

**Transit Advisory Committee
Wednesday, May 16, 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 April 2018 Meeting
- 5:40 p.m. Review Monthly Reports
Visalia Transit Monthly Report
MV Monthly Report
Marketing Report
- 5:50 p.m. TAC Annual Report to Council
 - Tally of Annual Statistics
 - Discussion of Accomplishments
 - Setting of Goals for 2018-19
 - Sub committees?
- 6:15 p.m. Discussion of Public Information Process for August 4, 2018
- 6:20 p.m. Items of Interest/Request for Future Agenda Items
Reminder of Appreciation Dinner, May 24th, 5:30pm, at the Convention Center
- 6:30 p.m. Adjourn General Meeting

NEXT MEETING TO BE HELD: June 20, 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,
April 18, 2018
Visalia Transit Center
425 E. Oak Avenue
Visalia, CA 93291

Action Minutes:

April 18, 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), Claudine Sahaguan (CS), Derek Davis (DD), and Jim Runyon (JR)

MEMBERS NOT PRESENT: Albert Aguilera (AA)

CITY STAFF PRESENT: Melody Murch (MM), Christine Chavez (CC), and Laura Vermillion (LV)

GUESTS: Tracy Harrell (TH), Elizabeth Watlington (EW) and Barbara Barns (BB)

CALL TO ORDER: Glen Stewart (GS) called the meeting to order and asked Melody Murch (MM), to introduce Laura Vermillion, the new Office Assistant for Visalia Transit. Glen then asked all attendees to introduce themselves in seating order.

PUBLIC COMMENT: Tracy Harrell (TH) commented on the VLINE's good defensive drivers. She stated that drivers Bobby and Melanie are helpful, attentive and thoughtful to riders. Both Glen Stewart (GS) and Barbara Barns (BB) agreed with Tracy Harrell's (TH) remarks.

APPROVAL OF MARCH 21, 2018 MINUTES: Jim Runyon (JR) motioned to approve the minutes as written. The motion was seconded by Derek Davis (DD). Motion approved 7-0.

VISALIA TRANSIT MONTHLY REPORT: Report was provided by Melody Murch (MM) and Christine Chavez (CC). Barbara Barns (BB) expressed concerns that buses on Goshen route are not sticking to scheduled time points and continued closure of stops in Farmersville due to construction are troublesome. The Monthly Report was accepted by all members; no action was taken.

MV MONTHLY REPORT: Report was provided by Elizabeth Watlington (EW) of MV. 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.

DISCUSSION OF UNMET NEEDS FROM TCAG: Melody Murch (MM) brought the DRAFT City of Visalia response to the unmet needs received by TCAG during their unmet needs process. Christine explained the purpose of the unmet needs process conducted by TCAG. The City of Visalia response will be sent to TCAG by May 7, 2018. No action was taken.

DISCUSSION OF SEQUOIA SHUTTLE 2018 SEASON LAUNCH EVENTS: Christine Chavez (CC) discussed plans for the 2018 season start on May 24th and participation of the TAC in the opening day service. The public is welcome to participate in the first day of service kickoff at \$5 for a round trip ticket to/from the

Sequoia's on Thursday, May 24. To reserve your seat call the Visalia Transit office at 559-713-4577. No action was taken.

ITEMS OF INTEREST:

- Christine Chavez (CC) announced a casting call for “How-To” videos to be filmed for posting on the Visalia Transit website and social media. Glen Stewart (GS), Derek Davis (DD), Tracy Harrell (TH) and Karen Varner (KV) volunteered to participate in the filming.
- Melody Murch (MM) reminded committee members of the appreciation dinner for committees and commissions to be held at the Convention Center May 24th at 5:30pm.
- Melody Murch (MM) announced the City will no longer provide snacks at the monthly TAC meetings.
- The TAC members discussed arranging to purchase their own TAC shirts with the VT logo. Derek Davis (DD) volunteered to coordinate the order of TAC shirts.

