

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY**  
**1362 Rutan Court, Suite 100**  
**Livermore, CA 94551**

**PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE**  
**WHOLE**

**COMMITTEE MEMBERS**

**KARLA BROWN – CHAIR**

**SCOTT HAGGERTY**

**DAVID HAUBERT - VICE CHAIR**

**STEVEN SPEDOWFSKI**

**DATE:** Tuesday, May 26, 2015 – **Please Note Special Day and Time**

**PLACE:** Diana Lauterbach Room LAVTA Offices  
1362 Rutan Court, Suite 100, Livermore

**TIME:** 3:00p.m.

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**AGENDA**

**1. Call to Order**

**2. Meeting Open to Public**

- Members of the audience may address the Committee on any matter within the general subject matter jurisdiction of the LAVTA Board of Directors.
- Members of the audience may address the Committee on items on the Agenda at the time the Chair calls for the particular Agenda item.
- Public comments should not exceed three (3) minutes.
- Agendas are published 72 hours prior to the meeting.
- No action may be taken on matters raised that are not on the Agenda.

**3. Minutes of the April 27, 2015 Meeting of the P&S Committee.**

**Recommendation:** Approval

**4. FY 2015 3<sup>rd</sup> Quarter Report – Operations**

**Recommendation:** None – information only.

**5. Third Quarter 2015 Marketing and Outreach Activities**

**Recommendation:** None-information only.

**6. Fiscal Year 2016 Wheels Marketing Plan**

**Recommendation:** Endorse and forward to the Board of Directors for approval.

**7. Update on Comprehensive Operational Analysis and Short/Long Range Planning Efforts**

**Recommendation:** This item is informational only.

**8. Preview of Upcoming P&S Committee Agenda Items**

**9. Matters Initiated by Committee Members**

**10. Next Meeting Date is Scheduled for: June 22, 2015**

**11. Adjourn**

Please refrain from wearing scented products (perfume, cologne, after-shave, etc.) to these meetings, as there may be people in attendance susceptible to environmental illnesses.

In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. In either case, any item acted upon by the Committee or the Committee of the Whole will require consideration and action by the full Board of Directors as a prerequisite to its legal enactment.

*I hereby certify that this agenda was posted 72 hours in advance of the noted meeting.*

*/s/ Diane Stout*

*5/20/15*

*LAVTA Administrative Services Department*

*Date*

*On request, the Livermore Amador Valley Transit Authority will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. A written request, including name of the person, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service should be sent at least seven (7) days before the meeting. Requests should be sent to:*

*Executive Director  
Livermore Amador Valley Transit Authority  
1362 Rutan Court, Suite 100  
Livermore, CA 94551  
Fax: 925.443.1375  
Email : [frontdesk@lavta.org](mailto:frontdesk@lavta.org)*

**AGENDA**

**ITEM 3**



**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY**  
**1362 Rutan Court, Suite 100**  
**Livermore, CA 94551**

**PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE**  
**WHOLE**

**COMMITTEE MEMBERS**

**KARLA BROWN – CHAIR**

**DAVID HAUBERT - VICE CHAIR**

**SCOTT HAGGERTY**

**STEVEN SPEDOWFSKI**

**DATE:** Monday, April 27, 2015

**PLACE:** Diana Lauterbach Room LAVTA Offices  
1362 Rutan Court, Suite 100, Livermore

**TIME:** 4:00p.m.

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**MINUTES**

**1. Call to Order**

Committee Chair Karla Brown called the meeting to order at 4:03pm.

**Members Present**

Karla Brown, Vice Mayor, City of Pleasanton

Don Biddle, Councilmember, City of Dublin

Scott Haggerty, Supervisor, Alameda County

**Members Absent**

Steven Spedowfski, Councilmember, City of Livermore

David Haubert, Mayor, City of Dublin

**2. Meeting Open to Public**

No comments.

**3. Minutes of the March 23, 2015 Meeting of the P&S Committee.**

Approved: Biddle/Haggerty

Aye: Biddle, Brown, Haggerty

No: None

Abstain: None

**4. Wheels Employer Pass Overview**

Staff provided an overview of the Wheels Employer Pass Program and the next

steps needed for implementation. Scott Haggerty ask staff to look into how many passengers are currently riding Wheels from these targeted businesses and what the fiscal impact to the agency is expected to be. Karla Brown asked for staff to bring the Board the comparison between the fee program the Hacienda Business Park pays and what new employers of similar size would be expected to pay. This item was for information only.

**5. Relocation of Livermore Historic Train Depot to Livermore Transit Center**

Staff provided an overview of the Relocation of the Livermore Historic Train Depot efforts. Debbie Bell and Rosy Ehlers from the City of Livermore were in attendance to provide additional information and to answer questions. The Committee asked staff to continue on with the relocation project.

**6. Preview of Upcoming P&S Committee Agenda Items**

**7. Matters Initiated by Committee Members**

Karla Brown requested staff to provide a COA update and Clipper implementation update to the monthly P&S Committee meeting agenda.

**8. Next Meeting Date is Scheduled for: Tuesday, May 26<sup>th</sup> at 3:00pm (just before the F&A Committee meeting).**

**9. Adjourn**

Meeting adjourned 4:27pm.

**AGENDA**

**ITEM 4**



LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

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STAFF REPORT

SUBJECT: FY 2015 3<sup>rd</sup> Quarter Report – Operations

FROM: Cyrus Sheik, Senior Transit Planner

DATE: May 26, 2015

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**Action Requested**

This is an informational item.

