

Transit Advisory Committee
Wednesday, February 20, 2019 5:30 PM
Visalia Transit Center
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 December 2018 Meeting

5:40 p.m. Review Monthly Reports:

- Visalia Transit Monthly Report (December 2018 & January 2019)
- First Transit Monthly Report
- Marketing Report

5:50 p.m. Items of Interest

- First Transit Turnover Costs
 - Contract Amendment-cover the costs of the turnover repairs
 - Previous contractor did not complete the turnover repairs; Current contractor completed the repairs
 - Costs will be charged back to the previous contractor
- RFB 18-19-15 Transit Center Doors
- Rates and Fees
- Unmet Needs
- Economic Update

6:15 pm Guest: Yolanda Cruz: representing State Council on Developmental Disabilities Sequoia Regional Office

6:30 p.m. Adjourn General Meeting

NEXT MEETING TO BE HELD: March 20, 2019 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 20, 2019
Visalia Transit Center
425 E. Oak Avenue
Visalia, CA 93291

Action Minutes:

December 19, 2018

Meeting called to order: 5:30 PM

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

MEMBERS NOT PRESENT: None

CITY STAFF PRESENT: Melody Murch (MM), Christine Chavez (CC), Rosemary Amodo (RA)

GUESTS: Barbara Barns (BB),

CALL TO ORDER:

- KV called the meeting to order and asked all attendees to introduce themselves in seating order.
- MM introduced Christopher Tovey (CT), the new First Transit General Manager, and Marc Anaya (MC) the new First Transit Operations Manager.

PUBLIC COMMENT:

- (DD) stated that two bus stops are not accessible. The first one is on Route 1 on Mooney Boulevard in front of Rabobank. The space for deployment is very narrow at the curb and the ramp barely has enough room to be deployed at that location. (CC) stated that Caltrans is responsible for the configuration of the stop, and it is likely the sidewalk ramp was built to standard ADA regulations. The second one is on Route 7A near Prospect and Dinuba Boulevard. (DD) stated that the bus stop needs to be moved back to where it was originally in order to make it accessible. DD already filed a complaint about the bus stop not being accessible to passengers. CC stated that Transit Department staff will review the two bus stops and address the issues.
- (GS) thanked (MM) for being the interim Transit Manager and for attending the TAC meetings.

APPROVAL OF OCTOBER 19, 2018 MINUTES: GS motioned to approve the minutes as written. The motion was seconded by (EJ). Motion approved 5-0.

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

RIDERSHIP: (EJ) questioned why ridership is low in general. (KV) stated that ridership has always been low on route 12.

PROTERRA BUSES: (DD) stated that the aisles on the electric buses are narrow. (BB) stated that the buses are slow on the road. The buses back up traffic.

SEQUOIA SHUTTLE: (CC) gave a recap of the 2018 Sequoia Shuttle season. She discussed ridership and details of routes and services. She stated that ridership continues to increase over the years.

COUNCIL ITEMS:

Rates and Fees Increases:

- (MM) stated that the Trolley rate will increase to \$87.50 for leases to other city departments. While the rate will increase to \$102.31 for outside parties, such as private companies. She explained that the rate increase is based off of the calculated cost of running the Trolley. She stated that transit should not benefit from government grants. Council will determine if they are willing to sell all but one trolley.
- (MM) stated that the Sequoia Shuttle tickets will go up next season to \$20.00 each. LCTOP funding will be available to assist with revenue shortfalls.
- (GS) motioned to recommend Council approval of the rates and fees increases. The motion was seconded by (JR). Motion approved 5-0.

Bus Wash Rehab:

- (MM) stated that the CNG buses are too tall for the bus wash at the facility. The current bus wash system is also tough on the buses paint. Rehabilitating the bus over purchasing a brand new is what is preferred. This option will be several thousand dollars cheaper. Permission to go forward with the rehab option is requested to be presented to council.
- (DD) motioned to recommend Council approval of the Bus Wash Rehab. The motion was seconded by (EJ). Motion approved 5-0.

Items of Interest:

- **MEMBERSHIP UPDATE:** (MM) announced that Albert Aguilar resigned. (MM) suggested that someone from Exeter and Goshen should be represented on the TAC committee. (MM) announced the new Transit Manager (TM) and Community Outreach Coordinator both started work on December 17th and the new TM would be present at the next TAC meeting.
- (CC) gave an update on the travel training attended by Transit staff in December.
- **FLAG POLICY:** (MM) described the new flag policy for mobility devices on buses. The general rule is that a flag cannot reach 68" tall when raised. The policy was clear to the TAC members.
- **V-LINE PURCHASE:** (MM) stated due to an opportunity to accelerate the grant funded purchase of 2 new buses for the V-LINE, a Council item was taken on December 17, 2018 without TAC review for the award of a purchase contract. (CC) mentioned the cost of the 2 new V-LINE buses will be approximately \$1.3 million. (DD) asked if additional loops will be added to the bus route.

Meeting was adjourned at 6:45 p.m.

Minutes prepared by Rosemary Amodo.

Committee Attendance (last 12 months)

Member Name	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	June 2018	July 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	12-month Absences
Albert Aguilera	P	P	P	P	A	P	P	P	A	A	A	TAC Meeting Canceled	A	4
Derek Davis	A	P	P	P	P	P	A	P	P	P	P		P	2
Ed Jones	P	P	P	P	P	P	P	P	A	P	P		P	1
Glen Stewart	P	P	P	P	P	P	P	P	A	P	P		P	1
Jim Runyon			P	P	P	P	P	P	P	P	P		P	0
Karen Varner	P	P	P	P	P	P	P	P	P	P	P		P	0
Michael Esquibel	P	P	P	P	P	P	P	P	P	P	A		P	1

“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 currently has seven appointed positions, must have a minimum of four 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

December 2018 & January 2019 ACCOMPLISHMENTS

Call Center

- Call Center staff took a total of 2,021 calls during the month of December 2018. This is a 19.52% decrease over the previous year.
- Call Center staff took a total of 1,774 calls during the month of January 2019. This is 14.16% increase 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:

- 3/18/19: Low Carbon Transit Operations Program (LCTOP) Allocation Request

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 December, there were 2,363 visits to VisaliaTransit.info, 2,086 text-to-track messages sent, and 4,336 calls made to the IVR system, for a grand total of 8,785 inquiries to passenger information systems (excluding Greenline).
- Throughout the month of January, there were 2,215 visits to VisaliaTransit.info, 2,522 text-to-track messages sent, and 4,480 calls made to the IVR system, for a grand total of 9,217 inquiries to passenger information systems (excluding Greenline).

Marketing – 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 and Rider Rewards vendor giveaways.

