



VENTURA COUNTY TRANSPORTATION COMMISSION
Transit Operators Advisory Committee (TRANSCOM)
VCTC Large Conference Room
751 East Daily Drive, Suite 420, Camarillo, CA
Wednesday, August 19, 2026
10:00 a.m.

SPECIAL MEETING

AGENDA

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

ITEM 1 CALL TO ORDER

ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS

ITEM 3 PUBLIC COMMENT

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 facts or to be placed on the subsequent agenda for consideration.

ITEM 4 AGENDA ADJUSTMENTS

ITEM 5 MEETING MINUTES

Recommended Action:

- Receive and file.

Responsible Staff: Cecilia Perez, Administrative Assistant

ITEM 6 FINAL DEMAND-RESPONSE INTEGRATION PLAN (DRIP)

Recommended Action:

- Approve the Draft Demand-Response Integration Plan (DRIP), with direction to VCTC staff to address and incorporate TRANSCOM feedback, as appropriate, in the version submitted to the Commission for consideration and final approval.
- Approve the following Commission action recommendation language:
- Approve the Customer Experience Plan as a framework to guide future customer experience improvements, with initiatives to be brought back to TRANSCOM for progress review as they are initiated.

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.

- Authorize the development of a Request for Proposals (RFP) and associated scope of work, in consultation with TRANSCOM, for implementation support services to advance the Customer Experience Plan (CEP) recommendations and return to TRANSCOM and the Commission for review and approval prior to release.
- Receive and file the Integration Concept Plan (ICP), and direct staff to return to TRANSCOM and the Commission after initial implementation of the CEP recommendations to report on progress and determine whether further integration strategies merit consideration for future implementation.

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

ITEM 7 FUTURE AGENDA ITEMS

- Fare Agreements

Responsible Staff: Claire Grasty, Director of Public Transit

ITEM 8 ADJOURN TO WEDNESDAY, SEPTEMBER 9, 2026, AT 1:30 P.M. in the VCTC Large Conference Room at 751 East Daily Drive #420 in Camarillo.

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VENTURA COUNTY TRANSPORTATION COMMISSION
Transit Operators Advisory Committee (TRANSCOM)
VCTC Large Conference Room
751 East Daily Drive, Suite 420, Camarillo, CA
Wednesday, July 8, 2026
1:30 p.m.

MEETING MINUTES

MEMBERS PRESENT	Alex Puga, City of Ventura (Chair) Austin Novstrup, GCTD (Vice Chair) Shaun Kroes, City of Camarillo Ben Gonzales, City of Simi Valley Tyler Nestved, City of Thousand Oaks Matt Miller, VCTC Intercity
MEMBERS ABSENT	City of Fillmore City of Moorpark City of Ojai City of Oxnard City of Port Hueneme City of Santa Paula County of Ventura
EX OFFICIO PRESENT	Holly Galbreath, VC Air Pollution Control District
EX OFFICIO ABSENT	CSU Channel Islands Mobility Management Partners
VCTC STAFF PRESENT	Martin Erickson, Executive Director Claire Grasty, Director of Public Transit Vanessa Schoenewald, Director of Programming Darrin Pescka, Program Manager Aubrey Smith, Program Manager Erin Kenneally, Transit Planner Hayden Balsys, VCTC Intern

1. CALL TO ORDER

Chair, Alex Puga, called the meeting to order at 1:33 p.m.

2. INTRODUCTIONS & ANNOUNCEMENTS

Martin Erickson announced that the Santa Paula Branch Line bike trail in Ventura is coming together.

Aubrey Smith announced that the College Ride, Youth Ride, and Free Fare Day programs, which includes Clean Air Day, Veterans Day, Transit Equity Day, and Earth Day, will continue this next year. End of fiscal year invoices should be submitted as soon as possible.

3. PUBLIC COMMENT - None

4. AGENDA ADJUSTMENTS - None

5. MEETING MINUTES - The committee received the June 10, 2026, meeting minutes.

6. FY 2026/27 STATE OF GOOD REPAIR PROGRAM-PROJECT SUBMITTALS

Vanessa Schoenewald announced that VCTC's Programming team is preparing project list for the State of Good Repair (SGR) Program, with the annual resolution scheduled to go Commission in September. Operators were asked to submit FY26/27 project lists by August 14, 2026, including the project scope, description, asset type, overall funding plan, schedule, estimated useful life, and cover letter. If approved by the Commission, VCTC will submit the resolution to Caltrans with funds expected to be distributed beginning in November. Operators will also need to enter approved projects into CalSMART by September 1st and continue annual reporting.

