

**Transit Advisory Committee  
Wednesday, March 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 February 2018 Meeting
- 5:40 p.m.      Review Monthly Reports  
Visalia Transit Monthly Report  
MV Monthly Report  
Marketing Report
- 5:50 p.m.      Transit Proposed Rates and Fees
- 6:15 p.m.      RFP 17-18-35 Facility Maintenance – Review week of April 2-6
- 6:20 p.m.      Items of Interest/Request for Future Agenda Items
- 6:30 p.m.      Adjourn General Meeting

**NEXT MEETING TO BE HELD: April 18, 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, February 21, 2018

Visalia Transit Center  
425 E. Oak Avenue  
Visalia, CA 93291

**Action Minutes:**

February 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:** Elizabeth Watlington (EW)

**CALL TO ORDER:** Glen Stewart (GS) called the meeting to order and welcomed new committee member Jim Runyon (JR) who was appointed by Council on February 20, 2018. Glen then asked all attendees to introduce themselves in seating order.

**PUBLIC COMMENT:** None.

**APPROVAL OF JANUARY 17, 2018 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 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) 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.

**UNMET NEEDS HEARINGS:** Christine Chavez (CC) discussed the TCAG Unmet Needs hearings to be held on March 19, 2018 and provided materials for TAC members to post with more specific information. No action was taken.

**REVIEW DRAFT LETTER FOR CHANGES TO ADA RESERVATION POLICY FOR DIAL-A-RIDE:** Melody Murch (MM) provided a copy of the draft letter for discussion. The letter is to be sent out in English and Spanish as soon as possible, with another reminder letter to be sent 30 days before the first reservation expiration date. No action was taken.

**ITEMS OF INTEREST:**

- TAC members were invited to ride in the St. Patrick's Day parade on March 17<sup>th</sup>

**REQUEST FOR FUTURE AGENDA ITEMS:**

- Bring Rates and Fees for review

- RFP 17-18-35 Facilities Maintenance Reviewer request

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

*Minutes prepared by Melody Murch.*

### **Committee Attendance (last 12 months)**

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

### **February 2018 ACCOMPLISHMENTS**

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#### **New Happenings:**

- Laura started on Monday, March 5. Laura started her training in the Call Center. She has also crossed trained on both front counters on the 1st and 3rd floor.

#### **Call Center:**

- Call Center staff took a total of 1,630 calls during the month of February. This is 7.18% 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:**

- February 20, 2018: Jim Runyon's appointment to TAC (Approved)
- February 20, 2018: SGR (State of Good Repair) Authorized Persons (Approved)
- 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

**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 February, there were 1,312 visits to VisaliaTransit.info, 2,975 text-to-track messages sent, and 3,497 calls made to the IVR system, for a grand total of 7,784 inquiries to passenger information systems (excluding Greenline).

**Marketing** – During the month of February, 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 4,581 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 207 in February for a total of 14,663 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): RFP was released February 27, 2018 and all proposals are due by 2:00PM on March 30, 2018.

**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 plans to begin taking reservations on March 26<sup>th</sup> with a 2018 season start date of May 24<sup>th</sup>.

#### **Short Range Transit Plan (SRTP) 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 –

- Staff has submitted a 6-year Capital Plan and Operating Budget requests for the next 2 fiscal years (FY 2018/19 and FY 2019/20). The Transit Capital Budget is currently scheduled for review by Council on April 2, 2018 and will return along with the full City Operating Budget (including Transit) for review and adoption in June 2018.
- 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 2,929 passengers during the month of February, which is a 50.44% 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 179 in February and totaled more than 5,074 on Facebook, Twitter, and Instagram combined.