- During the month of December, Rider Rewards vendor giveaways reached 2,400 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 119 for a total of 16,636 followers across all platforms.
- During the month of January, Rider Rewards vendor giveaways reached 6,100 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 164 for a total of 16,796 followers across all platforms.

Project Updates

Battery Electric Buses – The three (3) new Proterra Battery Electric Buses continue to run on the Route 1 as part of the Zero Emission Pilot program that funded a major portion of the purchase of these buses. Use of the Proterras has been challenging due to issues with the charging infrastructure (discussed below).

Charging Stations – A combination of mechanical and software issues continue to create challenges in keeping the Proterra's charged for service. First Transit and the City are working with Proterra technicians and management to resolve these ongoing issues.

Sequoia Shuttle Service – Sequoia shuttle service scheduled for December was placed on standby during the government shut down.

V-LINE - Marketing efforts included digital ads, travel pre-roll and social media promotions focused on commuting, Fresno State students, and stop locations in Fresno.

- V-LINE had a total of 2,178 passengers during the month of December, which is a 35.36% increase over the previous year. Social media followers increased by 329 and totaled more than 8,661 followers on Facebook, Twitter, and Instagram combined.
- V-LINE had a total of 2,001 passengers during the month of January, which is a 35.58% increase over the previous year. Social media followers increased by 340 and totaled more than 9,001 followers on Facebook, Twitter, and Instagram combined.
- Staff is submitting a grant allocation request through the Low Carbon Transit Operations Program (LCTOP) in the amount of \$535,547 to continue funding the V-LINE operations.



TRANSIT DIVISION
December 2018 ACCOMPLISHMENTS

Fixed Route	Dec-18	Dec-17	Difference	% Change
Ridership	91,643	108,514	-16,871	-15.55%
Passengers per Hr.	9.40	10.30	-0.94	-9.10%
Revenue Hrs.	9,787.80	10,515.7	-727.91	-6.92%
FY-YTD Ridership	644,982	721,154	-76,172	-10.56%

Dial-A-Ride	Dec-18	Dec-17	Difference	% Change
Ridership	2,979	2,989	-10.00	-0.33%
Passengers per Hr.	3	2.70	0.29	10.71%
Revenue Hrs.	996.60	1,092.90	-96.28	-8.81%
FY-YTD Ridership	19,560	19,740	-180	-0.91%

V-LINE	Dec-18	Dec-17	Difference	% Change
Ridership	2,178	1,609	569	35.36%
Passengers per Hr.	3.50	3.10	0.40	12.90%
Revenue Hrs.	617.90	517.40	100.50	19.42%
FY-YTD Ridership	15,841	12,551	3,290	26.21%

	Dec-18	Dec-17	Difference	% Change
HOP	16	17	-1.00	-5.88%
Call Center Calls	2,021	1,691	330.00	19.52%
Complaints	24	33	-9.00	-27.27%
Preventable Accidents	0	0	0.00	0

Advertisements on Bus	Dec-18	Sold for 7/18 – 6/19
	\$25,710.55	\$95,545.07



TRANSIT DIVISION
January 2019 ACCOMPLISHMENTS

Fixed Route	Jan-19	Jan-18	Difference	% Change
Ridership	96,303.	111,250	-14,947	-13.44%
Passengers per Hr.	9.20	10.20	-1	-10%
Revenue Hrs.	10,464.17	10,893.10	-428.93	-3.94%
FY-YTD Ridership	741,285	832,404	-91,119	-10.95%

Dial-A-Ride	Jan-19	Jan-18	Difference	% Change
Ridership	3,204.00	3,394.00	-190	-5.60%
Passengers per Hr.	3.20	2.90	0.30	10.34%
Revenue Hrs.	986.60	1,169.80	-183.20	-15.66%
FY-YTD Ridership	22,764.00	22,864.00	-100	-0.44%

V-LINE	Jan-19	Jan-18	Difference	% Change
Ridership	2,001	3,258	-1,257	-38.58%
Passengers per Hr.	3.20	6.40	-3.20	-50.00%
Revenue Hrs.	633.90	539	94.90	17.61%
FY-YTD Ridership	17,842	15,809	2,033	12.86%

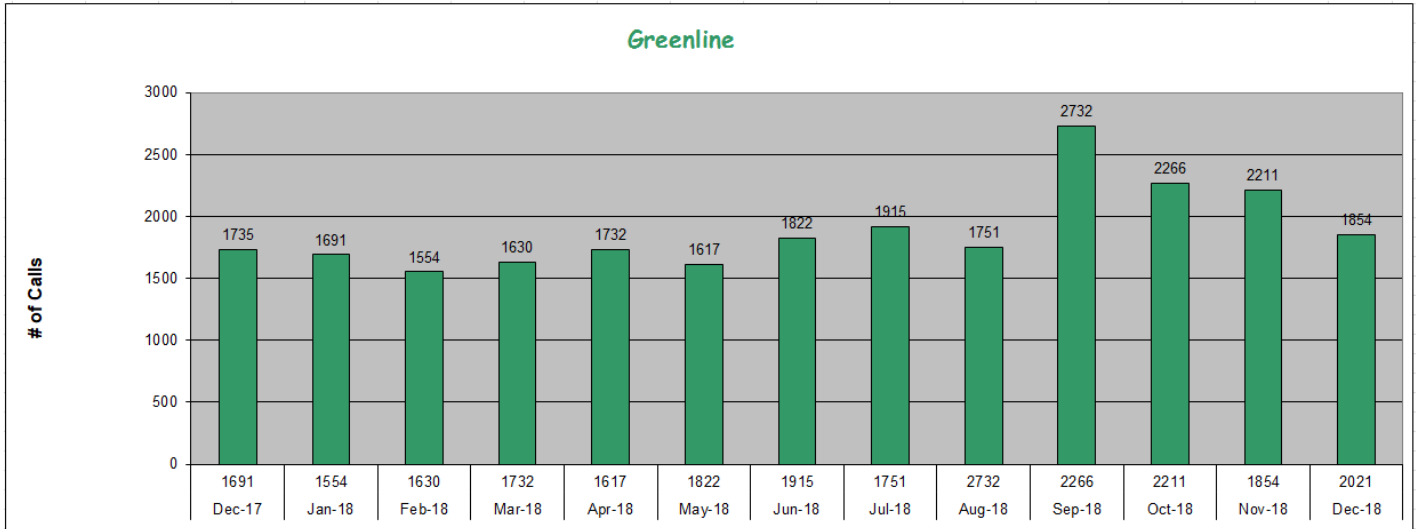
	Jan-19	Jan-18	Difference	% Change
HOP	17	34	-17	-50.00%
Call Center Calls	1,774	1,554	220	14.16%
Complaints	20	36	-16	-44.44%
Preventable Accidents	2	1	1	100.00%

