

**Transit Advisory Committee  
Wednesday, October 18, 2017, 5:30 PM  
Operations Facility  
525 N. Cain Street, Visalia, CA 93292**

**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 September Meeting

5:40 p.m.      Review Monthly Reports  
                    Visalia Transit Monthly Report  
                    MV Monthly Report  
                    Marketing Report

5:50 p.m.      Sequoia Shuttle Season Recap – Season by Season Comparison

5:55 p.m.      Invitation to Attend MV Safety Training in November 2017

6:00 p.m.      Tour of Operations Facility

6:15 p.m.      Items of Interest/Request for Future Agenda Items

6:30 p.m.      Adjourn General Meeting

**NEXT MEETING TO BE HELD: November 15 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, September 20, 2017  
Visalia Transit Center  
425 E Oak Avenue, Suite 201  
Visalia, CA 93291**

**Action Minutes:**

September 20, 2017

Meeting called to order: 5:30 PM

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

**MEMBERS NOT PRESENT:** Albert Aguilera (AA)

**CITY STAFF PRESENT:** Christine Chavez (CC), Melody Murch (MM), and Shannon Pisani (SP)

**GUESTS:** Tracy Harrell, and Elizabeth Watlington (MV)

**CALL TO ORDER:** Glen Stewart (GS) introduced Elizabeth Watlington who is the new General Manager at MV, Visalia Transit's Management and Operations contractor for bus service. All members welcomed her to the meeting.

**PUBLIC COMMENT:** None.

**APPROVAL OF AUGUST 16, 2017 MINUTES:** Ed Jones (EJ) motioned to approve the minutes as written, seconded by Derek Davis (DD). Motion approved 6-0.

**VISALIA TRANSIT MONTHLY REPORT:** Report was provided by Shannon Pisani (SP) with additional comments from Christine Chavez (CC). Derek Davis (DD) inquired whether the new CalTrans FTA 5310 funding received could be used to replace current DAR vehicles. Staff clarified the grant funded was specific to Mobility and mainly intended for funding the Greenline. Also, the current DAR vehicles are fairly new and not scheduled for replacement any time soon. The Monthly Report was accepted by all members; no action was taken.

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

**MONTHLY MARKETING REPORT:** Report was provided by Shannon Pisani (SP) and accepted by all members; no action was taken.

**SEQUOIA SHUTTLE RECAP:** Christine Chavez (CC) requested this item be carried to the October Agency as the full SEKI season ridership information is not yet available.

**CNG STATION MANAGEMENT RFP:** Melody Murch (MM) offered the opportunity for a committee member to be involved in the evaluation of proposals to be received for the CNG Station RFP. The time consuming nature of RFP evaluations was discussed. All members declined to review this current RFP, but asked that future opportunities of this type be brought to the committee membership.

**UPDATE ON TROLLEY SERVICE:** Visalia Transit Staff confirmed the end of Trolley Service at the end of business September 30, 2017 and clarified the Trolley will still be available for special events and will return during the holiday season as the “Holly Trolley”.

**COMMITTEE PROCEDURE & MEMBERSHIP:**

- Meeting Frequency: Members discussed the possibility of changing the frequency of TAC meetings after the completion of the Short Range Transit Plan. Members all expressed their desire to continue the current meeting schedule and no action was taken.
- New Applicant Interview Questions: The proposed interview questions for future Transit Advisory Committee applicants were reviewed. Discussion between committee members and staff confirmed the proposed questions would be for future applicants to provide guidance for interviewing those interested in serving on the TAC. It was further discussed that the questions are to provide the applicant an opportunity to discuss their prior experience and qualifications but do not represent job requirements. Ed Jones (EJ) requested this item to be added to the September agenda for further discussion. Claudine Sahagun (CS) motioned to approve the interview questions as submitted, seconded by Ed Jones (EJ). Motion approved 6-0.

**ITEMS OF INTEREST:** Glen Stewart (GS) reminded the committee the next meeting will be held at the Operations and Maintenance facility on Cain Street.

