

**Transit Advisory Committee
Wednesday, March 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 February 2019 Meeting

5:40 p.m. Review Monthly Reports:
 ▪ Visalia Transit Monthly Report (February 2019)
 ▪ First Transit Monthly Report
 ▪ Marketing Report

5:50 p.m. Rates and Fees FY 19-20
 ▪ Ask TAC members to motion the recommendation of the rates and fees for FY 19-20 to Council

5:52 p.m. Discussion of Council action regarding various Council-appointed advisory committees and commissions

6:00 p.m. Security RFB discussion regarding transition from Val Security to Falcon Security

6:05 p.m. Items of interest
 ▪ Updated on Unmet Transit Needs
 ▪ Update on the proposal to replace the \$10 V-LINE price displayed on the buses

6:30 p.m. Adjourn General Meeting

NEXT MEETING TO BE HELD: April 17, 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, March 20, 2019
Visalia Transit Center
425 E. Oak Avenue
Visalia, CA 93291

Action Minutes:

February 20, 2019

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: Christine Chavez (CC); Chris Tovey (CT)

CITY STAFF PRESENT: Angelina Soper (AS), Rosemary Amodo (RA), Humberto Solorio (HS)

GUESTS: Tracy Harrell (TH), Yolanda Cruz (YC)

CALL TO ORDER:

- ME called the meeting to order and asked all attendees to introduce themselves in seating order.
- ME introduced his guest speaker (YC)

PUBLIC COMMENT:

No public comment

APPROVAL OF December 19, 2018 MINUTES: JR motioned to approve the minutes as written. The motion was seconded by KV. Motion approved 6-0.

REVIEW MONTHLY REPORTS: The Visalia Transit, MV and Marketing Reports were reviewed by TAC members prior to the meeting. The following topics were discussed by the following members:

- JR, GS, and KV discussed the issues with ridership, increased rates, and the route 12.
- TH suggested that the \$10 price displayed on the VLINE should be replaced with \$20 round trip. Customers have misinterpreted the \$10 as the round trip price.
- HS elaborated on FT's monthly report. All drivers will be recertified on safety procedures with an emphasis on how to properly secure wheelchairs. The deadline for recertification of all the drivers has been set for March 31, 2019. Road evaluations and educating drivers, dispatchers, and maintenance workers about HIPAA laws is also on FT's agenda. HS stated that FT is preparing for the backfill of drivers needed during the Sequoia Shuttle season. HS explained the mechanical issues on the electric buses.
- GS stated that the "talking bus" has occasionally been out of order. HS explained that when Syncromatics has technical issues, the "talking bus" goes out of order since the software cannot identify the current location of a bus. HS stated that drivers are trained to announce the stops when the "talking bus" is out of order.
- AS explained the FT turnover costs. AS stated that the rehab of the bus wash, located at operations, was approved by council. AS stated that the new VLINE buses are 40ft and the project will cost

approximately \$1.3 million. AS stated that four new Dial-A-Ride buses have been delivered. AS stated that the RFB 18-19-15 project is necessary for safety reasons.

- Rates and Fees were reviewed and discussed. The Trolley and Sequoia shuttle rates were the only items with a rate increase; all other rates and fees will remain the same for FY 19-20. The new rates for the Trolley and Sequoia shuttle were presented to TAC members in December and approved by council on January 7, 2019.
- TAC member suggested that the Unmet Needs flyer be posted on the buses. ME will represent the TAC at the Unmet Needs event scheduled in March 2019.
- ME introduced his boss YC. YC described the services that her agency, State Council on Developmental Disabilities, provides to those with disabilities. The agency works with the legislature to assist with the fulfillment of transit needs for those with disabilities.
- Items of interest:
 - Update on the Unmet Needs hearings
 - Update on the proposal to replace the \$10 price display on the VLINE with a \$20 price display
 - Update on the new security contract

Meeting was adjourned at 6:20 p.m.

Minutes prepared by Rosemary Amodo.

