



# AGENDA

**HERITAGE VALLEY TRANSIT SERVICE  
TECHNICAL ADVISORY COMMITTEE (HVTAC)  
Wednesday, August 27, 2014, 2:00 p.m.  
Fillmore City Hall, Council Chambers  
250 Central Avenue, Fillmore, CA 93015**

**Item #1 INTRODUCTION**

**Item #2 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 #3 APPROVAL OF JUNE 25, 2014 MEETING MINUTES – PG. 2**  
That the HVTAC approve the June 25, 2014 meeting minutes.

**Item #4 PROPOSED TRANSFER POLICY AND PASS FARE STRUCTURE – PG. 4**

- Recommend the HVTAC approve for HVPAC action the proposed Transfer Policy and proposed Pass Fares and Implementation Schedule.

**Item #5 PROPOSED TRANSIT RIDER GUIDELINES – PG 8**

- Recommend the HVTAC approve for HVPAC action the draft Rider Guidelines

**Item #6 GENERAL UPDATE: PLANNING AND ADMINISTRATION– PG. 13**

- Receive and File

**Item #7 MARKETING PLAN – PG. 15**

- Discuss Proposed Marketing Plans
- Recommend for HVPAC action Marketing Plan to promote and market the service going forward

**Item # SCHEDULE NEXT MEETING**

**Item #0 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 (VCTC)  
HERITAGE VALLEY TRANSIT SERVICE (HVTS)  
TECHNICAL ADVISORY COMMITTEE (HVTAC)  
June 25, 2014**

**Item #1 Call to Order**

Vic Kamhi of VCTC called the meeting to order at 2:11 p.m.

**Item #2 Introductions**

Technical Advisory Committee (TAC): Brian Yanez, City of Santa Paula; Rigo Landeros, City of Fillmore; David Fleisch, Ventura County; and Vic Kamhi, VCTC (ex-officio).

Staff: Kathy Connell, Ventura County; and Darren Kettle, Aaron Bonfilio, Treena Gonzalez, Amy Ahdi and Kara Elam of VCTC.

Also Present: Mike Powers, Consultant); Chap Morris, FATCo; Ron Threatt, FATCo; Aracely Preciado, CAUSE/ASERT; Juliana Gallardo, CEDC; Daniel Gonzalez, Melissa Hermosillo and Cheyenne Huerta of One Step a La Vez.

**Item #3 Public Comments**

Aracely Preciado, Transit Coordinator for CAUSE/ASERT, mentioned her organizations ongoing interest in future meetings regarding the new service.

**Item #4 Election of Chair and Vice-Chair of TAC**

Dave Rowlands of Fillmore was elected Chair of the HVTAC. David Fleisch of Ventura County was elected Vice Chair.

**Item #5 Status Update of Draft Request for Proposals (RFP)**

Aaron Bonfilio presented this item; no action was requested or required of the HVTAC. The HVTAC discussed vehicle procurements, vehicle acquisition, Proposition 1B Security funds for vehicle cameras and HVTAC feedback on proposed service levels, as related to the Draft RFP. The floor was opened up for public comment; no members of the public provided comment.

**Item #6 Proposed Service Levels – Routes and Hours of Service Plan**

Aaron Bonfilio presented this item. The Staff recommendation is that the HVTAC endorse the proposed Service Levels and recommend approval to the Policy Advisory Committee (HVPAC). Discussion was had on circulator routes, hours of service, the six month demonstration period and finalization of an annual service plan in May 2015. A correction was noted (Page 4); the Draft RFP will be presented to the HVPAC on July 21, 2014, not July 1, 2014. The floor was opened up for public comment. Juliana Gallardo of CEDC noted that additional service for elementary school students who have to cross Route 126 is needed. Rigo Landeros of Fillmore advised that the School District provides school bus service and in addition traffic safety improvements are planned for the near future. Daniel Gonzalez of One Step a La Vez stated that including the southwest side of Fillmore as possible flag stops for fixed route service is important. The HVTAC moved to approve the Staff recommendation, with amendment that staff allow for and receive additional feedback from Agencies.