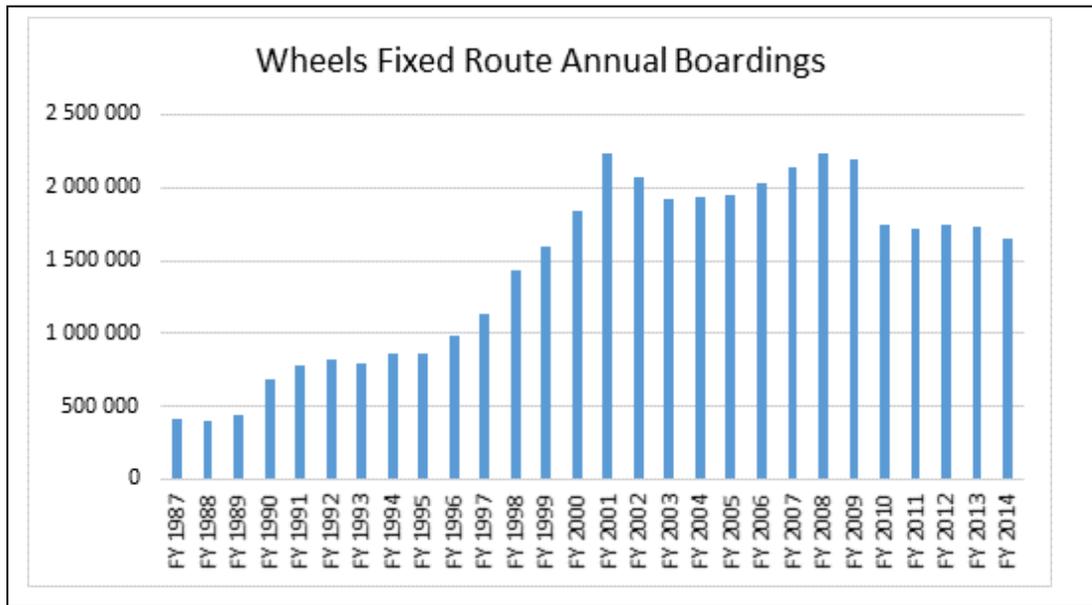
**Background**

This report is intended to provide the Committee with a summary and analysis of operations for the third quarter of FY2015 (January - March 2015), including fixed route and operational performance metrics.

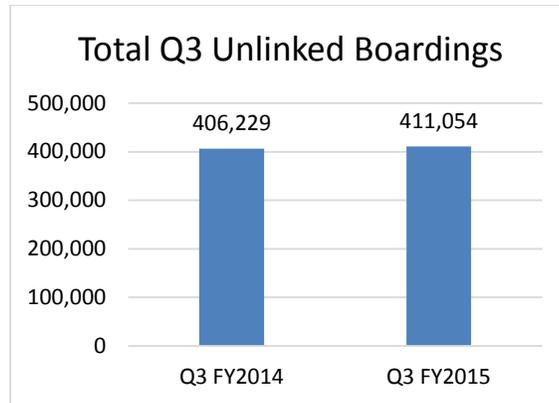
**Discussion**

Fixed Route

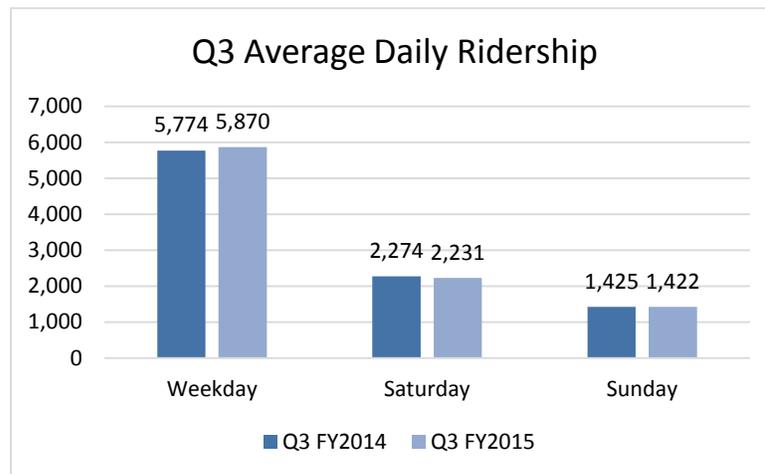
As the Board of Directors has seen in year-end statistics from the conclusion of fiscal year 2014, the Wheels fixed-route service saw a systemwide decline in ridership in the order of approximately four percent between the fiscal year ending in June 2013 and the fiscal year ending in June 2014. As we are still in FY15, the graph below is the same as shown in the previous two quarterly reports.



Looking in the graph below at the boarding trend for the third quarter of FY2015, ridership was up compared to the same quarter of the previous year. The increase was slight (1.2%), but is a shift in the trend from the previous quarter, where approximately a three-percent decrease was observed.



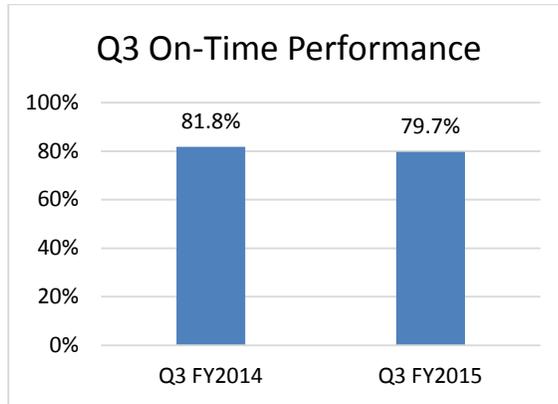
The next chart shows the ridership breakdown by average boardings per day during the quarter. It shows that the slight ridership gain was attributable to the weekday service, as both Saturday and Sunday ridership was down slightly compared to Q3 of FY14.



It is difficult to draw short-term conclusions from these trend variations in ridership, but it is hoped that the ridership gain during the quarter (which were attributable to the months of February and March) may be sustained into Q4 as well.

As in previous quarters, trends at the individual route level were mixed; Routes 11 and 12 both saw sustained productivity increases, but the important trunk line 10 trended down in the quarter compared to the same time frame of the previous year. On weekends, Route 10 was largely flat, while Routes 3 and 15 gained in productivity compared to the previous year.

On-time performance (OTP) decreased slightly compared with same quarter of the previous year, from approximately 82% to 80%. The lower numbers were generally attributable to January and February, both at 79%, while March did somewhat better at 81%.



The route experiencing the biggest challenge adhering to the published schedules during the quarter was the 70X/70XV service between Pleasant Hill and Dublin, which is subjected to significant variability in traffic along its I-680 segment. During the quarter, its on-time performance ranged from 30 percent to 55 percent. On the other end of the spectrum, mainlines that did very well staying on time were the local routes 1 (east Dublin), 14 (central Livermore), and 53 (ACE-BART), which were all above 90% in OTP during the month of March. The large trunk lines such as Routes 10 and 30 (Rapid) performed in the 80-82% range, slightly above the system average.

