

**Transit Advisory Committee
Wednesday, April 18, 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 February 2018 Meeting
- 5:40 p.m. Review Monthly Reports
Visalia Transit Monthly Report
MV Monthly Report
Marketing Report
- 5:50 p.m. Discussion of Unmet Needs from TCAG
- 6:15 p.m. Discussion of Sequoia Shuttle 2018 Season Launch events
- 6:20 p.m. Items of Interest/Request for Future Agenda Items
- 6:30 p.m. Adjourn General Meeting

NEXT MEETING TO BE HELD: May 16, 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, March 21, 2018
Visalia Transit Center
425 E. Oak Avenue
Visalia, CA 93291

Action Minutes:

March 21, 2018

Meeting called to order: 5:30 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 Jim Runyon (JR)

MEMBERS NOT PRESENT: Claudine Sahaguan (CS)

CITY STAFF PRESENT: Melody Murch (MM) and Christine Chavez (CC)

GUESTS: Tracy Harrell (TH), Elizabeth Watlington (EW) and Anthony Taea (AT)

CALL TO ORDER: Glen Stewart (GS) called the meeting to order and asked Elizabeth Watlington to introduce Anthony Taea, the new Operations Manager at MV. Glen then asked all attendees to introduce themselves in seating order.

PUBLIC COMMENT: Anthony Taea (AT) invited everyone to spread the word that MV is accepting applications for bus driver positions. Tracy Harrell (TH) commented that the St. Patrick's Day parade was a fun event that she had enjoyed. Glen Stewart (GS) commented that MV has some excellent bus drivers who are very helpful when he rides.

APPROVAL OF FEBRUARY 21, 2018 MINUTES: Jim Runyon (JR) motioned to approve the minutes as written. The motion was seconded by Ed Jones (EJ). Motion approved 7-0.

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

MV MONTHLY REPORT: Report was provided by Elizabeth Watlington (EW) and Anthony Taea (AT) of MV. Derek Davis (DD) asked why the doors located on the North side of the Transit Center in the area where the Dial-A-Ride drops off aren't automatic. The location of the two automatic doors at the Transit Center was discussed and staff will follow up with MV to ask them to drop DAR passengers off closer to the ADA compliant automatic doors. The report was accepted by all members; no action was taken.

MONTHLY MARKETING REPORT: Report was provided by Christine Chavez (CC) and accepted by all members; no action was taken.

TRANSIT PROPOSED RATES AND FEES: Melody Murch (MM) brought the Rates and Fees data for discussion. It was explained that only those items which were previously approved by Council for an increase as of August 4, 2018 are increasing and no other rates or fees are planned for increase in this process. The large percentage increases were explained. Fares have not been increased for several years and the large increase included in the 2018 Rates and Fees document represents several years of inflation. Melody Murch (MM) clarified which specific fares are increasing. A motion was made by Jim Runyon (JR) for a recommendation

that Council approve the Transit Rates and Fees as presented. The motion was seconded by Albert Aguilera (AA). Motion approved 7-0.

RFP 17-18-35 FACILITY MAINTENANCE: Melody Murch (MM) discussed the RFP and offered the opportunity for a TAC member to assist in the review of any proposals received. Jim Runyon (JR) volunteered to participate in this process.

ITEMS OF INTEREST:

- Christine Chavez (CC) announced the start of the 2018 Sequoia Shuttle season coming on May 24th and discussed the participation of the TAC in the opening day service.

REQUEST FOR FUTURE AGENDA ITEMS:

- Discussion of Unmet Needs from the TCAG process and hearings conducted in March 2018
- Discussion of Sequoia Shuttle 2018 Season Launch events

Meeting was adjourned at 6:18 p.m.

Minutes prepared by Melody Murch.

Committee Attendance (last 12 months)

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

March 2018 ACCOMPLISHMENTS

New Happenings:

- Laura Vermillion started work on Monday, March 5. She is our newest Office Assistant and will be working on the Greenline and at the ticket counter.

Call Center:

- Call Center staff took a total of 1,732 calls during the month of March. This is 14.17% 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:

- March 5, 2018: Ridership by Route and Hour with additional Recommendations
- March 5, 2018: Sequoia Internal Shuttle agreement with National Park Service (Approved)
- March 19, 2018: LCTOP Allocation Request and V-LINE Report (Approved)
- April 16, 2018: Proterra Bus Purchase Contract/Grant Award
- April 16, 2018: Tulare County Transfer Agreement

ITS Project – Transit staff continues to educate passengers about the new technology available to them and transition them to automated bus tracking systems. Throughout the month of March, there were 1,146 visits to VisaliaTransit.info, 2,665 text-to-track messages sent, and 3,701 calls made to the IVR system, for a grand total of 7,512 inquiries to passenger information systems (excluding Greenline).

