

**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 4<sup>th</sup> 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.