**Item #7 Proposed Fare Schedule**

Aaron Bonfilio presented this item. The Staff recommendation is that the HVTAC review the proposed cash Fare Schedule and recommend approval to the Policy Advisory Committee (PAC). A correction was noted (Page 13); the proposed phase-in of cash fares takes place over a period of twelve months, not eighteen months as noted in the implementation table. The floor was opened up for public comment. Juliana Gallardo of CEDC asked what the policy for transfer passes will be. Currently, there is no transfer policy for the HVTs. The HVTAC moved to approve the Staff recommendation, amending the motion to require that the current transfer policies throughout Ventura County be included within the proposed fare structure and the HVTAC discuss types of passes at the next meeting.

**Item #8 Service Naming and Branding**

Aaron Bonfilio presented this informational item; no action was requested or required of the HVTAC. Discussions were had on uniform branding, distinction between Cities, and service title options. The floor was opened up for public comment. Aracely Preciado of CAUSE/ASERT stated the name "Heritage Valley Transit Service" is ideal.

**Item #9 Adjourn**

Interim-Chair Rigo Landeros (alternate) adjourned the meeting at 3:19 p.m.



**Item #4**

August 27, 2014

**MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE**

**FROM: AARON BONFILIO, PROGRAM MANAGER  
TREENA GONZALEZ, TRANSIT SPECIALIST**

**SUBJECT: PROPOSED TRANSFER POLICY AND PASS FARES**

**RECOMMENDATION:**

- Approve for HVPAC Action the Proposed Transfer Policy and the Proposed Pass Fare Structure.

**BACKGROUND AND DISCUSSION:**

The Heritage Valley Transit Service Policy Advisory Committee (HVPAC) identified the following goals for any proposed fare schedule:

- Attract ridership for the new fixed route service, including school age riders by creating a discount fare for youth
- Provide equitable passenger cost relative to other similar systems in the County
- Meet mandated farebox recovery levels

At the prior HVPAC meeting the Committee approved the proposed Cash Fares and Implementation Schedule. In addition, the Committee requested information on fares for comparable systems in the county. Attachment A, Table 1 includes the fare information for various systems in the region. It should be noted that here are few examples of *general* public Dial-a-ride services, as most serve seniors and people with disabilities only. Table 2 of Attachment A, summarizes the approved recommended Cash Fares and Implementation Schedule for HVTs.

In keeping with the above goals, Staff have prepared proposed Transfer Policy and proposed Pass Fares and Implementation Schedule.

Both the HVPAC and HVTAC committees have previously expressed a desire to participate in the Ventura County Bus Transfer Program. Currently transit riders can transfer for free from

Dial-a-ride to the VISTA (VCTC intercity); and transfer to Dial-a-ride from VISTA with payment of a \$0.50 cent “transfer fee.”

Consistent with the current county-wide transfer policy, Staff recommends the following for the new service:

- Free Single-use Transfers between fixed route services (including VISTA- VCTC intercity and Heritage Valley routes).
- Require Transfer Fee for transfers from fixed route services to the Heritage Valley General Purpose Dial-A-Ride.

To simplify the transfer policy for the new Heritage Valley service, Staff recommends keeping the transfer fee at \$0.50 for transfers from HV fixed route buses to Dial-a-ride buses.

Regarding Passes, VCTC staff recommends the HVTAC consider implementing a pass fare structure that is consistent with the recommended cash fare structure and implementation schedule. The proposed Pass Fares and Implementation Schedule includes a stepped price increase for the Dial-a-ride monthly pass, as well as a discounted “youth” fixed route pass to incentivize riders to utilize the new fixed route service. (The current passes offered by VCTC are summarized in Attachment A, Table 3.)

A proposed Pass Fare Structure was presented for discussion at the prior HVPAC meeting. The below table shows proposed pass fares following the input from the HVPAC. The Committee suggested reducing the Fixed Route Adult pass from \$25 to \$20 for the January 5, 2015, service start date. Additionally Staff has included a Day Pass for consideration.