Advertisements on Bus	Jan-19	Sold for 7/18 – 6/19
	\$10,950.43	\$107,495.50

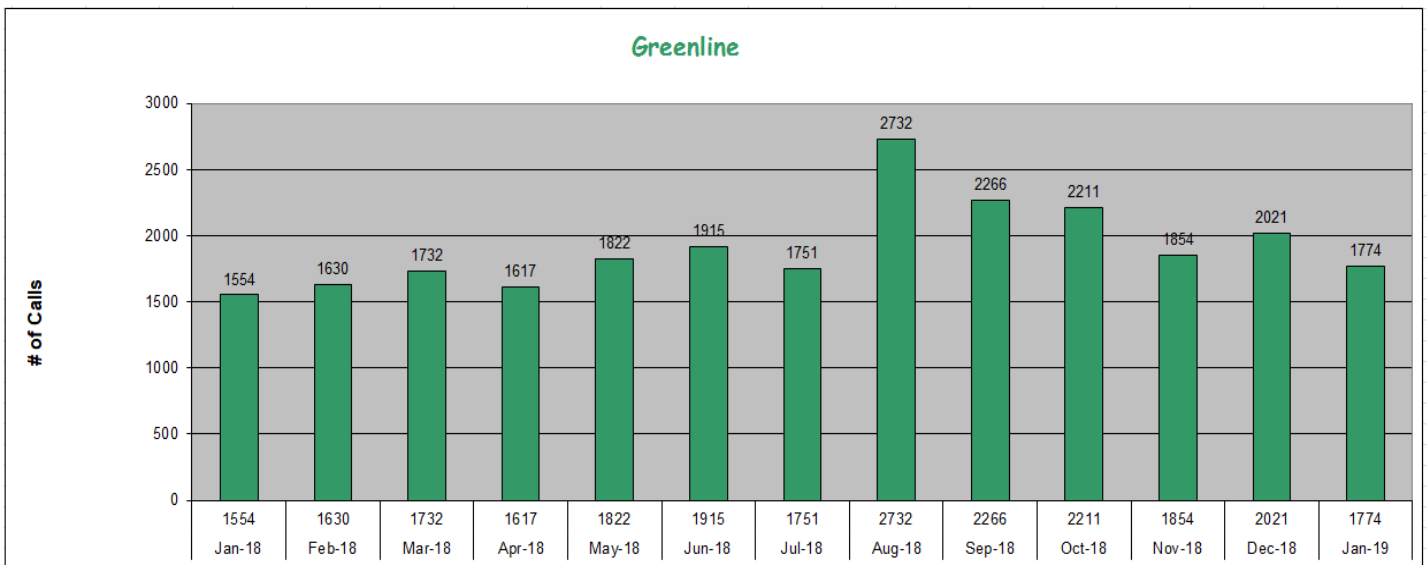


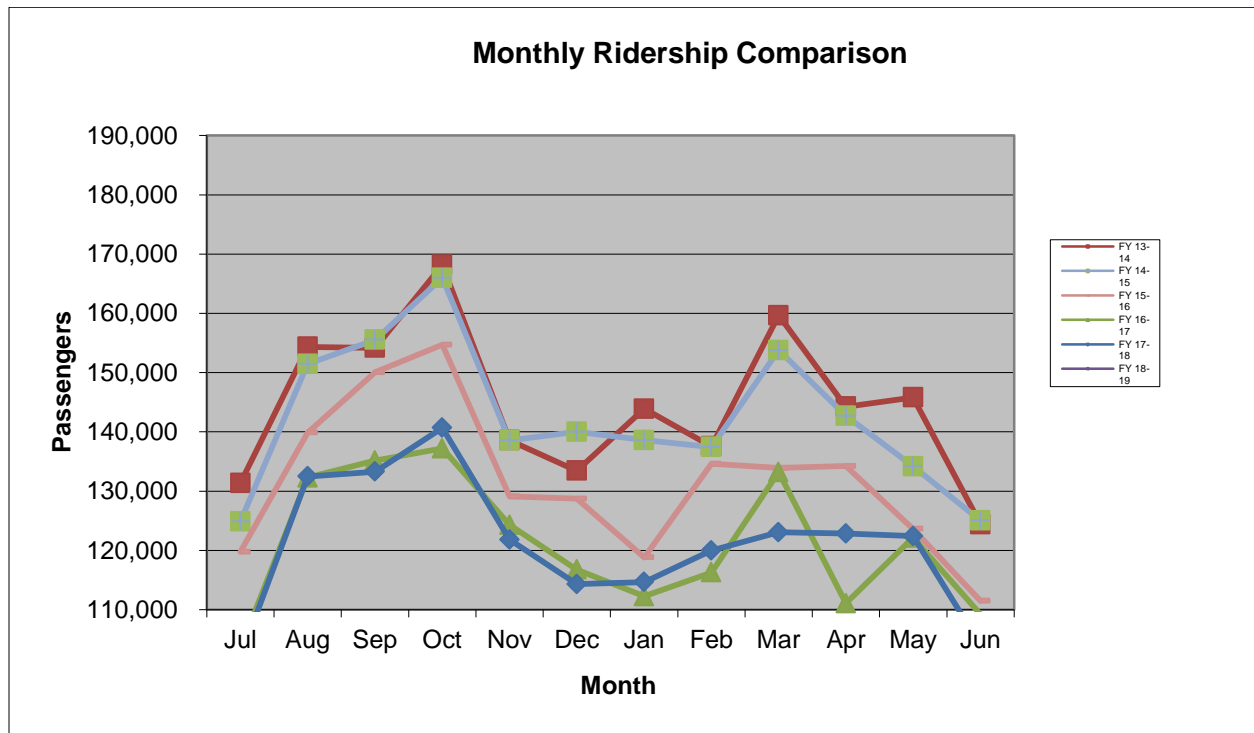
YTD Call Center Reports

Dec 2017- Dec 2018



Jan 2017 - Jan 2018





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

JANUARY 2019

Transit Management Report – Visalia Transit

SAFETY

- 1 non-preventable accidents and 2 preventable minor accidents.
- 0 passenger incidents that required emergency medical services or passenger hospitalization.
- Safety Meeting with drivers and office staff presented on “Driving Fundamentals”
 - o Principles of Safe Driving
 - o Common Vehicle Control Techniques
 - o Impact of Speed
 - o When Collisions Occur
 - o High Risk Driving Behaviors

OPERATIONS

- New driver bid / RunCut implemented in early January
- Resolved over 50% of fleet deficiencies by end of January
- Completed LED headlight pilot program for dim lamp Orion buses
- Started hiring for SEKI service drivers, training beginning mid-February
- (3) new Proterra BEB have been up/down with various factory repairs & updates
- Proterra has resolved electric charging station issues – working reliably now

