

**Transit Advisory Committee
Wednesday, April, 17 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 March 2019 Meeting

5:40 p.m. Review Monthly Reports:

- Visalia Transit Monthly Report (March 2019)
- First Transit Monthly Report
- Marketing Report

5:50 p.m. Discuss council item as it relates to the Transit Committee

6:00 pm Discuss Transfer Hubs

6:10 pm Items of interest

- Status on bus radios

6:30 p.m. Adjourn General Meeting

NEXT MEETING TO BE HELD: TBD

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, April 17, 2019
Visalia Transit Center
425 E. Oak Avenue
Visalia, CA 93291

Action Minutes:

March 20, 2019

Meeting called to order: 5:30 PM

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

MEMBERS NOT PRESENT: Chairperson: Michael Esquibel (ME)

CITY STAFF PRESENT: Angelina Soper (AS), Rosemary Amodo (RA), Mario Cifuentez (MC), Christopher Tovey (CT)

GUESTS: Tracy Harrell (TH)

CALL TO ORDER:

- KV called the meeting to order and asked all attendees to introduce themselves in seating order.

PUBLIC COMMENT:

No public comment

APPROVAL OF February 20, 2019 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. The following topics were discussed by the following members:

- TAC members motioned the recommendation of the rates and fees for FY19-20 to council. GS took the first motion. EJ seconded the motion. Motioned 5-0.
- JR asked about the status of the Proterra buses and the charging stations. AS explained that the maintenance issues have been addressed and that Proterra will be on site to address any other issues.
- JR and GS asked about the status of the new VLINE buses. AS stated that additional funds have been requested for the project. LCTOP funds could cover the additional costs. AS stated that one of the goals associated with the project is to determine the ridership schedule and modify the route schedule to fulfill the demand for the service.
- JR is concerned about the decrease in ridership from month to month on the fixed route service, whereas ridership has increased on the VLINE and gradually on the DARs.
- GS is concerned about the issues with the talking bus system. Bus drivers are not announcing time points. CT is aware of the issues. He stated that drivers are being trained to remember to announce the time points
- TH stated that there are issues with the DAR reservation system. TH has been hung up on multiple times while being on queue and that the wait time is sometimes longer than minutes. DD stated that his pick-up and drop off times have been incorrect.

- CT stated that the DARs should be in service by next week. Software is being installed
- MC stated that council will review the City’s committees and members. They want to review the structure and the number of absences. Council’s review and decision could affect the TAC committee. MC encouraged TAC members to be present on April 15, 2019 to voice their opinion and passion. GS motioned to keep the TAC as is, but reduce the number of members to 5 members with 2 alternative members. JR seconded the motion. After further discussion amongst the members, GS motioned to withdraw his previous motion, KV seconded the motion. GS motioned that the TAC committee be changed to an ad hoc committee. KV seconded the motion. Motion passed 5-0. AS stated that she would attend the ad hoc meetings. MC emphasized that it must be approved by council.
- AS discussed the security RFP. Falcon Security was the lowest bidder. RFP will be presented to council on April 1, 2019. The new contract will have more details. EJ motioned to recommend it to council. GS seconded the motion. Motioned 5-0.
- GS asked about the transfer station project. AS stated that the plan is not to have all buses stop at the transit center in order to reduce the travel time of the bus routes. MC stated that possible locations for the transfer stations are near the Vallarta Market or near the Farmers Market.

ITEMS OF INTEREST:

- Update on Unmet needs: AS discussed the Unmet Needs hearing. AS stated that staff from the City was present at the hearing, but no comments were received. However, there were several online responses. MC stated that there has been a decline in unmet needs. The public has voiced their opinion for reasonable modifications.
- Update on the proposal to replace the \$10 VLINE price displayed on the VLINEs: AS discussed the topic about the \$10 price shown on the VLINE buses. The VLINE drivers stated that it is not an issue of confusion. TH suggested that a one-way graphic should be placed underneath the price. AS stated that it would not be cost effective. The resolution is to tell the passengers that the one way price is \$10.

Meeting was adjourned at 6:30 p.m.

Minutes prepared by Rosemary Amodo.

