

Transit Advisory Committee
Wednesday, August 15, 2018, 5:30 PM
Visalia Transit Suite 301
425 E Oak Avenue, Visalia, CA 93291

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.
-

ACTION ITEMS:

- 5:35 p.m. Review & Approval of Minutes from July 2018 Meeting (**Vote to Approve**)
- 5:40 p.m. Review Monthly Reports (**Call for Questions**)
Visalia Transit Monthly Report
MV Monthly Report
Marketing Report
- 5:50 p.m. Service Denial Policy – Review and Comment on Draft (**Vote on TAC Recommendation**)
- 6:10 pm Review Scope of Specialized Security Bid (**Vote on TAC Recommendation**)
-

- 6:25 p.m. Items of Interest/Request for Future Agenda Items
- BEB's to Council on August 20th
 - Annual Ridership Report – September 2018
 - First Transit Presentation of Goals for Visalia Site – October 2018
- 6:30 p.m. Adjourn General Meeting

NEXT MEETING TO BE HELD: September 19, 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,
August 15, 2018
Held at City of Visalia Administration, Main Conference Room
220 Santa Fe Oak Avenue
Visalia, CA 93291

Action Minutes:

July 18, 2018

Meeting called to order: 5:30 PM

MEMBERS ATTENDING: Chairperson: Michael Esquibel (ME), Vice Chairperson: Karen Varner (KV), Ed Jones (EJ), Glen Stewart (GS), Jim Runyon (JR), Albert Aguilera (AA), and Derek Davis (DD)

MEMBERS NOT PRESENT: None

CITY STAFF PRESENT: Melody Murch (MM), Christine Chavez (CC) and Dustin Ponciano (DP)

GUESTS: Charlotte McGowan (CM), Anthony Taeza (AT), Sue Shaw (SS), and Barbara Barns (BB)

CALL TO ORDER: ME called the meeting to order and asked all attendees to introduce themselves in seating order.

PUBLIC COMMENT: None Received

APPROVAL OF June 20, 2018 MINUTES: AA motioned to approve the minutes as written. The motion was seconded by JR. Motion approved 7-0.

REVIEW MONTHLY REPORTS: The Visalia Transit, MV and Marketing Reports were reviewed by TAC members prior to the meeting. No questions or changes were brought and no action was taken.

TRANSIT POLICY UPDATES: The Service Refusal Policy was tabled and will be brought to the August 2018 meeting.

AUGUST 4, 2018 FARE INCREASES AND FIXED ROUTE CHANGES:

- CC presented a summary of all route and fare changes which will occur on August 4, 2018.
- BB requested an additional stop be placed along Road 308 in Goshen to prevent the need for school children to cross traffic. She also asked if the time tables allowed enough time for the boarding of ADA passengers.
- CC stated that she would pass BB's concerns on to Tulare County who is responsible for the installation of Goshen stops. She also stated that route changes were planned based upon ridership counts and that boarding time for ADA passengers was taken into account.
- SS and DD expressed frustration with a lack of public noticing for the changes before they were made. DD asked how the people who use the bus loops being cut at the end of the day would get home.
- MM reminded the TAC that the Short Range Transit Plan (SRTP) was reviewed by the TAC before being adopted by Council. Also, that the route and fare changes resulting from the SRTP were reviewed with the TAC before being taken to the Council for approval and that public comments were taken by the Council before the changes were approved on January 16, 2018 and March 5, 2018. MM stated the TAC item tonight is for public information and that the changes have already been approved.

- SS stated that passengers who can't get back home will just stay home.
- CC reminded everyone that the Dial-A-Ride (DAR) will still be available to the end of the transit day for ADA certified customers, and on-demand requests and that the route cuts will not affect that service.
- SS asked if the DAR is available on weekends and CC responded that the DAR is available during all hours of Fixed Route service which includes weekends.
- Various attendees expressed concern that the changes will affect ridership.
- GS suggested the city consider the use of a Micro Transit program.

ITEMS OF INTEREST:

- The new seat belt law (effective July 1, 2018) and new VT cargo policy have been implemented.
- One of the new Battery Electric Buses are planning to be brought to the Council work session on August 20, 2018.

REQUEST FOR FUTURE AGENDA ITEMS:

- Annual Ridership Report for 2017/18 to be presented in September 2018.
- Presentation from First Transit Management requested for October 2018, and to conduct the meeting at the Operations and Maintenance Facility.

Meeting was adjourned at 6:41 p.m.

Minutes prepared by Melody Murch.

Committee Attendance (last 12 months)

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

Call Center:

- Call Center staff took a total of 1,751 calls during the month of July. This is 6.66% 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:

- 7/16/18: DAR Purchase award
- 7/16/18: TAC Reappointments
- 7/16/18: DTV POA Security Contract Award

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 July, there were 1,207 visits to VisaliaTransit.info, 2,049 text-to-track messages sent, and 3,501 calls made to the IVR system, for a grand total of 6,757 inquiries to passenger information systems (excluding Greenline).

Marketing – During the month of July, marketing efforts focused on social media. Social media focused on rider alerts / detours, V-LINE, ongoing Construction, Rider Rewards, Keep Moving Visalia, and Sequoia Shuttle. Rider Rewards vendor giveaways, reached 5,000 people throughout the month of July. Combined followers on Facebook, Instagram, and Twitter grew by 99 in July for a total of 15,631 followers across all platforms.

Project Updates

Charging Stations – The contractor constructing the Charging Stations for our new Battery Electric Buses (BEB's) has been given the notice to proceed. The completion of this project is projected for October 2018. These buses were delivered the week of June 25th and a temporary charger is being provided by Proterra for their charging until the permanent charging stations are completed.

Generator Install – A notice of completion for this project was approved by the City Council on August 6th 2018.

Operations RFP (17-18-23) - This contract has been executed and work has begun on a mobilization plan for the turnover on October 1, 2018. The new contractor, First Transit, has begun the application and hiring process, providing an opportunity for all existing MV employees to continue working on the VT contract. Two bids were received on RFP 17-18-80 for the turnover maintenance audit and an award of this contract will be completed in August 2018. The turnover audit will be performed during the month of September 2018.

Sequoia Shuttle Service - Marketing materials, including several print ads, blog posts, social media promotions, eBlasts, and digital banner ads, were all produced during the month of July. Combined social media followers across all platforms (Facebook, Instagram, and Twitter) currently total 26,037.