REQUEST FOR FUTURE AGENDA ITEMS:

- Glen reminded members that new TAC officers are to be elected in June 2018.

Meeting was adjourned at 6:20 p.m.

Minutes prepared by Melody Murch.

Committee Attendance (last 12 months)

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

April 2018 ACCOMPLISHMENTS

Call Center:

- Call Center staff took a total of 1,617 calls during the month of April. This is 2.77% 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:

- April 16, 2018: Proterra Bus Purchase Contract/Grant Award was approved
- April 16, 2018: Tulare County Transfer Agreement was approved

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 April, there were 1,726 visits to VisaliaTransit.info, 2,732 text-to-track messages sent, and 3,463 calls made to the IVR system, for a grand total of 7,921 inquiries to passenger information systems (excluding Greenline).

Marketing – During the month of April, 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 5,000 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 216 in April for a total of 15,139 followers across all platforms.

Project Updates –

- Generators: Installation of the emergency backup generators was completed May 10, 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 June 2018. The start date for this Agreement would be October 1, 2018.
- Facilities Maintenance RFP (17-18-35): The award of this contract will be taken to Council for approval on May 21, 2018.

Sequoia Shuttle Service - The agreement with The National Park Service has been completed and the 2018 shuttle service will start May 24th.

Short Range Transit Plan (SRTP) Implementation-

- Route and Fare changes planned for August 4, 2018 will be finalized in June and the public process will be conducted during the month of July 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.

V-LINE – V-LINE had a total of 2,442 passengers during the month of April, which is a 39.94% 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 300 in April and totaled more than 5,743 followers on Facebook, Twitter, and Instagram combined.

TRANSIT DIVISION

APRIL 2018 ACCOMPLISHMENTS

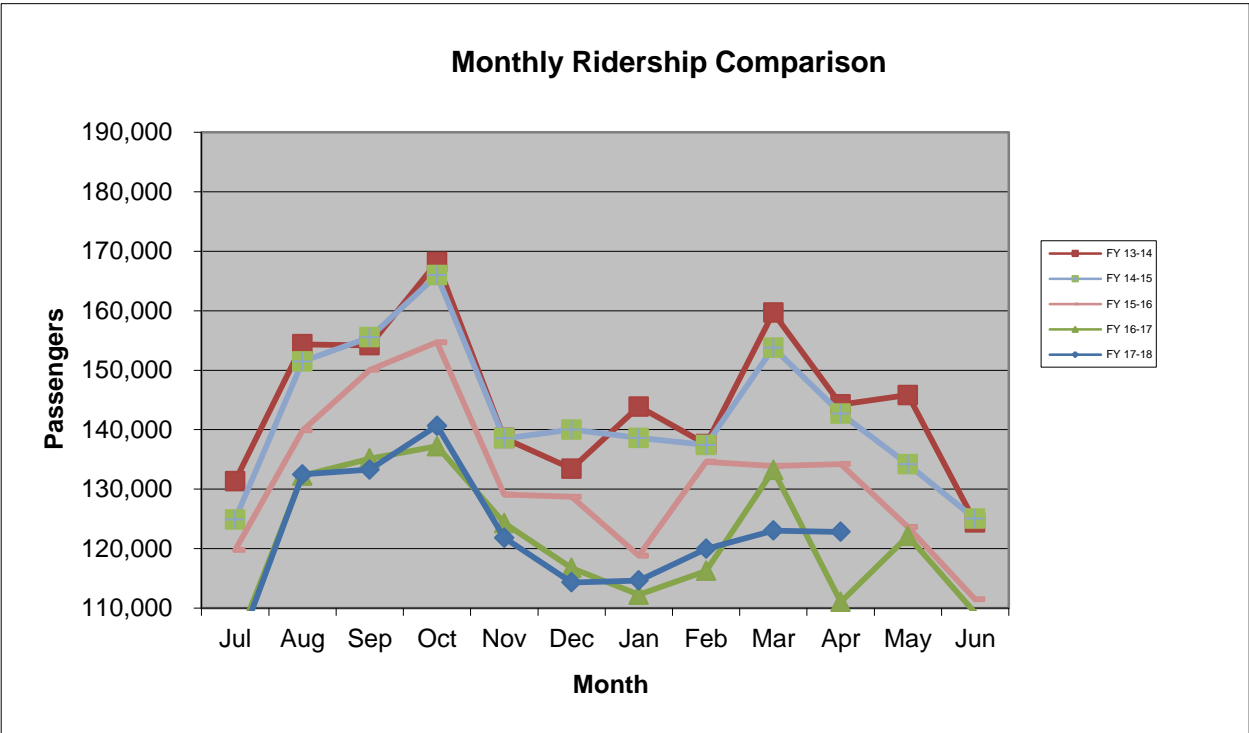
Fixed Route	April-18	April-17	Difference	% Change
Ridership	119,689	130,827	-11,138	-8.51%
Passengers per Hr.	10.80	11.60	-0.81	-7.03%
Revenue Hrs.	11,122.60	11,302.40	-1,369.10	-12.11%
FY-YTD Ridership	1,068,995.00	1,080,798.00	-11,803.00	-1.09%