CUSTOMER SERVICE

- (20) complaints for the month
- All complaints resolved, follow up calls made when applicable



VISALIA TRANSIT

Monthly Marketing Recap Report

DECEMBER 2018

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	14,850	14,957	107	+0.7%
Twitter	713	721	8	+1.1%
Instagram	962	958	4	-0.4%



Demographic:
Ages 18-64 | 64% Women, 36% Men
Impressions: 150,232
Engagement Rate: 3.68%



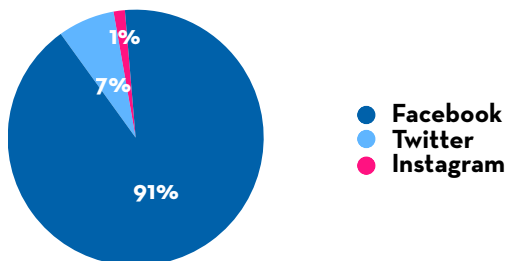
Demographic:
Ages 18-64 | 38% Women, 62% Men
Impressions: 11,808
Engagement Rate: 2.32%



Demographic:
Ages 18-54 | 55% Women, 45% Men
Impressions: 2,356
Total Number of Likes: 99

The top Rider Rewards post in December gave away a gift card for one free drink at Juicers Coldpress. The overall top performing post in December featured our Dial-A-Ride How-To video. This post reached approximately 18.2k people and garnered 152 reactions, comments, and shares.

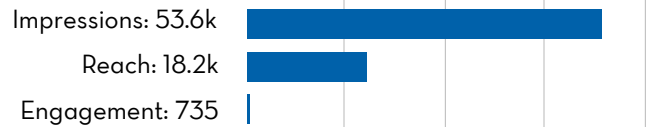
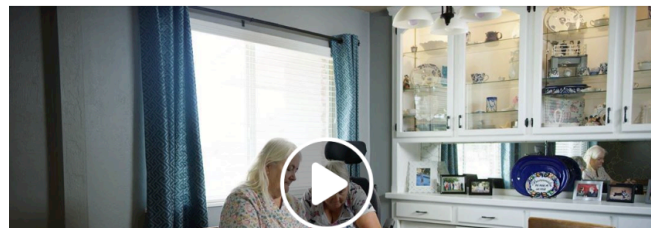
IMPRESSIONS BY PLATFORM



TOP MONTHLY VISALIA TRANSIT FACEBOOK POST

Visalia Transit
Published by Sprout Social [?] · December 12, 2018 at 10:52 AM · 🌐

When you use Dial-A-Ride, you receive a curb-to-curb, reservation-based service. #KeepMovingVisalia



TOP MONTHLY RIDER REWARDS FACEBOOK POST

Visalia Transit
Published by Mariya Zheleva [?] · December 26, 2018 at 12:07 PM · 🌐

This week's #RiderRewards giveaway is brought to you by Juicers Coldpress on Route 1! They're giving away a gift certificate for one free drink! To enter to win, 'Like' this post or leave a comment below telling us your favorite fruit! To learn more about Rider Rewards, visit www.visaliarewards.com. The winner will be selected on December 31. *This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.



FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
November	\$1,570	21,395	111,119	\$0.07
December	\$1,570	19,777	120,935	\$0.08



V-LINE

Monthly Marketing Recap Report

DECEMBER 2018

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	7,831	8,156	325	+4.2%
Twitter	174	175	1	+0.6%
Instagram	327	330	3	+0.9%



Demographic:

Ages 18-65+ | 68% Women, 32% Men

Impressions: 129,526

Engagement Rate: 4.61%



Demographic:

Ages 35-54 | 37% Women, 63% Men

Impressions: 4,507

Engagement Rate: 1.68%



Demographic:

Ages 18-54 | 54% Women, 46% Men

Impressions: 1,016

Total Number of Likes: 65

FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
November	\$1,587	1,283	100,673	\$1.24
December	\$1,600	1,254	119,996	\$1.28

DIGITAL ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
November	\$2,300	894	449,698	\$2.57
December	\$1,500	834	324,808	\$1.80

TOP MONTHLY FACEBOOK POST



V-LINE

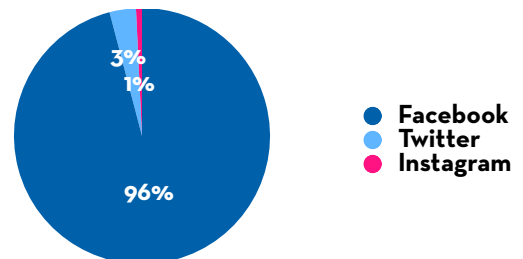
Published by Sprout Social [?] · December 9, 2018 at 7:01 AM ·

Getting you where you need to be. #RideVLINE



Pictured above is the top post for the month of December, garnering 8,094 impressions and 384 reactions, comments, and shares. The post featured a photo of a V-LINE bus at the Fresno Yosemite International Airport. Facebook experienced a spike in followers with a 4.2% increase, gaining 325 users. Additionally, digital ads saw a significant decrease in average cost per click.

IMPRESSIONS BY PLATFORM





PROJECTS

Monthly Marketing Recap Report

DECEMBER 2018

Projects- Visalia Transit & V-LINE

Materials developed in the month of December include:

Visalia Transit

- Social Media Management
- Social Media Advertising
- Rider Rewards Management
- Social Media Promotions- Rider Rewards Giveaways
- Pictures with Santa Flyer- Design Revisions

V-LINE

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

Misc.

- 2019 Holiday Schedule Car Card- Design
- 2019 Holiday Schedule Car Card- Print Production
- Electric Bus Car Card- Print Production
- Live and Play Guide Ad- Design Resize
- Dial-A-Ride Pass- Design (Jan.-Jun.)
- Dial-A-Ride Pass- Print Production (Jan.-Jun.)
- URL/Hosting Renewal (Rider Rewards Website)



2019 HOLIDAY SCHEDULE

For more info, visit
VisaliaTransit.com or call
1-877-40 GO GREEN
(1-877-404-6473).

New Year's Eve	Monday, Dec. 31, 2018 8:00 AM - 6:30 PM
New Year's Day	Tuesday, Jan. 1, 2019 CLOSED
President's Day	Monday, Feb. 18, 2019 8:00 AM - 6:30 PM
Easter Sunday	Sunday, Apr. 21, 2019 CLOSED
Memorial Day	Monday, May 27, 2019 CLOSED
Independence Day	Thursday, July 4, 2019 CLOSED
Labor Day	Monday, Sep. 2, 2019 8:00 AM - 6:30 PM
Thanksgiving Day	Thursday, Nov. 21, 2019 CLOSED
Christmas Eve	Tuesday, Dec. 24, 2019 8:00 AM - 6:30 PM
Christmas Day	Wednesday, Dec. 25, 2019 CLOSED
New Year's Eve	Tuesday, Dec. 31, 2019 8:00 AM - 6:30 PM

Santa Claus is Coming!
Tuesday, Dec. 18 · 2:30 p.m. – 5:30 p.m.
Visalia Transit Center
Call the GreenLine at 1-877-40 GO GREEN for more information.
FREE
PICTURES WITH SANTA
One FREE photo per family. Photos can be emailed directly to you or are available for pick-up at the Transit office on Thursday, Dec. 20, and Friday, Dec. 21.