Short Range Transit Plan (SRTP) Implementation- Route and Fare changes were implemented on August 4, 2018.

TAC Reappointments - The Reappointment of TAC members Derek Davis and d Michael Esquibel were approved by Council on July 16, 2018.

Transit Funding –

- The City of Visalia has applied for a Bus and Bus Facilities grant (5339b) for the replacement of the two large 35 foot buses in service on the V-LINE.
- Transit Staff has applied for Low No (FTA 5339c) Grant Funding for the planned purchase of 7 new Battery Electric buses in 2019/20. Awards for this funding should be announced in September 2018.

V-LINE – V-LINE had a total of 1,335 passengers during the month of July. 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 119 in July and totaled more than 6,556 followers on Facebook, Twitter, and Instagram combined.

TRANSIT DIVISION

JULY 2018 ACCOMPLISHMENTS

Fixed Route	July 2018	July 2017	Difference	% Change
Ridership	99,544	98,770	774.00	0.78%
Passengers per Hr.	9.30	9.51	.21	-2.18%
Revenue Hrs.	10,682.70	10,388.90	293.82	2.83%
FY-YTD Ridership	99,544	98,770	774.00	0.78%

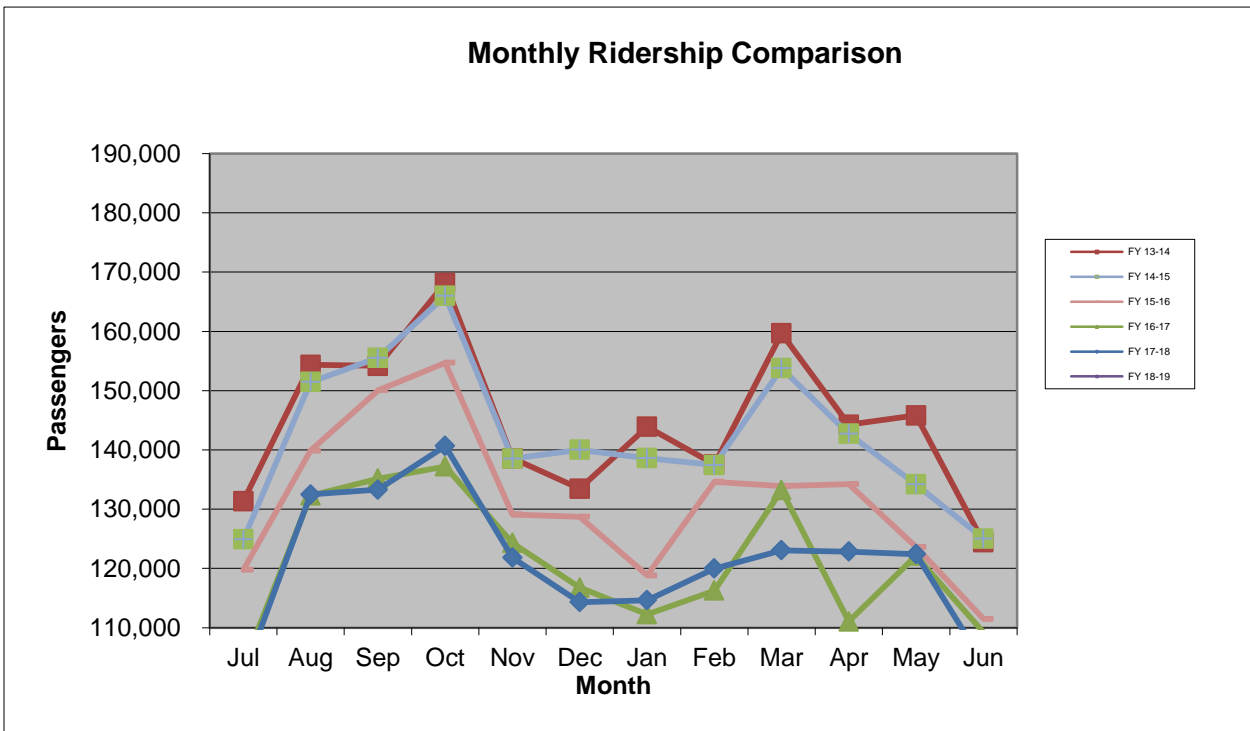
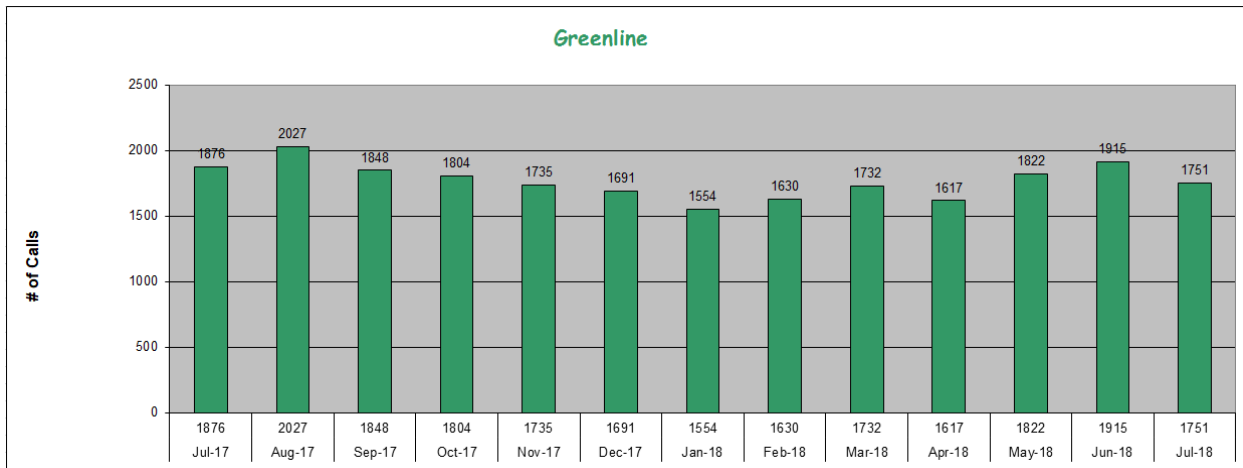
Dial-A-Ride	July 2018	July 2017	Difference	% Change
Ridership	3,032	2,924	108.00	3.69%
Passengers per Hr.	2.80	3.1	.33	-10.46%
Revenue Hrs.	1,076.60	935.0	141.59	15.14%
FY-YTD Ridership	3,032	2,924	108.00	3.69%

