

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

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

**COMMITTEE MEMBERS**

<b>SCOTT HAGGERTY – CHAIR</b>	<b>KARLA BROWN</b>
<b>DAVID HAUBERT – VICE CHAIR</b>	<b>STEVEN SPEDOWFSKI</b>

**DATE:** Monday, February 22, 2016

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

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

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**AGENDA**

- 1. Call to Order and Pledge of Allegiance**
- 2. Roll Call of Members**
- 3. 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.
- 4. Minutes of the January 25, 2016 Meeting of the P&S Committee.**

**Recommendation:** Approval
- 5. Comprehensive Operations Analysis – Preferred Alternative**

**Recommendation:** The Projects and Services Committee recommends that the Board open the public comment period from March 7 – April 8, 2016; and set the public hearing date for April 4, 2016 for the COA Preferred Alternative.
- 6. FY 2016 2nd Quarter Report – Operations**

**Recommendation:** None – information only.

**7. Second Quarter 2016 Marketing and Outreach Activities**

**Recommendation:** None – information only

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

**9. Matters Initiated by Committee Members**

**10. Next Meeting Date is Scheduled for: March 28, 2016**

**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.*

<u>/s/ Jennifer Suda</u>	<u>2/17/16</u>
<u>LAVTA Administrative Services Department</u>	<u>Date</u>

*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 4**



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

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

**COMMITTEE MEMBERS**

<b>SCOTT HAGGERTY – CHAIR</b>	<b>KARLA BROWN</b>
<b>DAVID HAUBERT – VICE CHAIR</b>	<b>STEVEN SPEDOWFSKI</b>

**DATE:** Monday, January 25, 2016

**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 and Pledge of Allegiance**

Committee Chair Scott Haggerty called the meeting to order at 4:05pm.

**2. Roll Call of Members**

**Members Present**

Scott Haggerty, Supervisor, Alameda County  
Karla Brown, Councilmember, City of Pleasanton  
Steven Spedowfski, Councilmember, City of Livermore

**Members Absent**

David Haubert, Mayor, City of Dublin  
Laureen Turner, Councilmember, City of Livermore  
Jerry Pentin, Councilmember, City of Pleasanton

**3. Meeting Open to Public**

No comments.

**4. Minutes of the November 23, 2015 Meeting of the P&S Committee.**

Approved: Spedowfski/Brown  
Aye: Haggerty, Brown, Spedowfski  
No: None  
Abstain: None  
Absent: Biddle, Haubert, Turner, Pentin

## **5. Comprehensive Operations Analysis – Preferred Alternative**

Don Biddle, Councilmember from City of Dublin, arrived during the presentation of the staff report.

Staff presented the Comprehensive Operational Analysis (COA) preferred alternative to the Project and Services Committee (P&S Committee). The Wheels Planning Team developed a preferred service alternative with a target implementation of January 2017. The P&S Committee was provided a map of the preferred alternative, route by route details, and public comments.

Thomas Wittmann from Nelson Nygaard presented a PowerPoint regarding the COA preferred alternative and answered Committee questions. LAVTA is looking into a “Wheels on Demand” a partnership with private transportation companies to provide real time dynamic ride sharing service for areas where routes are eliminated due to low ridership. Scott Haggerty expressed concern regarding the program and suggested that LAVTA look into a grant for a community shuttle, or LAVTA run buses at peak periods only in areas with low ridership. Steven Spedowski requested that LAVTA show subsidies per route, per rider. Thomas Wittmann explained that a fare study is also being conducted to look at fare increases for commuter/premier services. Steven Spedowski also suggested that LAVTA needs a justification for discontinuing service to Livermore school routes and would like to see subsidies per rider for school routes. Scott Haggerty asked that staff review their planning in regard to not using the I-580 Express Lanes that will soon be open. Don Biddle questioned the process LAVTA would go through to add a route. Thomas Wittmann explained that the COA has a long-range component which will identify areas for future route growth. Thomas Wittman explained to the P&S Committee that the Planning Team will look at their comments and concerns and provide responses by next week’s LAVTA Board meeting. Karla Brown would like to work with LAVTA regarding Pleasanton Paratransit assistance to meet the needs of Stoneridge Creek retirement community.

The P&S Committee is forwarding the COA Preferred Alternative to the Board of Directors for further discussion.

