VENTURA COUNTY TRANSPORTATION COMMISSION
Heritage Valley Policy Advisory Committee (HVPAC)
www.goventura.org | www.valleyexpressbus.org
Santa Paula City Hall
970 E. Ventura Street, Santa Paula, CA
Wednesday, September 9, 2026
8:30 a.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, Administrative Assistant

ITEM 6 FUTURE SERVICE PLANNING UPDATE

Recommended Action:

- Receive and file update on future service planning activities currently underway
- Provide direction on recommendations needing further analysis

Responsible Staff: Matt Miller, Program Manager

ITEM 7 RIDERSHIP AND OUTREACH REPORT

Recommended Action:

- Receive and file

Responsible Staff: Erin Kenneally, Transit Planner - Transit Services

ITEM 8 ADJOURNMENT

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.

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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.

MEETING MINUTES

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

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 1:30 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 March 23, 2026.

6. FISCAL YEAR 2026-2027 VALLEY EXPRESS FINAL BUDGET
Matt Miller reviewed projects from the current fiscal year and a review of ridership. A PowerPoint of the proposed final budget was presented along with budget factors, assumptions and recommended level of service.

Action:
A Motion was made by Kelly Long to approve the Fiscal Year 2026-2027 Valley Express Final Budget, seconded by Carrie Broggie.
Motion approved unanimously.

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.

7. RIDERSHIP AND OUTREACH REPORT
Erin Kenneally provided an update on Quarter 3 comparison between FY 25-26 and previous fiscal years including key performance highlights on system-wide, fixed route, and Dial-A-Ride ridership along with an update on RideCo, marketing/community outreach work and the four final replacement vehicles were delivered and are in service. Regarding outreach there was a request by the committee that PAC members be included in scheduling, location of future outreach events and partnering with local groups.

8. REQUEST AUTHORIZATION TO EXTEND VALLEY EXPRESS OUTREACH CONTRACT WITH CELTIS VENTURES
Matt Miller reviewed his staff report on the current contract with Celtis Ventures for community outreach, highlighted work performed, anticipated work and information on the request for a two-year contract extension to continue working with Celtis Ventures for outreach and marketing.

> **<u>Action:</u>**
> **A Motion was made by Jenny Crosswhite to 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. Seconded by Kelly Long.**
> **<u>Motion approved unanimously.</u>**

9. ADJOURNMENT – Chair Long adjourned the meeting at 2:41 p.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.

Valley Express
Bus & Dial-A-Ride

ITEM 6

DATE: **SEPTEMBER 9, 2026**

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

FROM: **MATT MILLER, PROGRAM MANAGER**

SUBJECT: **FUTURE SERVICE PLANNING UPDATE**

RECOMMENDATION

- Receive and file update on future service planning activities currently underway
- Provide direction on recommendations needing further analysis

BACKGROUND

In early 2026, Valley Express was awarded a Congestion Mitigation and Air Quality (CMAQ) grant to increase service on the Santa Paula A & B routes, add an afternoon school tripper trip in Santa Paula, and extend service hours on the Fillmore Route.

In March 2026, the Ventura County Transportation Commission (VCTC) adopted the 2025-2034 Short Range Transit Plan (SRTP) which includes specific recommendations to improve transit service throughout Ventura County. For the Valley Express service, SRTP recommends redesigning the routes in Santa Paula, modifying the Fillmore Loop route, increasing service hours in Santa Paula, decreasing the availability of general-purpose dial-a-ride and increasing fares on the fixed-route and dial-a-ride service.

Since being awarded the CMAQ award and the adoption of the SRTP, staff have begun planning for the changes.

DISCUSSION

As stated above, Valley Express has received a CMAQ grant to expand fixed route service in Santa Paula and Fillmore with the goal of providing viable, practical fixed-route transit service in the Heritage Valley.

Since the CMAQ award coincided with the completion of the VCTC SRTP, staff has decided that the best course of action was to present service scenarios and fare changes that included a variety of options ranging from CMAQ funded only changes to changes as recommended in the STRP, get feedback on next steps from the TAC and PAC.

At the June Heritage Valley Policy Advisory Committee (HVPAC) meeting discussions were held regarding long term costs, multi-year budgets and plans for funding service after grant funding runs out. To support this, staff have developed service scenarios with high level costs to get feedback and direction from the HVTAC and HVPAC on preferred scenarios. After feedback and direction is received, staff will further refine the costs.

To support this process, staff will develop a timeline for planning tasks, outreach and implementation. Based on the CMAQ funding timeline, funding should be available by the end of 2027 and therefore staff are recommending that CMAQ funded route changes and policy changes occur in Spring 2028. As part of this process VCTC will review the SRTP VE route recommendations and work through them in detail with our operator to make sure the route orientation and bus stops are as supportive to the community as possible.

