

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Dave Klotzle, Interim City Engineer/Public Works Director 
Prepared by: Shaun Kroes, Senior Management Analyst 

DATE: December 22, 2010 (CC Meeting of 01/05/2011)

SUBJECT: Consider Agreement with the Ventura County Transportation Commission to Provide Free Bus Transfer Service Between Moorpark City Transit and VISTA

BACKGROUND/DISCUSSION

The Ventura County Transportation Commission (VCTC) operates the VISTA inter-city bus transit system in Ventura County. Recently, VCTC voted to implement a nine-month free transfer service between each respective VISTA bus route. The service will enable a VISTA passenger to receive one free transfer between two VISTA bus routes. For example, a passenger traveling on the VISTA East County route can receive a free transfer on the connecting VISTA Highway 101 route as long as the transfer takes place within 90 minutes from the time that the transfer slip is provided by the driver. VCTC is encouraging other local transit agencies to join with VCTC in the program, including the City of Moorpark. Passengers from Moorpark City Transit would be able to receive a free transfer to the VISTA East County route and passengers from the VISTA East County route would receive a free transfer onto Moorpark City Transit.

The free transfer program is intended to encourage people to use public transit. The nine-month free transfer service will begin in mid-January 2011. Passenger transfer information will be collected during the first six months using transfer slips that are provided to passengers transferring between bus systems (Attachment 1). The data will then be analyzed by each respective transit agency to determine if there has been any increase in public transit or if the respective transit agencies are simply losing revenue by giving away trips to passengers who routinely use the service. If it is determined that the program is harming revenue collections, the program will be discontinued at the end of the nine months. If the program appears to be encouraging ridership while not

adversely affecting transit revenue, the City and VCTC can continue their cooperative agreement.

The VISTA East County bus route currently has bus stops in Moorpark at Moorpark College, Varsity Park Plaza and the Metrolink Train Station. Both Moorpark City Transit Route 1 and Route 2 stop at all VISTA locations. At this time, Gold Coast Transit, Camarillo Area Transit, Thousand Oaks Transit, and Simi Valley Transit plan to participate in the VCTC free transfer program.

FISCAL IMPACT

The City does not have specific information as to how many passengers currently transfer between Moorpark City Transit and the VISTA East County route. Moorpark City Transit drivers report that they have a few transfers that occur every month. There is potential to see some increase in revenue if new passengers begin to ride Moorpark City Transit if they can receive a free transfer on the VISTA East County route. For example, residents along Campus Park Drive that currently walk to the VISTA stop at Varsity Park Plaza may now ride Moorpark City Transit to the VISTA bus stop since they will only have to pay \$1.00 instead of \$2.25 (\$1.00 on Moorpark City Transit and \$1.25 on VISTA).

STAFF RECOMMENDATION

Authorize the City Manager to sign the Agreement for free bus transfers, subject to final language approval of the City Manager and City Attorney.

Attachments:

1. Sample Transfer Sheets
2. Sample Bus Transfer Agreement



- Transfer to**
- HIGHWAY 126
 - EAST COUNTY
 - HIGHWAY 101 / CONEJO CONNECTION
 - COASTAL EXPRESS
 - CSUCI OXNARD
 - CSUCI CAMARILLO
 - DAR
- VISTA TO VISTA**

- Transfer to**
- CAT
 - GCT
 - MCT
 - SBMTD
 - SVT
 - TOT
- INTER-AGENCY**

- Transfer to**
- HIGHWAY 126
 - EAST COUNTY
 - HIGHWAY 101 / CONEJO CONNECTION
 - COASTAL EXPRESS
 - CSUCI OXNARD
 - CSUCI CAMARILLO
 - DAR
- VISTA**

Calendar grid showing days 1 through 31, with N, E, S, W markers for the last row.

Time selection dial with options: :00, :15, :30, :45.

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Time selection dial with options: :00, :15, :30, :45.

Terms and Conditions

This fare media is to be used by the person to whom it was issued and is valid for transfer to any route of the receiving operator.

Transfer must be used on day issued during the 90 minute time span and in only the same direction indicated.

Transfers to VISTA's Coastal Express and Conejo Connection services will require payment of an additional fee of \$1.50 or \$.75 for seniors/ADA/Medicare cardholders.

The reproduction of this transfer or the use of a reproduction is illegal. Anyone reproducing a transfer or using a reproduced transfer shall be subject to criminal prosecution.