V-LINE	July 2018	July 2017	Difference	% Change
Ridership	1,335	1,253	82.00	6.54%
Passengers per Hr.	2.60	2.5	.11	4.55%
Revenue Hrs.	506.90	503.8	3.07	0.61%
FY-YTD Ridership*	1,335	1,253	82.00	6.54%

Sequoia Shuttle	July 2018	July 2017	Difference	% Change
Route 1: Giant Forest	158,480	140,185	18,295	13.05%
Route 2: Moro Rock/Crescent	101,366	94,108	7,258	7.71%
Route 3: Wuksachi	35,046	13,712	21,334	155.59%
Route 4: Wolverton	19,652	29,303	9,651	-32.94%
External	4,452	3,974	478	12.03%
Season Ridership	318,996	281,282	37,714	13.41%

	July 2018	July 2017	Difference	% Change
HOP	21	26	5	-19.23%
Call Center Calls	1,751	1,876	125	-6.66%
Complaints	33	30	3	10.00%
Preventable Accidents	4	4	0	0%

Advertisements on Bus	July-18	Sold for 7/18 –06/19 YTD
	\$10,536.75	\$10,536.75



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



We Provide Freedom™

TAC Report provided by MV Transportation

July, 2018

Safety:

- Safety Meeting was held in July.
 - Topics discussed:
 - Driving while distracted
 - Seatbelt law

Operations/Maintenance:

- We have had a total of 5 non-preventable incidents since our last meeting. We have had 3 preventable incidents. There was 1 passenger incident, 5 fixed objects, 1 hit and run and 1 vehicle backed into us.
- Road construction continues to detour Route 6 out of Goshen.

Customer Service:

- 32 complaints for the month of June
 - Schedule 1
 - Courtesy 12
 - Bus Stop 0
 - Route Concerns 0
 - Safety 4
 - Vehicle 4
 - Other 11
 -
- All complaints during the month of July have been closed out.

**VISALIA TRANSIT**

Monthly Marketing Recap Report

JULY 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	13,925	14,012	87	0.7%
Twitter	669	674	5	0.7%
Instagram	938	945	7	0.7%

**Demographic:**

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

Impressions: 174,149**Engagement Rate:** 6.8%**Demographic:**

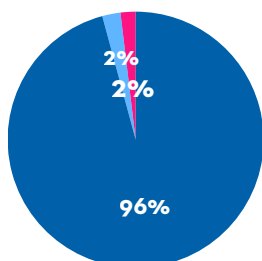
Ages 25-54 | 38% Women, 62% Men

Impressions: 4,241**Engagement Rate:** 2.03%**Demographic:**

Ages 18-54 | 57% Women, 43% Men

Impressions: 3,454**Total Number of Likes:** 211

The top Rider Rewards post in July gave away a dozen donuts from Al's Donuts. The overall top performing post in July was a photo of a bus driving down a street that encouraged followers to send in photos of their destinations. This post reached 29k people and garnered 1k reactions and 591 post clicks.

IMPRESSIONS BY PLATFORM

● Facebook
● Twitter
● Instagram

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

Published by Sprout Social [?] · June 12 ·

Send us a photo of your destination when riding our buses!



Impressions: 74k

Reach: 29k

Engagement: 1.6k

TOP MONTHLY RIDER REWARDS FACEBOOK POST**Visalia Transit**

Published by Mariya Zheleva [?] · July 10 at 2:43 PM ·

This week's [#RiderRewards](#) giveaway is brought to you by Al's Donuts on Route 1A! They're giving away a dozen donuts! To enter to win, 'Like' this post or leave a comment below telling us your favorite kind of donut! To learn more about Rider Rewards, visit www.visaliarewards.com.
*Winner TBD July 16. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.



Impressions: 8.7k

Reach: 5k

Engagement: 685

FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
June	\$1,814	3,072	139,445	\$0.59
July	1,803	2,622	152,998	\$0.69

**V-LINE**

Monthly Marketing Recap Report

JULY 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	5,971	6,085	114	1.9%
Twitter	161	165	4	2.5%
Instagram	305	306	1	0.3%

**Demographic:**

Ages 18-65+ | 69% Women, 31% Men

Impressions: 50,200**Engagement Rate:** 8.42%**Demographic:**

Ages 35-44 | 47% Women, 53% Men

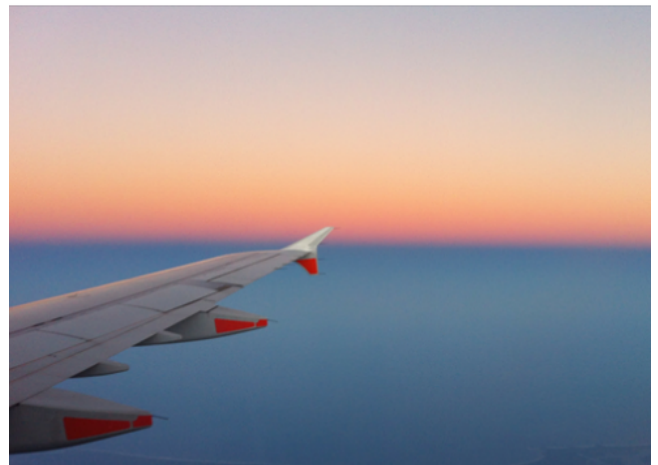
Impressions: 3,453**Engagement Rate:** 1.2%**Demographic:**

Ages 25-44 | 54% Women, 46% Men

Impressions: 1,032**Total Number of Likes:** 74**TOP MONTHLY FACEBOOK POST****V-LINE**

Published by Sprout Social [?] · July 6 at 11:41 AM · 🌐

Do you have any vacation plans for the summer?



Impressions: 23k

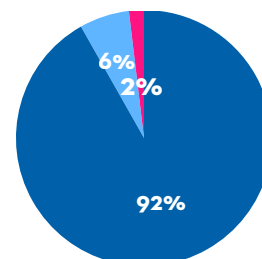
Reach: 9k

Engagement: 927

In the month of July, the focus was travel for V-LINE. Most of our page likes were garnered from our travel centric audience. This is partially due the V-LINE contract with FSU not being approved until mid-month. The unspent student likes budget in July will rollover into August. The top post (pictured above) was shared a total of 41 times in July.

FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
June	\$1,563	1,327	81,671	\$1.17
July	\$909	1,108	42,966	\$0.82

IMPRESSIONS BY PLATFORM

● Facebook
● Twitter
● Instagram



PROJECTS

Monthly Marketing Recap Report

JULY 2018

Projects- Visalia Transit & V-LINE

Materials developed in the month of July include:

Visalia Transit

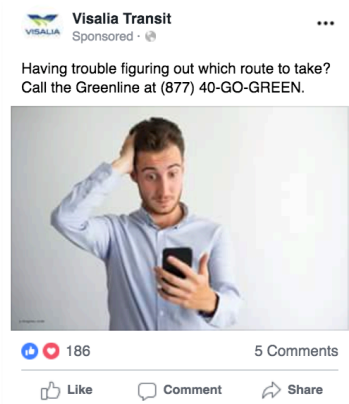
- Social Media Management
- Social Media Advertising
- Rider Rewards
- Social Media Promotions- Rider Rewards Giveaways
- Farebox Decals for Fare Increase
- How-To Videos
 - How to Ride
 - Technology
 - Passes
 - Dial-a-Ride

V-LINE

- Social Media Advertising (Student)
- Social Media Advertising (Travel)
- Digital Advertising (Travel)
- Social/Digital Ad Creation (Student)
- Social/Digital Ad Creation (Travel)



FARE	General Public.....	\$1.75
Seniors (65+)/Military/Disabled/Medicare Card Holder....	\$0.85	
Children (6 years or younger)		
First 2 are FREE, each additional child	\$1.75	
DAY PASS	General Public.....	\$3.50
Seniors (65+)/Military/Disabled/Medicare Card Holder	\$2.50	
7-DAY PASS	General Public.....	\$14.00
Seniors (65+)/Military/Disabled/Medicare Card Holder	\$7.50	
TARIFA	General	\$1.75
Personas Mayores (de 65 años)/Miembros y veteranos Militares con identificación oficial valida/Discapacitados/Personas con tarjeta de Medicare....	\$0.85	
Niños (de 6 años o menos) Los primeros 2 viajan gratis, cada niño adicional	\$1.75	
PASE DIARIO	Tarifa General.....	\$3.50
Personas Mayores (de 65 años)/Miembros y veteranos Militares con identificación oficial valida/Discapacitados/Personas con tarjeta de Medicare ...	\$2.50	
7 DIA GENERAL PASE	Tarifa General	\$14.00
Personas Mayores (de 65 años)/Miembros y veteranos Militares con identificación oficial valida/Discapacitados/Personas con tarjeta de Medicare ...	\$7.50	



**SEQUOIA SHUTTLE**

Monthly Marketing Report

JULY 2018**FOLLOWERS**

	Last Month	This Month	Difference	%
Facebook	23,941	24,588	647	2.7%
Twitter	374	380	6	0.8%
Instagram	1,064	1069	5	0.6%

**Demographic:**

Ages 25-54 | 68% Women, 32% Men

Impressions: 170k**Engagement Rate:** 5.76%**Demographic:**

Ages 25-54 | 44% Women, 56% Men

Impressions: 2.4k**Engagement Rate:** 2.89%**Demographic:**

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

Impressions: 4.8k**Engagement Rate:** 5.17%**FACEBOOK ADVERTISING**

	Gross Budget	Results	Impressions	Cost per Result
June	\$1,500	32,769	182,456	\$0.05
July	\$1,500	40,786	132,584	\$0.21

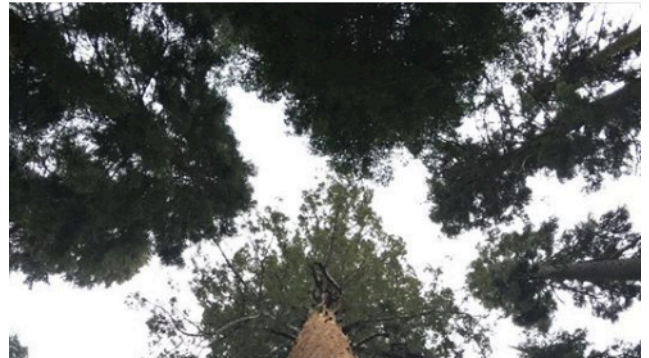
WEBSITE ANALYTICS

	Total Page Views	New Users
June	29,906	80.6%
July	32,414	78.9%

TOP MONTHLY FACEBOOK POST**Sequoia Shuttle**

Published by Sprout Social (?) • May 19 •

How tall do you think this giant sequoia is? Leave a comment below with your guess!



Impressions: 20.5k

Reach: 12.1k

Engagement: 2.3k

The top post for the month of July asked Facebook fans to submit their guess of how tall they think the pictured Giant Sequoia is. With the help of paid advertising, the post garnered more than 20k impressions and reached a little over 12k people.

E-BLASTS

Sends	Opens	Clicks	Last Month Newsletter Sign-Ups	This Month Newsletter Sign-Ups
-	-	-	83	34

DIGITAL ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
June	\$2,575	786	237,784	\$3.28
July	\$2,657	1,159	245,230	\$2.29



SEQUOIA SHUTTLE

Monthly Marketing Report

JULY 2018

PROJECTS

Projects- Sequoia Shuttle

Materials developed in the month of July include:

- Public Relations Outreach
- Influencer Planning/Outreach
- Influencer Itinerary/Management
- Blog Writing/Posting
- Digital Video Ads
- Social Media Advertising
 - General
 - Family-Focus
- Social Media Management
- Visalia Times Delta Ad- Media
- Movie Ads- Media



Travel Itinerary

SUNDAY, MAY 27

Travel, we heard the sequoias are calling your name! Grab your gear and follow the itinerary below for a day of discovery and adventure. First things first, board the Sequoia Shuttle for a scenic drive into the Sequoia National Park. All shuttles are ADA-friendly, and there are multiple pick-up locations throughout Visalia, Doser, Three Rivers, and Lemon Cove. Once inside the park, grab your map and let the Shuttle take you from the Visitor Center to the Sherman Tree and beyond. Nothing should stop you from experiencing the beauty in your own backyard!

Don't forget to use the hashtag #SequoiaShuttle and tag Sequoia Shuttle in all of your social media posts!