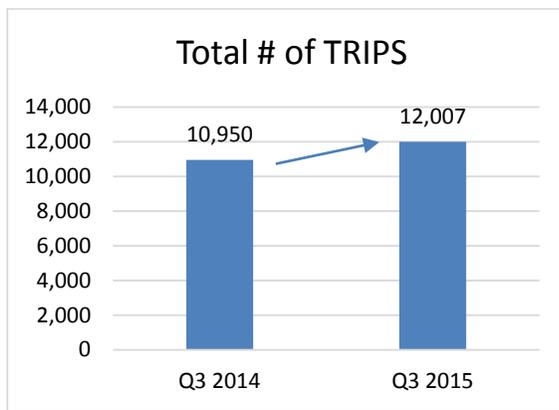
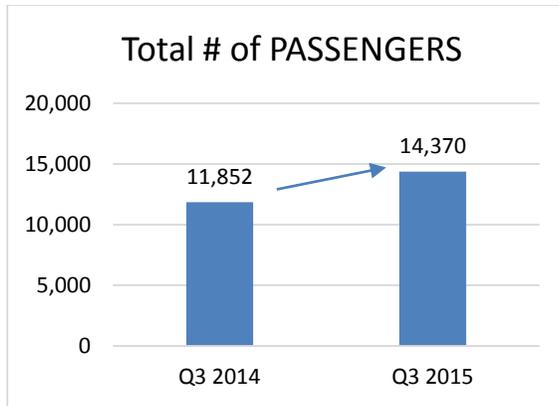
Two routes, #12 and #15, received schedule modifications in late-February aimed at improving their OTP, and a preliminary look at their recent on-time trends does indicate an improvement for both. Between February and March, Route 12 (College) improved from 71% to 77%, while Route 15 (Springtown) went up from 61% to 85%.

Paratransit

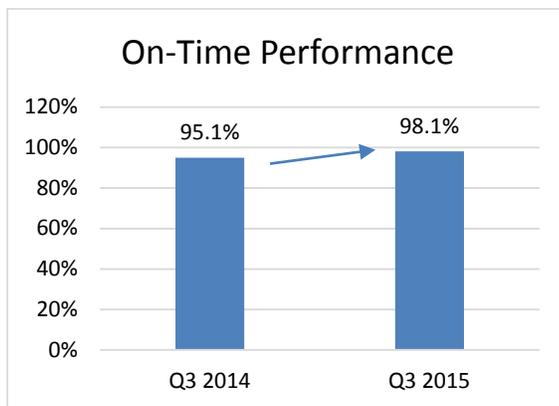
The table below shows the Quarter 3 Total Ridership and On-Time-Performance by month:

Performance Metric	Q3 Fiscal Year 2015		
	January	February	March
Total Ridership	4,517	4,674	5,179
On Time Performance	99.3%	98.1%	96.9%

The FY2015 Q3 total number of passengers served on paratransit, which includes personal care attendants (PCAs) and companions, has increased by 21.2% when compared to the same three months the year prior, and the number of trips during the same time period has increased by 9.7 %, as the following two charts illustrate.

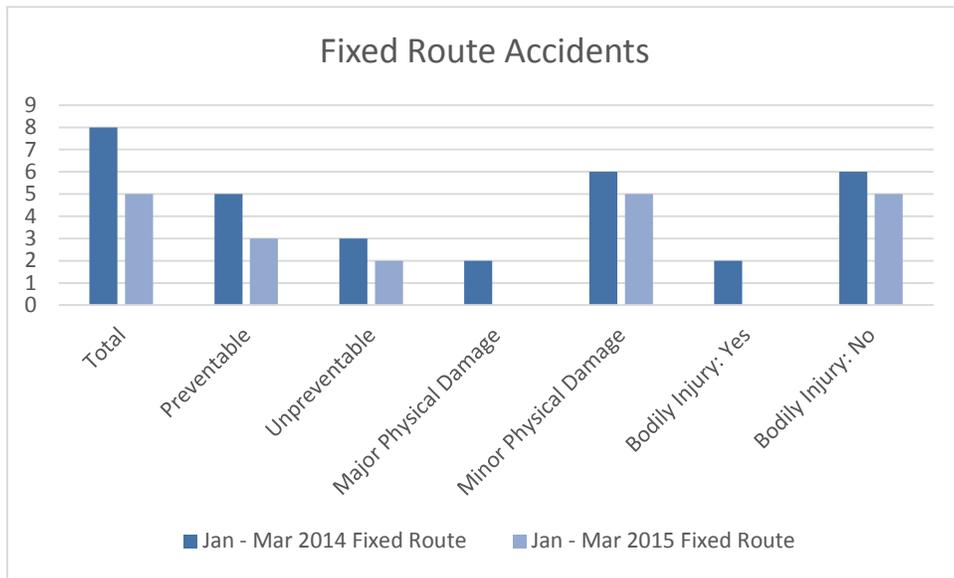


The on-time performance (OTP) for the FY 2015 Q3 is 98.1% compared to 95.1% for the same quarter during the previous fiscal year (3.2% increase) as shown in the chart below.

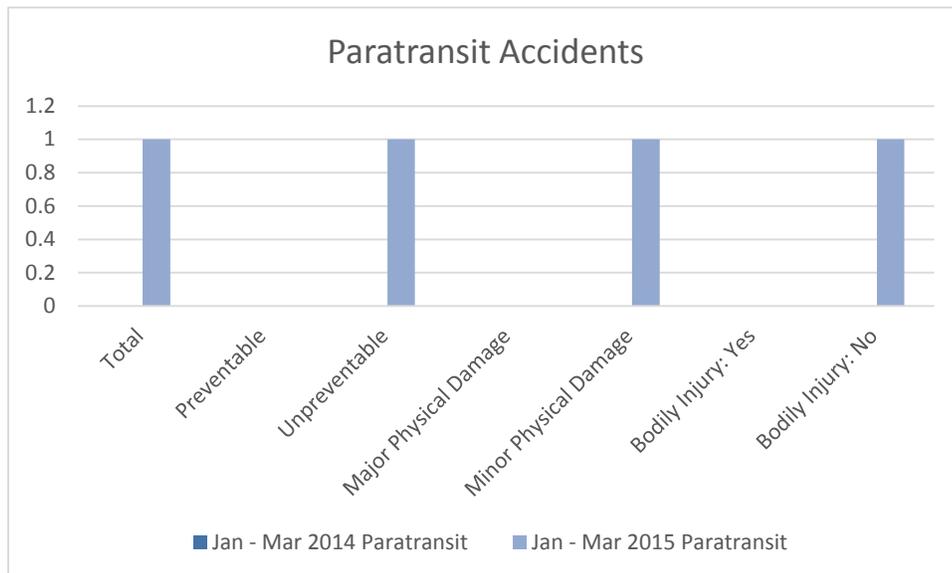


Accidents

In the third quarter, there have been five (5) accidents for fixed route, three (3) of which were determined to be preventable, and two (2) deemed non-preventable. None of the accidents resulted in major damage, and five (5) resulted in minor or no damage to the vehicles (only fixed route are LAVTA owned vehicles). None of the fixed route accidents resulted in bodily injury. The total number of accidents for the quarter has decreased from this time last year; however the number of preventable accidents continue to be more than half of the total accidents. Staff is working with the operations contractor to identify trends in preventable accidents.