Dial-A-Ride	April-18	April-17	Difference	% Change
Ridership	3,149	3,057	92.00	3.01%
Passengers per Hr.	2.9	2.9	-0.02	-0.76%
Revenue Hrs.	1,089.7	1,049.8	39.89	3.80%
FY-YTD Ridership	32,438.00	29,447.00	2,991.00	10.16%

V-LINE	April-18	April-17	Difference	% Change
Ridership	2,442	1,745	697.00	39.94%
Passengers per Hr.	4.9	3.5	1.39	39.35%
Revenue Hrs.	496.3	494.3	2.09	0.42%
FY-YTD Ridership*	23,519.00	15,286.00	8,233.00	53.86%

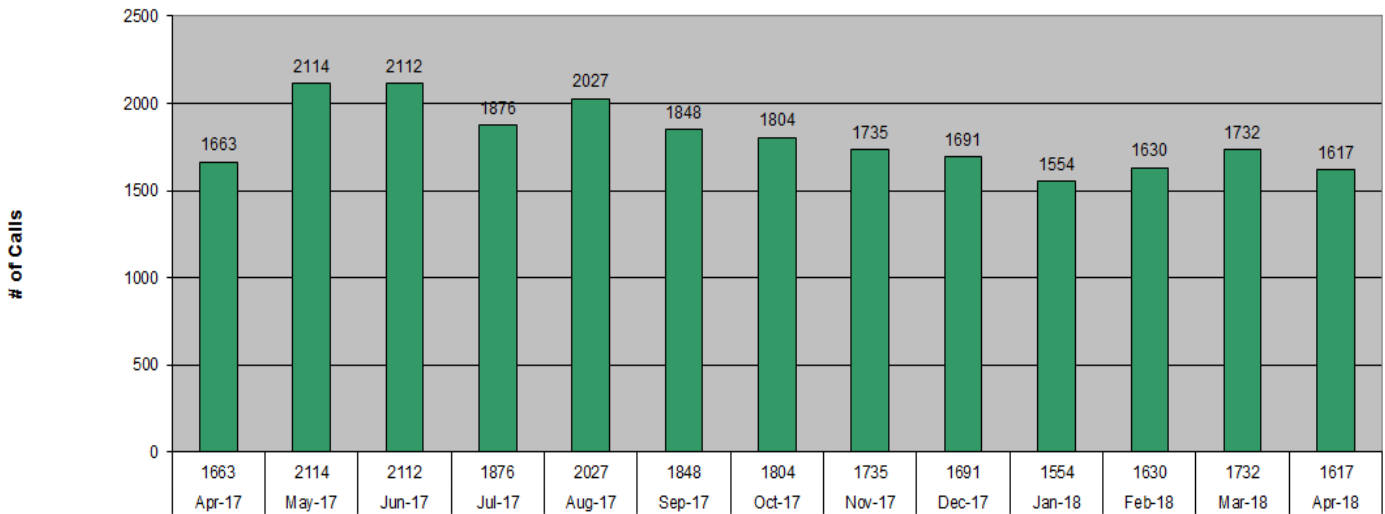
	April-18	April-17	Difference	% Change
HOP	22.00	21.00	1.00	4.76%
Call Center Calls	1,617.00	1,663.00	-46.00	-2.77%
Complaints	43.00	33.00	10.00	30.30%
Preventable Accidents	2.00	0.00	2.00	200.00%