SEQUOIA SHUTTLE

Travel Itinerary

sequoiashuttle.com

Visitor Centers

All visitor centers and museums have paved, flat paths leading from parking areas to information desks, exhibits, bookstores and restrooms. Wheelchairs may be borrowed for your convenience at no cost at Kings Canyon Visitor Center, Lodgepole Visitor Center, and the Giant Forest Museum. They can be used anywhere in the parks but must be returned by the end of the day, before each visitor center closes. The visitor desks will have more information, but be prepared to provide your name, address and phone number.

What to Bring

- ☐ **Backpack** If you need somewhere to put your trip necessities, plus a backpack allows you to keep your hands free so you'll be ready for anything.
- ☐ **Water bottle** If there are refill stations throughout the park, so you can bring your favorite reusable bottle and save space in your pack.
- ☐ **Packed lunch** If instead of eating or buying food in the park, pack a lunch with a sandwich and sports drink so that you can have a picnic. There are picnic tables at multiple easily-accessible spots in the park. Remember, being get hungry, too, to proper storage and disposal of food is important.
- ☐ **Snacks** If sliced veggies, granola bars and trail mix are all great portable munchies that you can eat on-the-go during your visit.
- ☐ **Sun protection** If bring additional protection with you, like a hat or visor, and reapply sunscreen every hour or so to help prevent painful sunburns. The giant sequoias provide some shade, but not enough to leave the sunscreen at home.
- ☐ **Camera** If you won't want to miss capturing all of the amazing magnificence of Sequoia National Park.
- ☐ **Binoculars** If while not a necessity, binoculars can greatly improve your hiking experience because they will let you see the glory of your surroundings in greater detail. You especially will not want to miss the wildlife, some of which are small (like the acorn woodpecker and gray fox), and others better viewed at a distance (like the bobcat and black bear).

SEQUOIA SHUTTLE

Travel Itinerary

SUGGESTED TRAILS & ACTIVITIES

Trails and Park Features

Accessible trails include:

- **General Sherman Tree Trail (Giant Forest):** This short trail leads a few hundred feet from an accessible parking area to the General Sherman Tree, the largest tree on earth. The entire trail is paved with gentle inclines and limited cross slopes, and benches along the trail provide plenty of places to rest.
- **Big Trees Trail (Giant Forest):** This level, 3.6-mile loop trail circles a meadow surrounded by giant sequoias. Trailside exhibits interpret the natural history of the grove. The portion of the trail from the Giant Forest Museum to the accessible parking area is packed soil with a slight incline and cross slope. The remaining loop portion is a paved and wooden boardwalk and is nearly flat.

Some trails are paved but have running or cross slopes that are slightly steeper; they may be accessible, depending on individual abilities.

- **Beetle Rock Trail across from the Giant Forest Museum**
- **Crescent Meadow Trail and Sharp's Log Trail (Giant Forest)** from the Moro Rock/Crescent Meadow Road

Many park features are easily visible from the highway and can be enjoyed while driving, including:

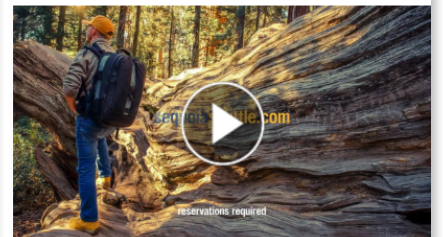
- **Moro Rock - Crescent Meadow Road:** This narrow road winds through the Giant Forest Sequoia Grove. Along the way, drivers pass the Buttress Tree, Parker Group and Tunnel Log. The free shuttle will take guests along this road and allow all group members to see the sights.

**Sequoia Shuttle**

Sponsored ·

...

Take the path less traveled. Visit Sequoia National Park for just \$15 when you hop on Sequoia Shuttle.

www.SequoiaShuttle.com**Get Outdoors**

The Sequoia Shuttle, operating all ...

BOOK NOW**Sequoia Shuttle**

Sponsored

Convenient. Affordable. Hassle-free. Book your ride to Sequoia National Park for just \$15 round-trip.

**Sequoia Shuttle****Tour Agency**

24,613 people like this



September 1, 2018

TO: All Transit Personnel and Contractors
COPY: Mario Cifuentez, Deputy City Manager
FROM: Melody Murch, Interim Transit Manager
SUBJECT: Service Denials Due to Rider Conduct



Purpose:

The purpose of this policy is to provide guidance for Visalia Transit personnel and contractors (VT Staff) on the circumstances under which service may be denied. The goal of this guidance is to provide a safe and pleasant travel environment for passengers and drivers while protecting the rights provided by the Americans with Disabilities Act (ADA), which prohibits discrimination and ensures equal opportunity and access for persons with disabilities and Title VI of the Civil Rights Act which prohibits discrimination based upon race, color, national origin, disability, age or sex.

Policy Statement:

Visalia Transit (VT) passengers are expected to follow all VT rules of conduct to the best of their ability and to display good behavior, decorum, and respect for others. Any individual refusing to follow VT rules of conduct, engaging in violent, seriously disruptive, or illegal behavior, or representing a direct threat to the health or safety of others may be denied service. Willfully disruptive passengers will not be tolerated on VT vehicles and may be denied service at the discretion of VT Staff.

Guidelines for Denial of Service:

For the purpose of this policy, "Rules of Conduct" refers to all VT policies, including but not limited to, Transit Center Policies posted in the lobby of the Visalia Transit Center (TC), all VT policy memos, and the standards set within all applicable local, state, and federal law or ordinances. All current VT specific policies are included in this document as Appendix A.

Examples of prohibited Behavior

- **VT rules of conduct** exist to provide a framework of proper behavior while using VT services. VT Staff should use their best judgement as to the severity of the behavior and whether it amounts to a violation of VT rules which needs to be addressed. A customer who is informed of a rule of conduct and asked to comply is expected to do so. A refusal to comply with VT rules of conduct is grounds for a one-time refusal of service.

A service denial based upon violation of VT rules requires the person to understand the rules and to willfully disobey. For example; a person with Tourette's syndrome may make involuntary profane exclamations which are beyond their ability to control or stop. The involuntary behavior of an ADA customer is not grounds for refusal of service.

- **Violent behavior** is any aggressive, physically threatening or abusive behavior towards others or damaging to VT property and must be addressed immediately by the use of established procedures for calling emergency assistance.
- **Seriously disruptive** behavior may include but is not limited to loud yelling, seriously uncontrolled children and the offensive and repeated use of profane language towards VT Staff or fellow customers. VT Staff must use their best judgement as to what level of disruption is "serious". Any behavior which is causing a disruption of service (*stopping the bus from proceeding on the assigned route*) is to be considered seriously disruptive.