### TRANSIT DIVISION FEBRUARY 2018 ACCOMPLISHMENTS

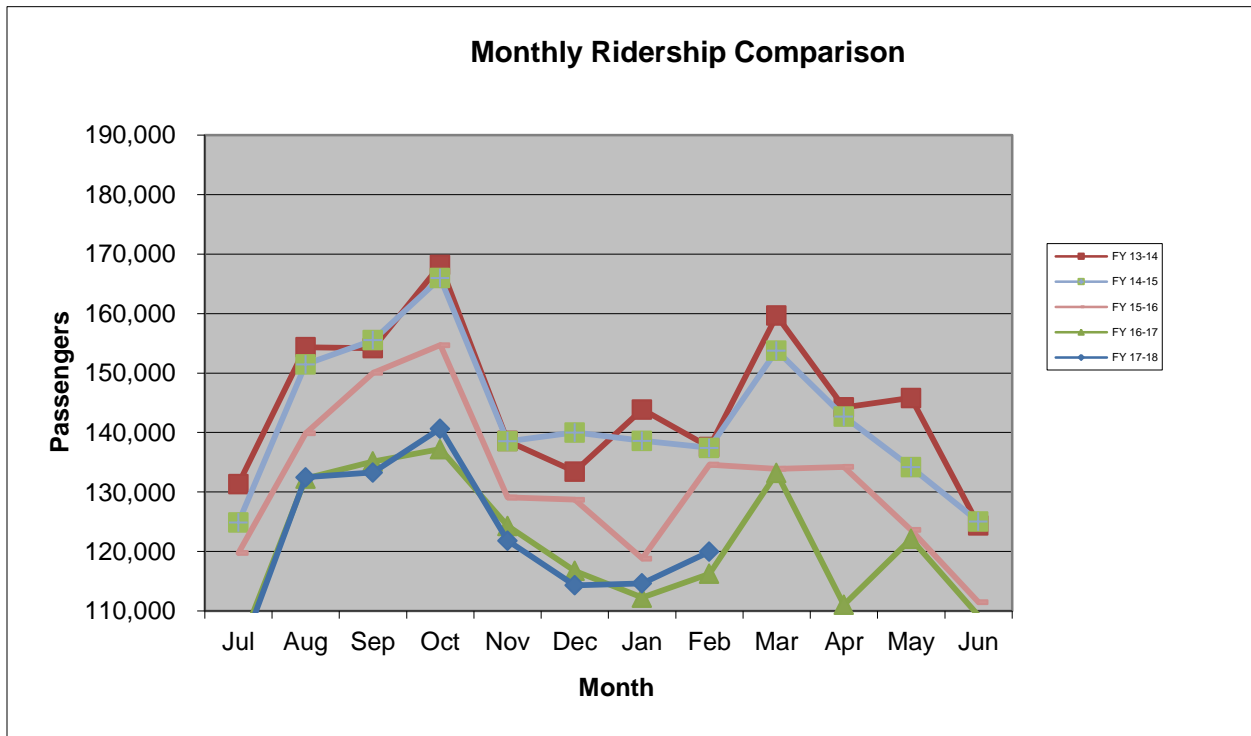
Fixed Route	Feb-18	Feb-17	Difference	% Change
Ridership	116,902	113,298	3,604.00	3.18%
Passengers per Hr.	11.80	11.50	0.33	2.89%
Revenue Hrs.	9,933.30	9,878.80	54.49	0.55%
FY-YTD Ridership	949,306.00	949,971.00	-665.00	-0.07%

Dial-A-Ride	Feb-18	Feb-17	Difference	% Change
Ridership	3,068	2,784	284.00	10.20%
Passengers per Hr.	2.90	3.10	-0.16	-5.20%
Revenue Hrs.	1,043.40	897.5	145.86	16.25%
FY-YTD Ridership	25,932.00	22,984.00	2,948.00	12.83%

