



# AGENDA

**COASTAL EXPRESS POLICY ADVISORY COMMITTEE**  
**Friday, September 12, 2014, 1:00 P.M**  
**Carpinteria City Hall, Council Chambers**  
**5775 Carpinteria Avenue, Carpinteria, CA 93013**

- Item #1**                    **CALL TO ORDER**
  
- Item #2**                    **INTRODUCTIONS AND ANNOUNCEMENTS**
  
- Item #3**                    **PUBLIC COMMENTS**  
*Each speaker is limited to three minutes. The Committee may, either at the direction of the Chair or by majority vote, waive this three minute time limitation. Under the Brown Act, the Committee should not take action on or discuss matters raised during Public Comment portion of the agenda which are not listed on the agenda.*
  
- Item #4**                    **APPROVAL OF MAY 23, 2014 MEETING MINUTES**                    **Pg. 2**
  
- Item #5**                    **COASTAL EXPRESS LIMITED INTEGRATION PLANNING**                    **Pg. 4**
  - *Receive and file*
  
- Item #6**                    **DRAFT COASTAL EXPRESS TEN YEAR PLAN**                    **Pg. 6**
  - *Recommend that the CEPAC approve for VCTC and SBCAG action the draft Ten Year Plan.*
  - *Direct Staff to work with the Technical Advisory Committee regarding the implementation of the Ten Year Plan, and, bring back to the Policy Advisory Committee staff's recommendations for further action, including regarding fares, schedules, and service area*
  
- Item #7**                    **SET NEXT MEETING**
  
- Item #8**                    **ADJOURN**

*In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in this meeting, please contact the Clerk of the Board at (805) 642-1591 ext. 101. 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.*

**MINUTES of the**  
**VENTURA COUNTY TRANSPORTATION COMMISSION**  
**COASTAL EXPRESS POLICY ADVISORY COMMITTEE (CEPAC) MEETING**  
**May 23, 2014**

**Item #1 Call to Order**

Chair Salud Carbajal of Santa Barbara County called the meeting to order at 1:10 p.m.

**Item #2 Introductions and Announcements**

Policy Advisory Committee (PAC): Council persons Carl Morehouse and Bryan MacDonald; Mayor Helene Schneider; Supervisor Steve Bennett; Supervisor Salud Carbajal (Chair); Supervisor Janet Wolf; Richard Weinberg (Ex-officio).

Staff: Jim Kemp, Steve VanDenburgh, Gregg Hart and Scott Spaulding of SBCAG; Darren Kettle, Vic Kamhi, Aaron Bonfilio, Treena Gonzalez, Amy Ahdi and Kara Elam of VCTC.

Also Present: David Fleisch and Kathy Connell of Ventura County; Martin Erickson of Oxnard; Sherrie Fisher and Steve Maas of SBMTD; Hillary Blackerby of Assembly Member Das Williams' office and KK Holland of St. Senator Hannah-Beth Jacksons' office.

**Item #3 Public Comments**

No public comments were made.

**Item #4 Approval of the April 21, 2014 Meeting Minutes**

Carl Morehouse of Ventura moved to approve the minutes. Helene Schneider of Santa Barbara seconded the motion and it passed unanimously.

**Item #5 Key Performance Indicators**

Aaron Bonfilio presented; no action was requested or required of the PAC. Discussion was had regarding Coastal Express Limited (CEL) increases in passenger trips/hours, fare box ratio decreases and annual, bulk purchases of fare passes. There was discussion on route consolidation, including which routes and buses appeared near capacity and the frequent requests for reverse commute VISTA service, specifically a large employer in Downtown Ventura (Patagonia).