Committee Attendance (last 12 months)

Member Name	Mar 2018	Apr 2018	May 2018	June 2018	July 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	12-month Absences
Albert Aguilera	P	A	P	P	P	A	A	A	TAC Meeting Canceled	A	TAC Meeting Canceled	A	6
Derek Davis	P	P	P	A	P	P	P	P		P		1	
Ed Jones	P	P	P	P	P	A	P	P		P		1	
Glen Stewart	P	P	P	P	P	A	P	P		P		1	
Jim Runyon	P	P	P	P	P	P	P	P		P		0	
Karen Varner	P	P	P	P	P	P	P	P		P		0	
Michael Esquibel	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 Accomplishments February 2019

Call Center

- Call Center staff took a total of 1,779 calls during the month of February 2019. This is a 9.14% 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
- 3/18/19: Notice of Completion for Proterra Buses and Charging Stations
- 4/1/19: Annual Transit Agreement with Tulare County to Provide Transit Services

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 February there were 1,765 visits to VisaliaTransit.info, 2,428 text-to-track messages and 4,410 calls made to the IVR system. The grand total is 8,603 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 February, Rider Rewards vendor giveaways reached 8,300 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 227 for a total of 17,023 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 infrastructures. Staff continues to submit bi-weekly manual data collection as part of the grant requirement.

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 2,976 passengers during the month of February, which is a 1.60% increase over the previous year. Social media followers increased by 281 and totaled more than 9,282 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
Accomplishments
February 2019**

Fixed Route	Feb-19	Feb-18	Difference	% Change
Ridership	95,477	116,902	-21,425.00	-18.33%
Passengers per Hr.	10	11.8	-1.80	-15.31%
Revenue Hrs.	9,579.3	9,933.3	-354.05	-3.56%
FY-YTD Ridership	836,762	949,306	-112,544.00	-11.86%

Dial-A-Ride	Feb-19	Feb-18	Difference	% Change
Ridership	2,977	3,068	-91.00	-2.97%
Passengers per Hr.	3.3	2.9	0.34	11.54%
Revenue Hrs.	907.7	1,043.4	-135.70	-13.01%
FY-YTD Ridership	25,741	25,932	-191.00	-0.74%