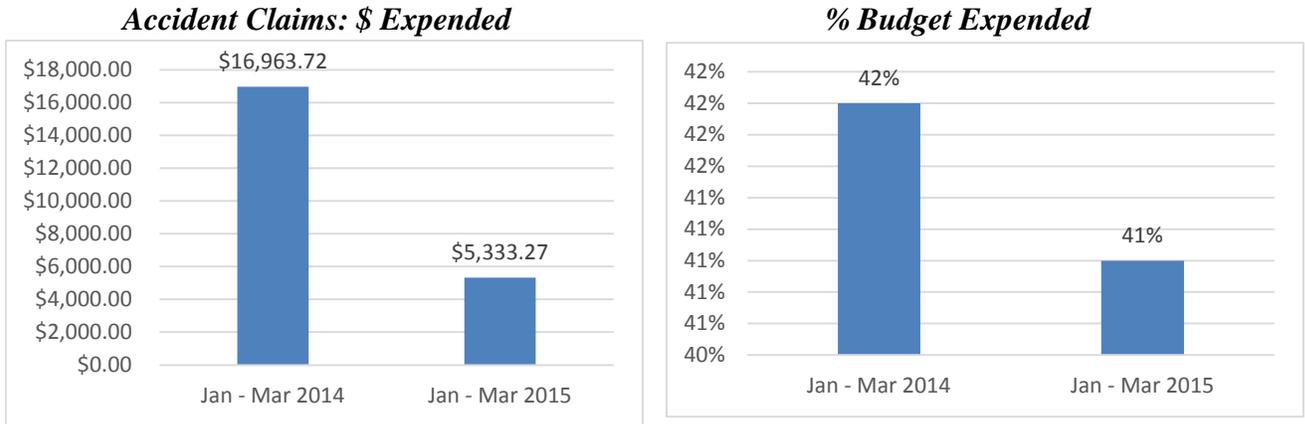


In the third quarter there were no paratransit accidents compared to 1 accident last year, and it was a different contractor performing the service.



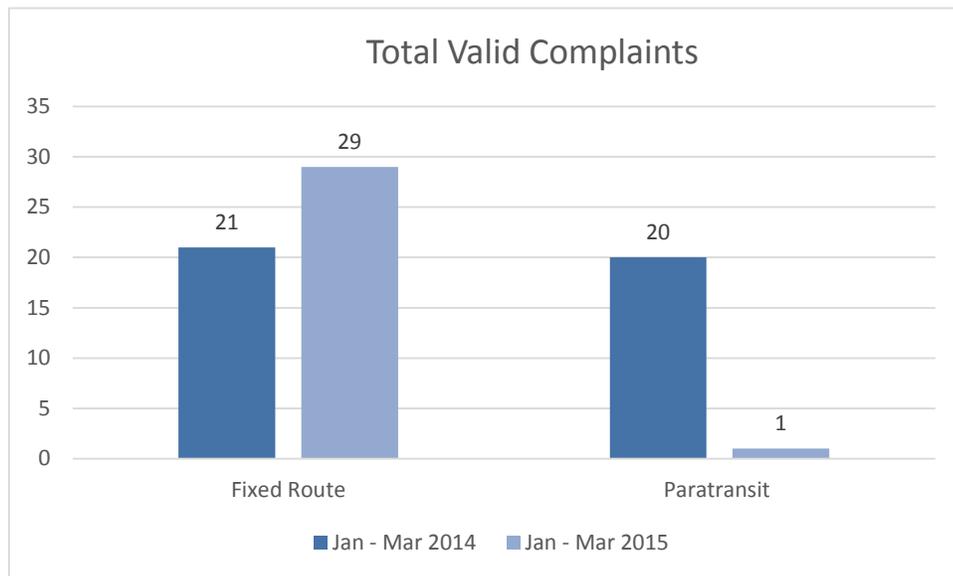
### Claims Activity

With respect to the monthly accident claim activity, the below charts highlight claims **for fixed route only**. Even though the dollar amount expended during Q3 was lower this year than last, the percent of budget expended is just about the same; albeit below the allowable 75%. It should be noted that some of the FY15 expenditures are for the prior fiscal year, as adjudication of claims can take some time after the actual accident/incident. Even so, there is an increased focus on Safety with LAVTA's fixed route contractor in light of the preventable accidents and claims.



### Customer Service

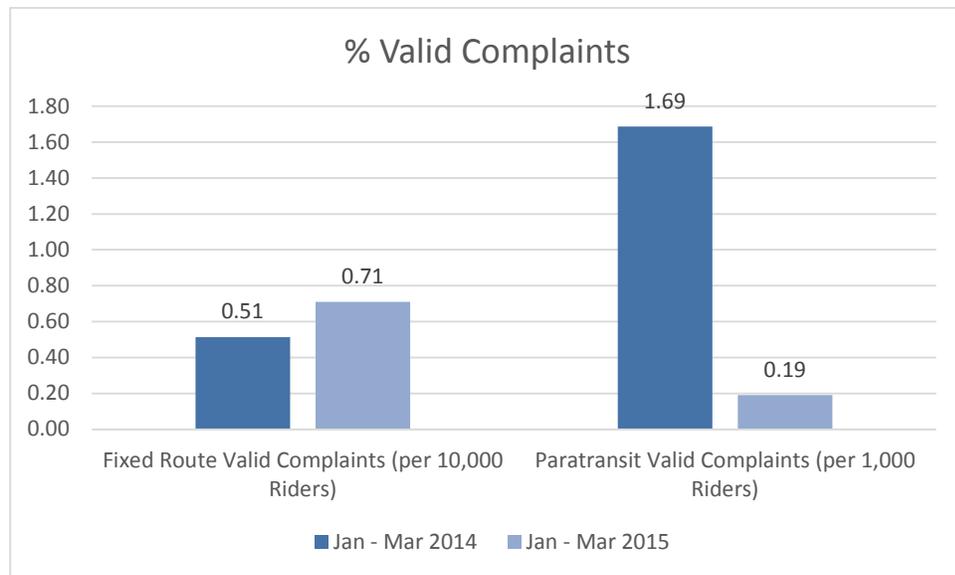
Customer Service staff processed a total of 164 customer requests for Q3 FY14 and a total of 130 for Q3 FY15. LAVTA's Service Quality Standards Index, a measurement of performance for contractors, tracks the number of valid complaints for both fixed route and paratransit service.



Comparing the total valid complaints from FY14 and FY15, the number for fixed route has increased and staff continues to work with the fixed route contractor in the Fixed Route Task Force meetings held every other week, which allow for timely recognition of trends, and increased attention to the Customer Oversight Program which provides for assigning points to operators for valid complaints.

