



DATE: JUNE 5, 2017

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: SERVICE CHANGE AND FARE INCREASE

RECOMMENDATION

- Approval of the draft Dial-a-ride Reservation Policies and Procedures
- Approval of the draft Fixed Route schedules
- Recommendation of draft August 2017 Fare Increases for the PAC's Consideration

BACKGROUND:

At the last Heritage Valley Technical Advisory Committee (TAC), held on April 17, 2017, the Committee adopted recommendations for the Heritage Valley Policy Advisory Committee (PAC) to consider; which included, changes to the service levels, Dial-a-ride Policies, and the Fiscal Year 2017/2018 budget. The HVPAC subsequently met and approved for implementation Dial-a-ride policy changes, a shift in contract service hours from Fixed Route to Dial-a-ride, and the Fiscal Year 2017/2018 budget.

SERVICE CHANGE

The approved operational service changes were:

- Expansion of the "General Public Dial-a-ride" (GPDAR) service area, (Attachment A - Maps)
- Reduction of the Fixed Route mode at certain times based on utilization

The first of these changes are set for August 16 and then August 17, 2017, in Santa Paula and Fillmore, respectively¹. These dates coincide with the start of the 2017-2018 school years for each city. As part of the normal service/schedule change process staff has begun working on the timetables in consultation with the operator as well as initiated development of the standard collateral materials (service change promotional items, route brochures, etc.). The draft timetables are attached for review in Attachment A. Additionally, updated GPDAR policies and procedures for reservations are included in this attachment.

FARE INCREASE

¹ Service changes along the Piru Fixed Route will coincide with the Fillmore Fixed Route change.

In addition to changes related to service, both the TAC and PAC reiterated the existing desire to evaluate and then proceed with fare price adjustments.

The existing fares for service by mode are:

CURRENT FARES AND PASSES		
Fixed Route		
	CASH	MO. PASS
<i>Adult</i>	\$ 1.25	\$ 20.00
<i>Youth</i>	\$ 0.60	\$ 10.00
<i>Senior/Medicare/Disabled</i>	\$ 0.60	\$ 10.00
Dial-a-ride		
	CASH	MO. PASS
<i>Gen. Pub. Adult</i>	\$ 2.00	\$ 30.00
<i>Gen. Pub. Youth</i>	\$ 2.00	\$ 30.00
<i>Gen. Pub. Senior/Medicare</i>	\$ 2.00	\$ 25.00
<i>ADA Paratransit</i>	\$ 2.00	\$ 25.00
<i>*The Dial-a-ride Pass is accepted on both Fixed Route and Dial-a-ride systems</i>		

Each year since its inception, the Valley Express bus service has not attained the required 10% farebox recovery and experienced a fare shortfall. This coming fiscal year, based on the operational budget and existing fare pricing, the anticipated shortfall for Fiscal Year 2017-2018 is approximately \$64,000. That is, farebox recovery equal to 10% of the operating budget is equal to \$183,910, and, the current trend in farebox recovery—based on amended service levels—is projected to be approximately 6.5% or \$119,750 by year-end. While this shortfall may decrease somewhat with a shift in rider utilization from the Fixed Route mode to Dial-a-ride mode, to mitigate the likely shortfall and as previously requested, changes to the fare structure are presented for the TAC’s consideration and further recommendation to the PAC.

At the June 5, 2017 HVTAC meeting staff will present multiple fare price increase scenarios for the TAC’s consideration. These scenarios (Attachment B) were developed based on the primary goal of attaining the 10% TDA-required farebox recovery ratio. Analysis comparing the projected benefits/risks of each is in progress. The scenarios are: 1) a proposal by the Chair / City of Santa Paula; 2) “Phase two” of TAC/PAC approved fare changes; and 3) changes developed by staff. These scenarios are reflected in Attachment B.

Item Attachments:

Attachment A: August 2017 Draft Service Changes

Attachment B: August 2017 Fare Change Scenarios