<b>HERITAGE VALLEY PASS FARES AND IMPLEMENTATION SCHEDULE</b>			
<b>Pass Type</b>	<b>Current</b>	<b>Proposed</b>	
		<b>Jan 5, 2015</b>	<b>Jan 1, 2016</b>
Dial-a-ride Monthly Pass – Adult/Youth	\$20	\$30	\$40
Dial-a-ride Monthly Pass – Senior/Disabled	\$20	\$25	\$25
Fixed Route – Adult	N/A	\$20	\$25
Fixed Route – Youth (<18) & Senior/Disabled	N/A	\$10	\$12
Day Pass (Fixed, Dial-A-Ride and VISTA 126)	\$3.50	\$3.75	\$4.00

VCTC staff recommends that the HVTAC approve for HVPAC action the proposed Transfer Policy and proposed Pass Fares and Implementation Schedule.

Heritage Valley Transit Service  
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ATTACHMENT A

**Table 1**

FARE STRUCTURES		Cash Fares		Monthly/30 Day Passes		Day Pass	
Transit System	Service	Adult/Youth	Senior/Dis.	Adult/Youth	Senior/Dis.	Adult	Senior/Dis.
Camarillo Area Transit	Fixed	\$1.00	\$0.50	\$50*	\$25*		
	Dial-a-ride**	\$2.00	\$1.50	\$50*	\$25*		
Gold Coast Transit	Fixed	\$1.50	\$0.75	\$50/\$40	\$25	\$4	\$2
	Dial-a-ride		\$3.00				
Moorpark City Transit	Fixed	\$1.00	\$0.50	\$50*	\$25*		
	Dial-a-ride		\$1.50				
Oxnard Harbor & Beaches	Dial-a-ride**	\$2.00	\$1.50				
Santa Barbara MTD	Fixed	\$1.75	\$0.85	\$52/\$42	\$20	\$6	
	Dial-a-ride		\$3.50				
Simi Valley Transit	Fixed	\$1.25	\$0.50	\$50*	\$25*		
	Dial-a-ride		\$1.50				
Thousand Oaks Transit	Fixed	\$1.50	\$0.75	\$42	\$21	\$4	\$2
	Dial-a-ride		\$3.00				

\*Regional Goventura Smartcard pass (includes usage on additional systems)

\*\*General Purpose Dial-a-ride

**NOTES**

*Several systems additionally offer multi-ride passes in varying increments that are not included in this table.*

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ATTACHMENT A

**Table 2**

HERITAGE VALLEY CASH FARES				
Fare Type	Current	Proposed		
		Jan 5, 2015	July 1, 2015	Jan 1, 2016
Dial-a-ride – Adult/Youth	\$1.75	\$1.75	\$2.00	\$2.50
Dial-a-ride – Children < 5	Free	Free	Free	Free
Dial-a-ride – Senior/Disabled	\$0.85	\$0.85	\$1.00	\$1.25
Fixed Route – Adult	N/A	\$1.00	\$1.25	\$1.25
Fixed Route – Youth (<18)	N/A	\$0.50	\$0.60	\$0.60
Fixed Route – Children < 5	N/A	Free	Free	Free
Fixed Route – Senior/Disabled	N/A	\$0.50	\$0.60	\$0.60
Santa Paula Commuter Route	\$1.75	Discontinued	Discontinued	Discontinued
ADA Paratransit	\$3.50	\$2.00	\$2.50	\$2.50

**NOTES**

"Fixed Route" = New Santa Paula and Fillmore Circulators

ADA Paratransit Fares tied to Circulator/Fixed Route Fares

**Table 3**

CURRENT DAR/VISTA FARE MEDIA		
Pass Type	Dial-A-Ride	VISTA Intercity
Day Pass (DAR + VISTA)	\$3.50	\$3.50
Regular VISTA Monthly Pass	N/A	\$50.00
Dial-a-ride Monthly Pass	\$20.00 (all ages)	N/A
Premium (DAR + VISTA)	\$60.00	\$60.00
Inter-county VISTA Monthly Pass	N/A	\$105.00