## **6. Airway Park-and-Ride Bus Service**

Executive Director Michael Tree presented an evaluation of Mr. Bob Allen’s proposal to operate 15-minute all day bus service to and from the Airway Park-and-Ride lot and the Dublin/Pleasanton BART station. Bob Allen has urged the LAVTA Board to consider this proposal. LAVTA Staff determined there are not enough parking spaces to justify 15-minute all day service. Michael Tree approached BART with Bob Allen’s proposal, and for over a month BART indicated they were not interested in the project. However, after the P&S Committee agenda and packet were printed, Michael Tree was contacted by BART and they had decided to consider funding the service and potentially expanding the parking lot. Scott Haggerty would like this to be brought to the Tri-Valley Regional Rail Advisory Group for discussion. Bob Allen addressed the Committee regarding his proposal. Karla Brown suggested that perhaps BART plans on

charging for parking and that needs to be taken into consideration in the economic analysis.

This item was informational only.

**7. Paratransit Discussion**

Staff provided information on the 30% ridership increase over the past 12 months. LAVTA is implementing six steps to stabilize trips and the budget including: reducing subscription rides to the Board approved-policy of 50%, negotiating trip times to find efficiencies in scheduling, incorporating interviews and functional evaluations in certification/recertification process, looking at potential increases to fares, enforcing late cancellations/no shows policy, and identifying passengers who should be using Pleasanton Paratransit.

This item was informational only

**8. Title VI Program 2016-2019**

Staff provided information on the updated Title VI 2016-2019 program. A motion was made to endorse and forward the Title VI Program 2016-2019 to the Board of Directors for approval.

Approved: Biddle/Brown

Aye: Haggerty, Biddle, Brown

No: None

Abstain: None

Absent: Haubert, Turner, Pentin, Spedowfski

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

**10. Matters Initiated by Committee Members**

None.

**11. Next Meeting Date is Scheduled for: February 22, 2016**

**12. Adjourn**

Meeting adjourned 5:35pm.

**AGENDA**

**ITEM 5**



STAFF REPORT

**SUBJECT:** Comprehensive Operations Analysis – Preferred Alternative

**FROM:** Christy Wegener, Director of Planning & Communications

**DATE:** February 22, 2016

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**Action**

Review and recommend the Board open the public comment period and set the public hearing date for the Wheels Forward Comprehensive Operations Analysis (COA) preferred alternative.

**Background**

The Wheels Forward Planning Team has developed a final preferred service alternative. The draft preferred alternative was presented to the Projects and Services Committee on January 25, 2016 and the Board on February 1, 2016. The feedback received at those meetings has been incorporated into the final preferred alternative, which is detailed in this staff report. Two maps of the preferred alternative are included in Attachment 1, one map of the route network and one map of the route network frequencies, and the route by route details are included in Attachment 2.

**Discussion**

Wheels Forward will provide a multi-phase blueprint for improvements to Wheels through 2040, with the highest priority being a more user friendly transit system that achieves greater efficiencies and an increasing number of riders. Convenient and cost-effective transit service requires an appropriate balance of coverage, frequency, and service span. Prior to developing any recommendations, existing ridership, on-time performance, travel patterns, and demographic data were analyzed. Public meetings, stakeholder meetings, an on-line survey, and a non-user household telephone survey all indicated that later service, more frequent service, and better connections to BART are some of the improvements desired most by riders and non-riders.

Initially, three scenarios were developed to illustrate how Wheels fixed-route services could operate in the future. Each of the initial scenarios that were developed were designed to address existing mobility challenges, find new markets, and address operational issues. Four common themes are introduced that guided the development of the scenarios:

- **Improve Ridership and Farebox Recovery Ratio of the Rapid** – The Metropolitan Transportation Commission (MTC) has a mandated 20% farebox recovery ratio (the percentage of costs covered by fares). The Rapid currently only has a farebox



recovery ratio of 14-15%. Reducing duplication of service with other routes, changing the alignment to focus on more productive areas, and adding new ridership destinations are all strategies recommended in the scenarios.

- **Improve Access to BART** – The market research and household telephone survey clearly indicated that BART was a primary destination for Tri-Valley residents. Parking at the BART stations is at capacity, and residents are looking for other options. Improving access was a primary goal of the scenarios.
- **Reduce Duplication of Service** – An examination of the existing system map shows significant overlaps of service. One route in a given corridor is easier for potential riders to understand and reduces the chances that multiple routes are chasing the same market. The scenarios reduce duplication of service between the Rapid, local routes, and County Connection service.
- **Simplify the Service** – The existing service consists of many routes that are one-way loops and include deviations. In addition, several routes have one alignment on weekdays and another on weekends, which is confusing to potential customers. The scenarios focus on reducing one-way loops, making service more direct, and operating consistently seven days a week.

### Public Comments

The preferred alternative was developed based on input in response to the initial three service scenarios. A total of 425 comments about the three service scenarios were received during the open comment period; these include 289 responses to the online (and printed) survey, as well as 96 comments received via email. A memorandum summarizing the comments received during the open comment period October 26 - December 4 is provided in Attachment 3. As a reminder, the first three scenarios that were developed for public comment are provided in Attachment 4.