Committee Attendance (last 12 months)

Member Name	Apr 2018	May 2018	June 2018	July 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	12-month Absence
Albert Aguilera	A	P	P	P	A	A	A	TAC Meeting Canceled	A	TAC Meeting Canceled	A	A	7
Derek Davis	P	P	A	P	P	P	P		P		1		
Ed Jones	P	P	P	P	A	P	P		P		1		
Glen Stewart	P	P	P	P	A	P	P		P		1		
Jim Runyon	P	P	P	P	P	P	P		P		0		
Karen Varner	P	P	P	P	P	P	P		P		0		
Michael Esquibel	P	P	P	P	P	P	A		P		2		

“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 March 2019 ACCOMPLISHMENTS

Call Center

- Call Center staff took a total of 1,332 calls during the month of March 2019. This is a 23.09% 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:

- Bus Ad RFP – closes on 5/2/2019; Presented to council 6/3/2019

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 March, there were 1,869 visits to VisaliaTransit.info, 2,596 text-to-track messages sent, and 4,902 calls made to the IVR system, for a grand total of 9,367 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 March, Rider Rewards vendor giveaways reached 4,000 people throughout the month. Combined followers on Facebook, Instagram, and Twitter grew by 152 for a total of 17,175 followers across all platforms.

Project Updates

Sequoia Shuttle Service – Sequoia shuttle service is scheduled to begin the 2019 summer season on May 23. The service will operate until September 8. City staff anticipates reservations will be available by May 1. Stay tuned for details on the First Day of Service/Season kick off. Sequoia Shuttle Gateway Shuttle will cost \$20 for a round-trip to/from Sequoia. Group discounts (6 or more) are available.

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 3,070 passengers during the month of March, which is a 37.98% increase over the previous year. Social media followers increased by 282 and totaled more than 9,564 followers on Facebook, Twitter, and Instagram combined.



**TRANSIT DIVISION
March 2019 ACCOMPLISHMENTS**

Fixed Route	Mar-19	Mar -18	Difference	% Change
Ridership	107,659	119,689	-12,030	-10.05%
Passengers per Hr.	10.18	10.76	-0.58	-5.41%
Revenue Hrs.	10,576.30	11,122.58	-546.28	-4.91%
FY-YTD Ridership	944,421	1,068,995	-124,574	-11.65%

Dial-A-Ride	Mar-19	Mar -18	Difference	% Change
Ridership	3,463	3,357	-106	-3.16%
Passengers per Hr.	3.21	2.80	0.41	14.69%
Revenue Hrs.	1,078.37	1,181.01	-102.64	-8.69%
FY-YTD Ridership	29,204	29,289	-85	-0.29%

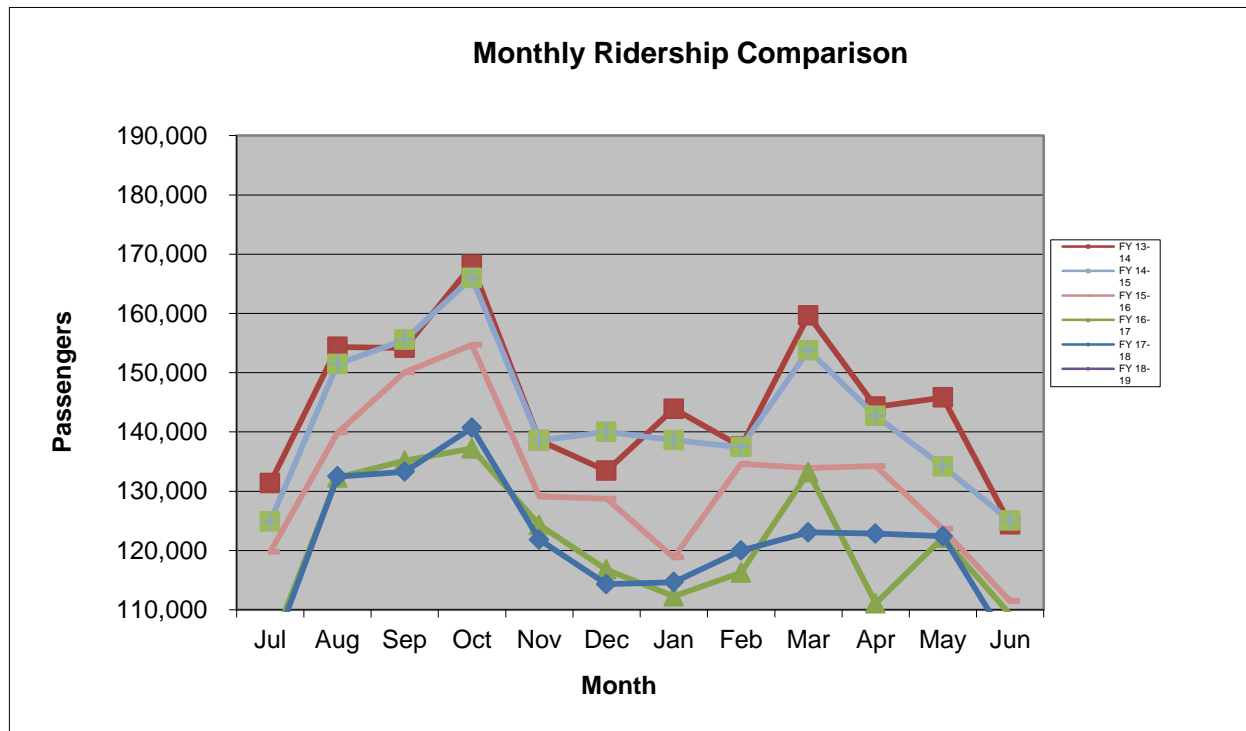
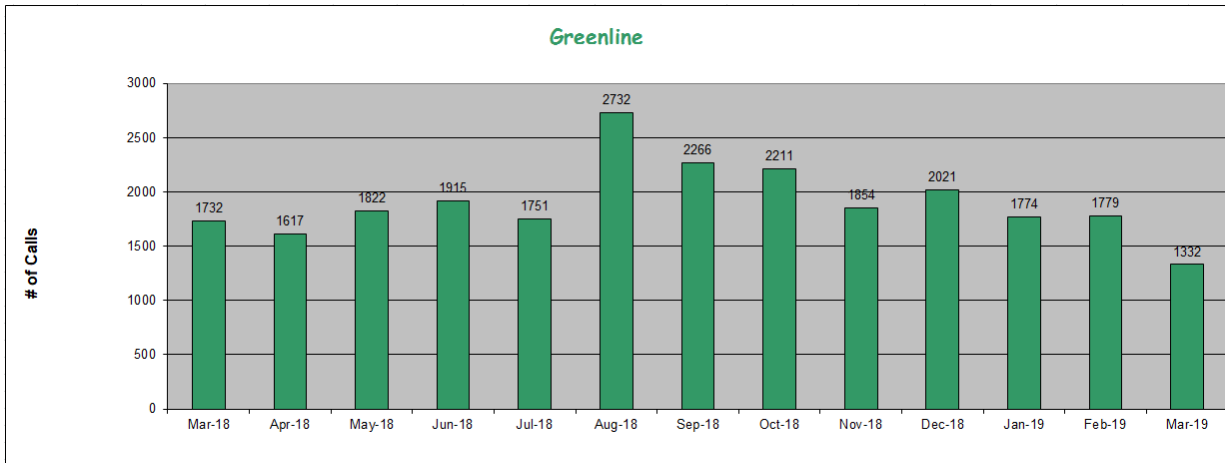
V-LINE	Mar-19	Mar -18	Difference	% Change
Ridership	3,070	2,225	845	37.98%
Passengers per Hr.	4.20	4.24	-0.04	-1.05%
Revenue Hrs.	731.42	524.51	206.91	39.45%
FY-YTD Ridership	23,888	20,963	2,925	13.95%

