



AGENDA

HERITAGE VALLEY TRANSIT SERVICE TECHNICAL ADVISORY COMMITTEE (HVTAC)

Thursday, October 27, 2016, 10:30 a.m.
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060

MEMBERS OF THE COMMITTEE:
DAVID ROWLANDS, City of Fillmore
DAVID FLEISCH, County of Ventura
JOHN ILASEN, City of Santa Paula

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.

- Item #1 CALL TO ORDER**
- Item #2 INTRODUCTIONS AND ANNOUNCEMENTS**
- Item #3 PUBLIC COMMENTS**
- Item #4 APRIL 7, 2016 MEETING SUMMARY**
 - Approve the April 7, 2016 meeting summary.
- Item #5 PERFORMANCE REPORT**
 - Receive and file
- Item #6 PROJECT UPDATES**
 - Receive and file
- Item #7 DETERMINE THE NEXT MEETING DATE**
- Item #8 ADJOURN**

**MINUTES of the
HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (TAC)
April 7, 2016**

1. Call to Order

David Fleisch called the meeting to order at 3:00 p.m.

2. Introductions and Announcements

Self-introductions were performed. A quorum was present. The following people were in attendance:

David Rowlands	Fillmore	Tom Conlon	MV Transportation
Brian Yanez	Santa Paula	David Fleisch	Ventura County
Kathy Connell	Ventura County	Aaron Bonfilio	VCTC
Martin Erickson	VCTC	Kara Elam	VCTC
Kevin Khouri	VCTC	Treena Gonzalez	VCTC
Jim Moore	Moore & Assc.		

3. Public Comments

No public comments were made.

4. Approval of February 11, 2016 Meeting Summary

David Rowlands moved to approve the February 11, 2016 meeting minutes. David Fleisch seconded the motion. The motion passed with no objections.

5. Performance Report

Aaron Bonfilio of VCTC presented Key Performance Indicator (KPI) data for the periods before and after the January 18, 2016 schedule change, i.e. July 1, 2015 to January 17, 2016, and January 18 to March 31, 2016. The group discussed the performance to-date including the challenges faced by a new system to make the TDA mandated farebox recovery ratio.

6. Social Media Contest Update

Moore and Associates presented a status update to the Committee regarding the ongoing "social media contest."

7. Marketing and Outreach Contract Discussion

The Committee discussed the current Valley Express Marketing and Outreach contract with Moore & Associates. The Committee recommended that the PAC (and Commission) approve extension of the contract with Moore & Associates for one year so that there is continuity during the Valley Express demonstration period.

8. Determine the Next Meeting Date

Given the tentative schedule for the next PAC meeting, the next HVTAC meeting date was not set, and that VCTC staff would contact the TAC members directly to schedule.

9. Adjournment

Chair David Fleisch moved to adjourn the meeting at 3:51 p.m. The motion passed with no objections.



Item #5

October 27, 2016

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: PERFORMANCE REPORT

RECOMMENDATION:

- Receive and file

BACKGROUND:

Staff presents the attached Performance Report for the Valley Express service, including Key Performance Indicators (KPIs) and a budget to actuals information for FY2015/2016. This data reflects the year-end final Operating Costs, which were identified through the year-end TDA audit process.

Operating Cost definition:

Contractor Service Expense

Staff Expense related to operations,

And

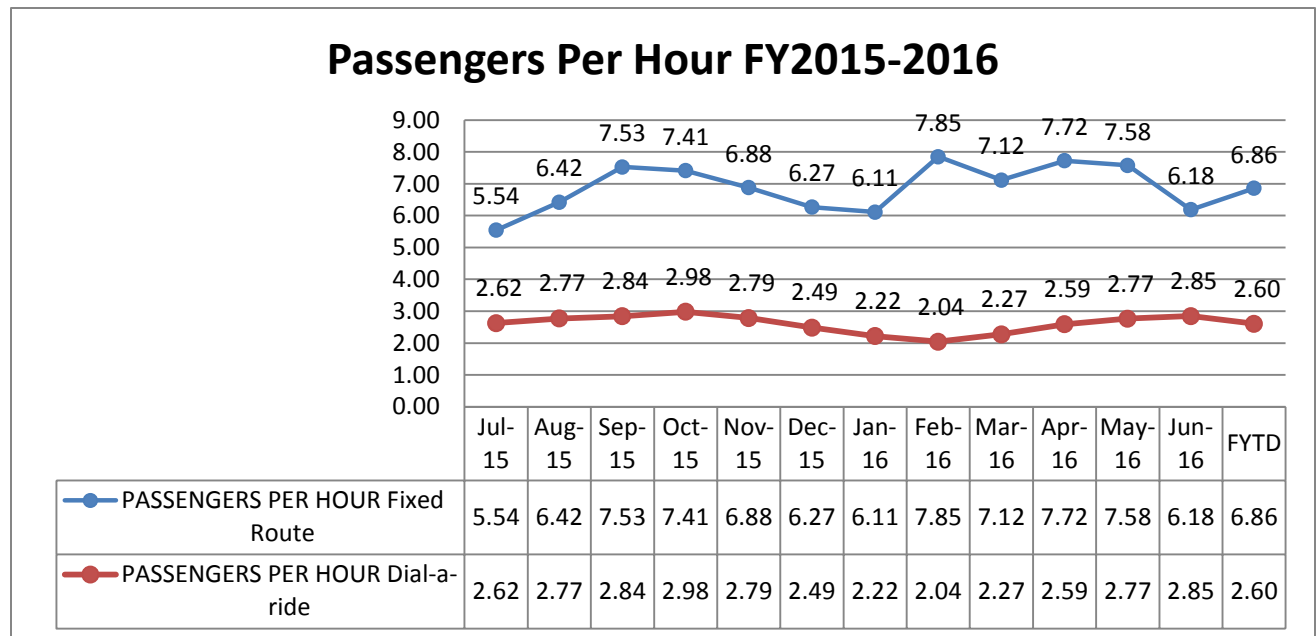
“Other Admin¹” related to operations

¹ Includes costs such as service marketing, legal, consultant, etc.