**REQUEST FOR FUTURE AGENDA ITEMS:**

- Sequoia Shuttle Season-by-Season Comparison (carried from September Meeting)

**Meeting was adjourned at 6:10 p.m.**

*Minutes prepared by Melody Murch.*

**Next meeting:**

-----  
**Wednesday, October 18, 2017**

**Operations and Maintenance Facility  
Conference Room\*  
525 N. Cain Street, Visalia, CA  
5:30 pm**

**\*Meeting will include a facility tour, please wear closed toe shoes**

**Committee Attendance (last 12 months)**

Member Name	Sep 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	June 2017	July 2017	Aug 2017
Albert Aguilera												A
Claudine Sahaguan		P	P	A	P	P	P		P	P	P	P
Derek Davis	P	P	P	P	P	P	P		P	P	P	P
Ed Jones	P	A	P	P	P	P	P		P	P	P	P
Glen Stewart	P	P	A	P	P	P	P		P	P	A	P
Karen Varner	P	P	P	P	P	A	P		P	P	P	P
Michael Esquibel	P	P	A	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**

### **SEPTEMBER 2017 ACCOMPLISHMENTS**

---

**New Happenings** – As of September 1, the Transit Center lobby now houses one full-time Transit staff member. All ticket purchases (including bulk orders); ADA, Senior and Disabled, and HOP applications; compliments, comments, and complaints, can be processed on the first floor.

**Call Center** – Call Center staff took a total of 1,848 calls during the month of September. This is a 23.3% 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.

**Community Outreach** – During the month of September, Transit staff did not attend any events nor conducted any Transit 101 presentations. Staff is recruiting for an Hourly Outreach Coordinator. This staff member will focus on attending community events, Transit 101 presentations, and other outreach opportunities.

**Council Items / RFPs** – There were no Council items in the month of September. Upcoming Council items for October 16 include: Prop 1B Letter of No-Prejudice; Federal Transit Administration (FTA) Resolution; and TCAG Feasibility Study (Information Only). Additionally, Transit staff is working on the following RFBs: Generator Purchase (closed on 10/6); CNG Facility Maintenance / Management (closed on 10/6).

**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 September, there were 1921 visits to VisaliaTransit.info, 2031 text-to-track messages sent, and 2,822 calls made to the IVR system, for a grand total of 6,774 inquiries to passenger information systems (excluding Greenline).

**Marketing** – During the month of September, marketing efforts focused on social media, V-LINE, the Trolley and informing passengers about the changes with Orange Belt and Visalia Transit ticket sales. Social media focused on rider alerts / detours, and V-LINE. The Rider Rewards vendor giveaways, which continue to be the highest performing posts, reached 11,556 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 72 in September, for a total of 11,628 followers across all platforms.

**Sequoia Shuttle** – Sequoia Shuttle had a total ridership for the month of September was not available at the time this report was prepared. The Shuttle Service successfully ended on September 4. Sequoia Shuttle finished with the highest average passengers per day for the

Gateway Shuttle this year of 119.7. Staff will be meeting with MV and NPS staff to discuss any improvements for next season.

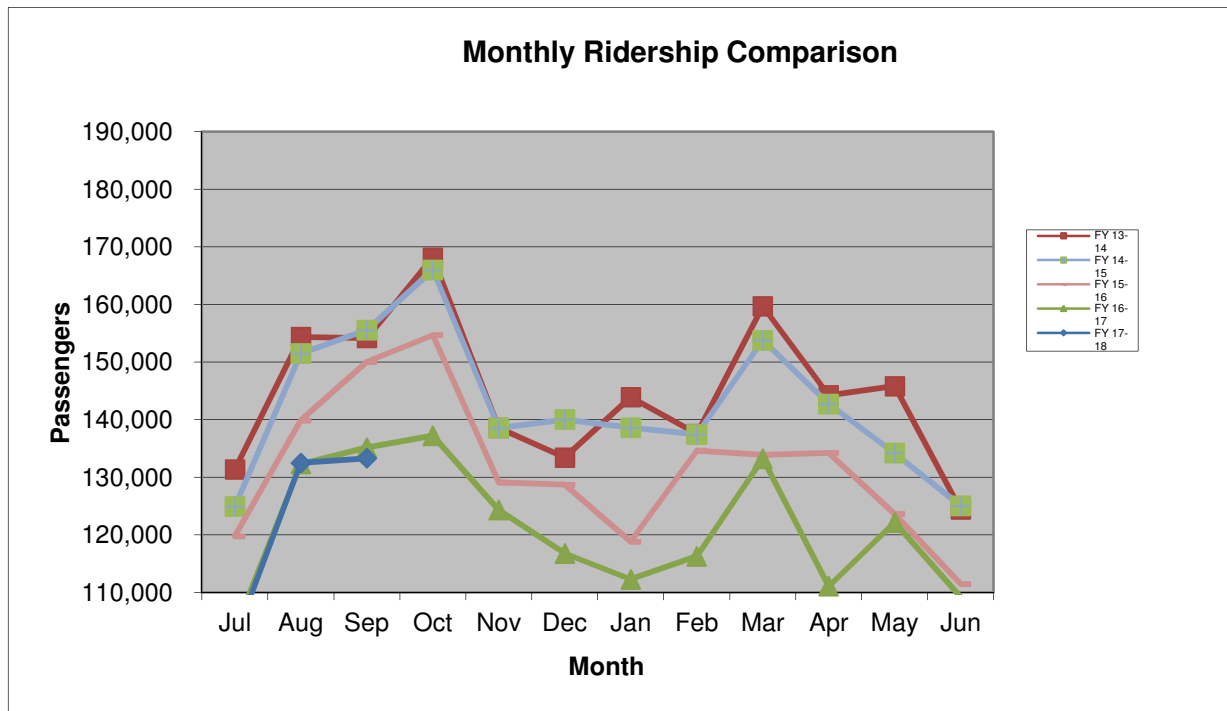
**Short Range Transit Plan (SRTP)** – The public comment period for the draft SRTP ended on August 18, 2017. City of Visalia staff is in the process of reviewing and compiling all comments before making any recommendations to TAC and City Council for route changes. The Short Range Transit Plan will be taken to Council on November 20.

