

Transit Advisory Committee
Wednesday, February 21, 2018, 5:30 PM
Visalia Transit Center
425 E Oak Ave, Suite 201, Visalia, CA

AGENDA

Approx.

Time: **ACTIVITY:** Regular Meeting

- 5:30 p.m. Call to Order, Introductions
- 5:32 p.m. **Public Comment:** This is the time set aside for the Committee to receive public comment on issues which are not already included as public testimony items on the agenda. Public comment regarding items on the agenda may be open to public comment prior to the committee's discussion of the agenda item and before any action is taken on the agenda item.
The Members ask that comments are kept brief and positive. In fairness to all who wish to speak, each speaker will be allowed three minutes. Please begin your comments by stating and spelling your name and the street you live on.
- 5:35 p.m. Review & Approval of Minutes from January 2018 Meeting
- 5:40 p.m. Review Monthly Reports
Visalia Transit Monthly Report
MV Monthly Report
Marketing Report
- 5:50 p.m. Unmet Needs Hearings – March 19, 2018, 1:00pm @ Board of Supervisors
March 19, 2018, 5:30pm @ Porterville Transit Admin
(Please see attached announcement and maps)
- 5:55 p.m. Review DRAFT letter for changes in ADA Reservation Policy for Dial-A-Ride
- 6:20 p.m. Items of Interest/Request for Future Agenda Items
- 6:30 p.m. Adjourn General Meeting

NEXT MEETING TO BE HELD: March 21, 2018 at the Transit Center: 425 E. Oak Avenue, Suite 201, Visalia, CA

- **Hearing-Impaired:** Call (559) 713-4900 TDD 24 hours in Advance of the scheduled meeting time to request signing services.
- **Visually Impaired:** If enlarged print or Braille copy is desired, please request in advance of the meetings and services will be provided as soon as possible.

VISALIA TRANSIT WILL PROVIDE FREE DIAL-A-RIDE SERVICE HOME. PLEASE MAKE YOUR RESERVATIONS IN ADVANCE.

Any written materials relating to an item on this agenda submitted to the Transit Advisory Committee after distribution of the agenda packet are available for public inspection in the Transit Office, 425 E Oak Ave., Suite 301, Visalia CA 93291, during normal business hours.

Transit Advisory Committee
Wednesday, January 17, 2018
Visalia Transit Center
425 E. Oak Avenue
Visalia, CA 93291

Action Minutes:

January 17, 2018

Meeting called to order: 5:35 PM

MEMBERS ATTENDING: Chairperson: Glen Stewart (GS), Vice Chairperson: Ed Jones (EJ), Michael Esquibel (ME), Karen Varner (KV), Albert Aguilera (AA), Derek Davis (DD), and Claudine Sahagun (CS)

MEMBERS NOT PRESENT: none.

CITY STAFF PRESENT: Melody Murch (MM)

GUESTS: Tracy Harrell (TH), Jim Runyon (JR) and Barbara Barns (BB)

CALL TO ORDER: Glen Stewart (GS) called the meeting to order at 5:35 PM and asked Melody Murch (MM) to introduce TAC applicant, Jim Runyon (JR). Glen then asked all attendees to introduce themselves in seating order.

PUBLIC COMMENT: None.

APPROVAL OF DECEMBER 20, 2017 MINUTES: Claudine Sahagun (CS) motioned to approve the minutes as written. The motion was seconded by Albert Aguilera (AA). Motion approved 6-0. (Derek Davis, DD, arriving after this vote).

VISALIA TRANSIT MONTHLY REPORT: Report was provided by Melody Murch (MM). The Monthly Report was accepted by all members; no action was taken.

MV MONTHLY REPORT: Report was provided by Melody Murch (MM) and accepted by all members; no action was taken.

MONTHLY MARKETING REPORT: Report was provided by Melody Murch (MM) and accepted by all members; no action was taken.