7. DRAFT DEMAND-RESPONSE INTEGRATION PLAN (DRIP)

Claire Grasty stated that discussion from the last meeting is appreciated and has been taken into consideration. The Customer Experience Plan (CEP) has been revised to reflect what was discussed and the Integration Concept Plan (ICP) has also been revised. This will go to Commission in September and there is still time for comments.

Aubrey Smith highlighted the differences from the previous draft including a stronger emphasis on existing efforts to improve coordination. Operators requested more time to review the document and there were concerns about the recommendation of a regional mobile app, regional branding, funding of a Client Representative and approving the CEP as currently written.

ACTION 1

A motion was made by Austin Novstrup that Transcom not approve the draft Customer Experience Plan, seconded by Shaun Kroes.
(3 in favor, 0 against, 3 abstained)

Motion failed.

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ACTION 2

Motion by Tyler Nestved, seconded by Ben Gonzales, to defer approval of the Customer Experience Plan to an August meeting.

Motion approved unanimously.

ACTION 3

Motion by Austin Novstrup, seconded by Shaun Kroes, to revise Commission board agenda recommendation language as follows: Receive and file the draft Integration Concept Plan (ICP) and direct staff, following implementation of the CEP recommendations, to return to Transcom and the Commission to assess progress and determine whether additional strategies should be considered for future implementation.

Motion approved unanimously.

ACTION 4

Motion by Tyler Nestved, seconded by Ben Gonzales, to defer approval of the Commission board agenda item recommendation language to August 19, 2026, at 10:00 a.m.

Motion approved unanimously.

8. ADA CERTIFICATION SERVICES PROGRAM MONTHLY UPDATE

Aubrey Smith provided the monthly ADA Certification Services Program report.

9. FUTURE AGENDA ITEMS

- Draft DRIP
- Fare Agreements
- Formula funding/SB125 Financial Plan

10. ADJOURNED AT 2:28 P.M.

Next scheduled meeting is Wednesday, August 19, 2026, at 10:00 a.m. in the VCTC Large Conference Room at 751 East Daily Drive #420, Camarillo, CA.



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Item #6

August 19, 2026

MEMO TO: TRANSIT OPERATORS ADVISORY COMMITTEE (TRANSCOM)

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

SUBJECT: FINAL DEMAND-RESPONSE INTEGRATION PLAN (DRIP)

RECOMMENDATION:

- Approve the Draft Demand-Response Integration Plan (DRIP), with direction to VCTC staff to address and incorporate TRANSCOM feedback, as appropriate, in the version submitted to the Commission for consideration and final approval.
- Approve the following Commission action recommendation language:
 - Approve the Customer Experience Plan as a framework to guide future customer experience improvements, with initiatives to be brought back to TRANSCOM for progress review as they are initiated.
 - Authorize the development of a Request for Proposals (RFP) and associated scope of work, in consultation with TRANSCOM, for implementation support services to advance the Customer Experience Plan (CEP) recommendations and return to TRANSCOM and the Commission for review and approval prior to release.
 - Receive and file the Integration Concept Plan (ICP), and direct staff to return to TRANSCOM and the Commission after initial implementation of the CEP recommendations to report on progress and determine whether further integration strategies merit consideration for future implementation.

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.

Goal C: Partnerships

- C6. Utilize TRANSCOM in a more robust way as a Productivity Committee to better coordinate services regionally.

BACKGROUND:

VCTC has been working with local transit operators and partner agencies to improve transit coordination, efficiency, and rider experience countywide. This work is grounded in the Transit Integration and Efficiency Study (TIES), launched in 2021 to identify opportunities to better coordinate Ventura County's transit services while managing long-term costs.

TIES included stakeholder outreach, technical analysis, rider and stakeholder surveys, and presentations to local jurisdictions. The study reviewed fixed-route and demand-response services, governance, operations, fares, and customer policies, and identified opportunities to improve efficiency, reduce fragmentation, and strengthen the rider experience while balancing regional coordination and local control.

Consistent with TIES findings, VCTC and several operators began implementing RideCo, a dynamic scheduling and dispatch platform intended to improve trip scheduling, reduce duplication, support better data collection, and improve service reliability. Other efforts have included operator working groups, data sharing, performance monitoring, and exploration of more consistent service standards. Together, these actions reflect a phased approach to improving service quality, regional connectivity, and fiscal sustainability.

As part of this effort and alongside the Ventura County Short Range Transit Plan, VCTC initiated the Demand-Response Integration Plan (DRIP) to evaluate how local providers can make ADA paratransit service more seamless, efficient, and cost-effective. Because each operator currently manages its own service, countywide travel can be difficult when trips cross service boundaries. The DRIP examines opportunities to:

- 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 guide future decisions by VCTC and local operators. VCTC will continue refining the draft with agency partners and the community to identify the most effective path forward.