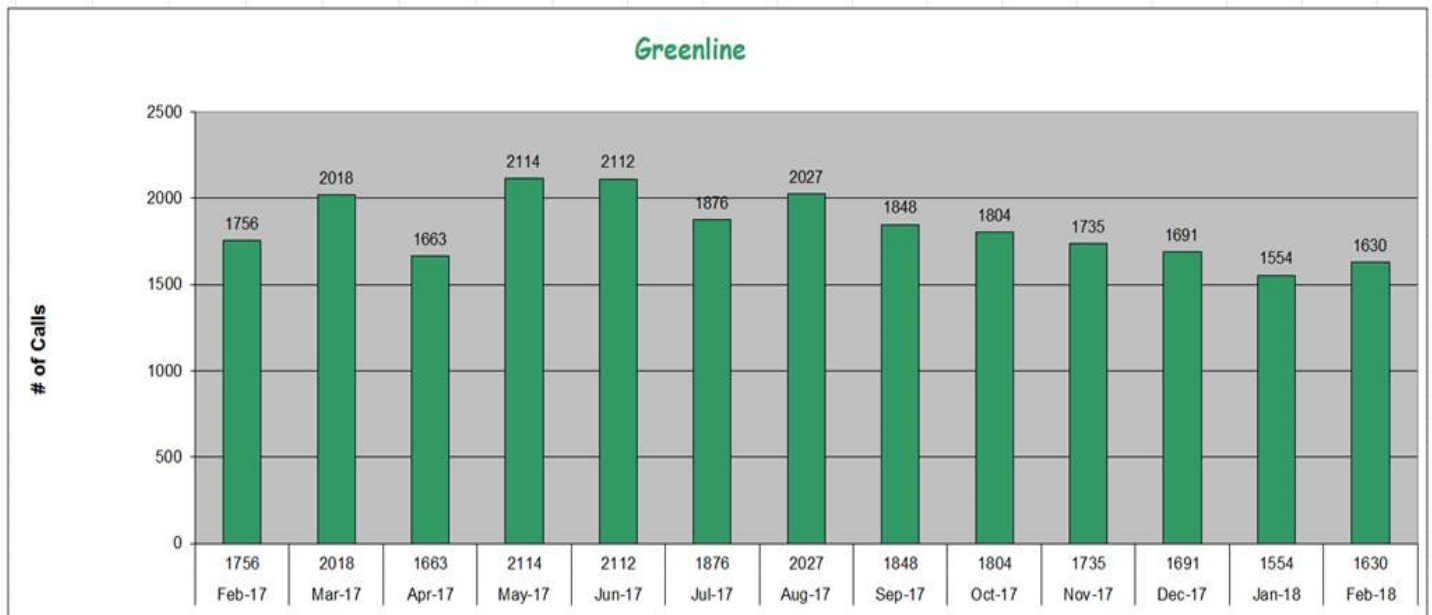
V-LINE	Feb-18	Feb-17	Difference	% Change
Ridership	2,929	1,947	982.00	50.44%
Passengers per Hr.	6.10	4.10	2.02	49.17%
Revenue Hrs.	478.9	476.9	2.03	0.43%
FY-YTD Ridership*	18,852.00	11,486.00	7,366.00	64.13%

	Feb-18	Feb-17	Difference	% Change
HOP	28.00	42.00	-14.00	-33.33%
Call Center Calls	1,630.00	1,756.00	-126.00	-7.18%
Complaints	23.00	25.00	-2.00	-8.00%
Preventable Accidents	1.00	1.00	0.00	0.00%

Advertisements on Bus	Feb-18	Sold for 7/17 –2/18
	\$10, 074.53	\$132,701.02



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





## **TAC AGENDA provided by MV Transportation**

**February 21, 2018 through March 21, 2018**

### **Safety:**

1. Safety Meeting is scheduled for March 22, 2018 @ 10AM & 3PM
2. Topics to be discussed:
  - LLLC, Intersection and Pedestrians
  - Customer Service
  - Injury Prevention/Back pains and properly adjustment of seats
  - View Safety Video and complete training exercise, for customer service and LLC Intersection Operation

MV had a Region wide safety stand down on March 15, 2018. The stand-down covered, fixed object awareness and

### **Operations/Maintenance:**

1. We have a class of 5 students schedule to start on March 21, 2018.
2. No accidents for this time frame.
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:**

- 11 complaints for the month of February 21<sup>st</sup>/March 21<sup>st</sup>
  - 1 complaint regarding Safety, 1 invalid.
  - 9 complaints regarding Courtesy, 4 valid and 5 invalid complaints.
  - 1 DAR Courtesy and Scheduling.
- All complaints during the month of March will be investigated, and will be discussed in next month's meeting

*The Standard of Excellence Since 1976*

## TRANSIT FARES

<b>Fixed Route</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
General Fare	\$ 1.50	\$ 1.75	17%
Senior/Disabled/Military	\$ 0.75	\$ 0.85	13%
Day Pass General	\$ 3.25	\$ 3.50	8%
Senior/Disabled/Military Day Pass	\$ 2.50	\$ 2.50	0%
31-Day Pass	\$ 40.00	\$ 50.00	25%
Senior/Disabled/Military 31-Day	\$ 30.00	\$ 30.00	0%
Free (2 children 6 & under)	\$ -	\$ -	0%
7-Day Pass	\$ 10.00	\$ 14.00	40%
Senior/Disabled/Military 7-Day Pass	\$ 7.50	\$ 7.50	0%
Half Off Pass	\$ 20.00	\$ 25.00	25%

<b>Dial-A-Ride</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
General Fare	\$ 4.00	\$ 4.00	0%
ADA/Sr/Dis/Medicare/Military	\$ 2.25	\$ 2.25	0%
Free (2 Children 6 & under)	\$ -	\$ -	0%
Standing Order/Subscription	\$ 75.00	\$ 75.00	0%
10-ride Gen. Pub.	\$ 40.00	\$ 40.00	0%
ADA/Sr/Dis/Medicare/Military	\$ 22.50	\$ 22.50	0%