Recommended in the SRTP are fare increases for all transit operators countywide and policy changes to General Purpose Dial-a-Ride structure, including increased and tiered fares for this service. Staff will bring back recommended policy changes and changes to fares for review and ultimately approval by the HVTAC and HVPAC.

Outreach will be done in a two-part process. First, staff will go out to the public initially to receive feedback on the proposed routes and policy/fare changes, expected to take place in Spring/Summer 2027. Feedback will be collected and influence the final decision. Subsequently, in Fall 2027/Winter 2028, outreach will be conducted to educate the public on the route, policy and fare changes to be implemented in Spring 2028.

Given the timeline and variables, the aforementioned items will have on the budget, staff proposed creating a one-year budget for FY 2027-28 and a two-year budget process following that but can reconsider if there are issues with this not aligning with cities' two-year budget cycles.

On the following pages are information on the current service levels and two other potential scenarios.

Scenario 1: Current Service

Jurisdiction	Cost (FY26-27 Budgeted)	Number of Trips Weekday	Number of Trips Weekend
Santa Paula			
Santa Paula A *Santa Paula B* *Santa Paula AM School Tripper* *Dial-A-Ride (General Purpose, 65+, ADA)*	$911,191	3 4 1	4 2 ---
Fillmore			
Fillmore Loop *Rio Vista Tripper (Fillmore)* *Dial-A-Ride (General Purpose, 65+, ADA)*	$708,768	10 3	0 ---
County			
Piru	$371,397	14	9
CMAQ Funded			
Fillmore to Moorpark	$465,545	10	5

Above is a snapshot of the Valley Express current service.

The City of Santa Paula has the least number of fixed-route bus trips available and heavily relies on General Purpose Dial-A-Ride (DAR) as the main public transit option for residents. The bulk of Santa Paula's transit cost goes to DAR services and they have the highest DAR ridership. See FY25-26 boardings data below.

Service Type	Boardings	Percent of Total
ADA Paratransit/ Senior DAR	8,123	38%
General Purpose DAR	10,204	48%
Fixed-Route	3,037	14%
Total	**21,364**	**100%**

Fillmore has the second most number of fixed-route bus trips available and most transit riders use the fixed-route for their trips. Fillmore's costs are more spread out between fixed-route and DAR with General Purpose DAR having a higher cost per trip than ADA/Senior DAR.

Service Type	Boardings	Percent of Total
ADA Paratransit/ Senior DAR	2,671	15%
General Purpose DAR	1,890	11%
Fixed-Route	12,794	74%
Total	**17,355**	**100%**

The County Piru route offers the greatest number of fixed route bus trips and most of the public transit trips are taken on the fixed-route. The Piru route operates on a consistent hourly schedule throughout the day on the weekdays. On the weekend, the route operates every hour with a shorter service span.

Service Type	Boardings	Percent of Total
ADA Paratransit/ Senior DAR	565	2%
General Purpose DAR	447	2%
Fixed-Route	29,122	97%
Total	**30,134**	**100%**

Scenario 2: Current + CMAQ Funded Expanded Service

Jurisdiction	Annual Estimated Cost	Number of Trips Weekday	Number of Trips Weekend
Santa Paula			
Santa Paula A	$915,710	3	4
Santa Paula B		4	2
Santa Paula AM School Tripper		1	---
Dial-A-Ride (General Purpose, 65+, ADA)			
Fillmore			
Fillmore Loop	$1,058,197	10	0
Fillmore to Moorpark		10	5
Rio Vista Tripper (Fillmore)		3	---
Dial-A-Ride (General Purpose, 65+, ADA)			
County			
Piru	$366,118	14	9
Dial-A-Ride (General Purpose, 65+, ADA)			
CMAQ Funded (3 years of funding)			
Expanded Santa Paula	$366,476	11	4
Additional Santa Paula Tripper		1	---
Expanded Fillmore		3	5

Above is a snapshot of what Scenario 2 would look like when CMAQ funds run out for the Fillmore to Moorpark route next fiscal year and when new CMAQ funds are obligated to expand service in Santa Paula and Fillmore. This cost estimate assumes Federal funding stays the same as it is now.

Due to this, Fillmore's contribution to Valley Express will increase to continue the Fillmore-Moorpark service, if elected to continue the service. This cost could go down slightly if decreases to the service span are made.

The scenario also includes service expansions of the Santa Paula A and Santa Paula B routes. The service expansions add a total 11 trips spread across the A and B routes on the weekdays. Adding these trips to the routes would create an all day, hourly schedule that could be a viable alternative to General Purpose DAR. It would also increase the service span on the weekends. Additionally, it would add an afternoon school tripper route to compliment the morning tripper. These changes would increase the usage of fixed-route service in the city.