The most frequent comment received was from Stoneridge Creek retirement facility, where the residents strongly favored Route 14 in scenario #3. Additional comments were received from 70X riders, from Vocational Flight Resources (VFR) on Airway Blvd, and from existing Route 2 passengers who were not in favor of losing bus service in any scenario.

The preferred alternative does not match exactly with any of the initial scenarios, but instead is a hybrid with elements of each, along with new elements. The overall goal of the preferred alternative is to improve ridership and utilization of the service. The outreach and market assessment indicate that there is more demand for service than there are existing resources. These recommendations are intended to offer options for improving service within the existing budget. Accordingly, not all comments can be addressed in the preferred alternative.

### Service Design Guidelines

In November 2015, the Board approved a series of service design guidelines intended to provide a framework for future route planning decisions. The following design guidelines were used in developing the preferred alternative:

- **Headways/Frequency:** There is a clear role for a frequent BART feeder network within the Wheels Bus system. An effort should be made to maximize frequency on

major arterials that act as extensions to the BART system (Dublin Blvd., Santa Rita Road, Stanley Blvd.)

- Direct Alignments: Routes should be designed to operate as directly as possible to maximize average speed for the bus and minimize travel time for passengers while maintaining access to service.
- Route Alignment: Routes should ideally operate along the same alignment in both directions to make it easy for riders to know how to return to their trip origin location.
- Spacing Between Routes. To maximize use of operating resources and avoid duplication of services, routes should in most cases be spaced to duplication of service in the same corridor.
- Route Deviations: Routes should not deviate from the most direct alignment unless there is a compelling reason.
- Transfers. If routes are to be made relatively direct and frequent, it may not always be necessary to provide “one-seat” rides between riders’ origins and destinations. Connections should be designed to be as seamless as possible, with relatively frequent service and timed connections at key hubs (BART, Transit Center)
- Route Consistency: Routes should follow the same pattern when in operation. Route variants that only operate during parts of the day or on weekends should be avoided if possible to improve ease of understanding.
- Stop Spacing: The distance between stops is a key element in balancing transit access and service efficiency. Where possible, stops should be located one quarter to one third of a mile apart.

#### Major Highlights of Preferred Alternative

The preferred alternative includes a realignment of resources in order to provide 15-minute “Rapid” service on Route 10, and extend the hours of the existing Rapid line (Route 30). The recommendation to operate a second Wheels bus line with 15-minute BART feeder service increases the likelihood that ridership will improve, especially along Santa Rita corridor in Pleasanton. Currently, Wheels’ 15-minute BART feeder service is available to 11,976 households and 27,220 jobs within a ¼ mile of the route; in the preferred alternative, these numbers increase to 18,263 households and 32,758 jobs within a ¼ mile of a 15-minute BART feeder route. Additional major highlights include:

- Route 2 – Service is eliminated due to low ridership. Options for replacement include a demonstration project named *Wheels-On-Demand*, and additional school bus service. Information about *Wheels-On-Demand* is included in Attachment 5.
- Route 3 – Route is eliminated in Dublin and realigned in Pleasanton to provide a direct connection between the East Dublin/Pleasanton BART Station and the Stoneridge Mall. Approximately 15 passengers per day currently utilize Route 3 in Dublin. Options for replacement in Dublin include the *Wheels-On-Demand* demonstration project (Attachment 5). Additionally, current Route 3 riders will have service provided by County Connection Routes 35 and 36. Route 35 operates along Dougherty Road every 30 minutes in peak periods and every 60 minutes during off-peak times M-F. Route 36 operates along Village Parkway every 60 minutes M-F. The realigned Route 3 with service to the Stoneridge Mall is expected to carry at least 100 passengers per day at just the Stoneridge Mall stops.