Paratransit contractor was different in FY14, and staff is continuing to monitor the issues for the new contractor and very pleased to note the significant decrease in the number of complaints. During January 2015 and February 2015, there were no valid complaints received for the paratransit service and only one (1) valid complaint in March 2015.

The following chart looks at the percentage of valid complaints, per 10,000 riders for fixed route and 1,000 riders for paratransit.



**Next Steps**

None

**Recommendation**

None – information only.

**AGENDA**

**ITEM 5**



STAFF REPORT

SUBJECT: Third Quarter 2015 Marketing and Outreach Activities  
FROM: Dennis Mochon, Senior Marketing and Communications Specialist  
DATE: May 26, 2015

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**Action Requested**

Informational item only. No action required.

**Background**

This report is intended to provide the Board with a summary of the marketing and outreach activities for the third quarter of FY2015.

**Discussion**

Activities completed in the second quarter:

February 21, 2015 Service Change

The agency promoted the February 21, 2015 service change through radio spots on KKIQ-FM, updated web page, car cards, new bus book, outreach at key locations, press release, Facebook/Twitter, on-hold messages and bus stop schedule inserts.

St. Patrick's Day Parade

The agency showcased both Rapid and Rideo buses for the parade on Saturday, March 14<sup>th</sup> donned in St. Patrick's decorations to celebrate the festivities. Wheels also participated in the community festival having a booth to promote our services and inform the public about alternative transportation options on both Saturday and Sunday, March 14<sup>th</sup> and 15<sup>th</sup>.

Wheels in the News

Wheels produced seven press releases during the 3<sup>rd</sup> quarter. These included: Wheels passes CHP inspection; New Board members; February 21 service change; St. Patrick's Day Celebration; WAAC recruitment; Livermore Community Center Transit Forum and Measure B Funding. Wheels received major local and national industry articles in the Pleasanton Weekly, The Independent, The Patch, Mass Transit, Bus Ride and a photos of the new Board members in Passenger Transport.

Social Media

Likes on Wheels Bus Facebook page have dramatically risen over the quarter to a current total of 200. Posts were for the events highlighted in the News section above which helped to increase the likes. An average of two tweets were posted weekdays on Twitter.

Outreach

Wheels participated in 14 outreach activities targeting schools, seniors, employers and other community organizations as highlighted in the attached list.

*The following activities have occurred or are planned for remainder of the fiscal year:*

Livermore Wine Festival May 2 and 3<sup>rd</sup>

Wheels had an information booth for both Saturday and Sunday, May 2<sup>nd</sup> and May 3<sup>rd</sup> at the Wine Festival, and had a full realm of resource information to distribute to the public.

Alameda County Fair

For the 2015 fair, Wheels will be offering a buy one get one free ticket similar to last year's campaign. Route 8 will be modified again to serve the fair on both the A & B as well as the weekend 8. There will be staffing to share a table with ACTC and the Pleasanton Senior Center to inform the public on Senior Days about all of the senior and disabled services for the Tri-Valley. Wheels will be doing a joint promotion with the Fair and BART to promote taking BART and Wheels to the Fair. Media includes: KKIQ radio, interior cards, posters, fair signage, BART signage, social media and a press release.

Website Redesign

Wheels has contracted with the firm, Planeteria, to obtain professional services to perform a website redesign and handle hosting and ongoing maintenance, training and future development of the [www.wheelsbus.com](http://www.wheelsbus.com) website. The scope of work is focused on developing a user-centric, redesigned and re-architected public website with an eye towards responsive and adaptive design and features to ensure compatibility with all desktops, mobile, and tablet devices. The new website is planned to go live in the first quarter of FY 2016.

Social Media Promotion

Wheels is boosting Facebook likes through a contest offering a free Trek bike. People can go to Wheels Facebook page or website and enter an email address to register for the contest. They are asked to like Wheels on Facebook. The contest is also being promoted at various outreach events such as Bike to Work Day and the Alameda County Fair and ends after the Fair on July 8<sup>th</sup>.

Eco Pass Research and Development

Wheels is researching options to develop and launch a new annual Eco Pass that would be available to Tri-Valley businesses and their respective employees. The pass would be provided for all employees for an annual term at a discounted rate such as the current Hacienda Business Eco Pass.

**Budget**

No budgetary impact.

**Next Steps**

The report will be included in the Executive Director's report for future Board meetings.

**Recommendation**

None – information only.

Attachments:

1. Summary of Outreach Activities

## THIRD QUARTER FY 2015 OUTREACH

<b>EVENT</b>	<b>DATE</b>	<b>AUDIENCE</b>	<b>PURPOSE</b>
Livermore Senior Center Consultation	1/6	Seniors	Service Info
Hispanic Business Council Meeting	1/8	Public	Service Info
Livermore Needs Committee Meeting	1/13	Public	Service Info
Drivers Safety Meetings	1/20-1/22	MV Drivers	Service Change
Pleasanton Senior Center Consultation	1/26	Seniors	Service Info
Tri-Valley Air Resource Meeting	1/29	Public	Service Info
Travel Training	2/4	Seniors	Service Info
Transit Center Staff Meeting	2/11	LAVTA Staff	Service Change
Dublin BART Stations Meeting	2/17	BART	Wayfinding Signage
Foothill High School Meeting	2/19	School Staff	Develop Curriculum
Foothill High School Meeting	3/2	Students	Ambassador Training
Dublin Senior Ranch Meeting	3/4	Seniors	Service Info
Clipper Customer Service Meeting	3/11	Bay Agencies	Clipper Card
St. Patrick's Day Festival	3/14-3/15	Public	Service Info

**AGENDA**

**ITEM 6**



**S T A F F   R E P O R T**

SUBJECT: Fiscal Year 2016 Wheels Marketing Plan  
FROM: Dennis Mochon, Senior Marketing and Communications Specialist  
DATE: May 26, 2015

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**Action Requested**

Review and recommend proposed FY 2016 Wheels Marketing Plan to the Board of Directors for approval.

**Background**

As part of the annual planning for the upcoming fiscal year, staff has drafted the FY2016 Marketing Plan and is presenting it to the Projects and Services Committee for informational purposes and feedback.

**Discussion**

The goals of the FY 16 Marketing Plan are the following:

1. Increase awareness and identity of Wheels services
2. Build a positive image for Wheels services
3. Continue providing public information to increase knowledge of Wheels services
4. Build ridership and continued community support for Wheels services

Marketing initiatives in this staff report will take place from July 1, 2015 through June 30, 2016. The full plan is included in Attachment 1; however, here are some highlights of new activities proposed for the upcoming fiscal year:

- New Website Rollout
- Clipper Card Introduction
- Rebranding
- WheelsForward Timetable Route Information
- Route Specific Marketing Partnerships

**Budget**

Budget is included in FY2016 Wheels Operating and Capital Budget

**Next Steps**

If approved by the Board, the FY2016 Marketing Plan will begin on July 1, 2015.