	Mar-19	Mar -18	Difference	% Change
HOP	0	7	-7	-700%
Call Center Calls	1,332	1,732	-400	-23.09%
Complaints	9	34	-25	-73.53%
Preventable Accidents	0	2	-2	-200%

Advertisements on Bus	Mar -19
	\$17,332.43



Call Center YTD



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

MARCH 2019

Transit Management Report – Visalia Transit

SAFETY

- 1 non-preventable accidents and 0 preventable minor accidents.
 - o Accident involved a small sedan that pulled in front of a VLINE bus on Goshen.
- Safety Meeting with drivers and office staff presented on “Bloodborne Pathogens”
 - o Signs/Symptoms of common bloodborne pathogens
 - o How they are transmitted
 - o Safety procedures and follow-up care after an exposure incident

OPERATIONS

- Resolved over 84% of fleet deficiencies by end of March
- Installed LED headlights on 95% of Orion buses
- Had over (30) new hires start training for SEKI service, expecting full complement by mid May
- Continued service issues with Proterras are being corrected with the manufacturer
- Chasis wash being renovated for service in April – Bus wash expected to be down 3 weeks starting April 2nd.

CUSTOMER SERVICE

- (9) complaints for the month – a record LOW!
- All complaints resolved, follow up calls made when applicable



VISALIA TRANSIT

Monthly Marketing Recap Report

MARCH 2019

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	15,318	15,435	117	+0.8%
Twitter	728	731	3	+0.4%
Instagram	977	1,009	32	+3.3%



Demographic:
Ages 18-54 | 64% Women, 36% Men
Impressions: 162.4k
Engagement Rate: 3.05%



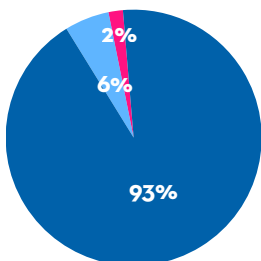
Demographic:
Ages 25-54 | 39% Women, 61% Men
Impressions: 9.9k
Engagement Rate: 4.24%



Demographic:
Ages 25-44 | 56% Women, 44% Men
Impressions: 3.2k
Total Number of Likes: 192

The top post in March featured a photo of the Transit Center, asking riders if they were taking a route and prompting users to engage. This post received 54 likes, comments, and shares and garnered 9,285 impressions.