REVIEW ADA RESERVATION REQUIREMENTS FOR DIAL-A-RIDE: Melody Murch (MM) discussed the decision to impose an expiration date on DAR reservations twice per year on January 31st and July 31st. Transit staff to bring the DRAFT of an informational letter to the next TAC meeting for committee review. No action was taken.

REQUEST FOR TAC MEMBER TO PARTICIPATE IN REVIEW OF OPERATIONS RFP 17-18-23: Melody Murch discussed the time requirements for participation in the review of this RFP and the planned interview of proposers. TAC members expressed an interest in participating in future RFP processes but none are currently available to review this particularly time consuming RFP. RFP 17-18-23 will be reviewed by Visalia Transit staff.

INTERVIEW JAMES RUNYON – APPLICANT FOR TAC: Ed Jones (EJ) presented standard TAC applicant questions to James Runyon, allowing Mr. Runyon to share his knowledge, experience and education. Mr. Runyon expressed an interest in Visalia Transit working with Visalia Unified to provide additional transportation options for Visalia students. Ed Jones (EJ) motioned to recommend the appointment of James Runyon to the Council. The motion was seconded by Karen Varner (KV). Motion approved 7-0.

ITEMS OF INTEREST:

- None

REQUEST FOR FUTURE AGENDA ITEMS:

- Bring back ADA Dial-A-Ride DRAFT informational letter for review
- Unmet Needs Hearing announcement

Meeting was adjourned at 6:25 p.m.

Minutes prepared by Melody Murch.

Committee Attendance (last 12 months)

Member Name	Feb 2017	Mar 2017	Apr 2017	May 2017	June 2017	July 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018
Albert Aguilera								A	P	P	P	P
Claudine Sahaguan	P	P		P	P	P	P	P	P	A	P	P
Derek Davis	P	P		P	P	P	P	P	P	A	A	P
Ed Jones	P	P		P	P	P	P	P	P	P	P	P
Glen Stewart	P	P		P	P	A	P	P	P	P	P	P
Karen Varner	A	P		P	P	P	P	P	P	P	P	P
Michael Esquibel	P	P		P	P	P	P	P	P	P	P	P

“In order for a commission/committee to meet, conduct business and take action, a quorum must be present. A quorum is generally defined as a majority (one more than half) of appointed members to the particular advisory body.” As such, the Transit Advisory Committee, which has nine appointed positions, must have a minimum of five members present to reach a quorum.

Effective April 1, 2012, excessive absenteeism, which is defined to mean missing three consecutive regular meetings or four regular meetings in a 12 month period, shall constitute resignation of the member and the member shall be considered removed from the advisory board.

TRANSIT DIVISION

January 2018 ACCOMPLISHMENTS

New Happenings:

- New office assistant: we have made a job offer to Laura Vermillion and she has accepted. Laura will start on Monday, March 5. Laura will start her training in the Call Center. She will also be cross trained on both front counters on the 1st and 3rd floor.

Call Center:

- Call Center staff took a total of 1,554 calls during the month of January. This is a 11.75% decrease over the previous year. In addition to taking calls, Greenline staff has been assisting with the transition to Syncromatics by monitoring live bus information for discrepancies, running reports, and assisting customers with accessing and using the new resources.

Council Items / RFPs:

- January 16, 2018: the 2017 SRTP was adopted along with recommendations for moving forward with implementation.
- February 20, 2018: Jim Runyon's appointment to TAC
- February 20, 2018: SGR (State of Good Repair) Authorized Persons
- March 5, 2018: Ridership by Route and Hour with additional Recommendations

ITS Project – Transit staff has been working to educate passengers about the new technology available to them and transition them to automated bus tracking systems. Throughout the month of January, there were 1,913 visits to VisaliaTransit.info, 2,409 text-to-track messages sent, and 1,490 calls made to the IVR system, for a grand total of 5,812 inquiries to passenger information systems (excluding Greenline).