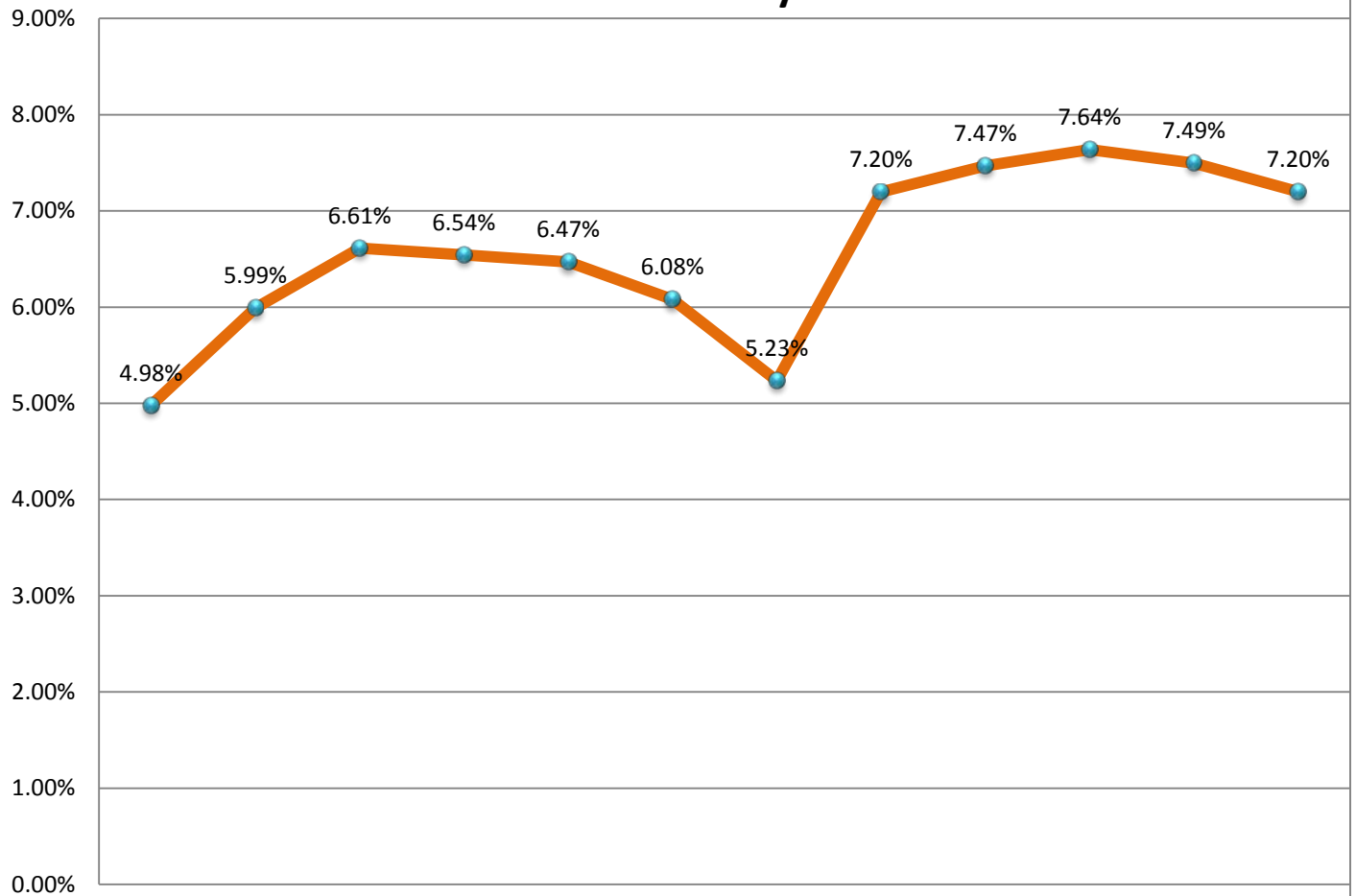
FISCAL YEAR 2015-2016 KEY PERFORMANCE INDICATORS


<u>Fiscal Year 2015-2016</u>	
<u>Year End</u>	
Ridership	128,479
Operating Cost	\$1,763,367
Farebox Revenue	\$114,605
Farebox Ratio	6.50%
<u>Monthly Average</u>	
Ridership	10,707
Operating Cost	\$146,947
Farebox Revenue	\$9,550.45
Farebox Ratio	6.50%
<u>Fiscal Year 2015-2016</u>	
<u>1st Quarter; July 1 - Sept 30, 2015</u>	
Ridership	34,753
Operating Cost	\$491,946
Farebox Revenue	\$28,732
Farebox Ratio	5.84%
<u>Monthly Average</u>	
Ridership	11,584.33
Operating Cost	\$163,982.05
Farebox Revenue	\$9,577.40
Farebox Ratio	5.84%

<u>Fiscal Year 2016-2017 (Current)</u>	
<u>1st Quarter; July 1 - Sept 30, 2016</u>	
Ridership	25,412
Operating Cost	\$345,434
Farebox Revenue	\$26,600
Farebox Ratio	7.70%
<u>Monthly Average</u>	
Ridership	8,470.67
Operating Cost	\$115,144.62
Farebox Revenue	\$8,866.75
Farebox Ratio	7.70%