Marketing – During the month of March, marketing efforts focused on social media, and V-LINE. Social media focused on rider alerts / detours, V-LINE, ongoing Construction, Rider Rewards, and Keep Moving Visalia. Rider Rewards vendor giveaways, which continue to be the highest performing posts, reached 4,000 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 259 in March for a total of 14,922 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 late spring. The start date for this Agreement would be October 1, 2018.
- Facilities Maintenance RFP (17-18-35): Proposals were due to the City by March 30 and one proposal was received. Staff is working on recommendations for moving forward with this contract.

Sequoia Shuttle Service - The agreement with The National Park Service for the Internal Shuttle Service has been approved and will be executed soon. Visalia Transit began taking reservations on April 12th with a 2018 season start date of May 24th.

Short Range Transit Plan (S RTP) Implementation-

- Route changes approved by Council on January 16, 2018 and March 5, 2018 will move forward with a public process to begin in spring 2018 with changes planned to take effect August 4, 2018.

Transit Funding –

- The Transit Operating and Capital Budgets will be brought to Council for adoption in June 2018 along with the full City of Visalia Budget.
- An application for CALTRANS Adaptation Planning grant funds was 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. Awards will be announced in May 2018.

V-LINE – V-LINE had a total of 2,225 passengers during the month of March, which is an 8.27% 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 181 in March and totaled more than 5,434 followers on Facebook, Twitter, and Instagram combined.

**TRANSIT DIVISION
MARCH 2018 ACCOMPLISHMENTS**

Fixed Route	Mar-18	Mar-17	Difference	% Change
Ridership	119,689	130,827	-11,138	-8.51%
Passengers per Hr.	10.80	11.60	-0.81	-7.03%
Revenue Hrs.	11,122.60	11,302.40	-1,369.10	-12.11%
FY-YTD Ridership	1,068,995.00	1,080,798.00	-11,803.00	-1.09%

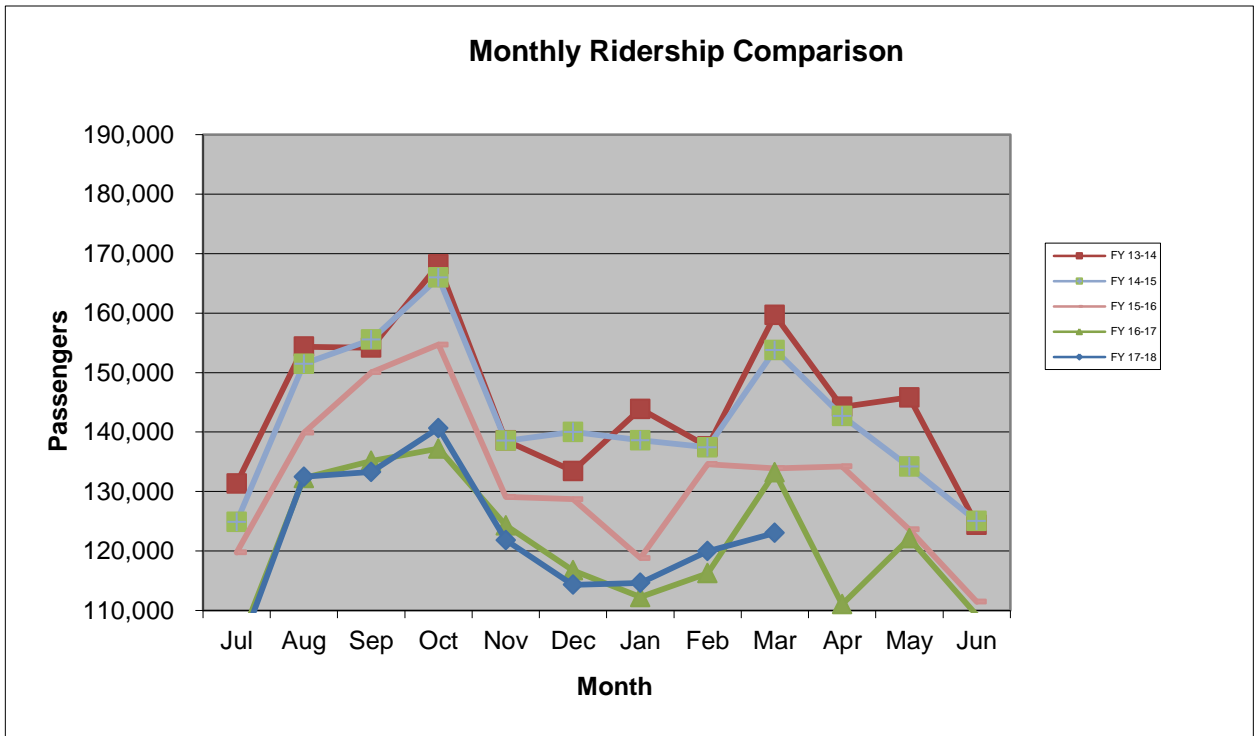
Dial-A-Ride	Mar-18	Mar-17	Difference	% Change
Ridership	3,357	3,406	-49.00	-1.44%
Passengers per Hr.	2.80	3.20	-0.36	-11.31%
Revenue Hrs.	1,181.0	1,062.70	118.34	11.14%
FY-YTD Ridership	29,289.00	26,390.00	2,899.00	10.99%

