



AGENDA
HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (HVPAC)
Wednesday, January 18, 2017 at 11:00 a.m.
City of Fillmore, Council Chambers
250 Central Avenue, Fillmore, CA 93015

- ITEM 1 CALL TO ORDER**
- ITEM 2 INTRODUCTIONS & ANNOUNCEMENTS**
- ITEM 3 PUBLIC COMMENTS:** Any member of the public may address the Committee for up to two minutes on any subject within the jurisdiction of the Committee that is not scheduled for a public discussion before the Committee.
- ITEM 4 AGENDA ADJUSTMENTS**
- ITEM 5 APPROVAL OF MINUTES – For Action**
Recommendation: That the Committee waive the reading and approve the minutes for the regular meeting of May 9, 2016.
- ITEM 6 HERITAGE VALLEY TECHNICAL ADVISORY SUBCOMMITTEE REPORT – For Information**
- ITEM 7 REQUEST FOR PROPOSALS FOR MARKETING SERVICES – For Action**
Recommendation: That the Committee approve for recommendation to the Ventura County Transportation Commission (VCTC) issuance of a Request for Proposals for Marketing and Outreach services for the Valley Express.
- ITEM 8 FUTURE AGENDA ITEMS – For Information**
- Approve the Proposed Annual Budget
 - Discussion of Farebox Recovery and Service Performance
 - Discussion of Proposed Fare Adjustments and Fare Media
- ITEM 9 DETERMINE NEXT COMMITTEE MEETING DATE AND LOCATION – For Discussion**
- ITEM 10 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 Clerk of the Committee at (805) 642-1591 ext. 111. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.

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**MINUTES OF THE
HERITAGE VALLEY TRANSIT SERVICE
POLICY ADVISORY COMMITTEE (PAC)
May 9, 2016**

1. Call to Order

Chairperson Manuel Minjares called the meeting to order at 2:01p.m.

2. Introductions and Announcements

Self-introductions were performed. A quorum was present. The following people attended the meeting:

David Rowlands	Fillmore	Manuel Minjares	Fillmore
Kathy Chambers	Moore and Associates	Teresa Torres	MV Transportation
Tom Conlon	MV Transportation	Veronica Hurtado	MV Transportation
John Ilasin	Santa Paula	Ginger Gherardi	Santa Paula
David Fleisch	Ventura County	Kathy Long	Ventura County
Aaron Bonfilio	VCTC	Kevin Khouri	VCTC
Darren Kettle	VCTC	Martin Erickson	VCTC
Treena Gonzalez	VCTC		

Kara Elam, Administrative Assistant for VCTC, has found new employment with the City of Camarillo.

3. Public Comments

No Public comments were made

4. March 1, 2015 Meeting Minutes – Action

Commissioner Minjares moved to approve the March 1, 2016 meeting minutes. Commissioner Long seconded the motion. The motion passed with no objections.

5. Performance Report Including on-board ride-check summary report – Receive and file

Staff provided updates regarding fare box recovery of the Heritage Valley system. The Committee discussed farebox recovery and the improvements made since the recent fare increase and schedule modification. The Committee also reviewed prior fare increase proposals and agreed that a fare increase at this time would be premature. Staff was tasked to review Commission action and update the Committee regarding future fare policy commitments. Further discussion was had regarding TDA regulations and the required minimum farebox recovery, including the dates when minimum farebox requirements would take effect. Other schedule modifications were discussed including modifications to school tripper routes in Santa Paula.

6. Social Media Contest Update – Receive and file

Moore and Associates provided updates regarding recently completed and upcoming marketing and contest activities. The PAC recommends “bonus contest points” for participants that ride the bus. Additionally, the PAC recommends the use of Snap Chat/Instagram to reach out to current and potential transit users to raise awareness of the Heritage Valley transit system and increase ridership.

Special beach and 4th of July schedules/routes were briefly discussed.

7. Draft Consulting Services Agreement for Marketing and Community Outreach– Action

Staff recommends the approval of the draft for a one-year agreement between VCTC and Moore & Associates. Scope of work needs to be revised and clearly defined in order to match the budget. Commissioner Long moved to approve the agreement for consulting services between VCTC and Moore and Associates. Commissioner Gherardi seconded the motion. The motion passed with no objections.

8. Determine the Next Meeting Date

Staff will work with HVPAC members and their staff to coordinate and schedule the next meeting to be located in the City of Ventura.