August 27, 2014

Item # 5

**MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE  
(HVTAC)**

**FROM: AARON BONFILIO, PROGRAM MANAGER  
AMY AHDI, TRANSIT PLANNER**

**SUBJECT: TRANSIT RIDER GUIDELINES**

**RECOMMENDATION:**

- Approve for HVPAC Action the draft Rider Guidelines for the Heritage Valley transit service (HVTS)

**BACKGROUND:**

The current dial-a-ride and limited fixed route services operated in the Heritage Valley area do not have an HVTS-specific set of passenger rules or code of conduct. Staff recommends that prior to the expansion of the HVTS fixed route service, the HVPAC consider recommending to the Commission rider policies and guidelines for formal recommendation. Staff presents in "Attachment B," draft *HVTS Rider Guidelines*, for the HVTAC's consideration.

Staff reviewed VISTA's general rider policies and guidelines as well as those for the other transit operators in Ventura County. In addition, staff reviewed a variety of systems operating outside of the county.<sup>1</sup> The goal of adopting any rider guidelines is to provide a basic set of rules or code of conduct for patrons that clarifies passenger responsibilities as well as fosters orderly, safe and accessible public transit service. Attached for the Committee's consideration are draft Rider Guidelines for the Heritage Valley Transit Service. More detailed policies and procedures, specific to the *ADA Paratransit* component of the service, will be presented at subsequent Heritage Valley Transit Committee meetings as staff prepares the federally required Paratransit Plan.<sup>2</sup>

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<sup>1</sup> Agencies Include: Ventura county operators, SBMTD, Santa Clarita Transit, RTA, LA Metro, City of Banning, and Atascadero Transit

<sup>2</sup>DOT-FTA's ADA Regulations for implementing transportation services for people with disabilities requires that when instituting paratransit service, transit agencies must complete (or update annually) a "Paratransit Plan,". Plan shall include detailed policies and service description. [See 49 CFR Part 37]

Attachment B

(PROPOSED) HERITAGE VALLEY TRANSIT SERVICE RIDER GUIDELINES

*(Including Fixed Route, Dial-a-ride, and ADA Paratransit Service)*

1. Service Animals, Accessibility and Priority Seating

➤ Service Animals:

Service animals are allowed on all HVTs buses. Service animals must be leashed (with minor exception) and under the control of their owner at all times. Service animals are defined by the Americans with Disabilities Act (ADA) as “any guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability.” Service animals must remain under the owner’s control. Service animals may not sit on a vehicle seat but should remain in the owners lap or at their feet and as far out of the aisle as possible. Customers with disruptive or destructive service animals may be asked to remove them from the vehicle.

➤ Lifts and Ramps:

All buses are equipped with boarding ramps or lifts and can be lowered for passengers who have a mobility device or upon request. Depending on the type of bus, riders will be able to board and disembark by either the front or rear doors. Drivers will instruct on which door to use. Mobility devices, such as wheelchairs and scooters, must be secured while HVTs vehicles are in motion. Operators will secure passenger mobility devices.

➤ Stop Announcements

Passengers onboard the bus may request to be notified by the bus driver with a verbal “stop announcement” when the vehicle has arrived at a specific stop. To request a stop announcement, riders must inform drivers when they board the bus of their request, including their planned destination.

In addition to requested announcements, drivers will make announcements at major stops, such as transfer points and landmarks, both internally (inside the bus) and externally (outside the bus) when they arrive.

➤ Priority Seating

The first few rows of seats are reserved for seniors and people with disabilities and are identified by blue decals on the windows above the seats. Additional areas may be identified and reserved in the securement areas for mobility device users. Customers are encouraged to yield these seats to seniors and people with disabilities. Upon request, drivers will ask passengers to move to another seat, but cannot force them to do so.

2. Bikes, Strollers, Personal Belongings and Food & Beverage

➤ Bike Policy

Each HVTs bus accommodates two two-wheel bicycles. Riders are responsible for loading and unloading their own bicycles.