Farebox Recovery Ratio FY1516



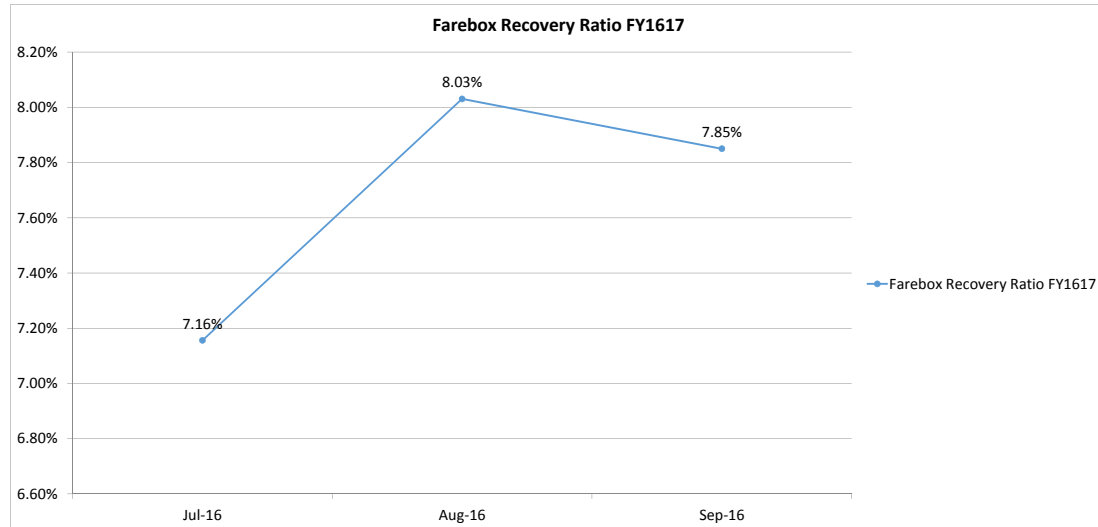
	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
 Farebox Recovery Ratio FY1516	4.98%	5.99%	6.61%	6.54%	6.47%	6.08%	5.23%	7.20%	7.47%	7.64%	7.49%	7.20%