This scenario also includes extra trips on the Fillmore Loop route, increasing its utility as a viable all day transit option that can be used in conjunction with the Fillmore to Moorpark Route.

Scenario 3: Short Range Transit Plan Recommendations

Jurisdiction	Estimated Cost	Number of Trips Weekday	Number of Trips Weekend
Santa Paula			
Route 65: Santa Paula Main Street *Route 66: Santa Paula Loop* *Route 65T: Santa Paula Tripper* *Dial-A-Ride (General Purpose, 65+, ADA)*	$970,111	3 4 1	4 2 ---
Fillmore			
Route 67: Fillmore - Moorpark *Route 67T: Rio Vista Tripper (Fillmore)* *Dial-A-Ride (General Purpose, 65+, ADA)*	$925,390	12 3	5 ---
County			
Route 68: Piru *Dial-A-Ride (General Purpose, 65+, ADA)*	$439,463	14	9
CMAQ Funded			
Expanded Santa Paula *Additional Santa Paula Tripper* *Expanded Fillmore*	$366,838	11 1 3	4 --- 5

Above is Scenario 3, which includes the SRTP route naming changes, redesigned Santa Paula fixed-routes, redesigned Fillmore Loop and Fillmore to Moorpark route, changes to DAR service policies, including a reduction in General Purpose availability, and the CMAQ expanded service which in this scenario would be applied to the redesigned Santa Paula and Fillmore routes. Below is a summary of the changes by service type with maps.

Fixed Route

Santa Paula routes would be redesigned to serve the city throughout the day in line with traditional fixed-routes. Route 65 would serve east-west on Main Street through the City limits and Route 66 would serve the rest of the city providing coverage to areas north of Main Street including the hospital. Route 65T is the AM school tripper and does not change. Lastly, a Route 65T PM school tripper would be added. The cost of the expansion to all day fixed-route service would initially be offset by CMAQ funds awarded for expanded service.

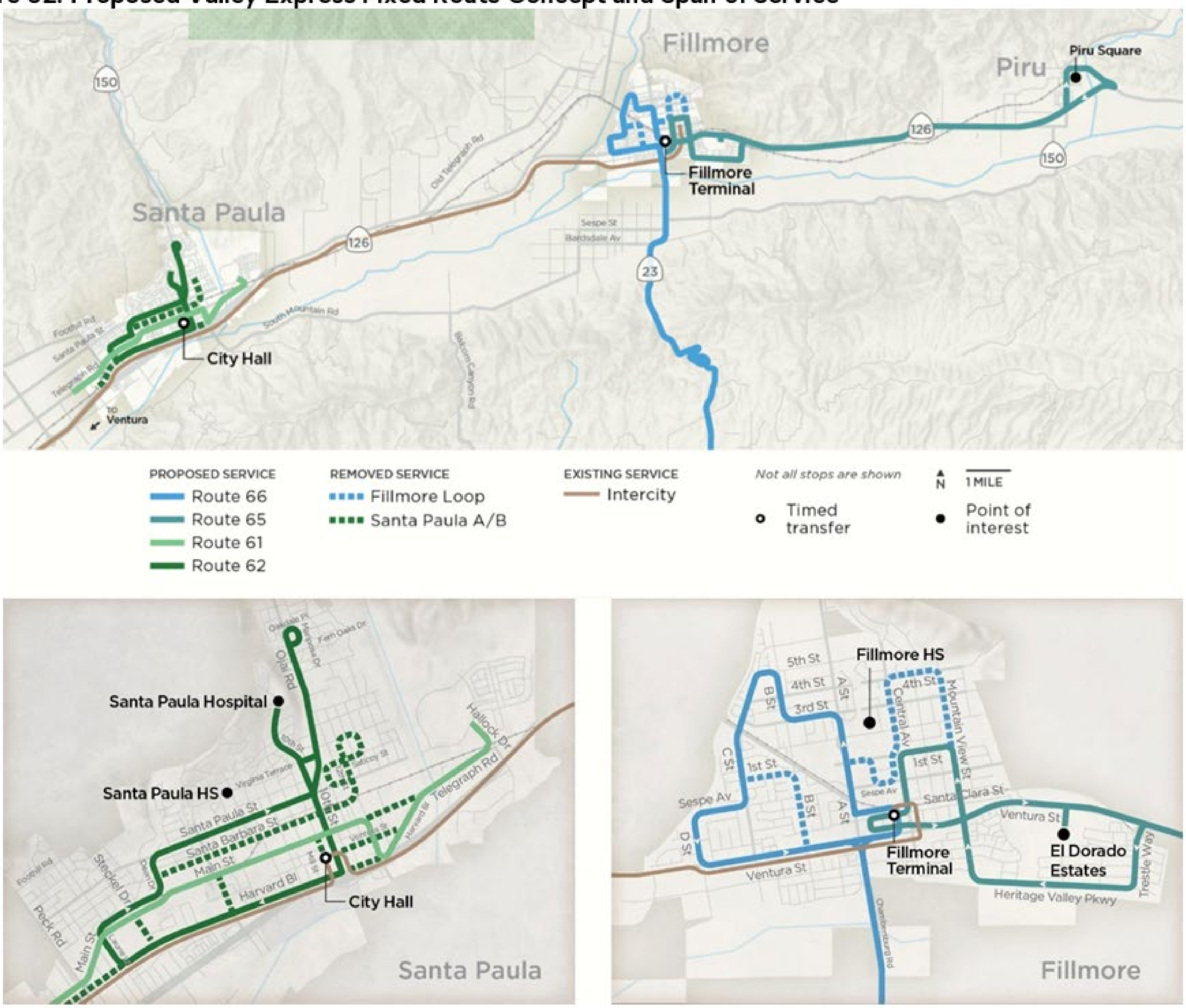
The Fillmore Loop route would be redesigned and combined with the Fillmore to Moorpark route. The route name would change, the service span would be throughout the day and provide one-seat rides from Fillmore to destinations within Fillmore and in Moorpark. The cost for service expansion would be initially offset by the CMAQ funds awarded for expanded service.