- Route 8 – Route is realigned to a bi-directional line between the East Dublin/Pleasanton BART Station and south Pleasanton. Route will no longer operate on Santa Rita Road (service will be provided by Route 10).
- Route 10 – Service is increased to every 15-minutes during the day on Weekdays. Route truncated at the Livermore Transit Center and the East Dublin/Pleasanton BART Station.
- Route 11 – Route is realigned to connect to the Vasco Road ACE Station. Realigned route will provide for opportunities to pick up Wheels bus passengers at the Livermore Transit Center and ACE rail passengers at the VASCO Road station for transportation to the industrial area of Livermore.
- Route 12 – Route is eliminated (see Rapid, below)
- Route 14 – Route is realigned to provide service from central Livermore to the San Francisco Premium Outlets, Stoneridge Creek retirement facility, and Stoneridge Drive to the East Dublin/Pleasanton BART Station.
- Route 15 – Service is increased to every 30-minutes all day on Weekdays
- Route 20x – Service is eliminated and replaced with a pilot vanpool program for Lawrence Livermore Lab employees. Details forthcoming.
- Rapid (Route 30) – Route is realigned to serve Las Positas College and Dublin Blvd, replacing the local 12 service; route terminates at the West Dublin Pleasanton BART Station and no longer directly serves Stoneridge Mall. Route is proposed to run 7-days per week.
- Route 70X – Service is maintained with the exception of Route 70XV (two trips per day). The alternatives to Route 70X are BART, which would take 63 minutes with two transfers, or County Connections, which would take 59 minutes with one transfer.
- New Route 580X – Service would be provided from the Livermore Transit Center to the Dublin/Pleasanton BART Station via the I-580 Express Lanes during peak times on Weekdays.

#### Wheels-On-Demand Demonstration Project

At both the January Projects and Services Committee and the February Board meeting there was significant discussion about the development of a pilot *Wheels-On-Demand* project. The Board directed staff to come back with information on the former Direct Access Responsive Transit (DART) service that Wheels previously operated from 1997-2005. Additionally, the Board wanted to explore operating a Flex service versus Wheels-On-Demand. The following section describes the different service alternatives to serve the areas in Dublin where fixed route bus service is eliminated.

*DART Service:* LAVTA's DART service began operating in 1997, coinciding with the opening of the Dublin/Pleasanton extension of BART. DART service operated during the off peak times (midday and evening time periods) on weekdays, and operated all-day on Saturdays in place of the smaller, less productive routes in the Dublin and Pleasanton areas. There was one timepoint for the service, which was at the Dublin/Pleasanton BART Station, and customers could request a drop-off in front of their final destination. Customers could access DART by making a telephone reservation or by walk-up at the BART Station. There were three vehicles used on the service and each vehicle was assigned to one of three areas

(East Pleasanton, West Pleasanton, and Dublin). The service operated for approximately 7 hours on weekdays and 9.5 hours on Saturdays. The productivity on the DART was 2.8 passengers per hour in FY2002. In 2005, DART service was phased out and fixed-route service was implemented in its place (Routes 1, 3 and 8).

*FLEX Service:* FLEX service would be similar to the DART service but is designed to be more responsive to demand. Instead of having a timed departure at BART, riders would request their pick-up utilizing a mobile application. Service would not be provided in a curb-to-curb fashion; instead, bus stop locations would be established within the neighborhoods as pick-up/drop-off locations. There would be two vehicles assigned to this service in order to reduce passenger wait times. This service would be operated in-house, and accordingly, would have the same hourly cost as regular fixed-route bus service.

*Wheels-On-Demand:* Staff envisions this demonstration project to include a partnership with private Transportation Network Companies (TNC) and utilize real-time, dynamic ridesharing in two project areas in Dublin. In late 2015, LAVTA Staff developed a white paper that details the project description, which is included as Attachment 5.

Below is a chart comparing the costs of the *Wheels-On-Demand* project operated as a partnership with TNC's versus operating it in-house, similar to DART.

	DART	FLEX	TNC
Est. Capital Costs			
Vehicle:	\$80,000/6 years (1 vehicle)	\$160,000/6 years (2 vehicles)	\$0
Technology:	\$0	Minimum \$50,000	\$0
Annual O&M Costs	~\$150,000	~\$300,000	~\$61,000
Daily O&M Costs	\$590 (6 hours)	\$1,176 (12 hours)	\$480-\$1200
Est. Daily Ridership	33	90 (7.5 pax per hour)	120
Cost/Ride	\$17.82	\$14.70	\$4-\$10 to LAVTA
Reduced ADA Costs?	Yes	Yes	No

