



AGENDA

HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

Wednesday, May 13, 2015, 2:00 p.m.
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

- Item #1** **CALL TO ORDER**
- Item #2** **INTRODUCTIONS AND ANNOUNCEMENTS**
- Item #3** **PUBLIC COMMENTS**
- Item #4** **APRIL 14, 2015 MEETING MINUTES – PG. 2**
• Approve the April 14, 2015 meeting minutes.
- Item #5** **VALLEY EXPRESS PERFORMANCE REPORT – PG. 4**
• Receive and file service performance report regarding the Valley Express service, including for both Dial-a-ride and Fixed Route service modes.
- Item #6** **SERVICE MODIFICATION PROCESS – PG. 5**
• Discuss development of process for service modification.
- Item #7** **MARKETING STATUS REPORT AND DISCUSSION OF FUTURE DIRECTIONS – PG. 6**
• Receive a status report on the ongoing Valley Express marketing activities and discuss future directions for the Valley Express marketing program.
- Item #8** **CONSIDER HIRING A TRANSPORTATION FUNDING CONSULTANT – PG. 8**
• Discuss possibility of hiring a consultant to advise on transportation funding opportunities
- Item #9** **DETERMINE THE NEXT MEETING DATE**
- Item #10** **ADJOURNMENT**

**MINUTES of the
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE (HVTAC)
April 14, 2015**

1. Call to Order

Chairperson David Rowlands called the meeting to order at 2:00 p.m.

2. Introductions and Announcements

(Announcements were heard out of order)

Self-introductions were performed. The following people were present (an asterisk represents voting Member Agencies):

Aracely Preciado	CAUSE	David Rowlands	Fillmore*
Jim Moore	Moore and Associates	Tom Conlon	MV Transportation
Teresa Torres	MV Transportation	Veronica Hurtado	MV Transportation
Brian Yanez	Santa Paula*	David Fleisch	Ventura County*
Kara Elam	VCTC	Treena Gonzales	VCTC
Vic Kamhi	VCTC		

Vic Kamhi noted that the bus surveillance camera Request for Proposals (RFP) process has begun and interviews with proposing firms will be held soon, the quote for the vehicle fareboxes has been received and is being reviewed, and the Fillmore tripper service was approved by the PAC and is scheduled to start on April 27.

3. Public Comments

(Public comment heard out of order)

Aracely Preciado explained that groups via local schools have been seeking schedule information and she noticed people are trying to figure out how to read the brochures. Aracely Preciado suggested, via feedback at meetings with local business owners, that small events be coordinated with businesses to highlight the new service.

4. March 19, 2015 Meeting Minutes – Action

David Fleisch moved to approve the March 19, 2015 meeting minutes. Brian Yanez seconded the motion. A voice vote was taken and the motion passed unanimously.

5. Discussion on Future Marketing Efforts

Staff requested guidance from HVTAC regarding the current Fiscal Year (FY) 14/15 remaining marketing needs for the Valley Express service and provided an update on VCTC’s current marketing contract, set to expire on June 30. Staff advised that the HVTAC should consider either amending the VCTC FY 15/16 Marketing Consultant contract to include the Heritage Valley marketing scope of work or publishing a separate RFP for marketing services for the Heritage Valley. Tom Conlon suggested contacting local businesses and/or Chambers of Commerce to coordinate presentations at existing meetings as well as continuing to keep the website updated and as informative as possible. David Fleisch suggested that a rider survey or letter which requests feedback which is targeting for those who might have been a previous rider but not current rider. Discussion continued on ideal marketing methods and tasks, which included “marriage” mailings of transit service flyers along with City utility bills and direct mailing to neighborhoods via a bulk mailing service. Jim Moore suggested the following marketing items as potential priority marketing tasks, as follows:

- Inventory of service brochures and re-print of service brochures after minor service changes are made.
- Updating the website to reflect the changes made in the brochures.
- Meetings within the communities and/or promotional events similar to the “free fare on fixed route” day on the first day of service.
- Additional advertising.

The HVTAC requested user data from the website as well as original copies of marketing materials, so they can continue to use these items to market service to customers at their City Hall public counters. Discussion was had on potentially using a Spanish language radio advertisement in Santa Paula and Jim Moore advised radio is expensive as well as difficult to gauge in terms of effectiveness. Staff provided a verbal update on average daily boarding’s. David Fleisch asked staff to provide a status update to the HVPAC at its

next meeting on the marketing and service data discussions at the HVTAC, additionally asking staff to bring to the next HVTAC meeting the current ridership data, the ridership data from the previous DAR service, and a comparison of the two data sets, so the HVTAC can make informed decisions on marketing tasks for FY 14/15 regarding targeting lost customers, casual riders or the general public who has not heard about the service yet.

6. VCTC Consideration of Allowing the Heritage Valley to Submit Late Application for CMAQ Funds

Discussion was had regarding a request made by three Commissioners at the April VCTC meeting to place an item on the May VCTC agenda which discusses potentially accepting a late CMAQ application. Updates were provided regarding the feedback from the Transit Operators Advisory Committee (TRANSCOM). Staff advised that depending on the VCTC action on the item at the May VCTC meeting, the approval of the CMAQ Transit project list could be delayed and the item could return to the TRANSCOM, HVTAC and HVPAC in June or July 2015.