Motorized or electric bicycles that use wet-cell batteries are not permitted on the bike rack. Large side bags (“saddle” bags) or bulky carrying crates must be removed prior to loading onto the rack.

Space is available on a “first come first served basis” and is not guaranteed. If the rack is full, customers should be prepared to choose a location to lock up their bike, or wait for the next bus.

➤ Strollers

Strollers must be folded and stowed once seated. Children may not ride in the stroller while onboard the bus. For non-folding strollers Passengers must lock the wheels and hold onto their stroller at all times. Strollers may not block the aisle or exits at any time.

➤ Personal Belongings

Up to two carry-on bags are allowed per passenger although they must be stored at the rider’s feet or in their lap—they may not block the aisle or require the use of another seat. Patrons must be able to carry the items themselves. Riders should gather belongings and be ready to exit when the vehicle stops.

➤ Food & Beverage

Groceries and sealed containers are permitted on HVTs buses; however open-lid beverages and drinking and eating are prohibited.

➤ Prohibited Items

**The following items are not permitted on buses at any time:**

- Items too large or too numerous to be controlled, carried, or handled by a passenger
- Weapons of any type (pistols, rifles, hunting knives, etc.) are not permitted on transit system vehicles unless carried by persons lawfully permitted to carry such weapons, which includes law enforcement and security personnel.
- Illegal or Illicit drugs
- Hazardous materials
- Items that block that aisles or require the use of another seat

3. Health & Safety

➤ Young Children

Children age 5 years or under will not be transported without an accompanying caregiver over 12 years of age.

➤ Seatbelts and Car Seats

All HVTs Paratransit and Dial-a-ride passengers are required to wear seatbelts; wheelchair users must use HVTs lap-belts. HVTs does not provide car seats; Paratransit and Dial-a-ride patrons must provide and secure their own car seat for children as required by law.

➤ Shirts, Shoes and Hygiene

Shirts and shoes must be worn on the bus. Passengers are expected to maintain cleanliness and health standards that do not jeopardize the health of drivers, themselves, or other passengers.

➤ Aisles and Exits

Patrons shall not stand in the stairwells or block the back door or in front of the white line at the front of the bus. Patrons shall allow passengers to disembark before boarding

the bus. At all times passengers must keep feet, legs, and belongings out of other riders' paths, and inside the bus.

➤ Skateboards and Rollerblades

Skateboards and rollerblades (including roller-skates), must be carried by patrons and not in use onboard HVTs buses.

➤ Smoking

Smoking and use of electronic cigarettes are not permitted onboard any HVTs vehicle.

➤ Driver Communication

Conversation with the driver must be kept to a minimum to prevent distraction.

➤ Amplified Sound or Music

Radios, stereos and electronic devices such as cell phones, designed to reproduce (or amplify) sound must have headphones connected and volume set to a level that does not disturb other passengers or driver.

4. Non-service Animals and Pets:

➤ Small pets and non-service or guide animals are allowed only if owners comply with the following rules:

- Small animals must be secured in a commercially made pet carrier or cage that can be safely placed on the passenger's lap and does not require a separate seat.
- Glass, breakable or homemade carriers are not permitted.
- The animal must be completely enclosed within the pet carrier or cage at all times.
- The pet carrier or cage must completely prevent the animal from escaping or physically contacting another passenger or of escape.
- The pet carrier or cage must be constructed so that no bedding material or pet waste can exit.

5. Fares and Payment

- Exact fare is required; drivers are unable to make change and refunds are not available.
- Valid passes or tokens may be used in addition to cash; unlimited ride passes, or transfers are non-transferable.
- Patrons should have fares or transfers ready before the bus arrives.
- It is against the law to fail to pay the correct fare or to misuse transfers, passes or tickets. Offenders may be prosecuted under California Penal Code 640, which provides for a fine of up to \$250.