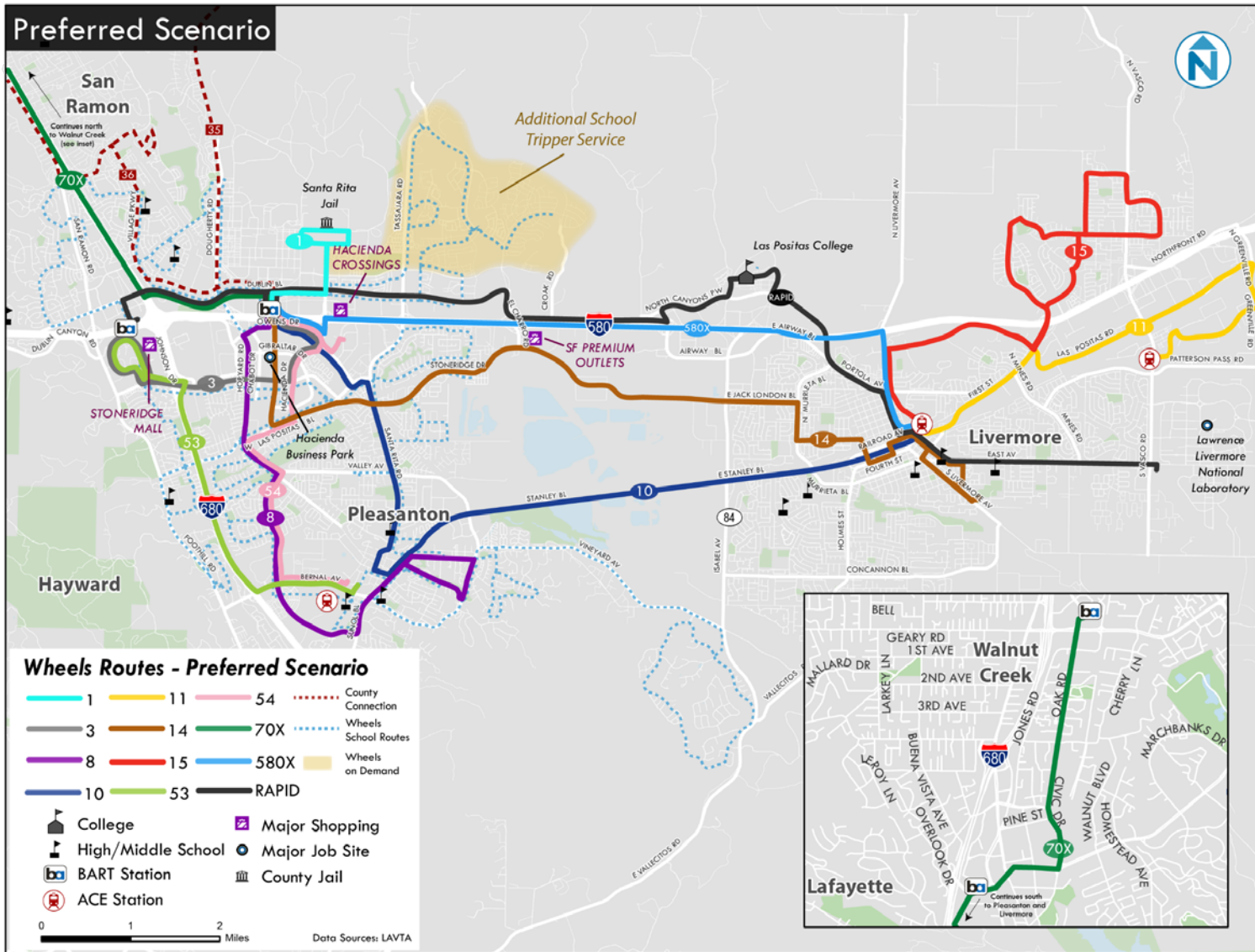
### Action Requested

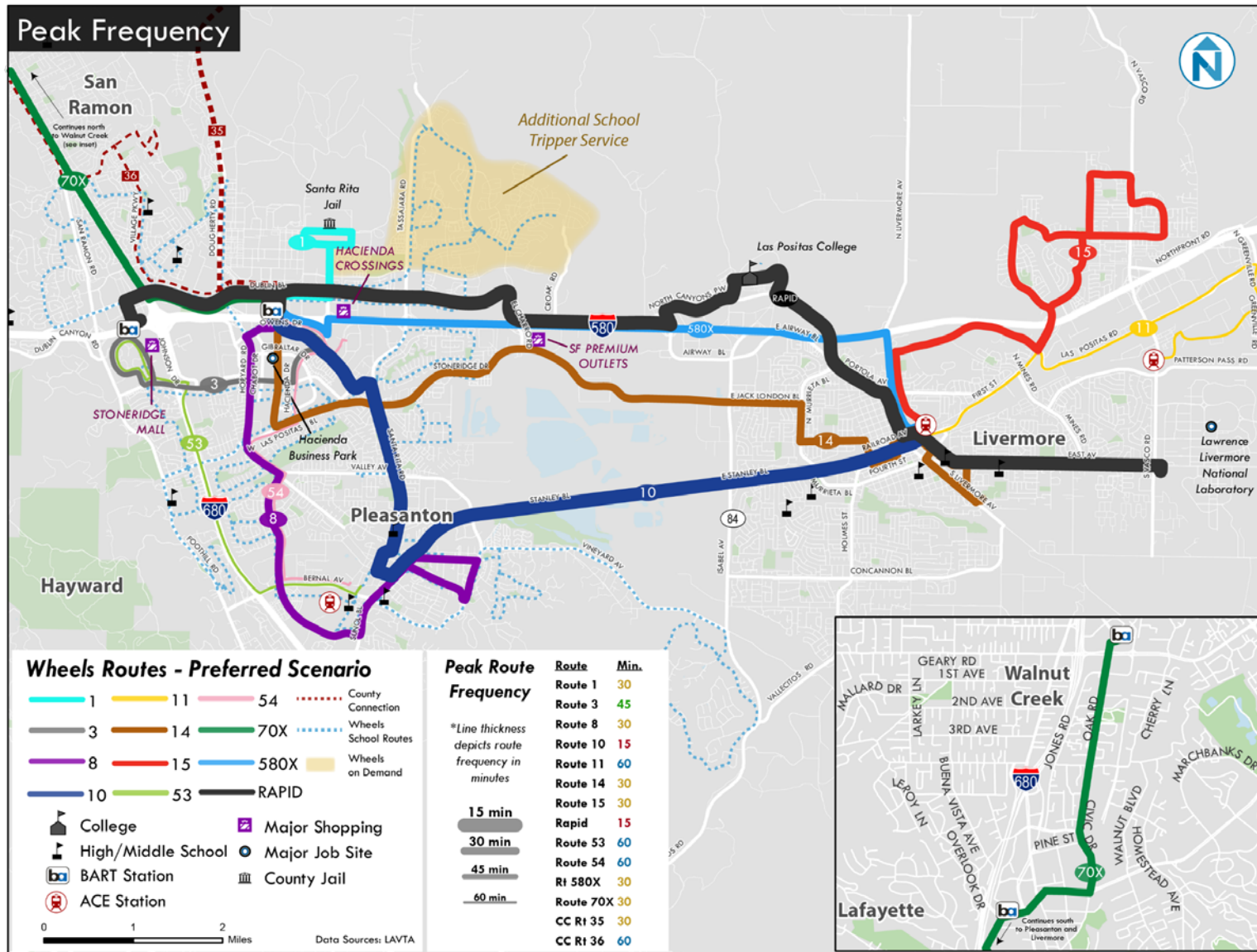
The Projects and Services Committee recommends that the Board open the public comment period from March 7 – April 8, 2016; and set the public hearing date for April 4, 2016 for the COA Preferred Alternative.

### Attachments:

1. Preferred Alternative Map

2. Preferred Alternative Service Details
3. Comments Received on Service Scenarios
4. Wheels Forward Three Service Scenario Maps
5. Wheels-On-Demand White Paper





## Rapid

The ridership and productivity of the Rapid service has not met market expectations. Moreover, due to poor performance, MTC is withholding operating funding. Rapid also suffers from variable running times. The Stoneridge Mall area is the area where travel time differences by time of day are most acute. Recommendations include:

- **End the Rapid at the West Dublin/Pleasanton BART station** – the existing alignment to the Stoneridge Mall is indirect, fraught with traffic conflicts, and is less productive than almost all other segments. Stoneridge Mall itself could still be accessed from the Rapid via a walk across the BART station skybridge. A restructured Route 3 will continue to provide service to Stoneridge Mall and the Stoneridge Mall Road loop.
- **Extend Hours of Service** – Rapid service currently ends at about 7 p.m. and does not operate on weekends. Rapid should operate 7 days a week to be consistent. In addition, Rapid should operate to midnight 7 days a week.
- **Extend Rapid to serve Las Positas Community College via I-580** – Rapid’s alignment should be adjusted to serve a bigger all-day market. Stops on Stanley Boulevard in Livermore would no longer be served by Rapid, but would be served by expanded Route 10 service. The Outlet Mall would be served by a revised Route 14.
- **Reduce Duplication of Service with Local Routes** – In conjunction with recommendations for Route 10 no longer operating on East Avenue in Livermore and Route 12 no longer operating on Dublin Boulevard in Dublin, Rapid service would need to add additional stops along both East Avenue and Dublin Boulevard. Travel time would increase slightly as a result.

These recommendations will improve ridership and likely achieve the 20% farebox recovery ratio goal set by MTC.

