traveling in the three locations. Information about the project and the link to the survey can be found here:

tinyurl.com/VCTCpopups