9. Adjournment – Action

Committee Chair Minjares moved to adjourn the meeting at 2:53p.m.



DATE: JANUARY 18, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: DAVID FLEISCH, CHAIR HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

SUBJECT: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE SUMMARY REPORT

RECOMMENDATION

- Receive and file.

BACKGROUND

The following is a summary report of the January 5, 2017 Heritage Valley Technical Advisory Committee (HVTAC) meeting. The HVTAC is a subcommittee of the HVPAC.

HVTAC, Meeting Summary, January 5, 2017, Fillmore City Hall:

- **ELECTION OF OFFICERS:** Jon Ilasin was elected Chair and David Rowlands was elected Vice Chair. David Fleisch is the out-going Chair.
- **MARKETING PROGRAM:** The TAC approved the staff recommendation that HVPAC recommend to the Commission release of a Request for Proposals for the Valley Express *Marketing and Outreach program*.
- **POTENTIAL USES OF REMAINING MARKETING CONTRACT:** The TAC discussed options for surveys, outreach and other tools to effectively use the remainder of the marketing contract/budget for this fiscal year. Further discussion is needed at the Feb 2 meeting.
- **BUDGET:** The TAC reviewed a draft conceptual FY17/18 Valley Express program budget. The TAC provided comments to staff. The draft budget will be presented for the TAC's formal recommendation at the February 2, 2017 meeting; following which, it will be presented to the PAC for review before being incorporated in the full VCTC budget.
- **PERFORMANCE INDICATORS & POTENTIAL SERVICE/FARE CHANGES:** The TAC discussed the need to establish which performance indicators were to be tracked, and if new or other indicators would be relevant in light of needed analysis; such as, regarding fare/service changes and farebox recovery. The TAC will review current year-to-date performance indicators and proposed changes to the service indicators at the next TAC meeting.
- **CMAQ:** The TAC discussed the status of the CMAQ grant for bus stop improvements. The item will continue at the next meeting for review of stop locations and local match considerations.

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DATE: JANUARY 18, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: AARON BONFILIO, PROGRAM MANAGER
KEVIN KHOURI, TRANSIT SPECIALIST

SUBJECT: REQUEST FOR PROPOSALS FOR MARKETING SERVICES

RECOMMENDATION

- Approve for recommendation to the Ventura County Transportation Commission (VCTC) issuance of a Request for Proposals for Marketing and Outreach services for the Valley Express.

BACKGROUND

The Heritage Valley Transit Service, operated under the name Valley Express, launched mid-fiscal year March 2015. At that time the Commission provided marketing and outreach services under its agency-wide marketing and outreach program with Moore & Associates (Moore). The contract with Moore ended at the end of the fiscal year. Considering the recent launch of this brand-new system and the ongoing post-launch promotional activities, the Heritage Valley Transit Service committees recommended VCTC engage (on behalf of the Valley Express) with Moore for a one-year agreement, effective July 2015 to June 30, 2016. Subsequently, VCTC continued its agreement with Moore, on behalf of the Valley Express for an additional year, which we are in now.

In light of the forthcoming end-date to the existing agreement, the HVTAC recommends that the HVPAC recommend to the Commission the issuance of a Request for Proposals for Marketing and Outreach Services (RFP). While a draft RFP is in development, Commission staff will work with Valley Express member-agency staff to finalize draft of the RFP prior to its release.

The proposed procurement schedule follows:

<i>February 3, 2017:</i>	<i>Approve and release RFP, VCTC February Meeting</i>
<i>March 20, 2017:</i>	<i>Proposals due and evaluation period begins</i>
<i>April 3- 7, 2017:</i>	<i>Conduct Oral Interviews and finalize recommendation</i>
<i>May 5, 2017:</i>	<i>Contract Award, VCTC May Meeting</i>
<i>July 1, 2017:</i>	<i>Contract term begins</i>

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DATE: JANUARY 18, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: DETERMINE THE NEXT MEETING DATE AND LOCATION

RECOMMENDATION

- Provide availability for the next HVPAC meeting.

BACKGROUND

Below are recommended dates and times for the Policy Advisory Committee to meet again in March. Please be prepared to share your availability to meet on one or more of the dates/times listed below. This can either be done at the meeting or by emailing me at jeddington@goventura.org prior to the meeting.

Wednesday, March 1 – Any time

Thursday, March 2 – After 10:30 a.m.

Monday, March 6 – After 11:00 a.m.

Monday, March 13 – After 11:00 a.m.