The Piru route would continue to serve the same areas and stops as it currently serves and the communities south of Highway 126, Rio Vista Elementary school and east Fillmore would be added.

Below is the recommended route redesigns as found in the VCTC SRTP.

SANTA PAULA, FILLMORE, & PIRU

Figure 52: Proposed Valley Express Fixed Route Concept and Span of Service



Dial-A-Ride Service Changes

To encourage more fixed-route usage and off-set costs associated with expanded fixed-route service, changes to General Purpose DAR would be implemented. Currently, anyone can use General Purpose DAR to travel within city limits. This policy would change and General Purpose DAR would only be available to those in areas outside of .25-mile buffer (5-minute walk) of the fixed-route. Additionally, the SRTP recommends a tiered price for General Purpose DAR, increasing in cost the closer you are to fixed-route service. The fare increase would nudge people to walk to fixed-route stops and control costs for dial-a-ride service, leading to a more sustainable transit service. Specifics about fare increases are included in the next section.

Below is an example of what this policy could look like in practice. In the map, the areas in blue are outside the .25-mile buffer (5 min walk) and would be General Purpose DAR zones.

Fare Increases

The SRTP recommends that all county operators raise their fare to at least $2 for one way fares for adults. The proposed fare increase for Valley Express from the SRTP, as shown in the table below, would include an initial base increase, changes to the pricing structure, and a later additional increase to sustain the added investment in the system. It is recommended that price increases should occur in two phases over the course of at least two years, but not more than five. Staff would like input and direction on the recommendations from the SRTP and whether any other fare or policy changes should be analyzed and considered.

The recommendation is to implement the Phase 1 fare change in conjunction with the launch of the new bus routes. The Phase 2 fare change should be implemented two years later, allowing time for the new service to become established.

	Bus Routes Current	Dial-A-Ride Current	Bus Routes Proposed Phase 1	Dial-A-Ride Proposed Phase 1	Bus Routes Proposed Phase 2	Dial-A-Ride Proposed Phase 2
Base Fare	$1.25	$2.00	$1.50	$3.00 for general public trips outside route area. $5.00 for general public trips with both ends near a route.	$2.00	$4.00 for general public trips outside route area. $6.00 for general public trips with both ends near a route.
Senior (65+) and People with Disabilities (ADA)	$0.60	$2.00	$0.75	$3.00	$1.00	$3.00

Valley Express
Bus & Dial-A-Ride

ITEM 7

DATE: SEPTEMBER 9, 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 4 (April-May-June) comparison between key performance indicators (KPI) in FY 2025-26 and previous years as well as an annual comparison. In addition, this report provides an update regarding the recent marketing and outreach activities for Valley Express. Ridership in Q4 increased on both services over the same quarter last year.

