

Transit Advisory Committee
Wednesday, November 15, 2017, 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 October Meeting

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

5:50 p.m. Short Range Transit Plan Review and Committee Recommendation to Council

6:10 p.m. Invitation to Participate in the Candy Can Lane Parade, Monday November 27th

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

- Reminder for MV Safety Meetings November 16th @ 10:00am and 3:00pm

6:30 p.m. Adjourn General Meeting

NEXT MEETING TO BE HELD: December 20, 2017 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, October 18, 2017
Visalia Transit Operations Facility
525 N. Cain Street
Visalia, CA 93291**

Action Minutes:

October 18, 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), Albert Aguilera (AA)

MEMBERS NOT PRESENT: None.

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

GUESTS: Patsy Chester, Judith Weese (MV), and Elizabeth Watlington (MV)

CALL TO ORDER: Glen Stewart (GS) called the meeting to order and asked all attendees to introduce themselves in seating order.

PUBLIC COMMENT: Patsy Chester who lives on E Westcott St and is a past member of the TAC thanked Visalia Transit for their marvelous work.

APPROVAL OF AUGUST 16, 2017 MINUTES: Ed Jones (EJ) motioned to approve the minutes as written. The motion was seconded by Karen Varner (KV). Motion approved 7-0.

VISALIA TRANSIT MONTHLY REPORT: Report was provided by Christine Chavez (CC). Glen Stewart requested the Short Range Transit Plan be brought back to the TAC for a recommendation prior to its presentation to Council. The Monthly Report was accepted by all members; no action was taken.

MV MONTHLY REPORT: Report was provided by Elizabeth Watlington of MV and 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.

SEQUOIA SHUTTLE RECAP: Christine Chavez (CC) gave a report on Sequoia Shuttle and Internal Service Ridership. She noted the Sequoia service has passed the milestone of having provided 4 million rides to park visitors since its inception. The report was accepted by all members and no action was taken.

INVITATION TO ATTEND MV SAFETY TRAINING IN NOVEMBER 2017: Elizabeth Watlington of MV extended an invitation to TAC committee members to attend MV's November 2017 Driver Safety Training to discuss the service they provide to ADA passengers. The invitation was accepted by committee members Karen Varner (KV), Derek Davis (DD), and Glen Stewart (GS) who all plan to attend.

TOUR OF OPERATIONS FACILITY: A tour of the Transit Operations and Maintenance Facility was conducted by Christine Chavez (CC) with the assistance of MV staff.

ITEMS OF INTEREST:

- Melody Murch (MM) announced the new Transit Accounting Assistant (AA) will begin work on Monday October 23rd and that 2 Office Assistants will be leaving Transit soon, one for another City position, and the other will be retiring. Glen Stewart asked the new AA be brought to next month's TAC meeting for an introduction.
- Christine Chavez (CC) announced that new transit guides are in the process of being printed.
- Derek Davis (DD) recognized the good work and helpfulness of several DAR drivers and dispatchers. Glen Stewart (GS) added his agreement to this, along with the recognition of additional drivers.

REQUEST FOR FUTURE AGENDA ITEMS:

- TAC review and recommendation on Short Range Transit Plan

Meeting was adjourned at 6:30 p.m.

Minutes prepared by Melody Murch.

Next meeting:

Wednesday, November 15, 2017

**Visalia Transit Center
425 E Oak Ave, Suite 201, Visalia, CA
5:30 pm**

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

Committee Attendance (last 12 months)

“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
OCTOBER 2017 ACCOMPLISHMENTS**

**NOT AVAILABLE AT THIS TIME DUE TO THE VETERANS HOLIDAY
ACCOMPLISHMENTS WILL BE AVAILABLE AT THE MEETING**

November 2017



MV Transportation

Safety and Training:

- Monthly Safety Meeting scheduled for Thursday November 16, 2017. Training videos will cover – **Adverse Weather and Emergency Action Plans**
- Our company wide safety blitz for the month is on - **Left Turns/Pedestrians & Emergency Vehicle Evacuation**
- Training for Winter Sequoia will begin on November 15, 2017 (All operators will be trained on snow chains and adverse weather)
- 2 Preventable and 5 Non Preventable accident
- We are in the process of hiring operators and will have a training class as soon as they are approved through qualifications
- Currently we have one dispatcher who is doing behind the wheel training

Operations/Maintenance:

- Preparing for Winter Sequoia, service will begin on November 22 and end on November 26, 2017
- We still have some road construction and are having to reroute
- Maintenance is now in the process of switching the buses to heat so it will not be so cold in the buses
- Continue to educate operators on ADA rules and regulations
- Continue to work on better customer service with operators and dispatch

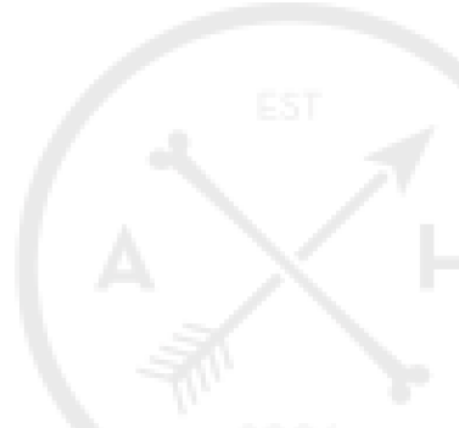
Customer Service: (October)

- Schedules 1
- Courtesy 16
- Route Concerns 0
- Bus Stop 0
- Vehicles 0
- Safety 8
- Other 3
- Fixed Route 28
- DAR 0

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Monthly Marketing Recap - October 2017

Prepared for Visalia Transit Division



SOCIAL MEDIA SNAPSHOT - VISALIA TRANSIT

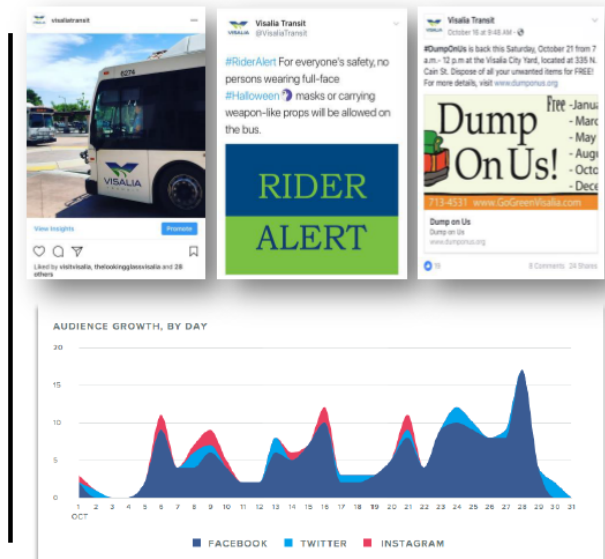
Visalia Transit's Facebook page saw an increase of 148 new followers in October. There were a total of 65,823 impressions and 825 post engagements throughout the month. The post that performed best (excluding Rider Rewards) was a post about the #DumpOnUs event.

Instagram sustained a 0.2% increase into October. One of the top posts was regarding monthly bus pass holders and #RiderRewards. Another post gave information about #DumpOnUs.

Twitter had 2,900 impressions in October and a 1.8% increase in followers. The top tweet (see middle right) had a reach of 3,815, including responses and retweets.

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

Channel	September	October	M/M
FB/TW/INSTA	13,834	13,994	+160



VISALIA TRANSIT- RIDER REWARDS

Visalia Transit's Rider Rewards giveaways performed well throughout the month of October. 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, October's Rider Rewards posts reached 12,013 people. Rider Rewards giveaways are cross-promoted on Instagram and Twitter.

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

Vendor	Reach	Likes	Comments	Shares
Educations Finest	1,725	88	11	1
Visalia City Billiards	3,187	130	44	13
Pilar's Golden Shears	3,350	124	23	8
Exeter Hobbies	3,751	139	34	10



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SOCIAL MEDIA SNAPSHOT - V-LINE

This month on Facebook, V-LINE garnered 28,397 impressions, 448 post engagements, 51 link clicks, and 101 new followers. The top performing Facebook post (see bottom right) was a #MondayMotivation post.

On Instagram, V-LINE received 85 likes on posts through the month. Out of the posts sent, the top post (see top) earned 18 likes.

During the month of October, V-LINE garnered 2,070 overall impressions. The top tweet (see bottom left) featured an article about 13 things to do on your commute. The tweet reached 753 people.

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

Channel	September	October	M/M
FB/TW/INSTA	4,734	4,832	+98



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PROJECTS- VISALIA TRANSIT, V-LINE & SEQUOIA SHUTTLE

Materials developed in October include:

Visalia Transit

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

V-LINE

- Social Media Advertising

Sequoia Shuttle

- Holiday/Offseason Schedule Blog



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