**Recommendation**

Endorse and forward to the Board of Directors for approval.

Attachments:

1. Wheels Marketing Plan – FY2016

# Wheels Marketing Plan – FY 2016





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## Agency Mission

The mission of the Livermore Amador Valley Transit Authority is to provide equal access to a variety of safe, customer oriented, reliable, and affordable public transportation choices, increasing the mobility and improving the quality of life of those who live or work in and visit the Tri-Valley area.

## Vision

An essential link in the regional transportation system. Wheels strives to be a well-recognized highly respected, integrated public agency utilizing appropriate tools and technologies to provide cost-effective, exceptional transit service in response to the needs and priorities of those who live or work in or visit the Tri-Valley area.

## 2015 Goals

1. Provide routes and services to meet current and future demand for timely and reliable transit service subject to fiscal restraints.
2. Optimized existing routes and services to increase productivity and respond to MTC's Transit Sustainability Project.
3. Improve connectivity with regional transit systems and participate in the activities of projects like BART to Livermore and the Altamont Commuter Express to ensure future connectivity.
4. Continue to build the Wheels brand image, identity and value for customers.
5. Increase ridership, particularly the Rapid, to fully attain community benefits achieved through optimum utilization of our transit system.
6. Partner with employers in the use of transit to meet transportation demand management goals or requirements.
7. Advocate for local, regional, state and federal policies that support Wheels' goals.
8. Establish performance based metrics with action plans for improvement, monitor, improve and periodically report on on-time performance and productivity.
9. Develop budget in accordance with the Strategic Plan, integrating fiscal review process into all decisions.

## Agency Services and Situation Analysis

The Livermore Amador Valley Transit authority provides local public transit services to the cities of Dublin, Livermore, and Pleasanton and to the adjacent unincorporated areas of Alameda County. The service area covers approximately 40 square miles and has 205,086 residents. The service area is divided into two sub-areas: Pleasanton/Dublin and Livermore. Three miles of lightly developed industrial and agricultural land separate these two sub-areas.

The Authority provides the following transportation services: Fixed Route (Wheels) Service, Bus Rapid Transit (Rapid) Service and Demand Responsive Paratransit Service (Dial-A-Ride) to senior and disabled persons.

Wheels Fixed Route system consists of the following services:

Wheels	Local and sub-regional fixed route system.
Rapid	Local and sub-regional bus rapid transit system
Shuttles	Local shuttles serving the ACE Rail and BART stations

Wheels fixed route service runs 365 days per year. On an average weekday, the Authority's fixed route fleet carries an average of 5,737 passengers. Fixed route ridership had been increasing over the years since a FY2001 drop; flattening out in FY2009, decreasing in FY 2010, and increasing in FY2011 and FY 2012. There was a decrease of almost 1.3% from FY 2012 to FY 2013. Ridership continued to decrease in FY 2014 at 1,652,151, it is more than a 4.3% decrease from FY 2013.

LAVTA's newest fixed-route service, the Rapid, launched in January 2011 and features 15-minute service. The primary goal of the service is to connect major Tri-Valley employment, retail, medical and civic locations with

fast and efficient bus service. The Rapid features frequent service, limited bus stops, transit signal priority, improved bus stop amenities including real-time arrival signs, hybrid technology buses, and unique branding.

The Authority's fixed route service is supplemented by Dial-A-Ride paratransit service, which transported 48,388 mobility-impaired patrons in FY2014 on approved vehicles provided by the contracted paratransit provider. While the number of paratransit passengers decreased during the period from FY2009 to FY 2012, the number of passengers have increased over the last two years.

## Economic Condition and Outlook

The Livermore Amador Valley, also called the Tri-Valley, is located on the eastern edge of Alameda County, the seventh largest county in California. The cities of Livermore, Dublin and Pleasanton surpassed 200,000 total residents according to the 2010 Census data. According to the Metropolitan Transportation Commission's (MTC) 2040 Plan Bay Area Transportation Plan released in 2013, the population of Alameda County is expected to grow by 32% between 2010 and 2040. Employment is projected to grow by 33%. The senior population is another area of fast growth as the Baby Boomer generation ages; between 2010 and 2040 the senior population is projected to grow 83%. The number of low-income households (defined as households with less than \$42,700 in annual income in 2007 dollars) will decrease by 3% during the forecast period.

The Tri-Valley cities have a lower unemployment rate than other cities in Alameda County, the state, and the nation. Statistics for 2013 show that unemployment rates in the Tri-Valley cities are: Dublin – 4.2%, Livermore – 4.8%, and Pleasanton – 4.5% compared to the county-wide figures of 6.1%. The percentage of unemployed residents has declined since 2010.

At the end of FY 2009, in the face of the economic recession and declining revenues, the Authority reduced service by 25% and immediately saw a decrease in ridership of approximately the same percentage. Since then the Authority has made efforts to gradually restore service hours. The challenge for the Authority moving forward will be to retain current riders and service levels and continue to plan services that appeal to a market beyond the transit-dependent population. The Authority launched the Rapid route in 2011 with the hopes of attracting a great share of the "choice" rider market.