Key Performance Highlights:

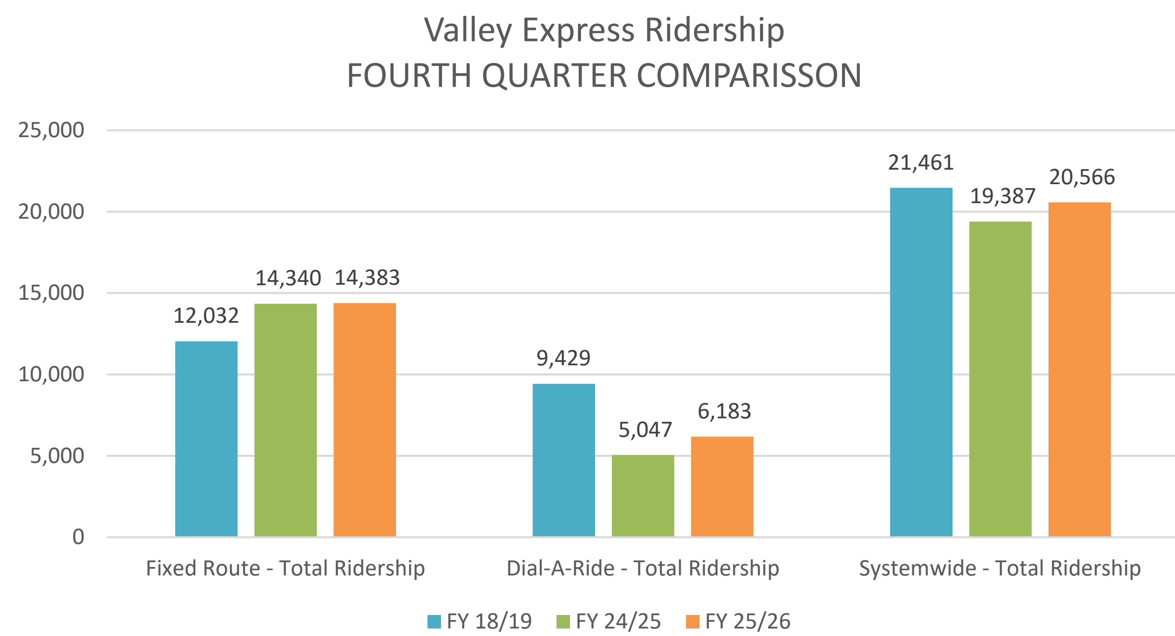
- Dial-A-Ride ridership increased 22.5% in Q4, growing from 5,047 trips to 6,183 trips, while fixed route ridership remained stable at 14,383 trips, a slight increase over last year.

- Fixed route ridership grew 10.6% annually to 56,830 trips and is now approximately 108% of pre-COVID (FY 2018-19) levels due to the Fillmore-Moorpark route. Without this route, ridership would be at 85% of pre-pandemic levels.

- Dial-A-Ride ridership increased 41.7% annually to 22,888 trips and has recovered to about 62% of pre-COVID ridership.

- Though ridership on the Santa Paula Route A is down, combined ridership on the Santa Paula fixed routes is above FY25 levels.

- Ridership on the Piru route is down 6% in Q4 as well as over the course of the year. Staff will look further into the reasons why.



FOURTH QUARTER FIXED ROUTE BOARDINGS BY ROUTE

Route	FY18-19 (Pre-COVID)	FY24-25	FY25-26	% Change from FY 24/25	% Change from FY 18/19
Santa Paula A	449	194	223	15%	-50%
Santa Paula B	425	241	397	65%	-7%
Santa Paula Tripper	229	78	272	249%	19%
Fillmore Loop	749	1,163	1,476	27%	97%
Fillmore Tripper	2,327	1,733	1,294	-25%	-44%
Fillmore-Moorpark^	n/a	2,581	2,893	12%	-
Piru	7,853	8,350	7,828	-6%	0%
Total	**12,032**	**14,340**	**14,383**	**0.3%**	**20%**

^CMAQ Funded Route Implemented August 2024

FOURTH QUARTER DIAL-A-RIDE BOARDINGS BY JURISDICTION

Route	FY18-19 (Pre-COVID)	FY24-25	FY25-26	% Change from FY 24/25	% Change from FY 18/19
Santa Paula	6,740	4,313	4,820	12%	-28%
Fillmore	2,598	734	1,363	86%	-48%
Total	**9,338**	**5,047**	**6,183**	**23%**	**-34%**

FOURTH QUARTER DIAL-A-RIDE RIDERSHIP BY SERVICE TYPE

Jurisdiction	ADA	SENIOR	GENERAL
County	104	63	122
Fillmore	193	577	504
Santa Paula	838	1,132	2,650
Total	**1,135**	**1,772**	**3,276**

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

SYSTEM-WIDE SERVICE - Valley Express KPI		Qtr 4 FY 2024/25	Qtr 4 FY 2025/26	Yr over Yr % Change
Ridership	System-wide	19,387	20,566	**6%**
Passengers per Mile	System-wide	0.30	0.27	**-8%**
Passengers per Hr	System-wide	3.16	3.53	**12%**
Revenue Hours	System-wide	6,131	5,828	**-5%**
Revenue Miles	System-wide	64,916	75,166	**16%**
Operating Cost	System-wide	$ 635,854	$ 649,982	**2%**
Cost per Hr	System-wide	$ 103.72	$ 111.54	**8%**
Cost per Passenger	System-wide	$ 32.80	$ 31.60	**-4%**