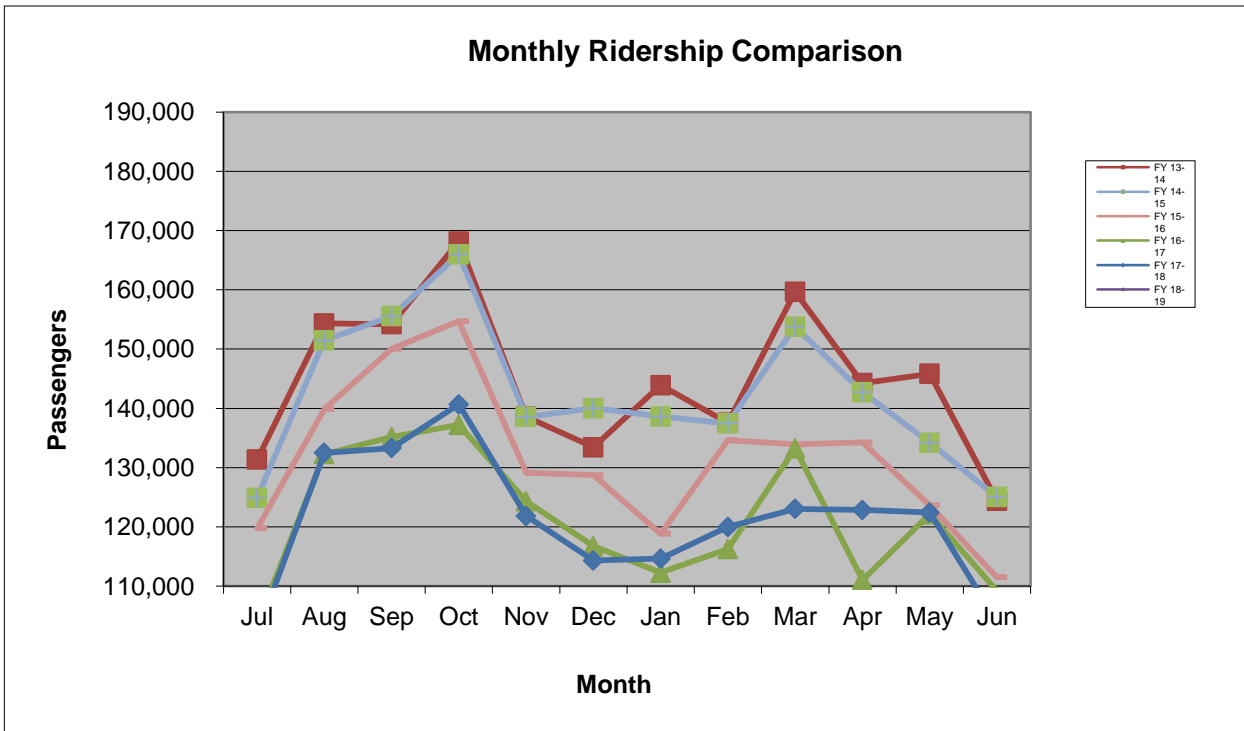
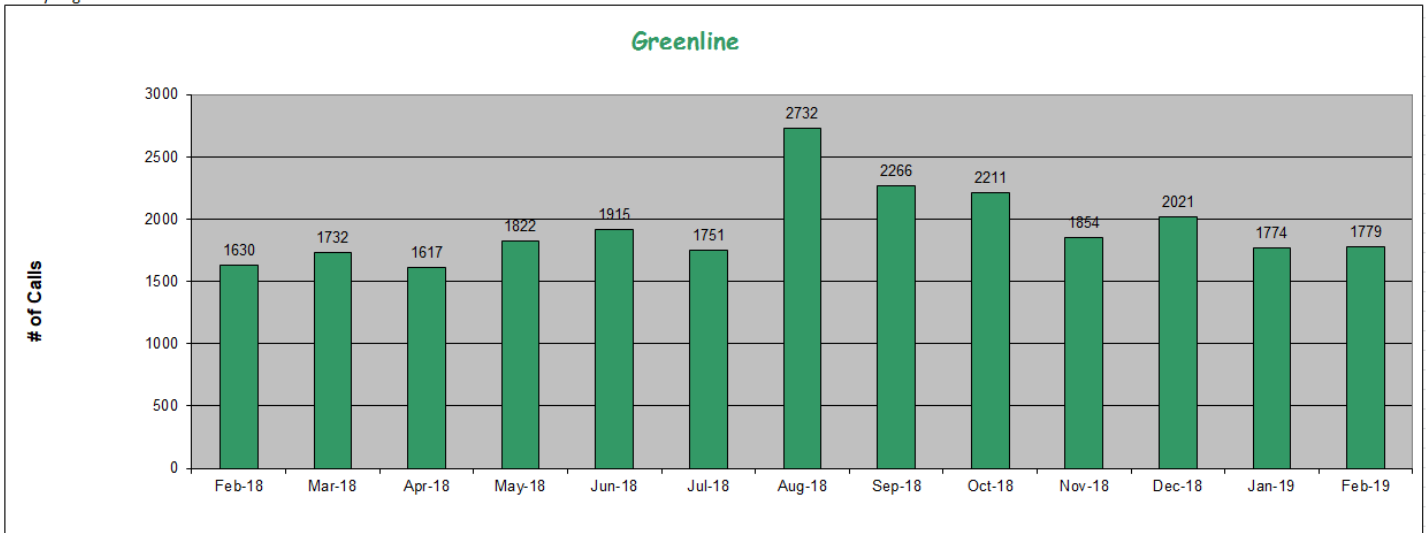
V-LINE	Feb-19	Feb-18	Difference	% Change
Ridership	2,976	2,929	47.00	1.60%
Passengers per Hr.	4.4	6.1	-1.72	-28.11%
Revenue Hrs.	676.9	478.9	197.98	41.34%
FY-YTD Ridership	20,818	18,738	2,080.00	11.10%

	Feb-19	Feb-18	Difference	% Change
HOP	16	28	-12.00	-42.86%
Call Center Calls	1,779	1,630	149.00	9.14%
Complaints	18	23	-5.00	-21.74%
Preventable Accidents	0	1	-1.00	-100.00%