7. Determine the Next Meeting Date

The next HVTAC meeting will occur on Wednesday, May 13, 2015, at 2:00 p.m. at Santa Paula City Hall.

8. Adjournment

David Fleisch moved to adjourn the meeting at 2:52 p.m. Brian Yanez seconded the motion. A voice vote was taken and the motion passed unanimously.



Item #5

May 13, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: VALLEY EXPRESS PERFORMANCE REPORT

RECOMMENDATION:

- Receive and file service performance report regarding the Valley Express service, including for both Dial-a-ride and Fixed Route service modes.

BACKGROUND

VCTC Staff will provide the TAC with a performance report that reflects the service statistics since the launch of the Valley Express through April 30, 2015. The contractor-provided data for April was received following the close of the month, with their month-end invoice and report packet are not available for print at the time of this agenda's distribution.



Item #6

May 13, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: AARON BONFILIO, PROGRAM MANAGER
SUBJECT: SERVICE MODIFICATION PROCESS

RECOMMENDATION:

- Discuss development of process for service modification.

BACKGROUND AND RECOMMENDATION:

As the demonstration phase of the Valley Express service continues, members of the TAC and PAC have expressed desire to implement service modifications in the near future. In light of potential future modifications, staff recommends that the TAC discuss the development of a routine process for both "major" and "minor" service changes; major modifications are defined as those that "reflect a change of more than 20% of daily service hours" and are to be recommended by the PAC, and minor changes, i.e. 20% or less, are "delegated to the TAC."

To best facilitate future service changes, staff recommends that the TAC discuss possible creation of a process, so that when requested, staff may assess and implement changes in a diligent and timely manner. Moreover, for service changes that require a PAC recommendation and Commission approval, staff recommends establishment of a schedule for review and implementation.

Often, service changes, both major and minor, will require redesign, reprinting and distribution of brochures, website and social media updates, data system updates in Nextbus, scheduling and accounting software, as well as installation of bus stop hardware and other collateral generation for passengers. Depending on the severity of the changes, this may have a long lead time. Currently the MOU calls for quarterly service statistical reporting, and that the PAC recommends a Route Plan to be adopted annually with the Budget approval.



Item #7

May 13, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: VICTOR KAMHI, BUS SERVICES DIRECTOR
SUBJECT: MARKETING STATUS REPORT AND DISCUSSION OF FUTURE DIRECTIONS

RECOMMENDATION:

- Receive a status report on the ongoing Valley Express marketing activities.
- Discuss future directions for the Valley Express marketing program.

BACKGROUND AND RECOMMENDATION:

Based on the direction and funding provided to VCTC and its marketing consultant, Moore & Associates, a number of activities have been initiated or are being developed and will be implemented in the near future. Recently completed activities include:

- Design and production of 4,000 utility bill inserts for the City of Fillmore (distributed with April utility bills);
- Design of a customer comment card;
- Design and production of bus passes;
- Website edits and preliminary discussions regarding conversion of the website to a content management system (CMS);
- Design of new materials for the Fillmore kiosk;
- Creation of Twitter and Facebook pages; and
- Additional service brochure distribution in the service area.

Activities to be implemented in the near future include the following:

- Development of social media content;
- Santa Paula utility bill insert;
- Updating service brochures to reflect recent service revisions;
- Identifying opportunities to participate in recurring community activities/events;
- Continued updating of bus stop info as warranted;

- Production of YouTube videos targeting local youth;
- Development of Spanish content with respect to the service launch video; and
- Promotion of the Fillmore school tripper.

The VCTC staff has also engaged its “Travel Training” consultant, MMP, to begin to provide travel training in the Heritage Valley. Potential “sponsor” groups are being identified, and it is our desire that these outreach activities begin by late May. While not part of the formal marketing program, the program provides an additional marketing/outreach resource which is not funded by the Valley Express.

Finally, the Heritage Valley Policy Advisory Committee (HVPAC) and Technical Advisory Committee (HVTAC) have both provided direction and funding for a post-service launch marketing campaign. A brief summary of these will be provided by the marketing consultant.



Item #8

May 13, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: VICTOR KAMHI, BUS SERVICES DIRECTOR
SUBJECT: CONSIDER HIRING A TRANSPORTATION FUNDING CONSULTANT

RECOMMENDATION:

- The Heritage Valley Technical Advisory Committee discuss possibility of the Heritage Valley Transit service hiring a consultant to advise the members on transportation funding opportunities

BACKGROUND AND RECOMMENDATION:

Heritage Valley Technical Advisory Committee (HVTAC) Chair Rowlands has asked the HVTAC to discuss the possibility of hiring a consultant to provide advice regarding transportation funding opportunities.

The VCTC, in its role as the Regional Transportation Planning Agency (RTPA), provides information to all of the member transit agencies through TRANSCOM regarding transit related grant opportunities which are managed by VCTC, and informs all the local agencies about any other transportation related grant opportunities which are managed by VCTC through the TTAC. Notices about grants programmed by VCTC are also posted on the VCTC website.