V-LINE
VISALIA ↔ FRESNO
877.404.6473 RideVLINE.com

General Public	
Single Ride	\$10.00
10-Ride Pass.....	\$90.00
20-Ride Pass.....	\$160.00
40-Ride Pass.....	\$280.00
Student/Senior/Disabled/Veteran	
Single Ride	\$9.00
10-Ride Pass.....	\$80.00
20-Ride Pass.....	\$140.00
40-Ride Pass.....	\$240.00

*Must show ID when purchasing passes and boarding V-LINE



VISALIA TRANSIT

Monthly Marketing Recap Report

JANUARY 2019

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	14,957	15,118	161	+1.1%
Twitter	721	719	2	-0.3%
Instagram	958	959	1	+0.1%

TOP MONTHLY VISALIA TRANSIT FACEBOOK POST



TOP MONTHLY RIDER REWARDS FACEBOOK POST



FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
December	\$1,570	19,777	120,935	\$0.08
January	\$1,570	36,683	184,707	\$0.04



Demographic:
Ages 18-54 | 65% Women, 35% Men
Impressions: 210.7k
Engagement Rate: 2.99%



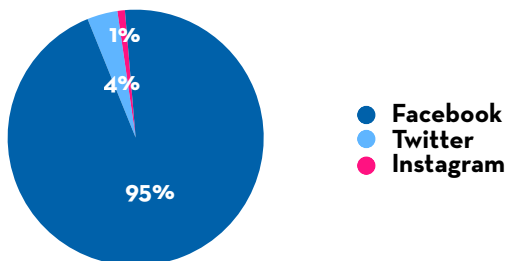
Demographic:
Ages 25-54 | 39% Women, 61% Men
Impressions: 9.7k
Engagement Rate: 3.16%



Demographic:
Ages 18-54 | 56% Women, 44% Men
Impressions: 2.1k
Total Number of Likes: 111

The top post in January featured the Technology How-To video. To date, this post has garnered 122,509 impressions and 18,913 unique video viewers. Of those impressions, 64,438 were earned in the month of January. So far, the post has garnered 2,401 post engagements. The average cost per result for this post in January was \$0.01 per post engagement.

IMPRESSIONS BY PLATFORM





V-LINE

Monthly Marketing Recap Report

JANUARY 2019

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	8,156	8,491	335	+4.1%
Twitter	175	176	1	+0.6%
Instagram	330	334	4	+1.2%



Demographic:

Ages 25-65+ | 67% Women, 33% Men

Impressions: 172.5k

Engagement Rate: 2.67%



Demographic:

Ages 18-54 | 38% Women, 62% Men

Impressions: 4.1k

Engagement Rate: 2.07%



Demographic:

Ages 18-54 | 54% Women, 46% Men

Impressions: 1.3k

Total Number of Likes: 119

FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
December	\$1,600	1,254	119,996	\$1.28
January	\$1,600	4,565	161,723	\$0.35

DIGITAL ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
December	\$1,500	834	324,808	\$1.80
January	\$392	101	67,577	\$3.88

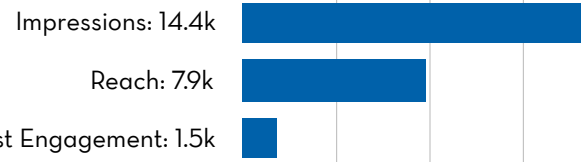
TOP MONTHLY FACEBOOK POST



V-LINE

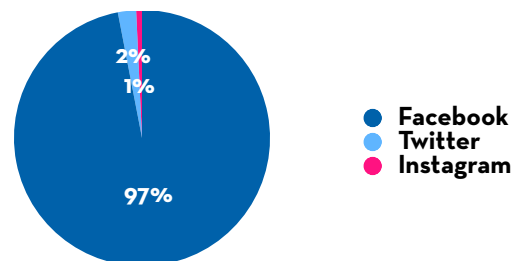
Published by Sprout Social [?] · December 9, 2018 at 7:01 AM ·

Getting you where you need to be. #RideVLINe



The above post is the top post for the second consecutive month, garnering an additional 14,417 impressions and 1,536 post engagements in the month of January. The post featured a photo of a V-LINE bus at the Fresno Yosemite International Airport. Facebook advertising experienced a significant increase in results and decrease in cost per result, down \$0.93 from the month of December. Audience expansion and an increased supply of ad space made these improvements possible.

IMPRESSIONS BY PLATFORM





PROJECTS

Monthly Marketing Recap Report



Projects- Visalia Transit & V-LINE

Materials developed in the month of January include:

Visalia Transit

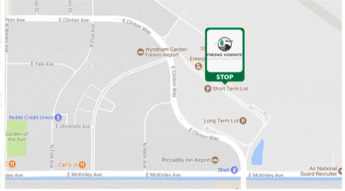
- Social Media Management
- Social Media Advertising
- Rider Rewards Management
- Social Media Promotions- Rider Rewards Giveaways

V-LINE

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

Misc.

- V-LINE Punch Passes- Print Production
- V-LINE Website Update- FAT Link

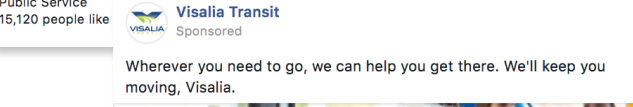
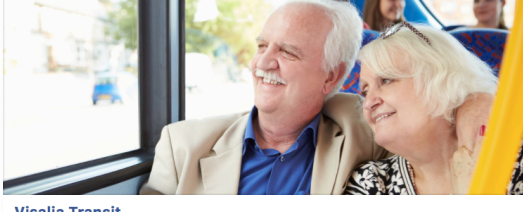
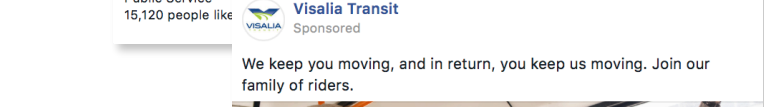



Fresno Yosemite International Airport

Fresno Yosemite International Airport (FYI) provides safe, convenient non-stop air service connections for business and leisure travelers. With eight air carriers providing non-stop service to ten domestic and international destinations, FYI is the largest, closest, and only self-sufficient international airport serving residents of the Central San Joaquin Valley.