6. CODE OF CONDUCT:

**Public transportation should be a pleasant and safe experience. HVTs will not provide transit service to passengers that exhibit disruptive, violent or illegal behavior. Passengers that engage in the behaviors listed below will be subject to suspension of their riding privileges, citation or arrest:**

- Threats of harm, assault, or battery on a driver or passenger
- Harassment, verbal abuse, or intimidation of and/or altercation with any HVTs customers riders, or personnel
- Smoking on any HVTs bus; this includes e-cigarettes

- Drug and/or alcohol use on the HVTs bus
- Any type of radio/electronic device or noise making device (including a cellphone) without the use of a headset
- Operating any of the bus controls
- Failure to obey a driver's lawful instructions
- Damage or vandalism of any HVTs bus
- Repeated violations of Rider Guidelines
- Criminal conduct prohibited by the California Penal Code



**Item #6**

August 27, 2014

**MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE**

**FROM: AARON BONFILIO**

**SUBJECT: GENERAL UPDATE: PLANNING AND ADMINISTRATION**

**RECOMMENDATION:**

- Receive and File

**BACKGROUND:**

This memo serves as a general update report regarding the various planning tasks and administrative efforts underway as part of the startup Heritage Valley Transit Service.

**Route and Schedule Updates:**

Following the recent HVPAC meetings VCTC Staff received additional feedback regarding route orientation and stop placement. VCTC staff continues to work with local groups and stakeholders to refine routing and scheduling, including further review of current dial-a-ride scheduling data and trip demand for the 2014-15 school year. On Thursday, August 21, 2014, VCTC staff will attend a meeting in Fillmore organized by the Cabrillo Economic Development Corporation to discuss the planned service. In addition VCTC staff is compiling the inventory of the proposed bus stops with specific features and service considerations.

**Request for Proposals (RFP):**

On July 25, 2014, VCTC released the RFP for the Heritage Valley Transit Service. On August 8, 2014, VCTC held an optional pre-proposal conference for potential bidders to learn more about the solicitation for the planned HV transit service. Over nine interested firms were in attendance. Subsequent to the meeting, VCTC received and responded to written questions submitted regarding the RFP. Multiple Addenda to the RFP were issued and have been posted on the VCTC website. In addition, VCTC has identified an Evaluation Panel for review and scoring of the proposals. VCTC is waiting to receive confirmation from two of the seven

panelists. The proposals are due September 4, 2014 and potential interviews are scheduled for September 19, 2014.

Paratransit Plan:

As the operator of ADA paratransit service for HVTs, VCTC is required to complete a federally mandated Paratransit Plan, which details operational policies and procedures related to the ADA paratransit component of the service. As program parameters change, such as expansion of the service area, the Plan is required to be updated annually.

VCTC is currently working on the ADA Paratransit policies and procedures for incorporation into the Paratransit Plan, including such topics as rider scheduling, intercity service, and passenger no-show policy (to name a few). The recommended draft Paratransit Plan will be presented at subsequent HVTAC and HVPAC meetings.



**Item #7**

August 27, 2014

**MEMO TO: HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE**

**FROM: AARON BONFILIO**

**SUBJECT: MARKETING PLAN**

**RECOMMENDATION:**

- Discuss Proposed Marketing Plans
- Recommend for HVPAC action selected Marketing Plan to promote and market the service

**BACKGROUND:**

At the prior HVPAC meeting the Committee discussed the needed promotional efforts and service branding activities for the service. Mr. James Moore of Moore and Associates presented to the Committee on the topic system naming and branding and advised of potential marketing programs. The Committee discussed the matter and approved a naming contest to solicit names for the bus service. Following the meeting, VCTC, through its general marketing program with Moore and Associates, developed a naming contest and set of contestant guidelines.

In addition to the naming contest further marketing and branding activities are recommended as part of the startup process and ongoing marketing program. While VCTC will be able to support and provide funding for the initial including, provision of bus branding and naming, bus stop signage, route guides and general promotion and outreach for the startup, the service will require a level of sustained marketing investment going forward. VCTC has asked Moore and Associates to prepare multiple marketing plans (options) for the HVTAC's consideration and recommendation.

(The above-mentioned naming contest, and proposed marketing plans will be distributed to the HVTAC prior to the meeting on August 27, 2014.)