<b>V-LINE</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
Single Ride	\$ 10.00	\$ 10.00	0%
ADA/Sr/Dis/Medicare/Military	\$ 9.00	\$ 9.00	0%
10-Ride Pass (Gen. Pub.)	\$ 90.00	\$ 90.00	0%
10-Ride Pass (Student/Sr/Dis/Military)	\$ 80.00	\$ 80.00	0%
20-Ride Pass (Gen. Pub.)	\$ 160.00	\$ 160.00	0%
20-Ride Pass (Student/Sr/Dis/Military)	\$ 140.00	\$ 140.00	0%
40-Ride Pass (Gen. Pub.)	\$ 280.00	\$ 280.00	0%
40-Ride Pass (Student/Sr/Dis/Military)	\$ 240.00	\$ 240.00	0%

<b>Trolley</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
Per hour	\$ 65.00	\$ 65.00	0%
Note: Rental of Trolley (for Third Party Company ONLY): Rentals that exceed Visalia Transit regular service hours will result in additional expenses.			



<b>Sequoia Shuttle</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
Round Trip: Fare: Per Person	\$ 15.00	\$ 15.00	0%

<b>Facility Use</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
Transit Facility Plaza or Lobby: Per Day	\$250 TO \$750	\$250 TO \$750	0%

### ADVERTISEMENT: BUSES

<b>1 Month Contract</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
Full Side	\$ 730.00	\$ 730.00	0%
King Kong	\$ 575.00	\$ 575.00	0%
King	\$ 491.00	\$ 491.00	0%
Queen Kong	\$ 445.00	\$ 445.00	0%
Queen	\$ 420.00	\$ 420.00	0%
Tails - Large	\$ 516.00	\$ 516.00	0%
Tails - Small	\$ 491.00	\$ 491.00	0%
Interior Panels (11" X 17")	\$ 15.00	\$ 15.00	0%
Full Wrap	\$ 1,630.00	\$ 1,630.00	0%

<b>3 Month Contract</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
Full Side	\$ 705.00	\$ 705.00	0%
King Kong	\$ 554.00	\$ 554.00	0%
King	\$ 472.00	\$ 472.00	0%
Queen Kong	\$ 428.00	\$ 428.00	0%
Queen	\$ 403.00	\$ 403.00	0%
Tails (Small)	\$ 497.00	\$ 497.00	0%
Tails (Large)	\$ 472.00	\$ 472.00	0%
Full Wrap	\$ 1,568.00	\$ 1,568.00	0%

<b>6 Month Contract</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
Full Side	\$ 686.00	\$ 686.00	0%
King Kong	\$ 538.00	\$ 538.00	0%
King	\$ 456.00	\$ 456.00	0%
Queen Kong	\$ 416.00	\$ 416.00	0%
Queen	\$ 391.00	\$ 391.00	0%
Tails (Small)	\$ 456.00	\$ 456.00	0%
Tails (Large)	\$ 481.00	\$ 481.00	0%
Full Wrap	\$ 1,514.00	\$ 1,514.00	0%

<b>12 Month Contract</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
Full Side	\$ 667.00	\$ 667.00	0%
King Kong	\$ 523.00	\$ 523.00	0%
King	\$ 442.00	\$ 442.00	0%
Queen Kong	\$ 403.00	\$ 403.00	0%
Queen	\$ 378.00	\$ 378.00	0%
Tails (Small)	\$ 442.00	\$ 442.00	0%
Tails (Large)	\$ 467.00	\$ 467.00	0%
Full Wrap	\$ 1,470.00	\$ 1,470.00	0%

<b>Quantity Discounts</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
6-10 units	5%	5%	0%
10+ units	10%	10%	0%
<b>Full Payment Discounts</b>	5%	5%	0%

Note: Non-profit organizations and governmental agencies can also purchase, on a space available basis only, advertising space at 25% off the standard rate schedule.  
Normal Agency (15%) and Governmental/Non-profit (25%) discounts

<b>DIAL-A-RIDE (DAR) Per month</b>	<b>FY 17/18</b>	<b>FY 18/19</b>	<b>% Change</b>
King	\$ 150.00	\$ 150.00	0%
Queen	\$ 150.00	\$ 150.00	0%
Tails	\$ 200.00	\$ 200.00	0%