V-LINE's drop-off / pick-up location is in the center island outside of the Departures area, just east of the baggage claim area. Look for the orange and blue V-LINE sign near the YARTS pick-up locations. Please note that V-LINE cannot drop passengers off at their individual airline check-in counters. Visit www.flyfresno.com for more information.



Like Page

City of Visalia

Memo



To: Transit Advisory Committee Members
From: Angelina, Transit Manager
CC: Kari Williams; Renee Nagel, Melody Murch
Date: February 20, 2019
Re: Rates and Fees for FY 19/20

Dear TAC Members,

It is the time of year when the City of Visalia is considering all rate increases, including transit fares. At this time, Transit has not proposed rate and fare increases for fiscal year 19/20. However, there were two items that were presented and approved by council in January 2019. The items are as follows:

- Trolley lease rate increase approved by council on 1/7/2019*
- Sequoia Shuttle ticket rate increase approved by council on 1/7/2019*

*The rate and fare increase are justified by the increase in operating costs associated with the new contractor.

A complete list of the Transit Rates and Fees for FY 19/20 is attached.

Angelina Soper

A handwritten signature in blue ink that reads "Angelina Soper". The signature is written in a cursive, flowing style.

Transit Manager

TRANSIT

	<u>FY 18-19</u>	<u>FY 19-20</u>			<u>% Change</u>	<u>Comment:</u>
<u>ROUTES</u>						
	\$ 1.75	\$ 1.75	Per person	Regular Fare	0%	
	\$ 0.85	\$ 0.85	Per person	Seniors / Disabled Persons / Military	0%	
	\$ 3.50	\$ 3.50	Per person	Day Pass (unlimited rides all day)	0%	
	\$ 2.50	\$ 2.50	Per person	Day Pass - Seniors / Disabled Persons / Military (unlimited rides all day)	0%	
	\$ 50.00	\$ 50.00	Per month	Monthly Pass (31-Day)	0%	
	\$ 30.00	\$ 30.00	Per month	Monthly Pass - Seniors / Disabled Persons / Military	0%	
	FREE	FREE	Per person	Children (6 and under) first two with adult		
	\$ 14.00	\$ 14.00	Per person	7-Day Pass General	0%	
	\$ 7.50	\$ 7.50	Per person	7-Day Pass - Seniors / Disabled Persons / Military	0%	
	\$ 25.00	\$ 25.00	Per person	HOP Passes	0%	
				Fees increases were approved at Council March 5, 2018		
<u>DIAL-A-RIDE</u>						
	\$ 4.00	\$ 4.00	Per person	Regular Fare	0%	
	\$ 2.25	\$ 2.25	Per person	Combined ADA Certified, Senior/Disables/Medicare/Military	0%	
	FREE	FREE	Per person	Children (6 and under) first two with adult		
	\$ 75.00	\$ 75.00	Per month	Standing Order/Subscription Pass	0%	
	\$ 40.00	\$ 40.00	Per month	Punch Pass (10 Rides for non-ADA certified)	0%	
	\$ 22.50	\$ 22.50	Per month	Punch Pass (10 Rides for ADA certified)	0%	
<u>V-LINE</u>						
	\$ 10.00	\$ 10.00	Per person	Regular Fare		
	\$ 9.00	\$ 9.00	Per person	Students / Seniors / Disabled Persons / Military		
	\$ 90.00	\$ 90.00	Per pass	Punch Pass (10 Rides for general public)		
	\$ 80.00	\$ 80.00	Per pass	Punch Pass (10 Rides for students/seniors/disabled/military)		
	\$ 160.00	\$ 160.00	Per pass	Punch Pass (20 Rides for general public)	0%	
	\$ 140.00	\$ 140.00	Per pass	Punch Pass (20 Rides for students/seniors/disabled/military)		
	\$ 280.00	\$ 280.00	Per pass	Punch Pass (40 Rides for general public)		
	\$ 240.00	\$ 240.00	Per pass	Punch Pass (40 Rides for students/seniors/disabled/military)		
<u>TROLLEY</u>						
	\$ 65.00	\$ 87.50	Per hour	Rental of Trolley- City Rate	35%	Transit has experienced an increase in operating costs. A rate increase will help cover the additional costs. Approved by council on 1/7/2019.
	\$ 65.00	\$ 102.31	Per hour	Rental of Trolley- None City Rate	57%	Transit has experienced an increase in operating costs. A rate increase will help cover the additional costs. Approved by council on 1/7/2019.
	-	30.00	Per hour	Rentals that exceed Visalia Transit regular service hours and result in additional expenses-a surcharge of \$30 will apply to the regular rate	Actual Cost	Transit has experienced an increase in operating costs. A rate increase will help cover the additional costs. Approved by council on 1/7/2019.
<u>SEQUOIA SHUTTLE</u>						
	\$ 15.00	\$ 20.00	Per person	Regular Fare (round trip)	33%	Transit has experienced an increase in operating costs. A rate increase will help cover the additional costs. Approved by council on 1/7/2019.
<u>FACILITY USE</u>						
	\$250 TO \$750	\$250 TO \$750	Per Day	For use of Transit Center's Plaza & or Lobby		
<u>ADVERTISING - BUSES</u>						
1 Month Contract	\$ 730.00	\$ 730.00	Per month	Full Side	0%	
	\$ 575.00	\$ 575.00	Per month	King Kong	0%	
	\$ 491.00	\$ 491.00	Per month	King	0%	
	\$ 445.00	\$ 445.00	Per month	Queen Kong	0%	
	\$ 420.00	\$ 420.00	Per month	Queen	0%	
	\$ 516.00	\$ 516.00	Per month	Tails - Large	0%	
	\$ 491.00	\$ 491.00	Per month	Tails - Small	0%	
	\$ 15.00	\$ 15.00	Per month	Interior Panels (11" X 17")	0%	
	\$ 1,630.00	\$ 1,630.00	Per month	Full Wrap	0%	

TRANSIT (cont)