**Transit Funding** – During the month of September, Visalia Transit was awarded \$653,270 to use over a three-year period from CalTrans FTA 5310 for mobility management. These funds will be used to provide continued funding for Greenline. Because Greenline provides county-wide bus and route information, the award was comprised of \$200,800 under the Small Urban / Rural area and \$452,470 under the Large Urbanized Area.

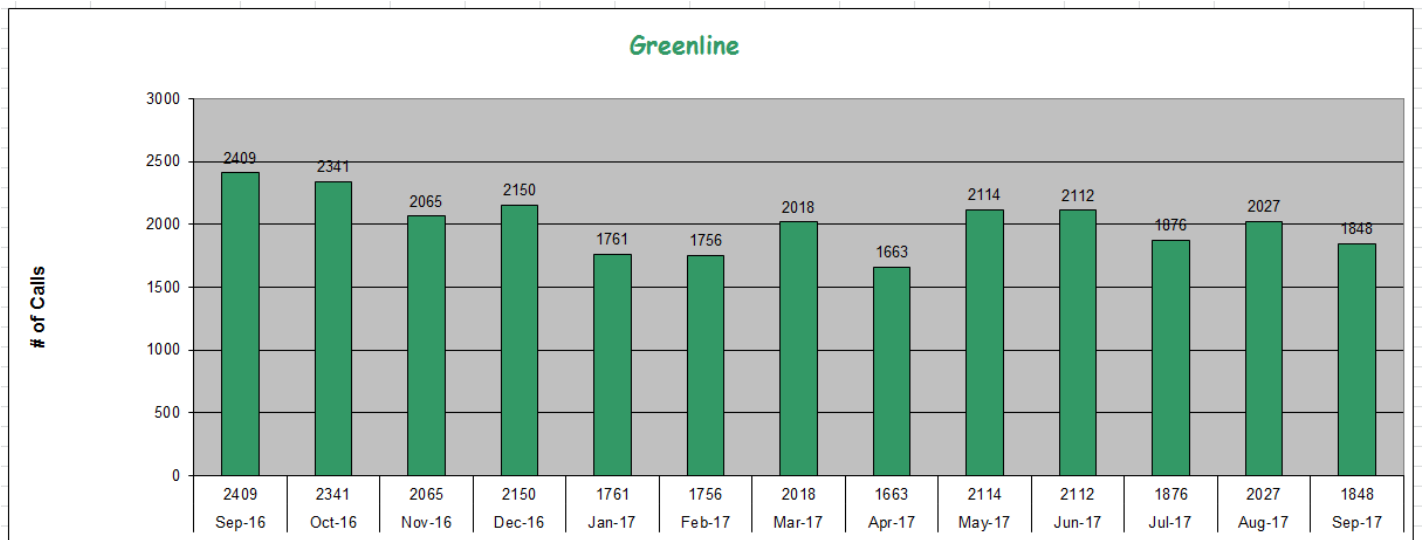
**V-LINE** – V-LINE had a total of 2,640 passengers during the month of September, which is a 46% increase over the previous year. Marketing efforts included digital ads, travel pre-roll, and social media promotions focused on commuting, Fresno State students, and stop locations in Fresno. Social media followers increased by 140 in September and total more than 4,734 on Facebook, Twitter, and Instagram combined.