Marketing – During the month of January, marketing efforts focused on social media, and V-LINE, informing passengers about the changes with Orange Belt and Visalia Transit ticket sales. Social media focused on rider alerts / detours, V-LINE, ongoing Construction, Rider Rewards, Keep Moving Visalia. Rider Rewards vendor giveaways, which continue to be the highest performing posts, reached 2,900 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 263 in January for a total of 15,456 followers across all platforms.

Project Updates –

- Generators: Installation of the emergency backup generators has begun at the Operations Facility and Corporation Yard. This project is planned for completion in May of 2018.
- Operations RFP (17-18-23): Proposals have been received and are being evaluated. To maintain the integrity of the RFP and negotiation process, evaluators have agreed to a nondisclosure policy and will not be discussing the proposals with anyone outside the evaluation committee. It is anticipated the Agreement with the successful bidder be taken to council in the late Spring. The start date for this Agreement would be October 1, 2018.
- Facilities Maintenance RFP (17-18-35): This RFP will hit the street in February 2018.

Sequoia Shuttle Service - The agreement with The National Park Service for the Internal Shuttle Service is being reviewed for approval. Visalia Transit plans to begin taking reservations in early March, pending agreement approval, with the shuttle season start date of May 24th for the 2018 season.

Short Range Transit Plan (SRTP) Implementation-

- Route changes approved by Council on January 16, 2018 will move forward with a public process to begin in spring 2018 with changes planned to take effect August 1, 2018.

Transit Funding –

- Staff has submitted a 6-year Capital Plan and is now working on the Operating Budget request for submittal by February 23, 2018. The full 2-year budget will go to Council in June for adoption.
- An application for CALTRANS Adaptation Planning grant funds will be submitted in February for assistance with funding the needs assessment and site location study to determine project feasibility, minimum requirements and preferred locations for three of the four proposed transit hubs recommended in the 2017 SRTP.

V-LINE – V-LINE had a total of 3,258 passengers during the month of January, which is a 134.39% increase over the previous year. Marketing efforts included digital ads, travel pre-roll, and social media promotions focused on commuting, Fresno State students, and stop locations in Fresno. Social media followers increased by 265 in January and totaled more than 4,979 on Facebook, Twitter, and Instagram combined.

TRANSIT DIVISION JANUARY 2018 ACCOMPLISHMENTS

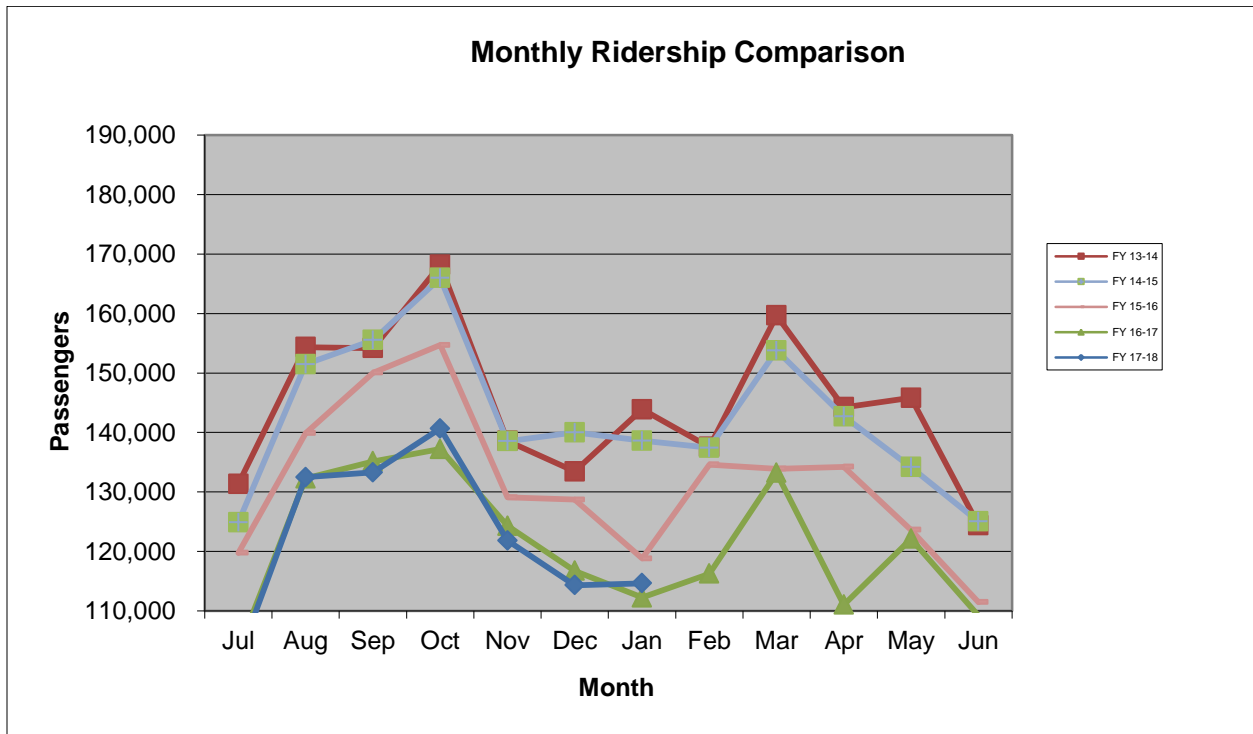
Fixed Route	Jan-18	Jan-17	Difference	% Change
Ridership	111,250.00	109,430.00	1,820.00	1.66%
Passengers per Hr	10.20	10.00	0.20	2.00%
Revenue Hrs	10,893.09	10,895.09	-2.00	-0.02%
FY-YTD Ridership	832,404.00	836,673.00	-4,269.00	-0.51%