For example; an ADA customer may be subject to involuntary behaviors which may be disconcerting to fellow customers, but not constitute disruptive behavior. Disruptive behavior must be willful and under the control of the individual in question.

- **Illegal behavior** is any violation of local, state or federal law or ordinance occurring on VT property. If a customer is informed that an activity is illegal and stops the activity, no further action need be taken unless injury to a person or property has occurred. VT Staff should use their best judgement as to when emergency assistance should be requested.
- **Threats to health or safety** may include but are not limited to bringing aggressive animals onto VT property or exposing fellow passengers to unsanitary conditions. An individual who carries vermin (fleas, lice, etc.) on their person or in their belongings and/or cargo, or who leaves bodily fluids on surfaces which they come into proximate contact with is considered a threat to the health and safety of others.

To Clarify; while providing service to a person with personal hygiene issues may be unpleasant for other customers, an individual's odor is not a basis for denial of service.

Proper Procedures for One-Time Denials of Service

The following procedures will be followed by all VT Staff when addressing a violation of VT rules of conduct.

- In the event that a passenger is violating VT rules of conduct, or engaging in violent, seriously disruptive, or illegal behavior, or representing a direct threat to the health or safety of others, the VT Staff shall request that the individual stop the behavior immediately. *(Exception: If the VT Staff does not feel they may safely approach the individual they must use their own established procedures for calling emergency assistance.)*
- In the case of an unsanitary condition presenting a threat to the health and safety of patrons, the passenger may be asked to correct the condition before accessing VT services.
- If the passenger continues the objectionable activity, the VT Staff will deny service or ask the individual to leave the premises. In the case of a bus passenger, the VT Staff will report the incident to Dispatch, stop the bus, and ask the passenger to exit the vehicle. *(Dispatch will use good judgment in assessing the situation and may call for emergency assistance, if prudent.)*
- Any denial of service will be recorded by VT Staff and reported to the Transit Manager (TM) weekly. Denials of service for which result in a call for police response must be reported to the TM within twenty-four (24) hours or on the first business day after the service denial occurs.
- Customers denied service on a one-time basis may continue to access VT services provided they stop the offending conduct which caused the service denial.
- Customers who have been denied service should be encouraged to contact the City of Visalia Transit Office located within the Transit Center (at 425 E Oak Avenue, Visalia, CA 93291) or visit www.visaliatransit.com to report the incident if they believe they have been treated unfairly or discriminated against.
- Extreme or repeated disruptive behavior may be grounds for passenger suspension, which is a denial of service for a specific period of time.

Proper Procedures For Suspension of Service

- Denials of service will be recorded and investigated to determine which of the following categories they fall into:
 - Valid one-time service denials resulting from poor passenger conduct.
 - Repetitive patterns of valid service denials to the same customer requiring a suspension of that particular customers transit services for a period of time.
 - Invalid one-time service denials requiring additional training for VT Staff, or disciplinary action.
 - Discriminatory service denials in violation of the ADA or Title VI requiring written documentation of all investigation findings and resolution, including

- any disciplinary actions taken and resulting changes in policies or procedures to prevent any reoccurrence.
 - Service denials which result from the unsanitary condition of an individual causing a health and safety risk for others. These service denials will be reported to the proper authorities to be investigated for the possibility of abuse or self-neglect.
- When a repetitive pattern of valid service denials for a particular customer is found, VT Staff will suspend service to this customer for a period of time pending mitigation of the cause for service denials.
 - A suspension of service notice will be issued stating the reason for, and length of, suspension. *(A notice of suspension of service may be delivered by registered mail to a known address. If the name and address of a suspended rider is unknown, a picture and or description may be posted in any VT Staff only area of the Visalia Transit Center or Operations and Maintenance Facility.)*
 - Customers suspended for a period of time based upon poor passenger conduct will be allowed to return to service at the end of their suspension, provided the poor conduct does not continue or recur.
 - Customers suspended for health and safety reason will be allowed to return to service upon correction of whatever condition caused the health and safety concern.

Guidelines for Denial of Access to Service Animals:

Definition of a Service Animal

- Only dogs are recognized as service animals by the American's with Disabilities Act (ADA).
- A service animal is a dog that is individually trained to do work or perform tasks for a person with a disability.
- Dogs whose sole function is to provide comfort or emotional support do not qualify as service animals under the ADA.
- Service animals must remain under the control of the owner at all times.

Questions Allowed

- When it is not obvious what service a dog provides, only limited questions are allowed. Staff may ask:
 1. Is the dog a service animal required due to a disability?
 2. What work or task has the dog been trained to perform?

A person who states their dog is required by a disability and identifies the service it performs will be allowed access for their service animal subject only to the exceptions within this policy as set forth in ADA law.

Questions and Actions Not Allowed

- Do not ask about a person's particular disability or request medical documentation.
- Do not request any documentation or proof of training for the dog.
- Do not ask that the dog demonstrate its ability to perform the work or task it has been trained for.
- Allergies and fear of dogs are not valid reasons for denying access or refusing service to people using service animals.

When on the same bus, persons with allergies or a fear of animals and persons with service animals may be assigned seating at opposite ends of the bus by the operator, or be given the choice to wait for the next bus.

Refusal of Access for Service Animals

- A person with a disability cannot be asked to remove their service animal from Transit Center property unless:
 - The dog presents a threat to the health and safety of others. (*An example of this type of threat would be growling, snapping or threatening behavior towards other patrons, drivers or service animals*), or
 - The dog is out of control and the handler does not take effective action to control it, or
 - The dog is not housebroken.
- Customers who have been denied access for their service animal should be encouraged to contact the City of Visalia Transit Office located within the Transit Center (*at 425 E Oak Avenue, Visalia, CA 93291*) or visit www.visaliatransit.com to report the incident if they believe they have been treated unfairly or discriminated against.

When a service animal is denied access to Transit facilities or vehicles, the customer must be allowed to access transit service without the animal's presence. In accordance with VT policy, animals may be securely caged while inside VT facilities and may be securely caged for rides aboard VT buses as long as the cage complies with the VT cargo policy. The VT cargo policy requires cargo to be limited to what a single rider can carry onto the bus through the front door of the vehicle without assistance and place securely on his/her lap when seated. Riders must stay with their cargo at all times and hold onto their belongings firmly. Cargo is not allowed to impede the free movement of passengers or the driver in the aisle, doors, step wells or emergency exits, and must not present a potential hazard or danger to passengers.