**TRANSIT DIVISION  
SEPTEMBER 2017 ACCOMPLISHMENTS**

	September 2017	September 2016	% Change
<b>Fixed Route:</b>			
Ridership	129,736	131,674	(1.5%)
Passengers per Hr	12.3	12.3	No Change
Revenue Hrs	10,514.0	10,698.7	(1.7%)
FY-YTD Ridership	357,429	360,641	(0.8%)
<b>Dial-A-Ride:</b>			
Ridership	3,295	3,082	6.9%
Passengers per Hr	3.0	2.7	18.5%
Revenue Hrs	1,107.1	1,140.5	(2.9%)
FY-YTD Ridership	9,539	9,004	5.9%
<b>Trolley:</b>			
Ridership*	263	400	(34.3%)
Passengers per Hr	1.8	2.8	(35.7%)
Revenue Hrs	142.3	142.4	(0.07%)
FY-YTD Ridership	799	1,266	(36.9%)
<b>V-LINE:</b>			
Ridership	2,640	1,808	46.0%
Passengers per Hr	5.2	3.6	44.4%
Revenue Hrs	506.0	501.1	1.0%
FY-YTD Ridership*	5,237	3,627	44.4%
<b>SEQUIOA SHUTTLE:</b>			
Route 1 – Giant Forest	Not Available	37,221	N/A
Route 2 – Moro Rock/Crescent	Not Available	28,690	N/A
Route 3 – Wuksachi	Not Available	6,749	N/A
Route 4 – Wolverton	Not Available	7,787	N/A
External	Not Available	987	N/A
Season YTD Ridership	Not Available	81,434	N/A
<b>HOP</b>	58	40	45.0%
<b>Call Center Calls</b>	1,848	2,409	(23.3%)
<b>Complaints</b>	21	38	(44.8%)
<b>Preventable Accidents</b>	3	3	No change
<b>Ads on Buses</b>			
September 2017	\$17,664.16		
Sold for 7/17 – 6/18	\$52,817.71		



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







## **MV Transportation**

### **Safety and Training:**

- Monthly Safety Meeting scheduled for Thursday October 19, 2017. Training videos will cover – Distracted Driving/Customer Service and Fire Safety.
- We will also be naming our employee of the month and at least one employee will receive the above and beyond award.
- 2 Preventable and 1 Non Preventable accident
- We continue with training new operators and have added one new licensed operator to our seniority list.

### **Operations/Maintenance:**

- Preparing for Winter Sequoia, posted to see which operators and interested in working in sequoia over the upcoming holiday seasons.
- With ongoing construction we are still having to reroute some of the routes.
- Maintenance continues to do a great job in keeping our fleet on the road.
- Maintenance is in the process of hiring for two mechanics

### **Customer Service:**

- Complaints as of 10/4/2017 (6).
- Courtesy 6
- Schedule Concerns 0
- Routes 0
- Safety 0
- Other 0
- Fixed route 0
- Total DAR 0