SERVICE PERFORMANCE REPORT

RIDERSHIP		FISCAL YEAR 2015-2016												FYTD
Fixed Route	Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD
	Santa Paula A	1,388	1,506	1,536	1,861	1,499	1,434	1,161	1,241	1,281	1,312	1,220	1,031	16,470
	Santa Paula B	1,616	1,732	1,790	1,848	1,461	1,366	1,174	1,278	1,147	1,266	1,168	1,118	16,964
	SP - Tripper 1	-	215	499	586	359	354	441	393	253	472	481	95	4,148
	SP - Tripper 2	-	75	155	246	156	133	168	137	110	155	179	53	1,567
	Fillmore	1,662	1,881	2,134	1,955	1,975	1,921	1,264	1,323	1,171	1,236	1,187	826	18,535
	Fill - Tripper 1	-	599	1,098	826	809	746	667	973	947	1,125	1,105	363	9,258
	River Central	-	-	-	-	-	-	48	178	210	226	233	216	1,111
	Piru	2,528	2,486	2,588	2,842	2,374	2,291	2,085	2,411	2,483	2,190	2,274	2,387	28,939
	TOTAL FIXED ROUTE	7,194	8,494	9,800	10,164	8,633	8,245	7,008	7,934	7,602	7,982	7,847	6,089	96,992
Dial-a-ride														
	Santa Paula Zone	1,912	1,874	1,881	1,888	1,608	1,427	1,379	1,380	1,557	1,482	1,445	1,674	19,507
	Fillmore Zone	1,162	1,215	1,221	1,228	1,045	1,060	716	639	881	894	1,089	830	11,980
	TOTAL DIAL-A-RIDE	3,074	3,089	3,102	3,116	2,653	2,487	2,095	2,019	2,438	2,376	2,534	2,504	31,487
	SYSTEM-WIDE TOTAL	10,268	11,583	12,902	13,280	11,286	10,732	9,103	9,953	10,040	10,358	10,381	8,593	128,479
CONTRACT OPERATING COST														
Fixed Route	Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD
	Santa Paula A	\$ 19,506.74	\$ 19,475.06	\$ 18,325.92	\$ 19,554.26	\$ 18,246.71	\$ 18,979.69	\$ 16,085.52	\$ 13,017.69	\$ 13,348.70	\$ 12,684.60	\$ 12,684.60	\$ 12,870.20	\$ 194,779.69
	Santa Paula B	\$ 19,833.32	\$ 19,570.72	\$ 18,522.72	\$ 19,729.13	\$ 18,364.30	\$ 19,205.14	\$ 16,006.31	\$ 12,908.63	\$ 13,273.88	\$ 12,529.74	\$ 12,529.74	\$ 12,780.88	\$ 195,254.51
	SP - Tripper 1	\$ -	\$ 1,731.63	\$ 2,597.45	\$ 2,721.13	\$ 1,731.63	\$ 1,731.63	\$ 2,226.38	\$ 2,350.07	\$ 1,648.36	\$ 2,354.80	\$ 2,354.80	\$ 588.70	\$ 22,036.58
	SP - Tripper 2*	\$ -	\$ 699.48	\$ 1,049.21	\$ 1,099.18	\$ 699.48	\$ 699.48	\$ 899.32	\$ 949.29	\$ 665.84	\$ 951.20	\$ 951.20	\$ 237.80	\$ 8,901.48
	Fillmore	\$ 22,403.35	\$ 22,204.72	\$ 21,021.46	\$ 22,388.73	\$ 20,837.45	\$ 21,797.10	\$ 16,118.42	\$ 10,065.03	\$ 10,419.70	\$ 9,677.88	\$ 9,677.88	\$ 10,000.36	\$ 196,612.08
	Fill - Tripper 1	\$ -	\$ 1,528.73	\$ 2,469.49	\$ 1,999.11	\$ 1,999.11	\$ 1,646.33	\$ 1,528.65	\$ 2,234.30	\$ 2,014.92	\$ 2,238.80	\$ 2,350.74	\$ 783.58	\$ 19,999.28
	River Central	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,632.18	\$ 5,472.73	\$ 5,606.28	\$ 5,340.06	\$ 5,340.06	\$ 5,407.92	\$ 29,799.23
	Piru	\$ 17,328.49	\$ 15,354.36	\$ 15,354.36	\$ 16,085.52	\$ 14,623.20	\$ 16,085.52	\$ 14,313.68	\$ 14,582.99	\$ 14,983.72	\$ 14,171	\$ 14,171	\$ 14,433	\$ 181,485.68
	TOTAL FIXED ROUTE	\$ 79,071.90	\$ 80,564.70	\$ 79,340.61	\$ 83,577.06	\$ 76,501.88	\$ 80,144.89	\$ 69,810.46	\$ 61,580.74	\$ 61,961.40	\$ 59,947.64	\$ 60,059.58	\$ 57,102.16	\$ 848,868.54
Dial-a-ride														