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	5:15 - 24:00	5:15 - 24:00	5:15 - 24:00

Headways (min)	Weekday	Saturday	Sunday
Early AM	15	60	60
AM peak	15	60	60
Midday	15	60	60
PM peak	15	60	60
Evening	30	60	60
Night (after 9 pm)	60	60	60



## Route 1 – Santa Rita Jail to E. BART

Route 1 is a feeder route for the E Dublin/Pleasanton BART station whose only unique market is service to the Santa Rita jail and the Rose Pavilion. Route 1 is a one-way loop which ensures out-of-direction travel on any round trip. Route 1 duplicates segments of Routes 2, 12, and 9. Recommendations for Route 1 are designed to create a unique market for Route 1, and include:

- **Operate as a connector between East Dublin/Pleasanton BART to the Santa Rita Jail** – This recommendation will provide bi-directional service between the Jail, employers along Hacienda Drive, and BART. It will reduce duplication of service with other routes in both Dublin and Pleasanton. The Rose Pavilion stops will no longer be served, but are within a 0.4 mile walk of frequent Route 10 service.
- **Interline Route 1 with a restructured Route 3 and Route 8**

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	6:00 - 21:00	8:00 - 21:00	8:00 - 21:00

Headways (min)	Weekday	Saturday	Sunday
AM peak	30	60	60
Midday	60	60	60
PM peak	30	60	60
Evening	60	60	60

## Route 2 – E. BART to Dublin Ranch to E. Bart

Route 2 is a feeder route for the E Dublin/Pleasanton BART station that operates during peak hours only. Its markets are service to BART as well as to Fallon Middle School. The route includes a circuitous one-way loop, and it carries few riders. Recommendations include:

- **Replace Route 2 with a demonstration project named *Wheels-On-Demand*. Wheels-On-Demand will utilize real-time, dynamic ridesharing in the East Dublin area instead of a large, fixed-route bus.**
- **Add school tripper trips in area currently served by Route 2**

## Route 3 – E. BART to Stoneridge Mall

Route 3 is a peak-only feeder route serving two BART stations. Despite 30-minute peak frequency, Route 3 is a very low performing route. The alignment is circuitous, difficult to understand, and requires out-of-direction travel. It is a peak only route on weekdays, and operates one direction in the morning and another in the afternoon. Two County Connection routes (35 and 36) provide service between the Dublin/Pleasanton BART station and the area of Dublin served by Route 3. Recommendations for Route 3 include:

- **Delete segments serving Village Parkway and Dougherty Road** – Ridership is low in these areas and County Connection serves these corridors. County Connection has similar fares and accepts transfers from Wheels as well.

- **Restructure Route 3 to feed BART and serve area around Stoneridge Mall**– Route 3 would operate bi-directionally between the two Dublin/Pleasanton BART stations, serving the Hacienda Business Park and Stoneridge Mall.
- **Extend Route 3 span of service to 1:00 a.m.**
- **Operate every 45 minutes during the day on weekdays, every 40 minutes on weekends, and every 60 minutes at night.** These frequencies will allow all trips to connect with BART.
- **Operate seven days a week**
- **Interline Route 3 with Route 10 after 9:00 p.m.**

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	6:00 – 1:00	8:00 – 1:00	8:00 – 1:00

Headways (min)	Weekday	Saturday	Sunday
AM peak	45	40	40
Midday	45	40	40
PM peak	45	40	40
Evening	45	40	40
Night	60	60	60

### Route 8 – E. BART to Downtown Pleasanton

Routes 8A and 8B are feeder routes that operate as large counter-clockwise and clockwise loops on weekdays, with several differences in route deviations. There are three different variants of this route, depending on day and time. The following recommendations are made for Route 8:

- **Create a consistent bi-directional route between BART and Pleasanton** – Route 8 would operate the same alignment, seven days a week. The Santa Rita segments of the route would no longer be served by Route 8, but instead be served by more frequent Route 10 service.
- **Streamline Route 8 so that it can operate hourly all-day, seven days a week** - The deviations into the Bernal Business Park would be eliminated due to low ridership.
- **Operate the existing Kottinger loop seven days a week**
- **Operate every 30 minutes during peak periods, and hourly during the off peak**
- **Interline with Route 1 and Route 3**
- **Expand span of service until 9 p.m. on Sundays**

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	6:00 - 21:00	8:00 - 21:00	8:00 - 21:00

Headways (min)	Weekday	Saturday	Sunday
AM peak	30	60	60
Midday	60	60	60
PM peak	30	60	60
Evening	60	60	60

## Route 9 – E. BART/California Center/Hacienda Business Park

Route 9 is a feeder route designed as a short collector to distribute BART passengers to the Hacienda Business Park. Despite operating every 15 minutes during peak periods, ridership is very low. Recommendations for Route 9 include:

- **Delete Route 9 due to low productivity.** Route 9 would be replaced by enhanced Route 10 service, a revised Route 3, a revised Route 14, and Route 54 service.