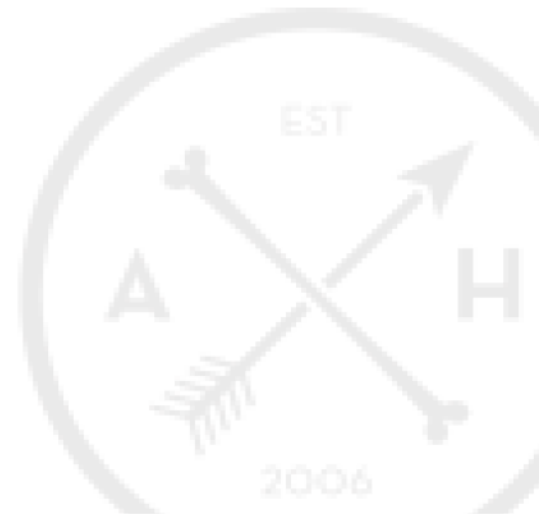
*The Standard of Excellence Since 1976*

# Monthly Marketing Recap – September 2017

Prepared for Visalia Transit Division



ARCHER & HOUND



## SOCIAL MEDIA SNAPSHOT – VISALIA TRANSIT

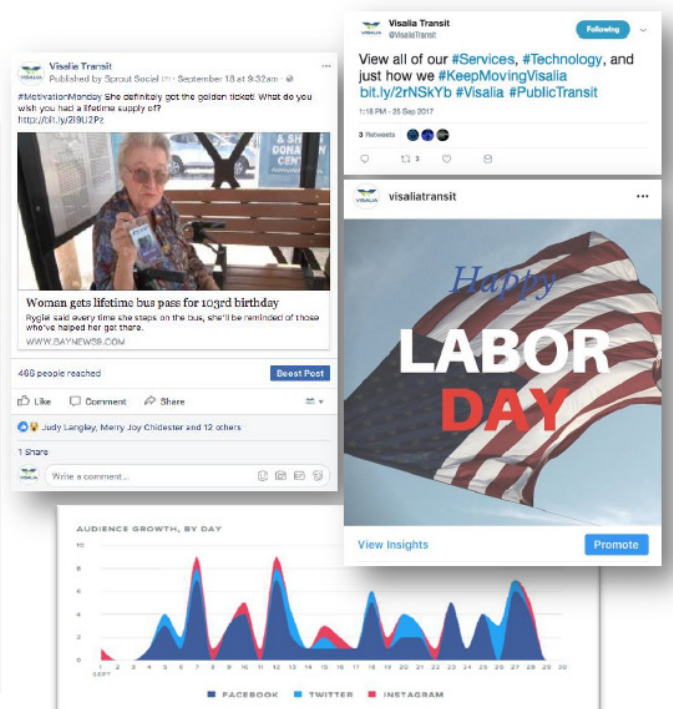
Visalia Transit's Facebook page saw an increase of 107 new followers in September. There were a total of 85,650 impressions and 2,028 post engagements throughout the month. The post that performed best (excluding Rider Rewards) was a #MondayMotivation post.

Instagram sustained a 1.1% increase into October. One of the top posts was regarding Labor Day. Another post honored those who lost someone on 9/11.

Twitter had 4,163 impressions in September and a 1.9% increase in followers. The top tweet (see upper right) had a reach of 27,420, including responses and retweets.

**Focus Areas** – Rider Alerts, Ongoing Construction, Rider Rewards, V-LINE, Keep Moving Visalia

Channel	August	September	M/M
FB/TW/INSTA	13,762	13,834	+72



ARCHER & HOUND

## VISALIA TRANSIT- RIDER REWARDS

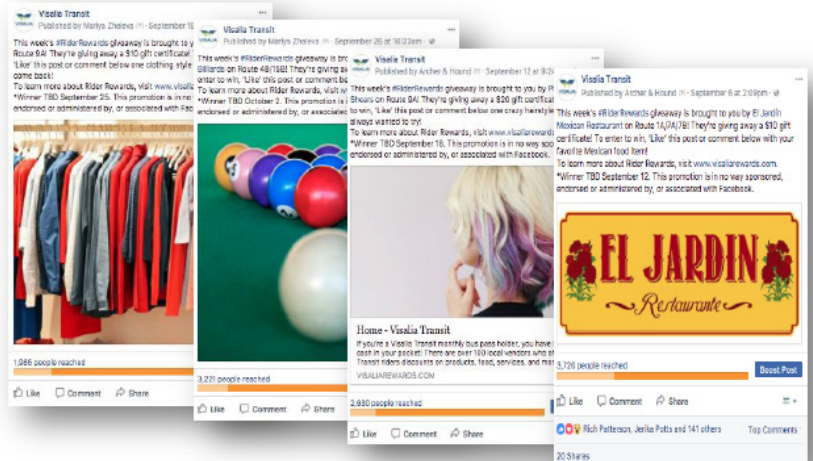
Visalia Transit's Rider Rewards giveaways performed well throughout the month of September. With the help of paid advertising, many Facebook fans viewed these posts and engaged with them by liking, commenting, or sharing.

### RIDER REWARDS POSTS:

Each Rider Rewards post runs for a week on Visalia Transit's Facebook page. Rider Rewards posts consistently perform best relative to other content. Collectively, September's Rider Rewards posts reached 11,556 people. Rider Rewards giveaways are cross-promoted on Instagram and Twitter.

The Rider Rewards posts for September are pictured to the right.