Table 2 Fixed Route Quarterly Comparison

FIXED ROUTE - Valley Express KPI		Qtr 4 FY 2024/25	Qtr 4 FY 2025/26	Yr over Yr % Change
Ridership	Fixed Route	14,340	14,383	**0%**
Passengers per Mile	Fixed Route	0.28	0.28	**1%**
Passengers per Hr	Fixed Route	4.97	4.78	**-4%**
Revenue Hours	Fixed Route	2,885	3,006	**4%**
Revenue Miles	Fixed Route	50,773	50,562	**0%**
Operating Cost	Fixed Route	$ 299,032	$ 336,678	**13%**
Cost per Hr	Fixed Route	$ 103.66	$ 112.00	**8%**
Cost per Passenger	Fixed Route	$ 20.85	$ 23.41	**12%**

Table 3 Dial-A-Ride Quarterly Comparison

DIAL-A-RIDE (DAR) - Valley Express KPI		Qtr 4 FY 2024/25	Qtr 4 FY 2025/26	Yr over Yr % Change
Ridership	Dial-A-Ride (DAR)	5,047	6,183	**23%**
Passengers per Mile	Dial-A-Ride (DAR)	0.36	0.25	**-30%**
Passengers per Hr	Dial-A-Ride (DAR)	1.55	2.19	**41%**
Revenue Hours	Dial-A-Ride (DAR)	3,246	2,822	**-13%**
Revenue Miles	Dial-A-Ride (DAR)	14,142	24,604	**74%**
Operating Cost	Dial-A-Ride (DAR)	$ 336,822	$ 313,304	**-7%**
Cost per Hr	Dial-A-Ride (DAR)	$ 103.77	$ 111.04	**7%**
Cost per Passenger	Dial-A-Ride (DAR)	$ 66.74	$ 50.67	**-24%**

RideCo Update

We are approaching the 2-year anniversary of launching the RideCo system. In a Q4 comparison year over year, passengers per hour increased 41% and cost per passenger decreased 24%. By streamlining pick-ups and drop-offs, our revenue hours have also decreased 13%. Operating costs for Dial-A-Ride have decreased 7% annually despite increased contract costs.

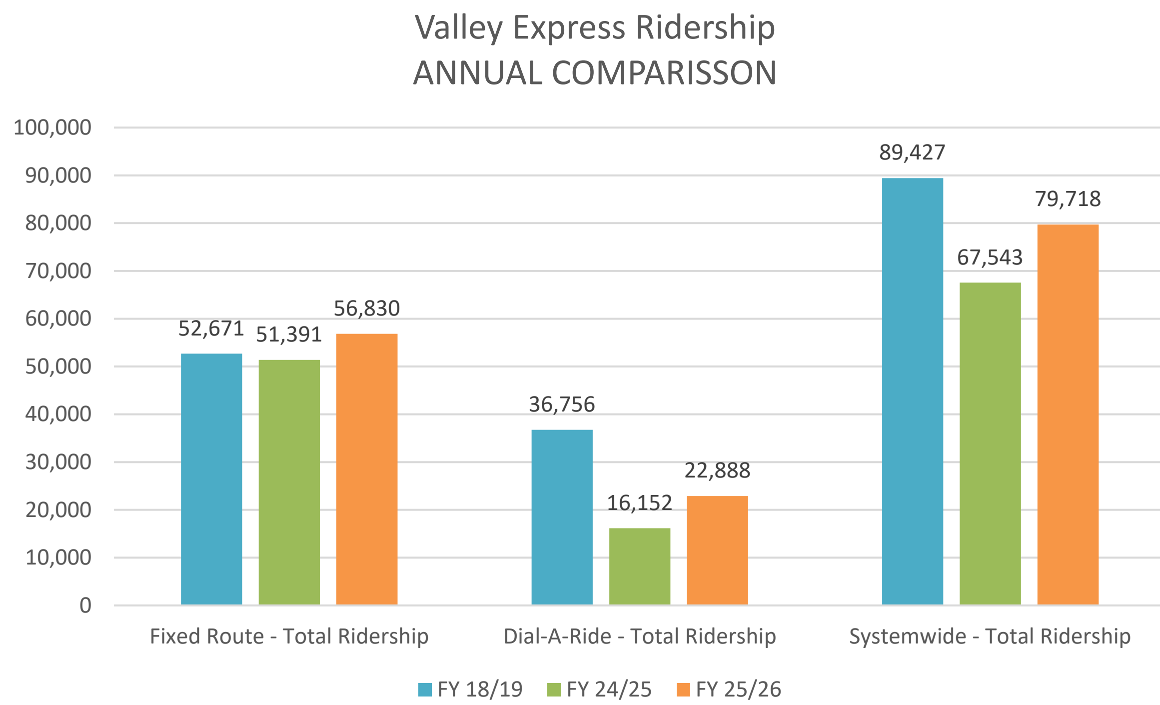
Fillmore-Moorpark Route

The Fillmore-Moorpark route just completed its second year in service. It annually accounted for 21% of fixed route ridership. More than three quarters of those rides were taken by youth and college students, 62% were taken by college students and another 16% by riders under 18.