	Santa Paula Zone	\$ 36,980.85	\$ 35,732.40	\$ 35,478.93	\$ 34,174.42	\$ 33,918.51	\$ 36,147.94	\$ 35,672.69	\$ 37,382.38	\$ 38,212.72	\$ 31,545.62	\$ 30,518.44	\$ 29,825.34	\$ 415,590.24
	Fillmore Zone	\$ 34,421.19	\$ 32,127.17	\$ 31,030.43	\$ 29,532.16	\$ 24,097.21	\$ 24,791.81	\$ 21,860.47	\$ 22,811.58	\$ 24,012.00	\$ 21,671.12	\$ 22,601.44	\$ 21,160.14	\$ 310,116.72
	TOTAL DIAL-A-RIDE	\$ 71,402.04	\$ 67,859.57	\$ 66,509.36	\$ 63,706.58	\$ 58,015.72	\$ 60,939.75	\$ 57,533.16	\$ 60,193.96	\$ 62,224.72	\$ 53,216.74	\$ 53,119.88	\$ 50,985.45	\$ 725,706.93
	SYSTEM-WIDE TOTAL	\$ 150,473.94	\$ 148,424.27	\$ 145,849.97	\$ 147,283.64	\$ 134,517.60	\$ 141,084.64	\$ 127,343.62	\$ 121,774.70	\$ 124,186.12	\$ 113,164.38	\$ 113,179.46	\$ 108,087.61	\$ 1,574,575.47
**Santa Paula Tripper2* year-end total adjusted by \$794.48 after correcting for minimum days														
FARE REVENUES														
Fixed Route	Route	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD
	Santa Paula A	\$ 888.15	\$ 967.84	\$ 909.45	\$ 1,061.13	\$ 912.07	\$ 893.13	\$ 756.63	\$ 939.41	\$ 1,043.37	\$ 1,060	\$ 984	\$ 918	\$ 11,332.39
	Santa Paula B	\$ 1,038.07	\$ 1,110.49	\$ 1,144.96	\$ 1,117.06	\$ 911.11	\$ 761.11	\$ 818.79	\$ 933.14	\$ 882.02	\$ 923	\$ 866	\$ 930	\$ 11,435.11
	SP - Tripper 1	\$ -	\$ 131.89	\$ 240.02	\$ 297.84	\$ 192.66	\$ 211.07	\$ 307.34	\$ 234.03	\$ 169.31	\$ 265	\$ 286	\$ 70	\$ 2,406.05
	SP - Tripper 2	\$ -	\$ 44.44	\$ 81.78	\$ 127.14	\$ 98.82	\$ 80.80	\$ 114.47	\$ 110.53	\$ 86.61	\$ 111	\$ 128	\$ 38	\$ 1,022.25
	Fillmore	\$ 1,089.72	\$ 1,180.13	\$ 1,179.20	\$ 1,095.62	\$ 1,022.08	\$ 1,049.24	\$ 834.48	\$ 989.46	\$ 866.31	\$ 835	\$ 845	\$ 678	\$ 11,663.99
	Fill - Tripper 1	\$ -	\$ 356.51	\$ 513.25	\$ 418.76	\$ 543.55	\$ 588.13	\$ 485.68	\$ 594.92	\$ 617.07	\$ 610	\$ 613	\$ 308	\$ 5,648.87
	River Central	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 49.82	\$ 128.38	\$ 151.88	\$ 152	\$ 167	\$ 175	\$ 824.21
	Piru*	\$ 1,809.58	\$ 1,777.70	\$ 1,784.29	\$ 1,928.98	\$ 1,665.32	\$ 1,634.11	\$ 1,646.49	\$ 2,215.68	\$ 2,296.84	\$ 1,959	\$ 2,043	\$ 2,083	\$ 22,843.61
	TOTAL FIXED ROUTE	\$ 4,825.52	\$ 5,569.00	\$ 5,852.95	\$ 6,046.53	\$ 5,345.61	\$ 5,217.59	\$ 5,013.70	\$ 6,145.55	\$ 6,113.42	\$ 5,915	\$ 5,932	\$ 5,200	\$ 67,176.48
Dial-a-ride														
	Santa Paula Zone*	\$ 1,445.75	\$ 1,611.88	\$ 1,818.48	\$ 2,003.09	\$ 1,662.53	\$ 1,734.25	\$ 1,126.42	\$ 1,144.48	\$ 1,392.37	\$ 1,489.99	\$ 1,754.40	\$ 1,384.64	\$ 18,568.27
	Fillmore Zone	\$ 2,154.14	\$ 2,950.92	\$ 2,503.56	\$ 2,703.93	\$ 2,569.32	\$ 2,277.83	\$ 2,190.80	\$ 2,234.83	\$ 2,354.64	\$ 2,294.51	\$ 2,147.97	\$ 2,478.17	\$ 28,860.62
	TOTAL DIAL-A-RIDE	\$ 3,599.89	\$ 4,562.80	\$ 4,322.04	\$ 4,707.02	\$ 4,231.85	\$ 4,012.08	\$ 3,317.22	\$ 3,379.30	\$ 3,747.01	\$ 3,784.50	\$ 3,902.37	\$ 3,862.80	\$ 47,428.89
	SYSTEM-WIDE TOTAL	\$ 8,425.41	\$ 10,131.80	\$ 10,174.99	\$ 10,753.55	\$ 9,577.46	\$ 9,229.67	\$ 8,330.92	\$ 9,524.85	\$ 9,860.43	\$ 9,699.42	\$ 9,834.39	\$ 9,062.47	\$ 114,605.37
*June 2016 Farebox adjusted \$33.78 to reflect pass sale disbursement correction														