Advertisements on Bus	Feb-18	Sold for CY 2019
	\$14,165.23	\$30,211.60



YTD Call Center Report February 2019



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

FEBRAURY 2019

Transit Management Report – Visalia Transit

SAFETY

- 1 non-preventable accidents and 0 preventable minor accidents.
- 1 passenger incidents that required emergency medical services or passenger hospitalization.
- Safety Meeting with drivers and office staff presented on “Safety Principle Review” & HIPAA compliance
 - o Principles of Safe Driving
 - o All drivers and staff trained & certified on passenger data protection

OPERATIONS

- Divided dispatch to (2) rooms to have a separate DAR driver window
- Dispatch staff increased from (7) to (10) and fully operational
- Resolved over 65% of fleet deficiencies by end of February
- Ordered LED headlights for dim lamp Orion buses
- Started hiring for SEKI service drivers, (2) classes in process since mid-February
- Investigated and resolved automatic door closing issues on Proterra BEBs

CUSTOMER SERVICE

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



VISALIA TRANSIT

Monthly Marketing Recap Report

FEBRUARY 2019

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	15,118	15,318	200	+1.3%
Twitter	719	728	9	+1.3%
Instagram	959	977	18	+1.9%



Demographic:
Ages 18-54 | 64% Women, 36% Men
Impressions: 207.5k
Engagement Rate: 2.66%



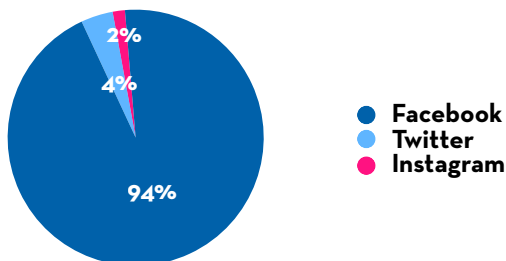
Demographic:
Ages 25-54 | 39% Women, 61% Men
Impressions: 8.9k
Engagement Rate: 2.55%



Demographic:
Ages 25-44 | 56% Women, 44% Men
Impressions: 3.4k
Total Number of Likes: 182

The top post in February featured the Dial-A-Ride How-To video. To date, this post has garnered 115,540 impressions and 41,618 video views. Of those impressions, 37,864 were earned in the month of February. The average cost per result for this post in February was \$0.02 per post engagement.

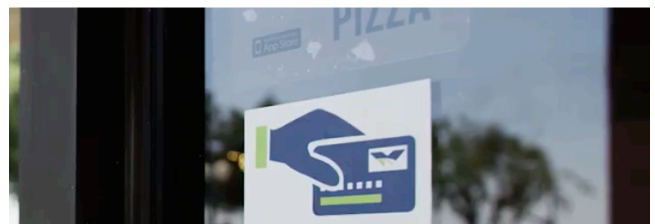
IMPRESSIONS BY PLATFORM



TOP MONTHLY VISALIA TRANSIT FACEBOOK POST



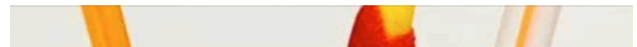
When you use Dial-A-Ride, you receive a curb-to-curb, reservation-based service. #KeepMovingVisalia



TOP MONTHLY RIDER REWARDS FACEBOOK POST



This week's #RiderRewards giveaway is brought to you by Fruitilicious Natural Fruits! They're giving away a "Free Drink" card! To enter to win, 'Like' this post or leave a comment below telling us your favorite drink! To learn more about Rider Rewards, visit www.visaliarewards.com. *Winner TBD February 19. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.



FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
January	\$1,570	36,683	184,707	\$0.04
February	\$1,570	22,152	182,704	\$0.07



V-LINE

Monthly Marketing Recap Report

FEBRUARY 2019

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	8,491	8,749	258	+3.0%
Twitter	176	178	2	+1.1%
Instagram	334	355	21	+6.3%



Demographic:

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

Impressions: 144.5k

Engagement Rate: 2.74%



Demographic:

Ages 35-54 | 38% Women, 62% Men

Impressions: 4.5k

Engagement Rate: 1.46%



Demographic:

Ages 25-44 | 52% Women, 48% Men

Impressions: 1.6k

Total Number of Likes: 94

FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
January	\$1,600	4,565	161,723	\$0.35
February	\$1,600	5,079	136,489	\$0.32