Dial-A-Ride	Jan-18	Jan-17	Difference	% Change
Ridership	3,394.00	2,752.00	642.00	23.33%
Passengers per Hr	2.90	2.80	0.10	3.62%
Revenue Hrs	1,169.81	971.50	198.31	20.41%
FY-YTD Ridership	22,864.00	20,296.00	2,568.00	12.65%

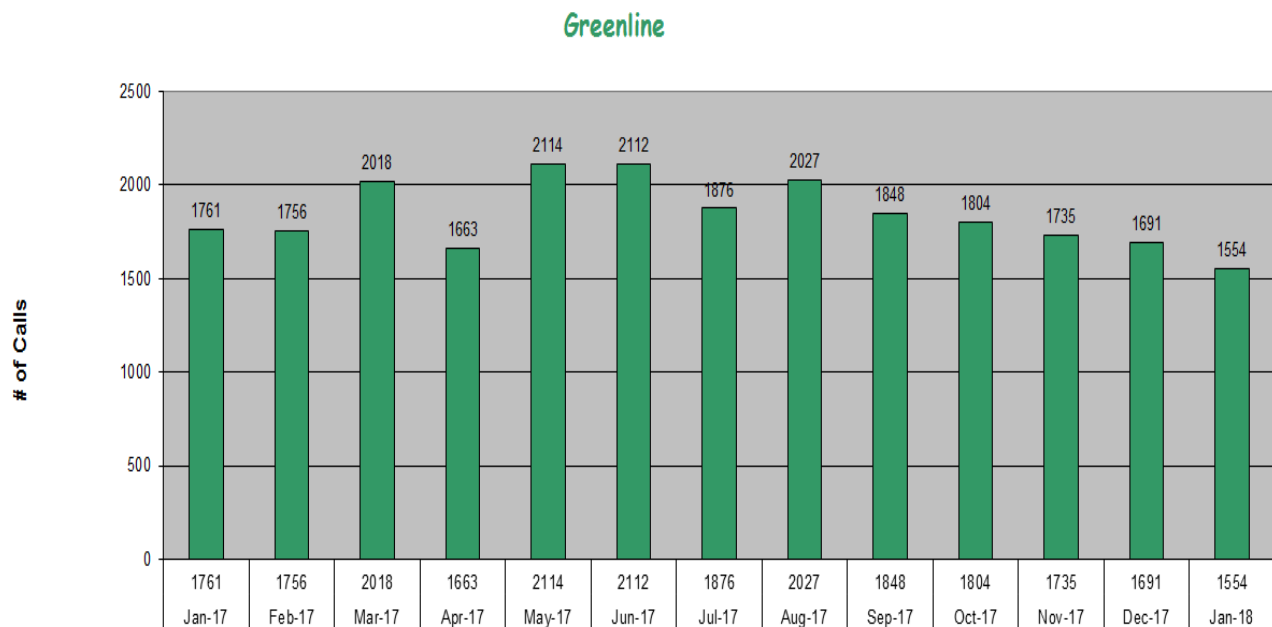
V-Line	Jan-18	Jan-17	Difference	% Change
Ridership	3,258.00	1,390.00	1,868.00	134.39%
Passengers per Hr	6.40	2.70	3.70	137.04%
Revenue Hrs	507.49	511.00	-3.51	-0.69%
FY-YTD Ridership*	15,923.00	9,539.00	6,384.00	66.93%