Vendor	Reach	Likes	Comments	Shares
El Jardin Mexican Restaurant	3,720	147	60	21
Visalia City Billiards	3,221	140	50	9
Pilar's Golden Shears	2,630	131	28	9
The Kloset	1,985	115	23	6



ARCHER & HOUND

## SOCIAL MEDIA SNAPSHOT - V-LINE

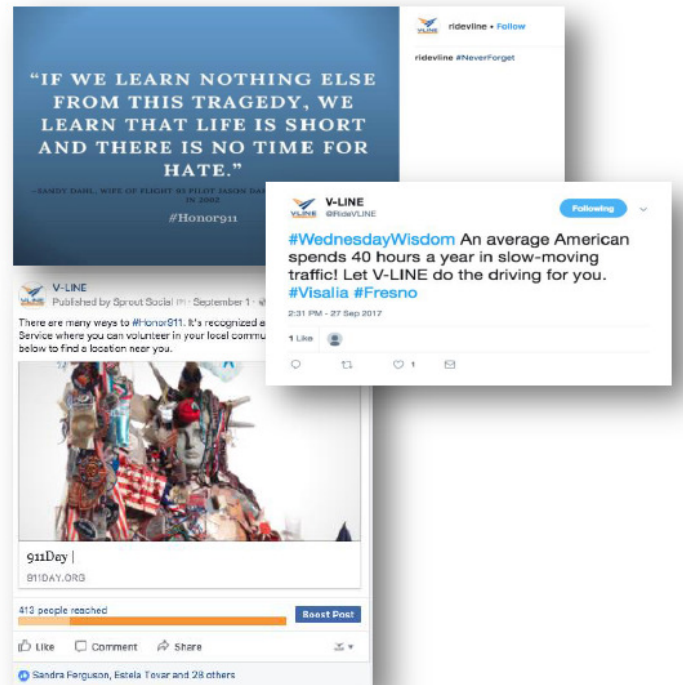
This month on Facebook, V-LINE garnered 35,808 impressions, 451 post engagements, 119 link clicks, and 149 new followers. The top performing Facebook post (see right) talked about ways to honor 9/11.

On Instagram, V-LINE received 76 likes on posts. Out of the posts sent, the top post (see top right) earned 14 likes.

There was a 2.8% increase of new followers on Twitter this month, and V-LINE garnered 3,285 overall impressions. The top tweet (see far right) featured a statistic about how long the average American spends in slow-moving traffic each year. The tweet reached 149 people.

**Focus Areas:** Commuting, All-Fresno Drop Off Locations, Fresno State Student Traveling

Channel	August	August	M/M
FB/TW/INSTA	4,594	4,734	+140



ARCHER & HOUND



## PROJECTS- VISALIA TRANSIT, V-LINE & SEQUOIA SHUTTLE

Materials developed in September include:

### Visalia Transit

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

### V-LINE

- Social Media Advertising


### Sequoia Shuttle

- End-of-Season Website Update

### Misc. Projects

- Design: Visalia Towne Trolley Flyer
- Design: Sequoia Visitors Guide Ad
- Reprint: Rules of Conduct Car Cards

**Air travel  
just got  
easier.**



**Visalia to  
Fresno and  
back, one-way  
ticket for only  
\$10!**



**Visiting the Sequoias Just Got Easier**

For only \$15 you get round-trip transportation to and from Sequoia National Park from Visalia.

**2018 Season Ends  
AS  
SUMMER  
LONG!**



**YOUR ADVENTURE  
AWAITS!**

Sequoia Shuttle operates all summer long and offers service from Visalia, Exeter, Three Rivers, and Lemoore. For just \$15 round-trip, the fare includes your entry fee into the park and unlimited access to in-park shuttle service to many popular destinations. RESERVATIONS ARE REQUIRED and can be booked online.

SequoiaShuttle.com  
1(877) BUS-HIKE




**2018 SEASON WILL OPEN IN MAY**

HOME / ABOUT US / RESERVATIONS / THINGS TO DO / CONTACT US

**Visiting the Sequoias Just Got Easier**

For only \$15 you get round-trip transportation to and from Sequoia National Park from Visalia.

**2018 Season Ends  
AS  
SUMMER  
LONG!**



**Thank You**


We thank you for riding the Sequoia Shuttle this season. We look forward to providing you with great service again next year.

**2018 Season**

The 2018 season will open in May and run through the summer. Please sign up for our newsletter to be alerted when reservations open for the 2019 season.

**SEPTEMBER 30th**  
will be the last day of  
**Fixed Route service for the  
Visalia Towne Trolley.**

Don't worry, the Trolley will  
still be around for special  
events and the Holly Trolley  
holiday season!




ARCHER & HOUND



ARCHER & HOUND  
ADVERTISING

[www.archerandhound.com](http://www.archerandhound.com)