**Item #6 Approval of Draft Coastal Express FY 2014/15 Budget and Route Plan**

Aaron Bonfilio presented. Discussion was held regarding: cost increases related to acquisition of fleet and other capital as well as inclusion of administrative costs; the expiration of Caltrans grant funds for the CEL service and costs for the service for remainder of the FY; projections of farebox; and, general policy. SBCAG will extend its agreement with SBMTD to operate CEL service; SBCAG/VCTC will split the assumed cost for the service once the Caltrans fund is depleted. Following the end of the FY, the CEL trips will be integrated into VISTA and these additional trips will be provided by the new VISTA Contractor. Both the 10 Year Plan and VCTC's Short Range Transit Plan will provide valuable data that better informs Staff on trends, service demands, service modifications, and minimum farebox targets. The Committee noted a minor correction to Section A.6: the assumed increases for *potential ad revenue* did not escalate for FY 2017/18 and FY 2018/19; the correct escalation was "3%."

There was continued discussion on the necessity of continuous, mutual efforts to bring the route operations cost down. SBCAG members emphasized that it would not commit to the current level of funding requirements in future years. Salud Carbajal moved to approve the Staff recommendation with amendment that as part of the 10 Year Plan, there be discussion of options to ensure all future proposed budgets stay within the means of revenue available for both SBCAG and VCTC. Helene Schneider of Santa Barbara seconded the motion as amended; vote was taken and passed unanimously.

**Item #7 Recommend Approval of Revised Coastal Express Memorandum of Understanding (MOU)**

Jim Kemp presented. Revisions to the MOU included: increased contribution by SBCAG for funding of VISTA Coastal Express administrative overhead; refinements to insurance requirements for Contractor; the option for single-agency funded portions of VISTA Coastal; refinements to scheduling of route plan and budget review; the formation of a Technical Advisory Committee (TAC); and, to the term of the MOU agreement. The final revision pertains to the due date of the Draft of the 10 Year Service Plan. It was agreed that that the July 1, 2014 due date was not feasible. The agreed upon date for the final approval of "10 Year Plan" as October 31, 2014. Councilperson Bryan MacDonald of Oxnard moved to approve the Staff recommendation with noted corrections, including the updated insurance language recommended by agency counsel. Councilperson Carl Morehouse of Ventura seconded the motion and it passed unanimously.

**Item # 7 Adjourn**

Chair Salud Carbajal adjourned the meeting adjourned at 2:25 p.m.



**Item # 5**

September 12, 2014

**MEMO TO: COASTAL EXPRESS POLICY ADVISORY COMMITTEE**  
**FROM: AARON BONFILIO, PROGRAM MANAGER (VCTC)**  
**SUBJECT: COASTAL EXPRESS LIMITED INTEGRATION PLANNING**

**RECOMMENDATION:**

- Receive and file

**BACKGROUND**

At the May 23, 2014 Coastal Express Policy Advisory Committee meeting, the Committee approved the Coastal Express route plan and budget for fiscal year 2014-2015, which called for the consolidation and integration of the Coastal Express Limited (Limited) service with the VISTA Coastal Express route. The Limited is currently operated by SBCAG under contract with SBMTD. Funding of the Limited has been provided by Caltrans as part of the Traffic Management Plan for the Highway 101 widening project currently underway between Carpinteria and Mussel Shoals. The funding is anticipated to last through January 2015, at which point VCTC and SBCAG will equally share in the operating costs for the service for approximately five months.

Concurrently VCTC will be in the process of contract startup with Roadrunner Management Services for the nine-year VCTC Intercity Transit contract (formerly known as VISTA). Startup, including site setup and fleet preparation will begin approximately April 2015; with the actual start-date of the service for the new contract scheduled to begin May 4, 2015. Shortly after the start of the nine-year term, June 13, 2015, the current Limited service will be absorbed into the Coastal Express route and operated as part of the VCTC Intercity Transit system.

SBCAG and VCTC staff recognize that merging the four Limited round trips into the Coastal Express route presents challenges, as both operate during peak commute time and experience high ridership. While the two operate at similar times and serve nearly identical locations, there is insufficient passenger capacity on the current Coastal Express to simply incorporate *all four* Limited trips into the Coastal Express service, as-is. With minor schedule modifications, however, there is capacity to incorporate *two*

of the *four* round trips without the need to expand service. For those two remaining trips that cannot be consolidated, staff will continue to review system scheduling and fleet utilization to identify further opportunities to limit potential expansion as part of the integration. However, it is likely that *two new* trips will need to be added during the impacted peak service hours.