	Jan-18	Jan-17	Difference	% Change
HOP	34.00	31.00	3.00	9.68%
Call Center Calls	1,554.00	1,761.00	-207.00	-11.75%
Complaints	36.00	23.00	13.00	56.52%
Preventable Accidents	1.00	0.00	1.00	100.00%

Advertisements on Bus	Jan-18	Sold for 7/17 – 6/18
	\$ 13,298.43	\$122,626.49



**Does not include V-LINE or Sequoia Shuttle ridership*





January 11, 2018 through February 21, 2018

Safety:

1. Safety Meeting is scheduled for February 21, 2018 @ 10AM & 3PM
2. Topics to be discussed:
 - LLLC, Intersection and Pedestrians
 - Customer Service
 - Injury Prevention
 - Discuss boarding passengers with carts

Operations/Maintenance:

1. We have started the process with hiring Sequoia drivers.
2. Accidents have been (4) non preventable and (1) preventable.
3. Road construction continues to detour the route 6 out in Goshen
4. Road construction continues to delay the route 12 in Farmersville due to the road widening project

Customer Service:

- 9 complaints for the month of February
 - 1 complaint regarding Safety, 1 valid,
 - 8 complaints regarding Courtesy, 3 valid, and 5 invalid complaints.
- All complaints during the month of February will be investigated, and will be discussed in next month's meeting

**VISALIA TRANSIT**

Social Media Monthly Report

JANUARY 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	12,712	12,963	251	+2.0%
Twitter	626	629	3	+0.5%
Instagram	855	864	9	+1.1%

**Demographic:**

Ages 18-64 | 64% Women, 36% Men

Impressions: 155,372**Engagement Rate:** 5.9%**Demographic:**

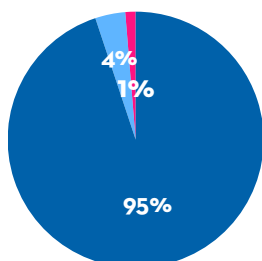
Ages 25-65+ | 55% Women, 45% Men

Impressions: 6,309**Engagement Rate:** 1.1%**Demographic:**

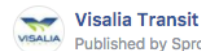
Ages 25-34+ | 56% Women, 44% Men

Impressions: 2,225**Total Number of Likes:** 163

Each month, we post weekly Rider Rewards giveaways, which is generally our top performing posts with the help of paid advertising. This post in particular garnered 216 reactions, 96 comments, and 14 shares.

IMPRESSIONS BY PLATFORM

● Facebook
● Twitter
● Instagram

TOP MONTHLY VISALIA TRANSIT FACEBOOK POST

Published by Sprout Social [?] · January 5 ·

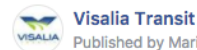
Catching a ride into the weekend. #KeepMovingVisalia



Impressions: 1.9k

Reach: 14.9k

Engagement: 939

TOP MONTHLY RIDER REWARDS FACEBOOK POST

Published by Mariya Zheleva [?] · January 24 at 10:00am ·

This week's #RiderRewards giveaway is brought to you by Happiness Nails & Spa on Route 1B! They're giving away a \$20 gift certificate! To enter to win, 'Like' this post or leave a comment below telling us your favorite nail color!