Youth and College Ride

In FY 2025-26, Valley Express provided nearly 40,000 rides to youth and college students. Those rides accounted for 62% of all fixed route rides and 13% of all Dial-A-Ride trips.

Annual Comparison



ANNUAL FIXED ROUTE BOARDINGS BY ROUTE

Route	FY18-19 (Pre-COVID)	FY24-25	FY25-26	% Change from FY 24/25	% Change from FY 18/19
Santa Paula A	2,394	984	740	-25%	-69%
Santa Paula B	2,427	1,151	1,391	21%	-43%
Santa Paula Tripper	1,143	311	906	191%	-21%
Fillmore Loop	6,004	3,925	5,920	51%	-1%
Fillmore Tripper	7,829	6,375	6,874	8%	-12%
Fillmore-Moorpark^	n/a	7,787	11,877	53%	-
Piru	32,874	30,858	29,122	-6%	-11%
Total	**52,671**	**51,391**	**56,830**	**10.6%**	**8%**

^CMAQ Funded Route Implemented August 2024

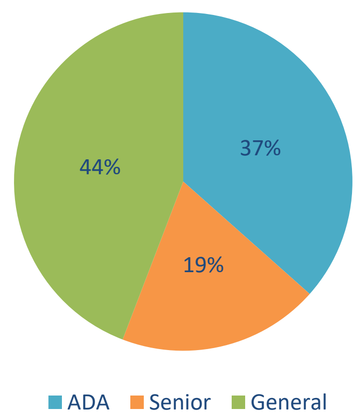
ANNUAL DIAL-A-RIDE BOARDINGS BY JURISDICTION

Route	FY18-19 (Pre-COVID)	FY24-25	FY25-26	% Change from FY 24/25	% Change from FY 18/19
Santa Paula	26,930	13,446	18,327	36%	-32%
Fillmore	9,826	2,706	4,561	69%	-54%
Total	**36,756**	**16,152**	**22,888**	**42%**	**-38%**

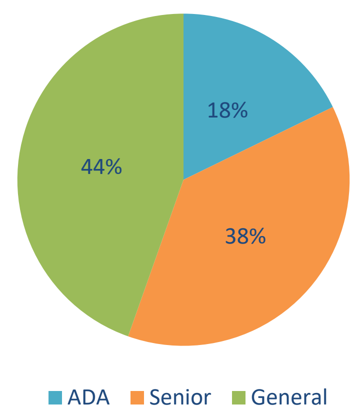
ANNUAL DIAL-A-RIDE RIDERSHIP BY SERVICE TYPE

Jurisdiction	ADA	SENIOR	GENERAL
County	370	195	447
Fillmore	754	1,595	1,890
Santa Paula	3,080	4,353	10,204
Total	**4,204**	**6,143**	**12,541**

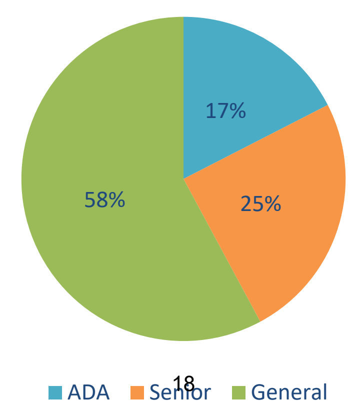
COUNTY DIAL-A-RIDE RIDERSHIP BY SERVICE TYPE