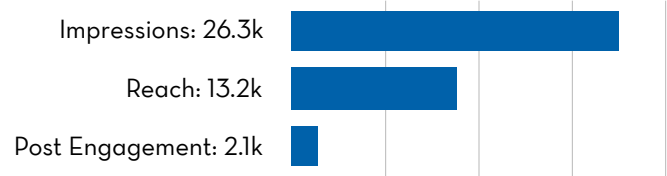
DIGITAL ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
January	\$392	101	67,577	\$3.88
February	\$608	162	99,655	\$3.75

TOP MONTHLY FACEBOOK POST

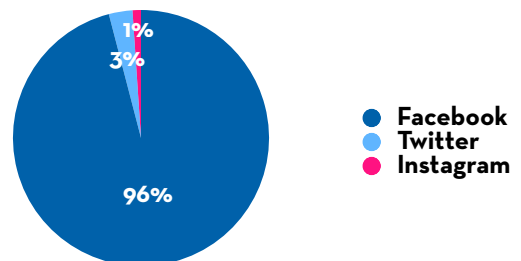


Climb on board and enjoy free WiFi while you commute. #RideVLINe



The top post in the month of February promoted free WiFi on all V-LINE buses. Originally posted in January, this post was boosted in the month of February, performing well at \$0.09 cost per post engagement. Facebook advertising experienced a slight increase in results and all platforms experienced a healthy increase in followings.

IMPRESSIONS BY PLATFORM





PROJECTS

Monthly Marketing Recap Report

FEBRUARY 2019

Projects- Visalia Transit & V-LINE

Materials developed in the month of February 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)
- Website Updates
- Fresno State Collegian Media Package
- Collegian Student Ad- Design Update (Print/Digital Assets)



Getting to school just got easier! V-LINE offers a direct connection from Visalia to Fresno and back, with stops at Fresno's Courthouse Park, Fresno Yosemite International Airport and Fresno State. With six trips per day, seven days per week, V-LINE is one of the most convenient and affordable ways to get to school and back!



For full schedule and stops, download our FREE mobile app for iOS & Android. Search "Visalia V-LINE".

For more information on how Fresno State students can get FREE V-LINE passes, visit the Traffic Operations office, located at Barstow/Jackson or visit bit.ly/VLINEpass4free.



For more information, visit RideVLINE.com or call 877-404-6473.



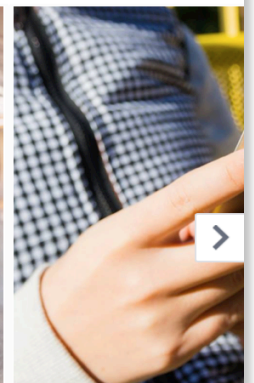
Download our mobile app for real-time bus tracking, schedules, maps, stop alerts, bus arrival notifications, service announcements, and more.



Visalia Transit App

Real-time bus tracking

Learn More



Visalia Transit App

Schedules and maps

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



DEVELOPMENT

Building Permit Activity: We roll into March with 91 new single family units and eight total new commercial permits issued so far for 2019. The commercial activity equates to 39,316 new square feet. Miscellaneous permits come in at 327 year to date.

NOTABLE

Goshen & Demaree Improvement Project Celebrates: The ribbon cutting ceremony on Saturday, March 9th marked the completion of the Goshen & Demaree Improvement Project.

“We know that improvement projects such as these come as Visalia continues to grow and we thank everyone for celebrating with us,” shared Mayor Bob Link.

The Improvement Project increased safety at the crossing of the railroad tracks, created a dedicated right turn lane southbound on Demaree and created dual lefts off of Goshen.

Mayor Link, Vice-Mayor Steve Nelsen and Council Member Brian Poochigian were all on hand, along with representatives from Avison Contruction, 4 Creeks and the City’s Community Development Department, as members of the public enjoyed appetizers from Azul Mexican Grill, Osaka Sushi and Japanese Cuisine and Subway.