Appeal:

Individuals who feel they have been unfairly denied service or unfairly denied access for their service animal may contact the Greenline at 1 (877) 404-6473 or VT at (559) 713-4100 to file a complaint. Complaints may also be filed by visiting the City of Visalia Transit Office located within the Transit Center (*at 425 E Oak Avenue, Visalia, CA 93291*) or www.visaliatransit.com. When a complaint is received, the incident will be investigated. An investigation of a complaint may include interviewing parties involved, reviewing surveillance video and reviewing all applicable rules of conduct. VT Staff will respond to the complainant with the results of the investigation.

While VT Staff are trained and equipped to investigate and respond to ADA and Title VI complaints, individuals may also file complaints through the following channels:

ADA Complaints

Information about how to file a complaint concerning discrimination due to a disability protected under the Americans with Disabilities Act (ADA) may be found online at:

https://www.ada.gov/filing_complaint.htm

Title VI Complaints

Information about how to file a complaint concerning discrimination based upon a status protected under Title VI of the Civil Rights Act may be found online at:

<https://www.justice.gov/crt/how-file-complaint>

Service Denial Policy - Attachment A

Transit Policies Included:

- Transit Center Policies
- Cargo, Stroller and Cart Policy
- Marijuana on Transit Property
- Hoverboards not Permitted
- Lost and Found Policy

DRAFT

TRANSIT CENTER POLICIES

No Loitering – Visitors to the Transit Center must have clear intentions, either by having or purchasing a pass, to use transportation services and must do so on the next available intended route. Passengers are allowed up to 30 minutes to catch their next bus with the exception of less frequent schedules.

Abandoned/Lost items – Any lost or abandoned items at the Transit Center, will be turned into to the Transit Center office on the second floor. Items will be held for no more than 30 days, sensitive items (e.g. Socials, Drivers Licenses, etc.) will be sent to the Visalia Police Department and perishables will be discarded. Items may be claimed Mon–Fri, 8am to 4:30pm.

Benches – Benches are the only designated seating and are to be used in the proper manner. Sleeping, feet or bags/items are not allowed on benches.

Bicycles – Bicycles must be walked on property. Customers are to use the bike racks for locking up their bikes and do so at their own risk. Bicycles are not to be left after hours and will be sent to the Visalia Police Department.

Bird Feeding – Please do not feed the pigeons.

Children – Small children are to be under adult supervision at all times.

Clothing – Shirt and shoes are required.

Elevators & Stairs – Elevators and stairs are for those who have business on the 2nd & 3rd floor.

Fighting, Horseplay and Disruptions – The Transit Center prohibits horseplay, fighting, & unsafe or disruptive behavior.

Flammable or Hazardous Materials – Hazardous materials are not allowed on premises.

Flyers / Notice Postings – Flyers, posters, advertisements, marketing materials or other notices are prohibited without consent from Transit Division office.

Fountains, Displays and Decorative Items – Fountains, display and decorative items are to be appreciated visually. Please do not play in/with the water or take actions that could damage displays and decorations.

Gang Related Activity – Passengers will be asked to leave the premises if they are wearing identifying clothing or taking actions that could be constituted as gang related.

Graffiti & Vandalism – Graffiti or damage to Transit property is prohibited. Violators will be prosecuted.

Harassment – Harassment of any individual is strictly prohibited.

Loud or Foul Language – Loud or foul language is not permitted on the premises.

Making Change – Transit Center vendors do not make change without purchase.

Music – Music may only be played through a personal audio player with headphones.

Personal Belongings – Personal belongings must be kept with the owner at all times and are not to be left unattended. Abandoned items can be confiscated for security reasons.

Personal Displays of Affection – Personal displays of affection should not be excessive and should not cause offense to others.

Personal Vehicles – Vehicles are not allowed to park on the premises, except in designated public parking spaces.

Pets – Pets are not allowed on premises. Service animals are permitted.

Power Outlets – Power outlets are not for public use. Exceptions must be cleared with the Transit Center office.

Professional Photography or Video Recording – Professional photography or video recording is only permitted with written permission form the Transit Division office.

Prohibited Items – The following items are not permitted on premise: weapons, illegal drugs, alcohol and fireworks.

Resale – The resale of transit passes is prohibited. Passes are non-transferable after use.

Restrooms – Public restrooms are located on the 1st floor. They are not to be used for any reason other than that deemed normal for restrooms.

Skating – Skating (including Wheelie shoes) is not permitted on the premises.

Smoking – Smoking is not permitted within 30 feet of any Transit Center building or bus vehicle doors. Cigarettes are to be disposed of in designated cigarette trash cans.

Soliciting or “Panhandling” – Soliciting and/or panhandling is not permitted.

Suspicious Behavior – The Visalia Police Department may be called out to investigate suspicious behavior.

Trash – Trash is to be disposed of in the next available trash can that is not full. It is prohibited to rummage through any of the trash cans.

Vending Machines – The Transit office is not responsible for vending machine malfunctions. Use at your own risk.

July 19, 2018

TO: All Transit Personnel and Contractors

COPY: Mario Cifuentez, Deputy City Manager

FROM: Melody Murch, Interim Transit Manager

SUBJECT: Cargo, Stroller and Cart Policy



Purpose: This policy establishes guidelines under the authority of the California code of Regulations (CCR 13, Section 1216(c)) for the transportation of carts, strollers, cargo and packages on Visalia Transit buses which restricts Visalia Transit buses from allowing any greater quantity of cargo than can be safely and conveniently carried without disturbing other passengers.

Policy: To ensure compliance with this law, the following procedures have been established.

1. Visalia Transit service operators shall have discretionary authority to determine if carts, strollers, cargo and packages are in compliance with this policy.
2. Bus Operators are expected to exercise professionalism, courtesy, good judgment and common sense on a case-by-case basis.
3. If a driver refuses boarding to a passenger in accordance with this policy, dispatch must be notified immediately. All service refusals will be reported to the Visalia Transit Manager no later than the following business day.
4. Carts will not be allowed if they:
 - a. Exceed 30" tall, 18" wide, and 18" deep (not including handle and/or wheels)
 - b. Cannot easily/quickly negotiate vehicle door entrances and turns for any reason
 - c. Contain loads that exceed the height and designated capacity of the carrying device
 - d. Include items that are wet, leaking, or considered hazardous for any reason
5. Riders are limited to cargo items which can be boarded onto the vehicle in a single trip without assistance from another person. Multiple trips to load cargo are not allowed.
6. Passengers with strollers must remove the child and collapse the stroller once on board the vehicle so strollers can be properly stowed.
7. Strollers and empty grocery carts should be properly folded and stored so as not to impede the free movement of passengers or the driver in the aisle, doors, step wells or emergency exits, and must not present a potential hazard or danger to passengers.