Regarding the future fleet of the VCTC Intercity Contractor, the spare ratio required of the contract is for a minimum of 10% of the fleet, or *three* vehicles, and the planned spare number of vehicles prior to integration of the Limited was *five*. Thus the potential use of *two* spare vehicles during peak hour as noted above will allow for the Contractor to maintain three spare vehicles, or 10% of the fleet, and thus it will be unnecessary to acquire additional vehicles.

Evaluating the two services as a single route during peak hour and sizing future service to meet existing demand minimizes the number of additional vehicles needed. Furthermore, merging the two services effective June 2015 is expected to increase the productivity and efficiency of the VCTC Intercity Transit service due to the high ridership of the trips that will be preserved. In conjunction with other planning efforts, such as route-wide optimization to reduce operating costs, staff will meet with the Technical Advisory Committee regarding the planned integration and finalize the proposed route schedule for the PAC's consideration. Staff intends to present a consolidated *June 2015-forward* route schedule that is developed with the shared goal to reduce the overall operating costs of the Coastal Express service to a more sustainable level at the next Policy Advisory Committee meeting.



Item # 6

September 12, 2014

**MEMO TO: COASTAL EXPRESS POLICY ADVISORY COMMITTEE**  
**FROM: AARON BONFILIO, PROGRAM MANAGER (VCTC)**  
**SUBJECT: COASTAL EXPRESS TEN YEAR TRANSIT SERVICE PLAN**

**RECOMMENDATION:**

- Recommend that the CEPAC approve for VCTC and SBCAG action the draft Ten Year Plan.
- Direct Staff to work with the Technical Advisory Committee regarding the implementation of the Ten Year Plan, and, bring back to the Policy Advisory Committee staff's recommendations for further action, including regarding fares, schedules, and service area.

**BACKGROUND**

At the April 21, 2014 Coastal Express Policy Advisory Committee meeting, the Committee received a status update regarding the development of the Coastal Express Ten Year Transit Service Plan. Following the September 2013 Committee meeting, the consultant team (Wendel) received input from both VCTC and SBCAG concerning potential updates and other areas of focus not yet discussed in the Plan. As reported at the April 2014 meeting, the draft of the Plan was still in process and additional review and conferences were set to take place in the immediate future.

SBCAG and VCTC have since met with Wendel on multiple occasions to discuss the Plan. Over the past few months both agencies have provided the team with specific areas of focus as well as updated service statistics and scheduling data. Wendel has worked diligently to adapt the Plan to incorporate the new and updated information as well as regarding additional areas of focus, such as those changes triggered by the revised, and now executed, MOU; the adopted FY14/15 budget and projected budgetary data (including capital asset expenditures); as well as, the factors associated with the integration of the Limited service into the Coastal Express route, and considerations regarding farebox. Altogether this work effort has resulted in a comprehensive plan that provides guidance for staff and the advisory committee(s) as we look ahead at the next ten years of the Coastal Express transit service, and provides a foundation with regard to suggested route planning, promotion, fare structure, ridership expectations, budgetary targets, and performance measurement.

A copy of the draft Coastal Express Ten Year Transit Service Plan is attached. Wendel has prepared for the Committee's review a brief presentation highlighting key areas of the Plan which they will present at the Committee meeting.

Staff recommends that the Committee approve the Coastal Express Ten Year Transit Service Plan for further consideration and action by the SBCAG Board and VCTC Commission. Additionally, staff recommends that the PAC direct staff to work with the Coastal Express Technical Advisory Committee regarding implementation of the Plan and bring back to the Policy Advisory Committee staff's recommendations for future action, including regarding fares, schedules, and service area.