SERVICE PERFORMANCE REPORT

VCTC ADMIN OPERATING COSTS														
FISCAL YEAR 2015-2016		Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	FYTD
Category														
STAFF	\$	7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 7,589.00	\$ 91,068.00
OTHER	\$	11,161.72	\$ 13,152.11	\$ 455.00	\$ 9,483.63	\$ 5,949.54	\$ 3,122.48	\$ 24,227.99	\$ 3,012.45	\$ 273.22	\$ 6,235.55	\$ 10,451.60	\$ 10,198.62	\$ 97,723.91
TOTAL ADMIN	\$	18,750.72	\$ 20,741.11	\$ 8,044.00	\$ 17,072.63	\$ 13,538.54	\$ 10,711.48	\$ 31,816.99	\$ 10,601.45	\$ 7,862.22	\$ 13,824.55	\$ 18,040.60	\$ 17,787.62	\$ 188,791.91
TOTAL OPERATING COST (Admin + Contract)		\$ 169,224.66	\$ 169,165.38	\$ 153,893.97	\$ 164,356.27	\$ 148,056.14	\$ 151,796.12	\$ 159,160.61	\$ 132,376.15	\$ 132,048.34	\$ 126,988.93	\$ 131,220.06	\$ 125,875.23	\$ 1,763,367.38
TOTAL FAREBOX		\$ 8,425.41	\$ 10,131.80	\$ 10,174.99	\$ 10,753.55	\$ 9,577.46	\$ 9,229.67	\$ 8,330.92	\$ 9,524.85	\$ 9,860.43	\$ 9,699.42	\$ 9,834.39	\$ 9,062.47	\$ 114,605.37
Farebox Recovery Ratio FY1516		4.98%	5.99%	6.61%	6.54%	6.47%	6.08%	5.23%	7.20%	7.47%	7.64%	7.49%	7.20%	6.50%
FISCAL YEAR 2016-2017		Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	FYTD
Category														
STAFF	\$	8,108.33	\$ 8,108.33	\$ 8,108.33										\$ 24,324.99
OTHER	\$	277.66	\$ 1,298.16	\$ 108.49										\$ 1,684.31
TOTAL ADMIN	\$	8,385.99	\$ 9,406.49	\$ 8,216.82	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 26,009.30
TOTAL OPERATING COST		\$ 106,418.17	\$ 123,029.65	\$ 115,986.04	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 345,433.86
TOTAL FAREBOX		\$ 7,615.09	\$ 9,880.17	\$ 9,105.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 26,600.26
Farebox Recovery Ratio FY1617		7.16%	8.03%	7.85%										7.70%





Item #6

October 27, 2016

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: PROJECT UPDATES

RECOMMENDATION:

- Receive and file verbal update

BACKGROUND:

VCTC staff will provide a verbal update regarding the following ongoing projects related to the Valley Express:

- Nextbus Implementation
- GFI Fareboxes
- CMAQ Grant for Bus Benches
- Marketing and Outreach Program
 - Contract Status