Note: No additional monthly discounts due to limited inventory for DAR buses

**VISALIA TRANSIT**

## Monthly Marketing Report

**FEBRUARY 2018****FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	12,963	13,160	197	+1.5%
Twitter	629	633	4	+0.6%
Instagram	864	870	6	+0.7%

**Demographic:**

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

**Impressions:** 152,079**Engagement Rate:** 3.96%**Demographic:**

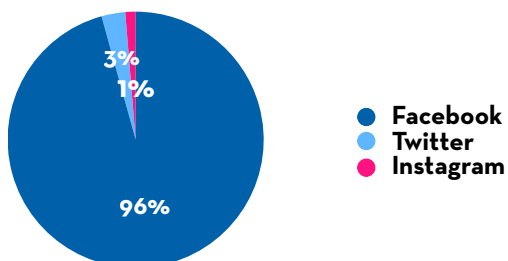
Ages 25-65+ | 38% Women, 62% Men

**Impressions:** 4,690**Engagement Rate:** 1.1%**Demographic:**

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

**Impressions:** 2,025**Total Number of Likes:** 133

A flower arrangement giveaway was the top Rider Rewards post this month, garnering 272 reactions, 97 comments, and 18 shares. With an engagement rate of 7.57%, this post had 3,816 impressions and reached 4,581 people.

**IMPRESSIONS BY PLATFORM****TOP MONTHLY VISALIA TRANSIT FACEBOOK POST**

Every time we see one of our buses turn the corner.



Impressions: 2.2k

Reach: 1.3k

Engagement: 143

**TOP MONTHLY RIDER REWARDS FACEBOOK POST**

This week's [#RiderRewards](#) giveaway is brought to you by [Exotic Flowers & Decorations](#) on Route 1A! Get your loved one a bouquet of flowers just in time for Valentine's Day! To enter to win, 'Like' this post or leave a comment below telling us your favorite type of flower to receive on Valentine's Day!

To learn more about Rider Rewards, visit [www.visaliarewards.com](http://www.visaliarewards.com).

\*Winner TBD February 12. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.



Impressions: 3.8k

Reach: 4.2k

Engagement: 580

**FACEBOOK ADVERTISING**

	Budget	Clicks	Impressions	Cost per Click
January	\$1,855	5,229	131,601	\$0.23
February	\$1,839	3,517	127,040	\$0.37

**V-LINE**

## Monthly Marketing Report

**FEBRUARY 2018****FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	4,649	4,825	176	+3.8%
Twitter	151	152	1	+0.7%
Instagram	274	276	2	+0.7%

**Demographic:**

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

**Impressions:** 68,432**Engagement Rate:** 5.82%**Demographic:**

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

**Impressions:** 3,185**Engagement Rate:** 1.0%**Demographic:**

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

**Impressions:** 911**Total Number of Likes:** 66**TOP MONTHLY FACEBOOK POST****V-LINE**

Sponsored (demo) · 🌐

...

Is one of your New Year's resolutions to travel more? Book a flight to any one of **Fresno Yosemite International Airport's** non-stop destinations. Hop on V-LINE, head to the airport, and follow through with that resolution!



Impressions: 2.4k

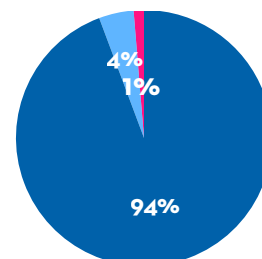
Reach: 22k

Engagement: 1.9k

Our top Facebook post of the month promoted V-LINE's stop at Fresno Yosemite International Airport. The post garnered 21 comments, 21 shares, and 335 reactions, with an engagement rate of 7.12%. Additionally, the post was able to reach more than 22,000 people with the help of Facebook advertising.

**FACEBOOK ADVERTISING**

	Budget	Clicks	Impressions	Cost per Click
January	\$1,055	1,544	36,205	\$0.48
February	\$1,054	3,305	60,770	\$0.32

**IMPRESSIONS BY PLATFORM**

● Facebook  
● Twitter  
● Instagram

**PROJECTS**

## Monthly Marketing Report

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

Materials developed in the month of February include:

**Visalia Transit**

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

**V-LINE**

- Social Media Advertising (Student)
- Social Media Advertising (Travel)

**Misc.**

- Rider Reward Vendor Window Stickers- Reprint



**Visalia Transit Monthly Passes  
ACCEPTED HERE**

**VisaliaRewards.com**