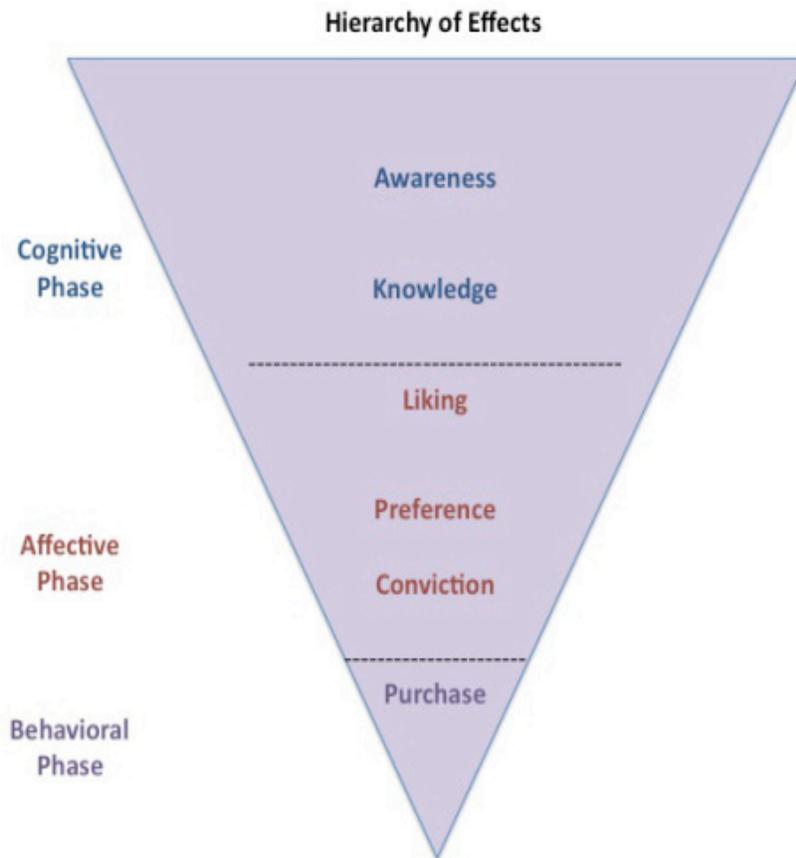
## WheelsForward

WheelsForward is a comprehensive study of the Wheels bus network that will examine existing usage (ridership) of the bus routes and bus stops, evaluate the running time of the schedules, and analyze how riders transfer within the Wheels system and connect to other modes (BART, ACE, etc.). The study will also look at the markets Wheels buses serve to identify areas for ridership growth. Finally, the study will incorporate substantial feedback from existing Tri-Valley residents and stakeholders to help identify ways to re-design the routes and increase ridership. The study will result in a set of recommendations to modify the Wheels bus route network both immediately, as well as make recommendations for future growth of the routes for the year 2040

## Hierarchy of Effects

In defining goals and objectives for our marketing efforts, it is first helpful to review a theoretical model of how marketing works. The Hierarchy of Effects is a classic marketing model which illustrates how consumers

come to be loyal users of a particular product. For a simple consumer product (such as shampoo or fast food), the Hierarchy of Effects shows the stages that a consumer goes through in coming to use a product or service.



Transit's marketing situation is a good bit more complex than that of a simple consumer service for several reasons:

- Transit is a high involvement product. Potential users require a high level of information before they may actually try using transit. There is also a relative high risk of a wrong decision is made, in terms of personal image, or if the service fails to meet the demands of the user's schedule.
- While only a small portion of the population uses transit services, every taxpayer supports public transit through taxes and is therefore a customer.
- Most of transit's income (funding) depends on the support of decision makers who are largely non-users of the service.

Therefore, the Hierarchy of Effects for a transit system looks more like the one of the following page. As you can see, there are three branches to the hierarchy. These represent the three target markets that we must address with our marketing efforts. The amount of resources we dedicate to each market will be determined by setting goals for our agency.

Users/Potential Users

These are individuals with a need or propensity to use public transit services. We must make them aware of the transit services available and the personal benefits these services offer.

#### Non-Users

These individuals, while unlikely to use public transit, make up the majority of the population. This group also includes many of the gatekeepers which can provide you with access to groups of potential users. We must build visibility within the community to make non-users aware that our services exist and help them understand the community benefits they offer.

#### Decision Makers

These individuals make decisions that affect transit's funding. This group includes city and county elected officials, city managers and state legislators. Our system's existence and growth depends on effectively marketing to this group.

## Objectives of Marketing

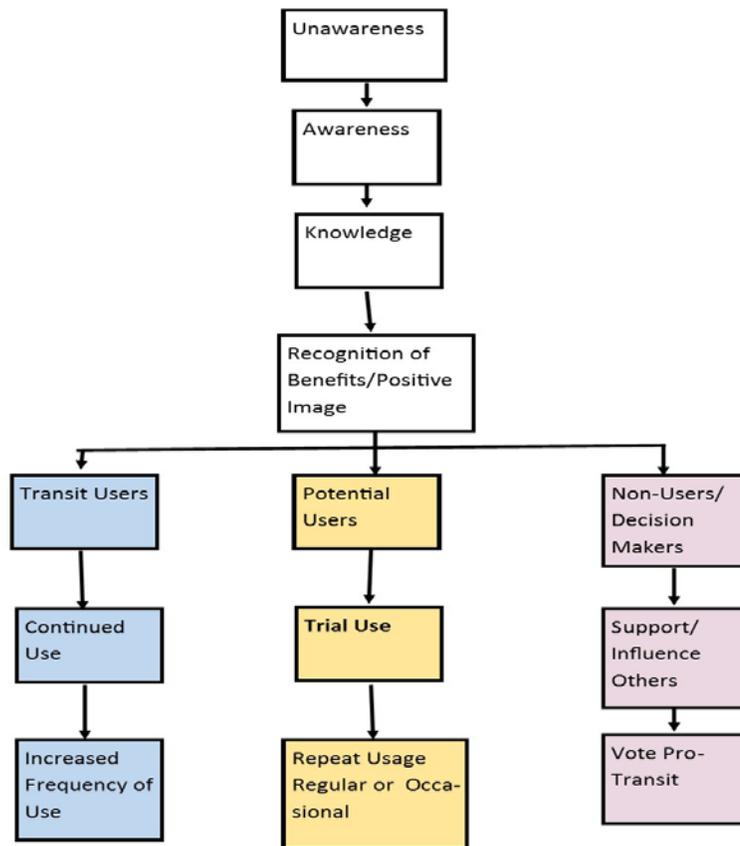
Marketing goals general fall within four categories, which relate to the Hierarchy of Effects. Each of our marketing activities will have one or more of the following as its objective, as shown on the Hierarchy of Effects chart on the following page.

#### Awareness/Identity

Goals in the category deal with making the public aware of our agency and the transportation services we provided. Awareness must be achieved before the other goals can be attempted.

#### Image/Attitude

Goals in this category deal with how the public perceives our transportation system and services. If increased ridership and community support are to be achieved, a positive image must be established and maintained for our system. Image is projected through a variety of means, the most visual being transit vehicles. Keeping vehicles in good repair, both mechanically and visually, is important to users and non-users. Facilities such as bus stops and other points of public contact, including operator appearance and attitude need to be attended to. Public information needs to be current and accurate, whether it is printed, available over the phone, on the internet, or delivered in person.



### Knowledge or Information

Goals in this category deal with educating the public not only that our transportation services exist, but what they are and how to use them. While awareness and a positive image may be enough to build community support, a higher level of knowledge must be created if new ridership is to be generated.

### Action: Ridership or Support

Many transit systems define their marketing goals in terms of increased ridership. If this is our goal, specific ridership objectives should be established for each service. Support can be shown in many ways, only one of which is ridership. Vocal support by community leaders when criticism is present, support for funding initiatives, and general support for Agency programs and services are others.