8. Drivers have the discretionary authority to ask passengers to remove items from grocery carts and to fold the carts, so that the carts do not impede access to the aisle, step wells, or emergency exits, or present a potential hazard or danger to passengers.
9. If a grocery cart with packages cannot be folded, it must be placed on the bus so that it doesn't impede the free movement of passengers or the driver in the aisle, doors, step wells, or emergency exits, and it must not present a potential hazard or danger to passengers.
10. Passengers must stay with their carts, strollers, or cargo during the entire trip and hold onto their belongings firmly.
11. Loading items through the rear door of a bus, due to the front being full, is not permitted. Bus drivers shall ask riders in the front to move further back to make room for these riders to board through the front door only.
12. While operating a walker, cart, or other device, bags and other items must remain under the control of the rider at all times.
13. The amount of cargo carried onto the bus or attached to the exterior of any cart is limited to what the rider can place securely on his/her lap when seated and must not create a scenario where the device exceeds the maximum cart dimensions in this policy. Packages must be removed and placed on the riders lap if blocking the aisles and/or if requested by the driver. Items or devices allowed on the vehicle should be of such a size and nature that moving them to another area of the vehicle would continue compliance with this policy.
14. No more than three (3) different riders with carts, strollers, or other cargo will be allowed on the buses at one time. Riders with carts, strollers, and cargo trying to board when the bus is already at capacity will be required to wait for the next scheduled bus.
15. In accordance with California Department of Motor Vehicle regulations, the following hazardous materials are not allowed on Transit vehicles: explosives, gases, flammable gases, liquids, or solids, oxidizers, poisons, radioactive materials, and corrosives (vehicle batteries). The only exception to this rule is for the transportation of a respirator or portable oxygen supply for a disabled person (49 CFR Subtitle B, chapter 1, subchapter C).

May 16, 2018

TO: All Transit Personnel and Contractors
COPY: Mario Cifuentez, Deputy City Manager
FROM: Melody Murch, Interim Transit Manager
SUBJECT: Marijuana on Transit Property



Effective January 1, 2018 it became legal to smoke marijuana in private throughout the state of California. After purchase, our citizens have the right to transport their marijuana from the dispensary to their private residence. It remains unlawful to display or use marijuana in public.

In much the same way, our customers are allowed to purchase alcohol and transport it home on our buses, but they are not allowed to open or ingest the alcohol in public or on board a City bus.

Any customer who is opening or displaying marijuana which is in their possession should be asked to please put it away. If a customer refuses this request, the response should be the same as if they have opened a container of alcohol in public or on the bus and refused to put it away. Any such refusal is a matter for the Visalia Police Department to address.

We ask that Visalia Transit be made aware of customers who refuse to follow the law and /or Transit policies while on our property or aboard a City bus. This will allow us to track and investigate any offenses and respond accordingly.

Visalia Transit

Memo

To: Passengers and Patrons of Visalia Transit
From: Transit Management
Date: May 1, 2016
Re: Hoverboards Not Permitted



For the safety of our employees, passengers, and patrons, hoverboards will not be permitted on Visalia Transit property or buses, effective May 1, 2016. This includes:

- Visalia Transit Center
- Visalia Transit Fixed-Route
- Dial-a-Ride
- V-LINE
- Sequoia Shuttle
- Visalia Towne Trolley
- Visalia LOOP Bus

Background

The safety of our passengers and staff is our primary concern. This policy has been instituted as a safety precaution due to numerous incidents involving hoverboards nationwide. It is our intent that this policy is consistent with other public transportation entities, including Amtrak, Orange Belt, Airline Providers, etc. who may also serve our customers via transfers or continued transportation options; and, who also have instituted similar policies.

Visalia Transit reserves the right to refuse service to anyone who fails to comply with this policy up to and including a ban from Visalia Transit properties and/or service for 30-90 days. We appreciate your understanding of this policy and your continued ridership with Visalia Transit. If you have questions about this policy, please contact the Transit Office at (559) 713-4100.

Thank you.




Visalia Transit Lost and Found Policy

1. If you have lost an item, please inquire at the Visalia Transit Center Lobby Ticket Counter between the hours of 8:00am and 5:00pm, Monday through Friday. Item's found Friday, Saturday or Sunday will be processed and available to claim at the Transit ticket counter after 10:00am on Monday.
2. Items found on board Visalia Transit Buses are processed by bus operations staff at the end of the Transit day and brought to the Transit Center 1st Floor Lobby Ticket Counter by 10:00am on the following business day. For ticket counter hours see item #1 above.
3. To claim a lost item you will be required to present photo identification (with a unique ID# which will be recorded), fully describe the item lost and sign for the return of the item.
4. Items found at the Transit Center are to be turned in to the 1st Floor Lobby Ticket Counter.
5. When the Lobby Ticket Counter is closed, any lost items may be turned in to the security guard on duty.
6. Security Guards and Bus Operations staff are not authorized to immediately return lost items unless the loss of an item presents a health and safety risk (ie: prescription medication) or an extreme hardship (ie: lost wallet/ID). Other items must be claimed at the Lobby Ticket Counter between the hours of 8:00am and 5:00pm, Monday through Friday.
7. Any item with an estimated value of \$100 or more (Phones, Wallets, Bikes, etc.) which is not claimed within 24 hours of being turned in to Visalia Transit, will be transferred to the custody of the Visalia Police Department.
8. Items with an estimated value under \$100, if not claimed within 14 days of being received by Visalia Transit, will be donated to a non-profit agency.
9. Customers who repeatedly lose or abandon items on transit property (more than 3 times within a 6 month period) will be identified as habitual users of the Transit Lost and Found process. Habitual users will be required to claim their lost items through the City of Visalia Code Enforcement process.

This Policy is effective as of the date executed below.


Mario Cifuentes, Deputy City Manager


Date