IMPRESSIONS BY PLATFORM

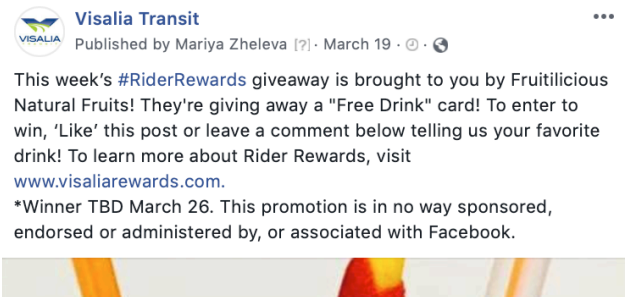


- Facebook
- Twitter
- Instagram

TOP MONTHLY VISALIA TRANSIT FACEBOOK POST



TOP MONTHLY RIDER REWARDS FACEBOOK POST



FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
February	\$1,570	22,152	182,704	\$0.07
March	\$1,570	11,688	139,791	\$0.13



V-LINE

Monthly Marketing Recap Report

MARCH 2019

FOLLOWERS

	Last Month	This Month	Difference	%
Facebook	8,749	9,021	272	+3.1%
Twitter	178	178	0	—
Instagram	355	365	10	+2.8%



Demographic:

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

Impressions: 130.9k

Engagement Rate: 1.98%



Demographic:

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

Impressions: 4.7k

Engagement Rate: 1.01%



Demographic:

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

Impressions: 1.7k

Total Number of Likes: 126

FACEBOOK ADVERTISING

	Budget	Results	Impressions	Cost per Result
February	\$1,600	5,079	136,489	\$0.32
March	\$1,600	4,225	124,427	\$0.38

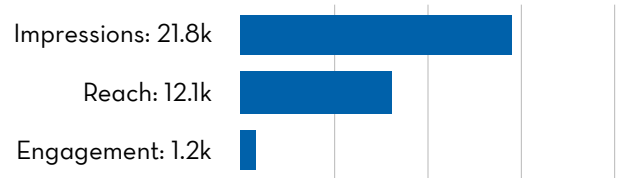
DIGITAL ADVERTISING

	Budget	Clicks	Impressions	Cost per Click
February	\$608	162	99,655	\$3.75
March	\$2,197	818	436,914	\$2.69

TOP MONTHLY FACEBOOK POST

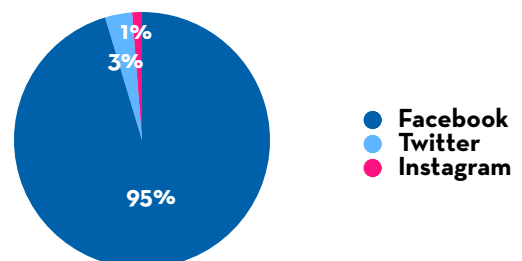


Climb on board and enjoy free WiFi while you commute. #RideVLINE



The post above was the top post for the second consecutive month. It promoted free WiFi on all V-LINE buses. Digital advertising improved due to a larger ad spend, combining student and travel budgets in the month of March. Impressions and clicks increased, while cost per click decreased. Facebook advertising was impacted during the month of March, causing a slight increase in cost per result.

IMPRESSIONS BY PLATFORM





PROJECTS

Monthly Marketing Recap Report

MARCH 2019

**Projects-
Visalia Transit & V-LINE**

Materials developed in the month of March 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)
- Digital Advertising (Travel)
- Live & Play Ad- Design Revision
- Promotional Product- Coaster Design Comps
- Farmersville Parade Ad(s)- Design Revision

CONVENIENCE
MEETS ADVENTURE.

Sequoia Shuttle is the most convenient and affordable way to travel to Sequoia National Park! The 2019 season runs from Thursday, May 23 through Sunday, September 8, helping lovers of the great outdoors from all over the Central Valley experience the wonder and magic of the Giant Sequoias. All shuttles are ADA-accessible, as are a number of trails within the park. One \$20 round-trip ticket includes entry to the park, as well as unlimited, free shuttle service to the many attractions within. Nothing should stop you from enjoying the beauty in your own backyard.

Sequoia Shuttle. Let us drive.

To make your reservation, call **1-877-BUS-HIKE** or visit SequoiaShuttle.com
For group rates, call **1-877-40 GO GREEN**

VISALIA
TRANSIT

SEQUOIA SHUTTLE
SERVING SEQUOIA NATIONAL PARK

V-LINE
VISALIA ↔ FRESNO