## Travel Markets

Public Transportation cannot realistically serve all personal trips made in our service area. The flexibility and availability of the automobile combined with existing land use patterns and cost considerations make it

impossible for transit to compete for all trips. However, transit can compete effectively for market share in many situations.

The local travel markets for public transit have been organized into two categories defined as follows:

Primary Markets

- a. All trips/all purposes by those individuals that do not have access to or cannot utilize private transportation and require public transportation for mobility.
- b. Existing customers from existing service areas.
- c. Accessible school tripper service to local middle and high schools
- d. New customers riding BART at the two BART stations in the service area
- e. New customers living within ¼ mile from a bus route

The primary markets delineated above are the markets where Wheels will strive to achieve an increasing share of the trips made each day.

Secondary Markets

- a. Tourists and visitors to communities in the service area
- b. New customers traveling to destinations from outside our service area
- c. Residents or employees living or working more than ¼ mile from any bus route

**2016 MARKETING INITIATIVES**

## **30<sup>th</sup> Year Anniversary**

- a. Implement ongoing sweepstakes contests focusing on social media outreach and engagement

## **ADA/Paratransit Communications**

- a. Develop Regional brochure

## **Bus Shelter Art Murals**

- a. Pleasanton and Livermore High School mural development

## **Clipper Introduction**

- a. Conduct Community Outreach with Clipper staff
- b. Develop and implement miscellaneous marketing materials

## **Community Events**

- a. Alameda County Fair 4<sup>th</sup> of July
- b. Livermore 4<sup>th</sup> of July
- c. Dublin, Pleasanton and Livermore Farmers Markets
- d. Pleasanton Street Party
- e. Scottish Games/Pleasanton
- f. COA workshops
- g. COA outreach – seniors, rotaries, chambers
- h. Stuff a Bus
- i. Pleasanton Middle School – Pantherfest Information Fair
- j. Holiday Parades – Livermore & Pleasanton
- k. Dublin High Wellness Fair & Run
- l. Latino Parents Meeting – Wells Middle School – Dublin
- m. Dublin St. Patrick’s Day Parade & Celebration
- n. Granada High Developmental Curriculum
- o. Livermore Wine Country Festival
- p. Bike to Work Day
- q. Livermore Rodeo Parade
- r. Alameda County Fair
- s. Senior Centers – Ongoing
- t. Hispanic Business Council – Ongoing
- u. Chambers – Ongoing
- v. Livermore Needs – Ongoing
- w. East Bay CATS Marketing meeting - Monthly

- x. ACTC Travel Training Networking meeting- Ongoing
- y. Air Resource Tri-Valley Team meeting – Ongoing
- z. Clipper Customer Service/Outreach – quarterly
- aa. Clipper Operations/Business Meeting - Monthly

## **Display**

- a. Develop pop-up display for use at various events/meetings

## **Employer Outreach Program**

- a. Develop employer outreach plan

## **Employer Pass**

- a. Develop and implement based on COA

## **Graphic Design**

- a. Develop and implement Graphic Designer on-call contract

## **Individualized Marketing**

- a. Develop program focused on Dublin Blvd residents/businesses

## **Las Positas College Pass**

- a. Implement Pass program

## **Media**

- a. Develop Mass media advertising plan

## **On-Street Information**

- a. Develop materials according to service change/deviations

## **Public Relations**

- a. Develop and implement Press Release Yearly Calendar

## **Regional Marketing Committee**

- a. Develop quarterly meetings with head marketing staff of all Bay Area regional transit agencies/districts

## **Route Specific Marketing Partnerships**

- a. Develop Rapid/Premium Outlets promotion
- b. Promote Stoneridge Mall
- c. Promote Route 8 Alameda County Fair service

## **School Tripper Marketing**

- a. Implement Try Transit Campaign
- b. Classroom Curriculum & Free Ride Campaign –
- c. Ambassador Program
- d. Summer School routes
- e. Post monthly route deviations

## **Senior Ambassador Program – ongoing**

## **Service Changes**

- a. August 22, 2015 – very minor
- b. February – including timetables and COA input

## **Social Media**

- a. Facebook & Twitter posts

## **Timetables**

- a. Switch schedules from Bus Book to timetables

## **Videos**

- a. Produce three videos to instruct riders on various services

## **Website Rollout/Updates**

## **WheelsForward Rollout**

- a. Implement changes promote new/revised routes

## **Wheels Rebranding**

- a. Research, develop, approve name; rollout new brand

## **Wheels Travel Training**

- a. Ongoing
- b. Develop brochure

**AGENDA**

**ITEM 7**



STAFF REPORT

SUBJECT: Update on Comprehensive Operational Analysis and Short/Long Range Planning Efforts

FROM: Executive Director

DATE: May 20, 2015

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**Action Requested**

This item is informational only.

**Update**

In April 1,200 customer surveys were performed on Wheels buses. These surveys are being digitized and analyzed. Additionally, the state of the system is being completed. These efforts will culminate in a tech memo by the consultant in June.

During the month of May the project website has been under construction. The interactive website will feature opportunities for the public to learn more about the project, download materials (such as a FAQ sheet), and provide comments. Staff expects the website to be live by May 30<sup>th</sup>.

July will see the first round of meetings on the planning efforts. July 15<sup>th</sup> from 3pm to 7pm will be the Board workshop. At this workshop the Board will review its strategic planning, receive a “state of the system” report, and discuss trade offs and other important material that will provide guidance to the consultant.

The following are other important meetings scheduled for July:

Stakeholder Group	July 28 <sup>th</sup>
Technical Advisory Committee	July 29 <sup>th</sup>
Wheels/MV/MTM Employees	July 30 <sup>th</sup>

City of Livermore Public Workshop	July 28 <sup>th</sup> from 6pm to 8pm (Community Center)
City of Dublin Public Workshop	July 29 <sup>th</sup> from 6pm to 8pm (Library-Community Room)
City of Pleasantly Public Workshop	July 30 <sup>th</sup> from 6pm to 8pm (Senior Center)

After the meetings in July the consulting team will utilize the months of August and September to formulate service alternatives that can then be discussed in the second round of meetings.

**AGENDA**

**ITEM 8**



## LAVTA COMMITTEE ITEMS - MAY - JULY 2015

### Projects & Services Committee

<b>May</b>	Action	Info
Minutes	X	
Marketing Work Plan	X	
Quarterly Performance Report on Operations and Marketing		X
Update on COA		X

<b>June</b>	Action	Info
Minutes	X	

<b>July</b>	Action	Info
Minutes	X	

\*Typically July committee meetings are cancelled