V-LINE	Mar-18	Mar-17	Difference	% Change
Ridership	2,225	2,055	170.00	8.27%
Passengers per Hr.	4.20	3.90	0.34	8.64%
Revenue Hrs.	524.51	526.30	-1.79	-0.34%
FY-YTD Ridership*	21,077.00	13,541.00	7,536.00	55.65%

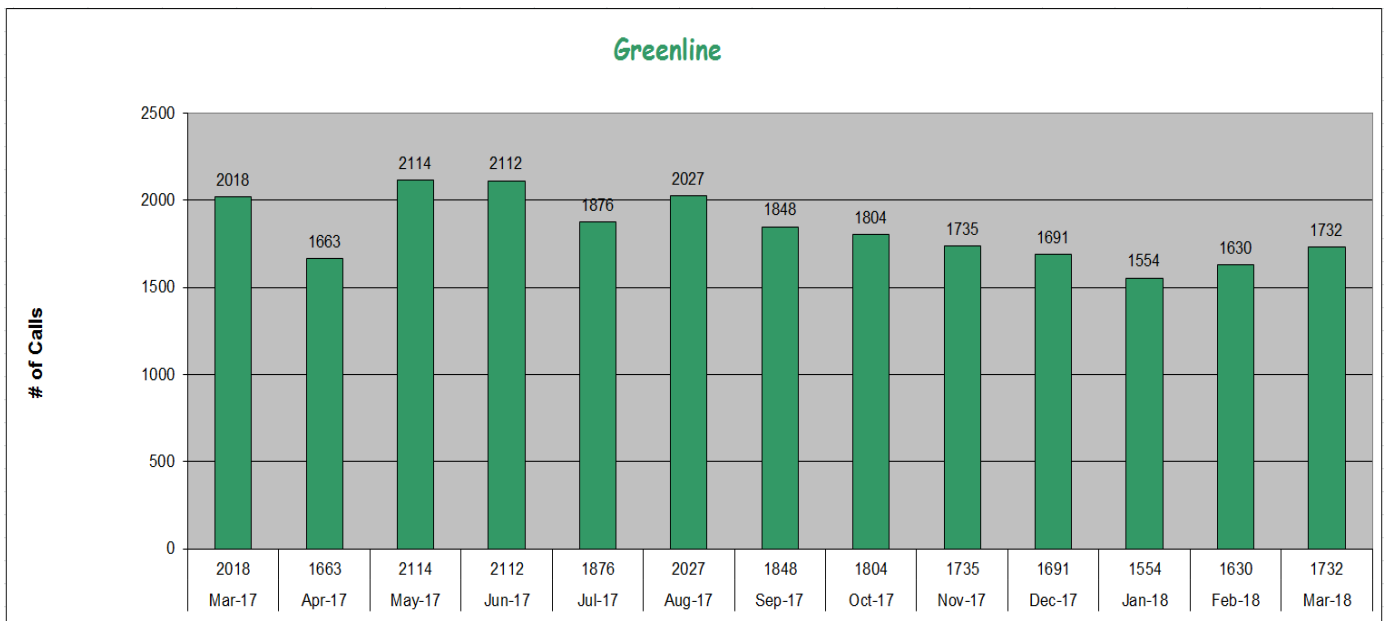
	Mar-18	Mar-17	Difference	% Change
HOP	7.00***	40.00	-33.00	-82.50%
Call Center Calls	1,732.00	2,018.00	-286.00	-14.17%
Complaints	34.00	32.00	2.00	6.25%
Preventable Accidents	2.00	1.00	1.00	100.00%

Advertisements on Bus	Mar-18	Sold for 7/17 – 3/18
	\$ 11,412.90	\$145, 108.67

*****The new grant from San Joaquin Valley Air Pollution Control District was approved and finalized mid-march. This is why there was a low count of new HOP applicants in March.**



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





MV REPORT WILL BE PROVIDED AT MEETING

**VISALIA TRANSIT**

Monthly Marketing Recap Report

MARCH 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	13,160	13,390	230	+1.7%
Twitter	633	643	10	+1.6%
Instagram	870	889	19	+2.2%