VISITING VISALIA

February kicks the Visalia Convention Center into high gear with both public and private events, ranging from concerts to conventions:

- 2019 Annual Wonderful Pistachios Conference 3/14 & 3/15: Approximately 400-500 people expected each day, includes day and evening sessions and events. For information, contact Ana.Higuera@Wonderful.com or 661-478-9650.

ECONOMIC UPDATE

MARCH 2019



- Impact Leadership Conference by the Visalia Chamber of Commerce 3/21: Approximately 500 people expected, event will run from 9 a.m. – 5 p.m. Registration currently open, visit www.visaliachamber.org/impact for speakers, session information and more. For questions, contact the Chamber at 734-5876 or info@visaliachamber.org.
- Outlook 2019 Agribusiness Conference 3/22 – 3/24: Approximately 1,500 people expected each day, will include day and evening and late night sessions for the annual meeting of the California Chapter of the American Society of Farm Managers and Rural Appraisers. For more information, www.calasfmra.com/.
- 3/29 Entertainment: Student event with approximately 600 people expected from 5 – 9 p.m.
- Visalia Wedding Style 3/31: Approximately 500 people in a flow, event will run from 12 – 4 p.m., produced by Bliss Events Group. Visit www.visaliaweddingstyle.com or call 736-0566 for more information.
- 4/5 Dance and Entertainment Event: Approximately 2,000 attendees anticipated.

CITY UPDATES

Say Goodbye to Split Cans: No more split trash cans, Visalia! The City of Visalia 3 Can Conversion kicks off Monday, March 18th and runs through June. During this time, City crews will be converting split cans into a blue-lid can for recyclables and you'll receive a new gray-lid can for trash. Green waste cans will not change.

With three cans, sorting will be easier, and residents will have more room for trash and recyclables. All pick-up dates will remain the same, and there's no additional cost on the monthly utility bill.

Curious when your street will be converted? Visit www.visalia.city/3can to use the interactive lookup tool. Just plug in your address and you'll be provided the week that your conversion will take place. For questions, email communityfeedback@visalia.city or call 1 (833) COV-BILL, or 1 (833) 268-2455, and press option 4.



GSA Seeking Advisory Committee Members – Be a part of preserving our most precious resource, our water. Residents, growers and business owners are invited to apply to become an Advisory Committee member for the Mid-Kaweah Groundwater Sustainability Agency (GSA).

Applications are being accepted now by visiting www.midkawah.org.

The Mid-Kaweah GSA is a local public agency formed by the City of Visalia, the City of Tulare and the Tulare Irrigation District in response to state passage of the Sustainable Groundwater Management Act (SGMA) of 2014.

The agency is currently developing a Groundwater Sustainability Plan (GSP), slated to adoption by the statutory deadline of Jan. 31, 2020.

An 11-member panel, the Advisory Committee provides decision making support to the Mid-Kaweah GSA Board of Directors through input on technical studies conducted to develop the agency's GSP, and oversees public and stakeholder outreach intended to develop a GSP that accomplishes the region's groundwater needs consistent with SGMA.

Applicants to the Mid-Kaweah GSA Advisory Committee must be residents or associated with a business in within the jurisdictional area of the agency. All applications will be reviewed by the GSA Management Committee, previously submitted applications will also be reviewed, after which time recommendations for appointment will potentially be made.

For more information, visit www.midkawah.org/advisorycommittee or contact J. Paul Hendrix, Mid-Kaweah GSA at (559) 686-2166.

2019 Public Opinion Survey is Online Now – Each year since the 1970's, the City of Visalia has conducted a survey to gauge the sentiments and opinions of citizens.

The 2019 Public Opinion Survey is now online at www.visalia.city.

CITY OF VISALIA

ECONOMIC UPDATE

MARCH 2019



A function of the Citizen's Advisory Committee (CAC), the survey is used to determine the public's satisfaction with City services. On April 6th, members of the CAC will conduct in-person surveys. The location and time is to be determined. The CAC will analyze which demographics are not as strongly represented in the online survey and choose locations within those areas of the City.

For 2019, the CAC chose to remove the previous year's questions about homeless and inserted two new questions regarding Marijuana Dispensaries and Affordable Housing.

To sign-up to receive notification of what time and where the in-person surveys will be held, email communityfeedback@visalia.city.