Términos y condiciones

SPANISH

BUS TRANSFER AGREEMENT

City of Moorpark – VCTC

For good and sufficient consideration, the receipt of which is hereby acknowledged, this Agreement is made and entered into by and between the **VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)**, operator of VISTA transit service, and **CITY OF MOORPARK (CITY)**, operator of Moorpark City Transit. VCTC and City are collectively referred to herein from time to time as the “AGENCIES.”

Section 1: Purpose

The purpose of this Agreement is for the AGENCIES to cooperatively implement a demonstration of the utility and feasibility of transfers between the two systems. The Agreement establishes a transfer agreement concerning fixed-routes service between VISTA and Moorpark City Transit within the Moorpark City Transit service area for a period of nine months. At the six-month time-point, the success of the Agreement will be evaluated and consideration will be given to its continuation.

Section 2: Term

The term of this Agreement shall be for a period of nine calendar months. The effective date is outlined in Section 10. The Agreement may be extended by mutual consent of both parties.

Section 3: Operation

The responsibilities of the AGENCIES with respect to the administration of the transfer agreement are discussed below:

- **Purpose of the Transfer:** The goal of the transfer is to provide a single trip from an initial starting point to a different end point by the most direct and immediate service. Transfers are not intended to be used as a round trip ticket or as a mechanism to make multiple stops which would typically be associated with a multi-ride bus pass.
- **Fare Collection:** The boarding passenger shall pay the appropriate fare to the transit service on which the trip begins, and shall be eligible for a free transfer to the other service provider. The collecting transit service shall retain the fare paid with no distribution or sharing of same to the connecting service.
- **Transfer Slips:** A physical transfer slip shall be used by each transit service. Moorpark City Transit transfer slips will be placed into the VISTA farebox, and will be retained for reporting purposes. VISTA transfer slips will be placed into the Moorpark City Transit farebox, or given to the Moorpark City Transit bus operator, and will be retained for reporting purposes.
- **Transfer Location:** Transfers will only be valid for passage within the Moorpark City Transit service area.

- **Transfers to Intercounty VISTA bus service.** Transfers to VISTA intercounty bus services (VISTA Coastal Express and VISTA Conejo Connection) will require payment of an additional fee of \$1.50 for adults/students and 75 cents for seniors/ADA/medicare cardholders, to be collected by VISTA at time of boarding.
- **Eligibility of Riders:** Eligibility for issuance and use of transfers shall reflect the criteria established by the individual operator.
- **Community Advertising/Public Awareness:** The VCTC and City will be responsible for providing public outreach regarding the transfer policy through each of their respective public outreach efforts.

Section 4: Beneficiaries of Agreement

This Agreement is for the sole benefit of the parties hereto and no individual, organization, group, firm, or other entity shall have any claim for benefits hereunder.

Section 5: Changes to Agreement

Any changes to this Agreement shall be in writing and must be approved by the executive officer of each signatory.

Section 6: Termination of Agreement

VCTC or City may terminate this Agreement in whole or in part at any time, by providing thirty (30) days' written notice to the other party. The terminating party shall be responsible for the effective continued execution of this Agreement through date of termination.

Section 7: Hold Harmless

Each AGENCY shall indemnify, protect, defend and hold the other AGENCY, its officers, employees and agents harmless from all liability, claims or damages arising out of, caused by, or resulting from, the indemnifying AGENCY'S negligence in performing its obligations pursuant to this Agreement.

Any contract for operation of the services pursuant to this Agreement shall provide that the contractor indemnify, protect, defend and hold harmless the AGENCIES, its officers and employees from all liability, claims or damages arising out of, caused by, or resulting from, the Contractor's performance of its obligations pursuant to this Agreement and such contract.

Section 8: Counterparts

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and will become effective and binding upon the signatures at such time as each has signed a counterpart of this Agreement. All counterparts so executed shall constitute one Agreement binding all the parties hereunder.

Section 9: Notices or Notification

Any notice required to be given in writing under this Agreement, or other notifications, shall be provided to the respective party at the addresses noted below.

Section 10: Effective Date

This Agreement shall be effective upon signature by both parties.

**Ventura County Transportation
Commission**

City of Moorpark

Darren Kettle
Executive Director
950 S. County Square Drive
Suite #209
Ventura, CA 93003

Steven Kueny
City Manager
799 Moorpark Avenue
Moorpark, CA 93021

Date

Date

Attest

Donna Cole
Clerk of the Board

Maureen Benson
City Clerk