	<u>FY 18-19</u>	<u>FY 18-19</u>			
ADVERTISING - BUSES (cont.):					
3 Month Contract	\$ 705.00	\$ 705.00	Per month	Full Side	0%
	\$ 554.00	\$ 554.00	Per month	King Kong	0%
	\$ 472.00	\$ 472.00	Per month	King	0%
	\$ 428.00	\$ 428.00	Per month	Queen Kong	0%
	\$ 403.00	\$ 403.00	Per month	Queen	0%
	\$ 497.00	\$ 497.00	Per month	Tails - Large	0%
	\$ 472.00	\$ 472.00	Per month	Tails - Small	0%
	\$ 1,568.00	\$ 1,568.00	Per month	Full Wrap	0%
6 Month Contract	\$ 686.00	\$ 686.00	Per month	Full Side	0%
	\$ 538.00	\$ 538.00	Per month	King Kong	0%
	\$ 456.00	\$ 456.00	Per month	King	0%
	\$ 416.00	\$ 416.00	Per month	Queen Kong	0%
	\$ 391.00	\$ 391.00	Per month	Queen	0%
	\$ 481.00	\$ 481.00	Per month	Tails - Large	0%
	\$ 456.00	\$ 456.00	Per month	Tails - Small	0%
	\$ 1,514.00	\$ 1,514.00	Per month	Full Wrap	0%
12 Month Contract	\$ 667.00	\$ 667.00	Per month	Full Side	0%
	\$ 523.00	\$ 523.00	Per month	King Kong	0%
	\$ 442.00	\$ 442.00	Per month	King	0%
	\$ 403.00	\$ 403.00	Per month	Queen Kong	0%
	\$ 378.00	\$ 378.00	Per month	Queen	0%
	\$ 467.00	\$ 467.00	Per month	Tails - Large	0%
	\$ 442.00	\$ 442.00	Per month	Tails - Small	0%
	\$ 1,470.00	\$ 1,470.00	Per month	Full Wrap	0%
Quantity Discount	5%	5%	6 to 10 units		0%
	10%	10%	10+ units		0%
Full Payment Disc	5%	5%	Per Payment		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

DIAL-A-RIDE (DAI)	\$ 150.00	\$ 150.00	Per month	King	0%
	\$ 150.00	\$ 150.00	Per month	Queen	0%
	\$ 200.00	\$ 200.00	Per month	Tails	0%

No additional monthly discounts due to limited inventory for DAR buses



YOUR VISION. YOUR RIDE.

March 2019 is Unmet Transit Needs Month!
Tell us how we can make public transportation work for you.



We want to hear about ways we can improve transit in Tulare County.

Send us a comment or come to a hearing! All mailed comments must be received by March 31, 2019.

SEND COMMENTS TO:



210 N. Church Street, Suite B
Visalia, CA 93291
559-623-0450 · transitneeds@tularecog.org

Or come to an **Unmet Needs Hearing** on
MONDAY, MARCH 18, 2019 at 1:00 PM

Lamp Liter Inn
3300 W. Mineral King Ave., Visalia, CA 93291

and also **MONDAY, MARCH 18, 2019 AT 5:30 PM**

Porterville Transit Administration Office
15 E. Thurman Ave, Suite D, Porterville, CA 93257

Queremos saber como podemos mejorar el transito en el Condado de Tulare. Diganos que podemos hacer para que el transporte publico trabaje para usted. Todos los comentarios tienen que ser recibidos antes del 31 de Marzo, 2019.

O COMUNÍQUESE CON NOSOTROS:



210 N. Church Street, Suite B
Visalia, CA 93291
559-623-0450 · transitneeds@tularecog.org

La **Audiencia de Necesidades No Cumplidas** es el **LUNES, 18 DE MARZO, 2019 - 1:00 PM**

Lamp Liter Inn
3300 W. Mineral King Ave., Visalia, CA 93291

y tambien el **LUNES, 18 DE MARZO, 2019 - 5:30 PM**

Porterville Transit Administration Office
15 E. Thurman Ave., Suite D, Porterville, CA 93257

Sa karagdagan impormasyon o para isubmit ang kailangang transportasyon, maari po lamang tumawag sa (559) 623-0450 para mabigyan ng kadagdagang instruksyon.

ECONOMIC UPDATE

DECEMBER 2018



BUSINESS BOON



A new three story 56,000 sq ft mixed use building is being proposed near Monte Vista and Mooney. The proposal calls for an ambulatory surgery center on the first floor, medical offices on the second floor and a 6,000 SF single family residence on the third floor. The project includes additional parking and access onto Mooney.



Voltage Multipliers continues to work through the entitlement process to expand with a new 19,000 SF building just south of their existing facility on the southside of Roosevelt. Voltage Multipliers designs and manufactures voltage multipliers, diodes, high voltage power supplies and rectifier assemblies.

CITY OF VISALIA

ECONOMIC UPDATE

DECEMBER 2018



Ciao Cow Creamery (<https://www.ciaocowcreamery.com/>) is looking to locate into 112 E. Main. The “gelato scoop shop” will be a tasty addition to downtown!



Kaweah Brewing Co. will be locating into the former LB North location in the Lowe’s shopping center at Demaree and Riggin. The local brewer will be opening a family friendly restaurant serving American pub fare and their craft ales and should be a welcomed addition to the North Visalia area.



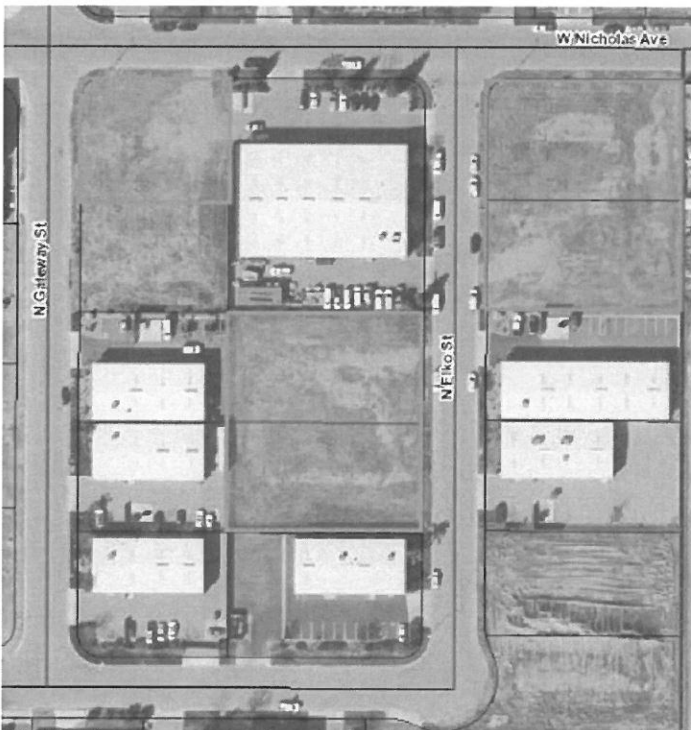
CITY OF VISALIA

ECONOMIC UPDATE

DECEMBER 2018



A site plan has been submitted for two new restaurant pads at the northwest corner of Beech and Mooney at the Visalia Mall. There will be two fast casual concepts new to the Valley at this prime location.