To learn more about Rider Rewards, visit www.visaliarewards.com.

*Winner TBD January 29. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.



Impressions: 1.1k

Reach: 2.9k

Engagement: 258

FACEBOOK ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
December	\$2,210	4,209	131,371	\$0.29
January	\$1,855	5,229	131,601	\$0.23

**V-LINE**

Social Media Monthly Report

JANUARY 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	4,568	4,649	251	+1.8%
Twitter	150	151	1	+0.7%
Instagram	261	274	13	+5.0%

**Demographic:**

Ages 18-65+ | 71% Women, 29% Men

Impressions: 40,223**Engagement Rate:** 7.84%**Demographic:**

Ages 35-44+ | 36% Women, 64% Men

Impressions: 8,123**Engagement Rate:** 0.6%**Demographic:**

Ages 25-34 | 53% Women, 47% Men

Impressions: 1,054**Total Number of Likes:** 107**TOP MONTHLY FACEBOOK POST****V-LINE**

Published by Sprout Social (?) · January 10 at 2:24pm · 🌐

Bulldogs! Don't forget that we offer student discounts. For more details, follow the link: <http://bit.ly/2eLcoVP>



Impressions: 1.1k

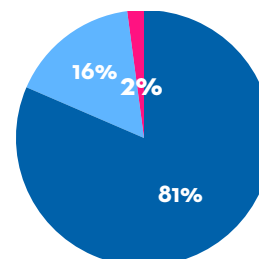
Reach: 11.9k

Engagement: 964

Our top Facebook post of the month let students know the the discounts available to them with V-LINE. With 964 engagements, the post garnered seven comments, 41 shares, and 764 reactions, with an engagement rate of 8.05%. Also, the post was able to reach almost 12,000 people because the Facebook advertising money put behind it helped put the post in front of more eyes.

FACEBOOK ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
December	\$565	1,063	20,000	\$0.30
January	\$1,055	1,544	36,205	\$0.48

IMPRESSIONS BY PLATFORM

● Facebook
● Twitter
● Instagram



YOUR VISION. YOUR RIDE.

Tell us how we can make public transportation work for you.

The **Unmet Needs Hearing** is on
MONDAY, MARCH 19, 2018 AT 1:00 PM
Tulare County Board of Supervisors
2800 W Burrel Ave., Visalia, CA 93291

and also **MONDAY, MARCH 19, 2018 AT 5:30 PM**
Porterville Transit Administration Office
15 E. Thurman Ave. Suite D, Porterville, CA 93257

OR SEND COMMENTS TO:



210 N. Church Street, Suite B, Visalia, CA 93291
559-623-0461 - KThompson1@tularecog.org

We want to hear about ways we can improve transit in Tulare County.

All comments must be received by March 31, 2018.

Díganos que podemos hacer para que el tránsito público trabaje para usted.

La **Audiencia de Necesidades No Cumplidas** es el **LUNES, 19 DE MARZO, 2018 - 1:00 PM**
Tulare County Board of Supervisors
2800 W Burrel Ave., Visalia, CA 93291

y también el **LUNES, 19 DE MARZO, 2018- 5:30 PM**
Porterville Transit - Oficina de Administración
15 E. Thurman Ave., Suite D, Porterville, CA 93257

O COMUNÍQUESE CON NOSOTROS:



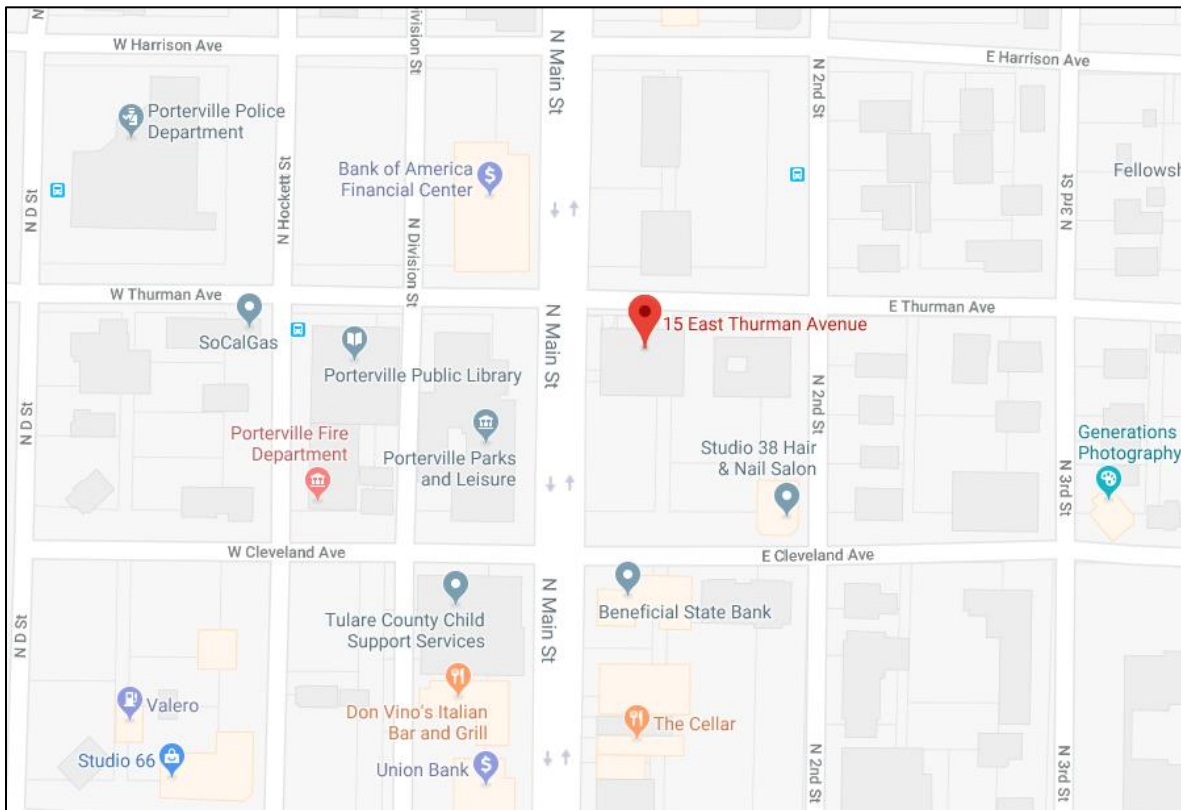
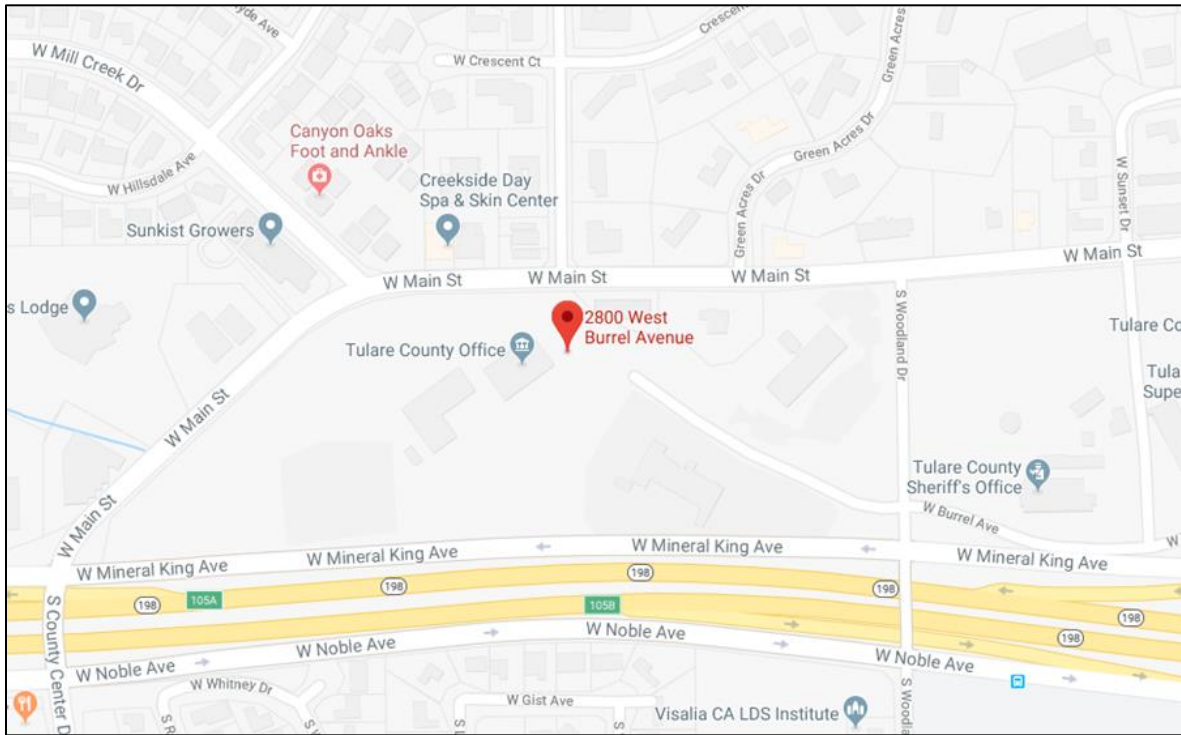
210 N. Church Street, Suite B, Visalia, CA 93291
559-623-0461 - KThompson1@tularecog.org