**Demographic:**

Ages 18-64 | 65% Women, 35% Men

Impressions: 247,363**Engagement Rate:** 11.37%**Demographic:**

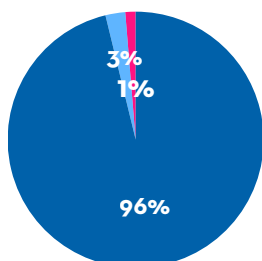
Ages 25-54 | 38% Women, 62% Men

Impressions: 6,349**Engagement Rate:** 0.8%**Demographic:**

Ages 25-34+ | 57% Women, 43% Men

Impressions: 3,293**Total Number of Likes:** 200

During the month of March, Visalia Transit's Facebook received a higher-than-average number of clicks and impressions upon sharing an article highlighting 15 local Visalia restaurants. In total, the post garnered more than 140k impressions, reached a total of 76.5k people, and prompted 13k engagements.

IMPRESSIONS BY PLATFORM

● Facebook
● Twitter
● Instagram

TOP MONTHLY VISALIA TRANSIT FACEBOOK POST**Visalia Transit**

Published by Sprout Social [?] · March 14 at 11:10am · 🌐

Which is your favorite? #Yum



Impressions: 140.3k

Reach: 76.5k

Engagement: 12.8k

TOP MONTHLY RIDER REWARDS FACEBOOK POSTTo learn more about Rider Rewards, visit www.visaliarewards.com.

*Winner TBD April 2. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.



Impressions: 9.3k

Reach: 4k

Engagement: 462

FACEBOOK ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
February	\$1,514	3,517	127,040	\$0.37
March	\$1,460	14,665	198,081	\$0.15

**V-LINE**

Monthly Marketing Recap Report

MARCH 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	4,825	4,996	171	+3.6%
Twitter	152	154	2	+1.3%
Instagram	276	284	8	+2.9%

**Demographic:**

Ages 18-65+ | 70% Women, 30% Men

Impressions: 49,503**Engagement Rate:** 9.55%**Demographic:**

Ages 35-44 | 37% Women, 63% Men

Impressions: 5,247**Engagement Rate:** 1.1%**Demographic:**

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

Impressions: 805**Total Number of Likes:** 69**TOP MONTHLY FACEBOOK POST****V-LINE**

Published by Sprout Social [?] · March 7 at 10:42am · 🌐

We're on our way! Where will we be picking you up?



Impressions: 11.3k

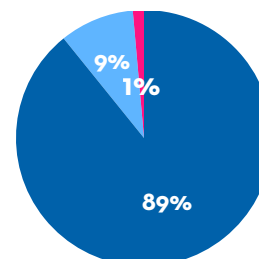
Reach: 6k

Engagement: 732

The top Facebook post of the month pictured the interior of the V-LINE. The post garnered 29 comments, 2 shares, and 599 reactions, with an engagement rate of 10.79%. Additionally, the post reached more than 11,000 people with the help of paid Facebook advertising.

FACEBOOK ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
February	\$1,240	3,305	60,770	\$0.32
March	\$1,186	1,931	44,102	\$0.52

IMPRESSIONS BY PLATFORM

● Facebook
● Twitter
● Instagram

**PROJECTS**

Monthly Marketing Recap Report

MARCH 2018**Projects-
Visalia Transit, V-LINE, & Misc.**

Materials developed in the month of March include:

Visalia Transit

- Social Media Management
- Social Media Advertising
- Social Media Promotions- Rider Rewards

V-LINE

- Social Media Advertising (Student)
- Social Media Advertising (Travel)
- Digital Advertising (Travel)
- How-To Videos (Scripts)

Misc.

- Visalia Rawhide :30 Radio Script

**V-LINE**
Sponsored

Did you know that students can ride at a discounted price?
#RideVLINe

**V-LINE**

Bus Line

5033 people like this

✓ Liked ▾

**ARCHER & HOUND**
ADVERTISING

Client: Visalia Transit Division
Campaign: Keep Moving Visalia
Job Title: VTD14112 Rawhide Sponsorship Script Copy
Project: Audio Script
Length: 30 seconds

ANNOUNCER VO:

VISALIA TRANSIT KEEPS VISALIA MOVING BY PROVIDING AFFORDABLE, CONVENIENT TRANSIT SOLUTIONS TO OUR COMMUNITY. FROM FIXED-ROUTE BUSES AND DIAL-A-RIDE TO V-LINE AND SEQUOIA SHUTTLE, VISALIA TRANSIT CONNECTS RIDERS TO THE COMMUNITY AND BEYOND. WHEREVER YOU NEED TO GO, VISALIA TRANSIT CAN HELP YOU GET THERE. BE SURE TO FOLLOW US ON FACEBOOK, TWITTER, AND INSTAGRAM, AND VISIT KEEP MOVING VISALIA DOT COM FOR MORE INFORMATION. THANK YOU TO ALL OF THE PEOPLE WHO HELP KEEP VISALIA MOVING!