Advertisements on Bus	April-18	Sold for 7/17 – 4/18
	\$ 15,952.27	\$162,282.14



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

Greenline





TAC AGENDA provided by MV Transportation

April 2018

Safety:

Safety Meeting

1. Safety Meeting was held on April 19, 2018 @ 10AM & 3PM
2. Topics that were discussed:
 - Pedestrians/Bicyclist
 - Customer Service
 - Harassment
 - View Safety Video and complete training exercise, for customer service and LLC Intersection Operation

Operations/Maintenance:

1. We have hired a total of 13 students and will be starting the process for 14 drivers on May 21st.
2. We have had a total of three accidents since last meeting.
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:

- 55 complaints for the month of April
 - Schedule-9
 - Courtesy-24
 - Bus Stop- 6
 - Route Concerns- 4
 - Safety- 11
 - Other- 1
- All complaints during the month of April have been closed out.

**VISALIA TRANSIT**

Monthly Marketing Recap Report

APRIL 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	13,390	13,581	190	+1.4%
Twitter	643	656	13	+2%
Instagram	889	902	13	+1.5%

**Demographic:**

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

Impressions: 211,271**Engagement Rate:** 4.75%**Demographic:**

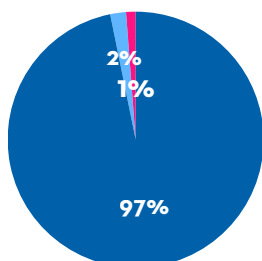
Ages 25-54 | 48% Women, 52% Men

Impressions: 4,360**Engagement Rate:** 1.01%**Demographic:**

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

Impressions: 2,533**Total Number of Likes:** 159

During the month of April, the top Rider Rewards post was a giveaway for one free Robo Camp session at Education's Finest. In total, the post earned 164 reactions, 41 post clicks, and it reached nearly 2.4k people.

IMPRESSIONS BY PLATFORM

● Facebook
● Twitter
● Instagram

TOP MONTHLY VISALIA TRANSIT FACEBOOK POST

Visalia Transit

Published by Sprout Social (?) · April 2 ·

Never miss a beat! Download our app for real-time bus tracking, schedules, stop alerts, and more!



Impressions: 6.6k

Reach: 2.8k

Engagement: 221

TOP MONTHLY RIDER REWARDS FACEBOOK POST

'Like' this post or comment below describing what the ultimate robot would be. To learn more about Rider Rewards, visit www.visaliarewards.com.

*Winner TBD April 9. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.



Impressions: 5k

Reach: 2.4k

Engagement: 205

FACEBOOK ADVERTISING

	Budget	Clicks	Impressions	Cost per Result
March	\$1,460	14,665	198,081	\$0.10
April	\$1,719	8,563	190,643	\$0.20

**V-LINE**

Monthly Marketing Recap Report

APRIL 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	4,996	5,301	294	+6.1%
Twitter	154	153	1	-0.6%
Instagram	284	289	5	+1.8%

**Demographic:**

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

Impressions: 118,753**Engagement Rate:** 4.43%**Demographic:**

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

Impressions: 3,260**Engagement Rate:** 1.61%**Demographic:**

Ages 25-34 | 54% Women, 46% Men

Impressions: 834**Total Number of Likes:** 53**TOP MONTHLY FACEBOOK POST****V-LINE**