FILLMORE DIAL-A-RIDE RIDERSHIP BY SERVICE TYPE

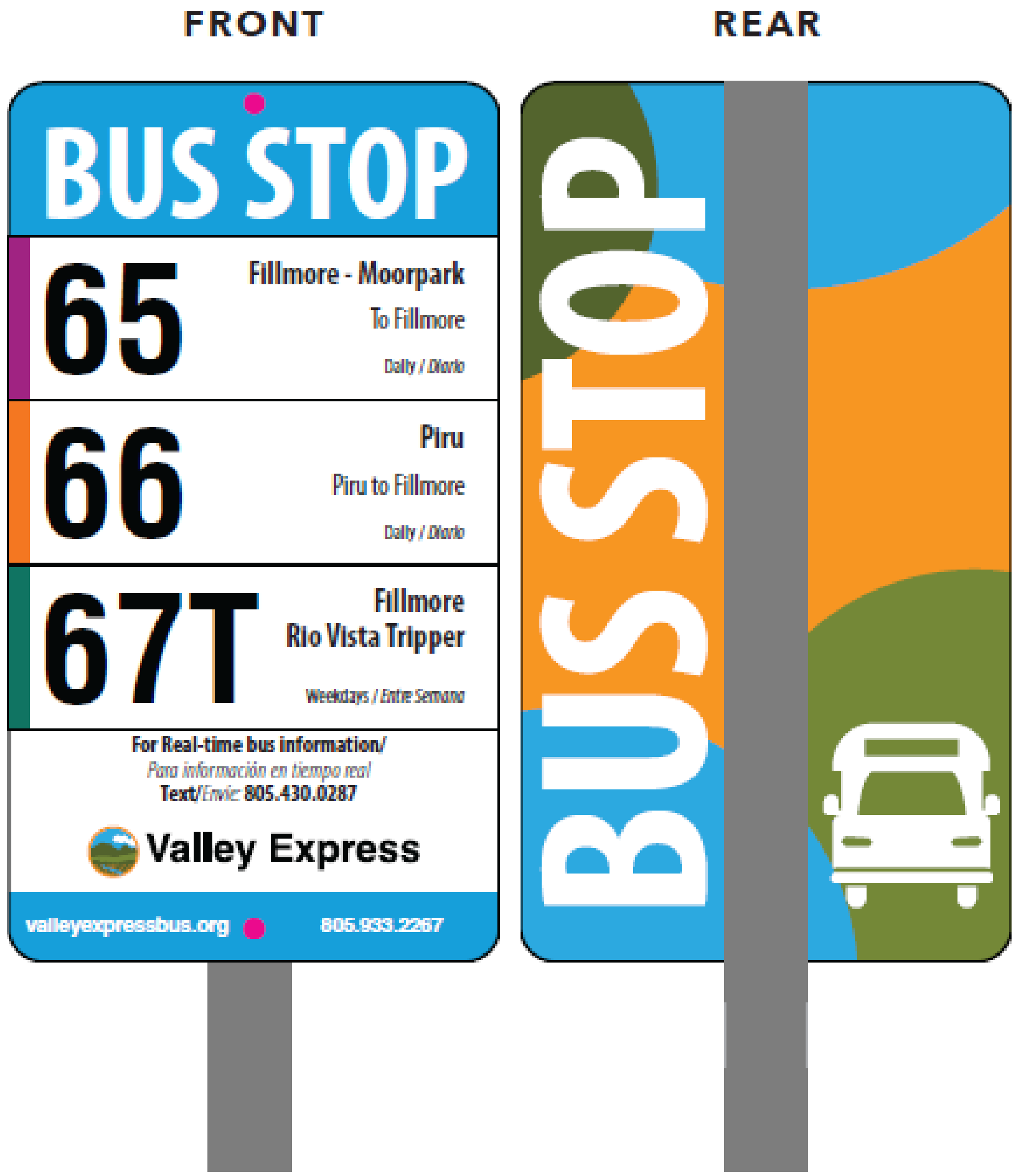


SANTA PAULA DIAL-A-RIDE RIDERSHIP BY SERVICE TYPE



MARKETING AND COMMUNITY OUTREACH

Celtis Ventures, Inc., continues to assist us in promoting the Valley Express service within the Heritage Valley. In Q4, Celtis finished the design of a new bus stop sign for the Valley Express fixed route.



BUS STOP IMPROVEMENTS

As part of VCTC's Countywide Bus Stop Inventory and Assessment Project, we will replace all bus stop signs throughout the Valley Express service area. The new signs will incorporate our updated logo and vehicle branding and will include route information, direction of travel, and new route numbers. Consistent with recommendations in the Short-Range Transit Plan (SRTP), route numbers are being incorporated into the sign design to better align with countywide transit standards and improve systemwide consistency for riders.

In addition, ADA guidelines recommend that route names or numbers on bus stop signs be at least 2.5 inches in height. The current route names are too long to fit on the new signs at the recommended size, while route numbers can be displayed clearly and legibly, allowing the signs to meet ADA accessibility standards. Each bus stop will also be assigned a unique stop ID number. Riders will be able to text the stop ID to receive real-time bus arrival information, providing convenient access to service updates directly from their mobile devices. These enhancements will increase the availability of passenger information as well as improve transit accessibility and the overall rider experience.

The project is funded through the Southern California Association of Governments (SCAG) Regional Early Action Planning (REAP) 2.0 Grant Program. The REAP 2.0 program is designed to accelerate progress toward state housing and climate goals through strengthened partnerships among the state, regional agencies, and local jurisdictions.