Progress Over the Last 15 Years – Foundational Regional Coordination

Formation of the East County Transit Alliance (ECTA):

ECTA was one of Ventura County's earliest cross-jurisdictional demand-response efforts. Through an interagency agreement, east county jurisdictions created a shared model for intercity dial-a-ride and ADA paratransit trips, allowing riders to travel across city boundaries with greater continuity while preserving local participation.

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

Camarillo pursued direct ADA and senior dial-a-ride service to east county destinations rather than fully participating in ECTA cost sharing, reducing transfers while maintaining local control. Camarillo and GCTD also coordinated service procedures to support more seamless regional trips for eligible riders.

Implementation of RideCo for Demand-Response Services:

Building on TIES, VCTC and local operators began implementing RideCo as a shared scheduling and dispatch platform to support same-day scheduling, better vehicle use, and more consistent data across agencies.

Policy Alignment Driven by RideCo Implementation and Operator Experience:

RideCo implementation has also helped operators identify and address policy differences affecting riders and operations, including scheduling, pick-up windows, no-shows, cancellations, dwell time, reservations, and transfers. This coordination has supported incremental policy alignment and greater consistency across agencies.

DISCUSSION:

Since receiving operator comments in July and August 2025, staff have worked with consultants AMMA and Fehr & Peers, briefed Commissioners, and met with operator staff to identify areas of alignment, near-term implementation opportunities, and actions that would most improve the rider experience.

Based on operator feedback, the report now phases in improvements, beginning with customer-facing changes that can be implemented within the existing operator and agency structure. The attached Demand-Response Customer Experience Plan is the first component of the broader DRIP and focuses on near-term actions.

Key milestones in development of the Demand-Response Integration Plan (DRIP) included initial Commission review of the Customer Experience Plan (CEP), multiple rounds of stakeholder engagement through TRANSCOM, and presentation of the draft CEP and Integration Concept Plan (ICP) to the Commission. VCTC staff presented the draft CEP to the Commission on May 1, 2026, followed by presentations of the draft CEP and ICP on July 10, 2026. Draft and revised versions of the DRIP were also presented to TRANSCOM on May 13, June 10, and July 8, 2026, to solicit stakeholder feedback and refine the proposed framework. Staff will return to the Commission on September 11, 2026, with the final CEP for consideration and approval and the final ICP as a receive-and-file item.

Demand-Response Customer Experience Plan

The Demand-Response Customer Experience Plan outlines a phased countywide strategy to improve dial-a-ride, ADA paratransit, and on-demand service while preserving local operations and maintaining ADA and FTA compliance. It focuses on practical, low-risk improvements that build on existing coordination, including RideCo and a unified ADA eligibility approach.

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 an independent Client Representative to help coordinate implementation, support TRANSCOM, and track performance. These actions are intended to improve rider clarity, accessibility, and regional trip-making while informing future decisions about deeper integration.

After these customer-facing improvements have been in place for one year, VCTC and the operators will reassess whether additional integration is needed. Each action will also be evaluated using applicable performance measures.

Demand-Response Integration Concept Report

The Demand-Response Integration Concept Report outlines a framework for improving rider experience, operational efficiency, and long-term financial sustainability across

Ventura County's demand-response programs. Building on prior Commission direction, it summarizes existing conditions, key challenges, and how phased coordination, shared technology, and more consistent service standards could address them.

The report does not recommend immediate consolidation. Instead, it outlines incremental, voluntary steps to improve regional coordination, including:

- Call center consolidation
- Standardized service policies
- Unified trip-scheduling platform
- Equitable cost-allocation models.

It also reviews modeled integration scenarios, potential efficiency gains, and governance and funding considerations to inform future Commission direction. Together, the report identifies near-term opportunities and future decision points if broader integration is pursued.

Next Steps

Staff will bring the CEP to the Commission on September 11, 2026, for consideration as a framework to guide future customer experience improvements and seek approval to develop a draft RFP and associated scope of work, in consultation with TRANSCOM, to advance CEP recommendations. The ICP will be presented as a receive-and-file item to inform future policy discussions.

Although TRANSCOM is an advisory body to the Commission, VCTC is presenting these items to the Commission consistent with prior Commission direction to study regional transit integration opportunities. TRANSCOM's continued collaboration and partnership will continue to play a critical role in guiding implementation efforts. Following implementation of CEP recommendations, staff will report back to TRANSCOM and the Commission on progress and whether additional integration initiatives should be further considered by TRANSCOM and the Commission.

FISCAL IMPACT:

This item does not have a fiscal impact.

ATTACHMENTS:

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

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