Queremos saber acerca de maneras de como podemos mejorar el tránsito en el Condado de Tulare.

Todos los comentarios tienen que ser recibidos antes del 31 de Marzo, 2018.



Dinuba Area Regional Transit (DART), Exeter Dial-A-Ride, Porterville Transit, Tulare County Area Transit (TCaT), Tulare InterModal Express (TIME), Visalia Transit, Woodlake Dial-A-Ride



March 1, 2018

You are receiving this letter because Visalia Transit (VT) records show you are either certified as eligible for Dial-A-Ride (DAR) service, or have been in the recent past.

VT allows DAR customers to make "standing reservations" for rides at recurring times on a daily, weekly, or monthly basis. In accordance with Section 49 of the code of Federal Regulations (49 CFR 37.133 – Subscription service), these standing reservations are limited to 50% of the capacity of each scheduled DAR vehicle.

To ensure the fair and efficient assignment of these limited reservations, VT will soon begin requiring that all standing reservations be renewed twice each year. To accomplish this, **all DAR standing reservations will expire on January 31st and July 31st** of each calendar year. As January 31, 2018 has already passed, the first expiration date for all DAR standing reservations will be July 31, 2018. To request a new standing reservation after this expiration date has passed, DAR customers may call the DAR number **(559) 713-4750** on or after August 1st. After each subsequent expiration date, VT will begin taking requests for new standing reservations on the following day (February 1st and August 1st of each year).

To clarify, regardless of the date a standing reservation has been made, and even if it's a fairly new reservation, the standing reservation will expire on January 31st or July 31st, whichever date comes first.

As always, DAR customers may call from 2 weeks in advance until 6pm on the day prior to request any single trip. Next day reservations cannot be taken after 6:00pm on weekdays and weekends. Requests for rides made after 6pm on the day prior, or on the day of, will be subject to space availability.

Please feel free to call the DAR reservation line at, (559) 713-4750 or the Greenline at (877) 404-6473 if you have questions concerning this new procedure.

Sincerely,

Melody Murch
Interim Transit Manager

Enclosure: Dial-A-Ride ADA Program Pamphlet