Published by Sprout Social [?] · March 12 · 🌐

Where are you headed next? #RideVLINE



Impressions: 957

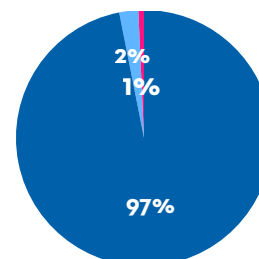
Reach: 577

Engagement: 36

The top Facebook post of the month had higher-than-average performance. The post garnered 52 comments, 78 shares, and 494 reactions, with a total of 2,403 post clicks. Additionally, the post reached more than 46,107 users. This can be attributed to not only the help of paid Facebook advertising, but also to the post's call to action.

FACEBOOK ADVERTISING

	Budget	Clicks	Impressions	Cost per Result
March	\$1,186	1,931	44,102	\$0.61
April	\$1,524	4,254	107,897	\$0.36

IMPRESSIONS BY PLATFORM

● Facebook
● Twitter
● Instagram

**PROJECTS**

Monthly Marketing Recap Report

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

Materials developed in the month of April include:

Visalia Transit

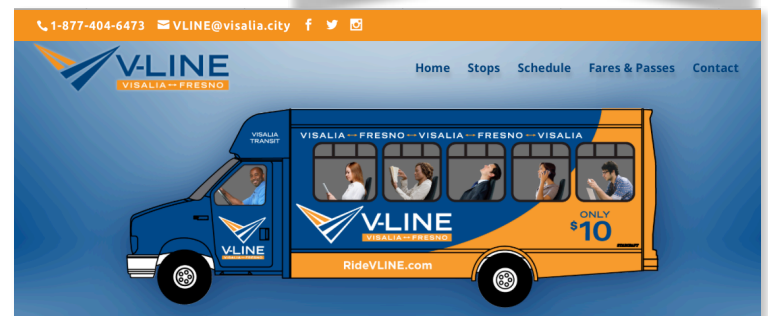
- Social Media Management
- Social Media Advertising
- Social Media Promotions- Rider Rewards

V-LINE

- Fresno State Media Package
- Social Media Advertising (Student)
- Social Media Advertising (Travel)
- Digital Advertising (Travel)
- RideVLINe.com Website Updates

Production/Misc.

- How-To Videos (Scripts)
- Pass Redesigns (2) (V-LINE/DAR)
- Rider Rewards Backend Website Updates
- Title VI Car Card Design
- Title VI Car Card Print Production
- Rawhide Flyer Design Revision
- Earth Day Flyer Design Revision
- Farmersville Memorial Day Ads (2) Design Revisions

**V-LINE: Your Valley Connection**

V-LINE provides affordable, convenient, and easy-to-use shuttle service between Visalia and Fresno six times per day, seven days per week, with trips leaving Visalia as early as 4 a.m. V-LINE is the perfect choice for airport travelers, students, and commuters.

V-LINE shuttles offer ample seating, free WIFI, USB charging ports, and storage racks. All shuttles are wheelchair accessible and can accommodate two wheelchairs per trip. So, sit back, relax or plug in, and let us do the driving.





SEQUOIA SHUTTLE

Monthly Marketing Report

APRIL 2018

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	23,289	23,240	49	-0.2%
Twitter	367	371	4	+1.1%
Instagram	1,042	1,043	1	+0.1%



Demographic:

Ages 25-54 | 67% Women, 33% Men

Impressions: 19,273



Demographic:

Ages 25-54 | 43% Women, 57% Men

Impressions: 1.2k

Engagement Rate: 4.92%



Demographic:

Ages 25-54 | 66% Women, 34% Men

Impressions: 3,298

Engagement Rate: 6.25%

FACEBOOK ADVERTISING

	Gross Budget	Results	Impressions	Cost per Result
March	-	-	-	-
April	-	-	-	-

WEBSITE ANALYTICS

	Total Page Views	New Users
March	7,447	80.8%
April	10,284	78.3%

TOP MONTHLY FACEBOOK POST



Sequoia Shuttle

Published by Sprout Social [?] · April 23 at 9:04am · 🌐

Itching to explore? Here is some inspiration to help you start planning your next trip up to Sequoia National Park.