Several new industrial buildings are being proposed in the industrial park area west of Plaza and south of Goshen. This part of the park has seen consistent activity over the last few years. These locations include:

733 N. Elko – 12,388 SF

SEC of Gateway and
Nicholas – 4,944 SF

SEC of Nicholas and
Elko – 12,388 SF

ECONOMIC UPDATE

DECEMBER 2018



DEVELOPMENT

Building Permit Activity: Building permit activity continues strong through the end of the year with 40 new single family starts and 4 new commercial permits issued in November. The commercial activity equates to 28,629 new SF and residential starts for the year are now at 540 with one more month to go.

We are up 2% in single family development and 19% in multi family from the same time last year, and up roughly 25% in commercial development (based on SF) from 2017.

VISITING VISALIA

Jingle bells, jingle bells, jingle all the way to the Visalia Convention Center! The Convention Center is the center of it all for holiday parties, celebrations and much more.

- 12/12 Adult Event: Approximately 175 attendees anticipated from 7 – 9 a.m.
- 12/31 New Year's Eve Dance: 2019 NYE Dance will bring approximately 700 attendees anticipated, doors open at 8 p.m. and the dance starts at 8:30 p.m. To purchase tickets, visit www.visaliatix.com.
- 1/5 Gigantic Indoor Yard Sale: Special event that is open to the public, spots available for sellers and vendors with approximately 700 attendees anticipated. The Gigantic Indoor Yard Sale opens at 8 a.m. and runs until 2 p.m. For buyers, admission at the door is \$3 per person or \$5 for two. To participate as a seller, contact Kathy Fraga at 713-4535 or kathy.fraga@visalia.city.
- 1/11-1/13 Small Consumer Show: Approximately 200 teen and adult women attendees flowing in from 10 a.m. – 5 p.m.

CITY UPDATES

Utility Billing Changes Are Coming: Effective January 1, 2019, citizen utility bills (for trash, sewer, groundwater and storm drain services) will come directly from the City of Visalia and payments will be made to the City.



This change to local service and local staff will allow for enhanced customer service. The key aspects of the change are:

- 1) Your utility bill account number and the mailing address for your payment will change.
- 2) If you pay your utility bill through your bank's bill pay, you will need to change your account number and the payment mailing address after January 1, 2019.
- 3) If you pay your utility bill through automated payment (ACH), you will need to sign up again with the City of Visalia after January 1, 2019.
- 4) In-person payments will continue to be accepted at City Hall West at 707 W. Acequia, Monday through Friday from 8 a.m. – 4 p.m.

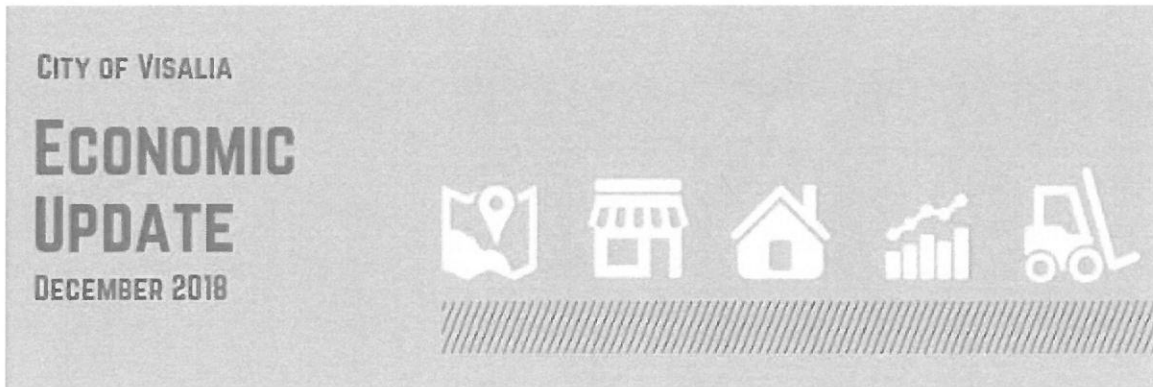
For questions or more information, contact City of Visalia Utility Billing Center at 713-4499 or visit www.visalia.city/utilitybilling.

Grants Awarded to Youth Programs: Thanks to Visalia voters, Measure N is providing support to law enforcement, streets and even local youth through the Measure N Youth Grant Program.

Applications were received by numerous agencies with programs or services focused on the youth of Visalia. Once received, the applications were reviewed on whether they hit key markers, such as, targeting at-risk youth in grades 6th through 8th, how they assisted youth in envisioning their future, setting and achieving goals and more.

After review, the City Council authorized a total of \$75,000 in Measure N grant money to five organizations:

Arts Visalia for \$5,000: Arts Visalia will use the funding for scholarships for at-risk youth in grades 6-8 identified and recruited through Family services of Tulare County, Parenting Network and CASA. The youth funded through this grant will attend weekly classes February through June of 2019 and daily classes during the summer of 2019.



Boys & Girls Club of Tulare County for \$17,300: The Boys & Girls Club plans on utilizing the grant for transportation from Divisadero Middle School, Mountain View School, Washington School and Conyer School to the Boys and Girls Club.

ProYouth for \$7,700: ProYouth will utilize the funding to continue programs at the Wittman Center, including the Insight program, which is rooted in gang prevention education, in partnership with law enforcement agencies; and Pathways, which is an eight week project-based learning program that offers activities in computer science, health sciences, agriculture/environmental sciences, and arts/performing sciences.

Turning Point of Central California for \$25,000: Turning Point will expand its current program for at risk youth on Visalia Junior High campuses by 90 minutes per week.

Journey Youth Coalition for \$20,000: Journey Youth will use the grant dollars for school outreach, specifically focusing on homeless teens. Journey Youth will also provide assistance to help teens obtain substance abuse treatment and scholarships for youth who are talented in arts, music, and writing.

City launches new podcast, “Visalia On Air”: The digital airwaves are now streaming with more news, updates and information direct from inside Visalia’s City Hall.

The City of Visalia podcast, “Visalia On Air” had a soft launch in October of this year as they hit iTunes and Google Play, and Visalia On Air just premiered their third episode. The show is co-hosted by Shelly Ellis, general manager of the Visalia Convention Center, and Allison Mackey, communications manager for the City of Visalia, and is recorded from Zach Green Films Studio on Main Street in Visalia.

Each episode kicks off with City news and then jumps into discussion with each episode’s special guest. The first episode featured a discussion on Visalia “then and now” with local historian Terry Ommen, while the second episode featured Niccolo Go, of www.joaquinaround.com, and the group talked about Visalia’s entertainment, arts, music, food, and culture.



The December episode of the podcast is up now and features Matt Ainley, Principal Civil Engineer of 4Creeks and one of the minds behind the downtown courthouse project “The Darling.”

To listen in, visit www.visalia.city/visaliaonair or find Visalia On Air through your favorite streaming service. You can find the Visalia On Air podcast on iTunes, Google Play, Stitcher and Spotify.