15 Amazing Things to Do in Sequoia National Park +

Impressions: 4,304

Reach: 3,014

Engagement: 343

Sequoia Shuttle began posting prior to reservations going live to boost engagement and page likes. The top post in April, pictured above, showcased 15 things to do while in Sequoia National Park. In addition to 4,304 impressions, it received 28 shares, 17 comments and 121 reactions. It also garnered an engagement rate of 8.2%.

E-BLASTS

Sends	Opens	Clicks	Last Month Newsletter Sign-Ups	This Month Newsletter Sign-Ups
3,779	994	300	123	83

DIGITAL ADVERTISING

	Budget	Clicks	Impressions	Cost per Result
March	-	-	-	-
April	-	-	-	-



SEQUOIA SHUTTLE

Monthly Marketing Report

APRIL 2018

PROJECTS

Projects- Sequoia Shuttle

Materials developed in the month of April include:

- Social Media Management
- Campaign Concepting
- Annual Budget Planning
- Pre-Season Website Updates
- In-Season Brochure Design Revisions
- In-Season Brochure Print Production
- Digital Ad Copywriting/Design
- Video Script Writing (3 x :15)
- Video Production (3 x :15)
- Public Relations Outreach
- Blog Writing/Posting (2)
- Print Ad (Direct Magazine)
- April E-Blast (Reservations Live)

Construction Announcement

Posted on April 23rd, 2018 in [News](#)

Due to construction this season, RVs over 22 feet are not permitted. Visitors whose vehicles do not fit the requirements still have the option to camp outside of the park and take Sequoia Shuttle into the park. A great place to park and shuttle is the [Three Rivers Historical Museum](#) stop.

Camping with RVs or Trailers

Check [vehicle-length limits](#) on park roads before deciding which road to take into the park. Because of road construction, vehicles over 22 feet are prohibited between Hospital Rock and Giant Forest. If you have a longer vehicle and plan to drive to sequoia groves, use the northern park entrance into Kings Canyon National Park via Highway 180. If you use the southern entrance via Highway 198, you won't be able to drive a longer RV or trailer to the Giant Forest.



Sequoia Shuttle is the most convenient and affordable way to travel to Sequoia National Park! The 2018 season runs from Thursday, May 24 through Sunday, September 9, helping lovers of the great outdoors from all over the Central Valley experience the wonder and magic of the Giant Sequoias. All shuttles are ADA-accessible, as are a number of trails within the park. One round-trip ticket includes entry to the park, as well as unlimited, free shuttle service to the many attractions within. Nothing should stop you from enjoying the beauty in your own backyard.

Sequoia Shuttle. Let us drive.



To make your reservation, call
1-877-BUS-HIKE or visit SequoiaShuttle.com
For group rates, call **1-877-40 GO GREEN**



RELAX WHILE WE DRIVE

SEE THE SIGHTS

ENJOY THE SEQUOIAS

Once you arrive at the Giant Forest Museum, located inside the park, you can hop on and off any one of the 4 complimentary in-park shuttles that travel to several popular destinations and trailheads. The in-park shuttles operate from 8:00 a.m. - 6:30 p.m. Route maps for the in-park shuttles can be found on SequoiaShuttle.com.

Each Sequoia Shuttle is spacious, offers comfortable seating and is air-conditioned. They also feature bike racks, luggage space and are wheelchair accessible. During the short 1.5 - 2.5 hour trip, you'll be able to enjoy the sights leading up to the park, ask the friendly drivers questions about the park, and enjoy an informative video before reaching the Giant Forest Museum inside the park.

Round-trip service to Sequoia National Park
RESERVATIONS ARE REQUIRED
www.SequoiaShuttle.com
877-BUS-HIKE (877-287-4462)

415 ROUND-TRIP Shuttle Service to Sequoia National Park 2018 SEASON