## Route 10 – Livermore, Pleasanton, Dublin, E. BART

Route 10 is one of LAVTA's strongest performers. Route 10 has several different variants. During early mornings and late evenings, and weekends (when Rapid is currently not operating), Route 10 is extended to serve Stoneridge Mall. In Livermore, not all trips are extended to the East Avenue terminus. The East Avenue and Stanley Boulevard segments duplicate the Rapid. Recommendations include:

- **Terminate Route 10 at the Livermore Transit Center to reduce duplication with Rapid on East Avenue.** Rapid would continue to serve East Avenue, including new service on evenings and weekends.
- **Improve weekday frequency to every 15 minutes during peak and midday hours** – This will improve the ability for Livermore and Pleasanton residents to access BART, and will facilitate transferring to other local routes along the alignment.
- **Operate Route 10 at 30 minute service during Saturdays and Sundays** – Waits at BART will still be reasonable, but this will also enhance connections with other LAVTA routes, including Route 15, 3, 8, and 1.
- **Cease the extension to Stoneridge Mall** – A restructured Route 3 will make that connection 7 days a week.
- **Interline with Route 3 after 9:00 p.m.**

## Span and Headway

	Weekday	Saturday	Sunday
Span of Service	4:30 AM - 1:00 AM	5:30 AM - 1:00 AM	6:00 AM - 12:45 AM

Headways (min)	Weekday	Saturday	Sunday
Early AM	30	45	-
AM peak	15	45	45
Midday	15	30	30
PM peak	15	30	30
Evening	30	45	45

Night (after 9 p.m.)	60	60	60
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## Route 11 Transit Center to Greenville Road and Vasco Road ACE

Route 11 is a peak only service that connects the Livermore Transit Center with employment sites in northeast Livermore. Service is every 45 minutes, and ridership is low. Recommendations include:

- **Extend to Vasco Road ACE Station** – Route 11 would be converted to a bidirectional route between Livermore Transit Center and the Vasco Road ACE station, serving the industrial area in between. In the morning, the route would connect to two ACE trains at Vasco Road, and another ACE train at the Transit Center. In the afternoon, it would connect with three ACE trains at Vasco Road. This will improve connections for the many workers who live in the San Joaquin Valley and work in the industrial area.
- **Adjust schedule to operate every 60 minutes to facilitate transfers** – Transfers to Route 10 and 15 could be made at the Livermore Transit Center for all trips in both directions, which should increase the ridership market.

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	6:12 – 9:02 16:12 – 19:02		

Headways (min)	Weekday	Saturday	Sunday
AM peak	60		
Midday			
PM peak	60		
Evening			

## Route 12 – Livermore Transit Center to E. BART

Route 12 connects Livermore with Las Positas College and Dublin. Route 12 duplicates Route 10 and Rapid service on Stanley Boulevard. Route 12 duplicates Rapid service on Dublin Boulevard. The unique market of Los Positas College is the defining feature of Route 12. Recommendations for Route 12 include:

- **Consolidate Route 12 with Rapid** – With the recommendation to revise the Rapid to serve Las Positas College, Route 12 no longer has a unique market. Rapid would serve the Dublin Boulevard segments and a restructured Route 14 would serve the Livermore segments of the existing Route 12.

## Route 12X – Livermore Transit Center to E. BART Express

Route 12X is designed to be an express version of Route 12 that skips Las Positas College during peak times. Route 12X and Route 20 are interlined, so the same vehicle does both. Route 12X is does not attract significant ridership. Recommendations for Route 12X include:

- **Delete route due to low ridership and duplication with Rapid**

## Route 14 West Livermore – Outlet Mall – E. Dublin BART

Route 14 is a feeder/circulator route in Livermore that has above average ridership. Recommendations include:

- **Extend Route 14 to Dublin via Stoneridge** – This recommendation would transform Route 14 from a neighborhood circulator to a regional connector. It will also provide one-seat ride service from multiple Livermore neighborhoods to BART and employment areas in Pleasanton. Route 14 would be extended to serve Jack London, San Francisco Premium Outlets, Hacienda Business Park, and the E. Dublin BART station. This route would also address one of the biggest requests for service to Stoneridge Creek. Route 14 would operate within ¼ mile of the LAVTA facility on Rutan Court, but not serve it directly. The route would also serve the Civic Center Library seven days a week, which was a frequent request by the public.
- **Operate on weekends** – Route 14 would operate on weekends. Employer access to the Premium Outlets is one of the prime drivers of this recommendation.

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	7:00 - 22:00	8:00 - 22:00	8:00 - 22:00

Headways (min)	Weekday	Saturday	Sunday
AM peak	30	60	60
Midday	60	60	60
PM peak	30	60	60
Evening	60	60	60
Night (after 9 p.m.)	60	60	60

## Route 15 – Livermore Transit Center to Springtown

Route 15 is productive feeder route in Livermore. Recommendations include operating Route 15 every 30-minutes all day on Weekdays.

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	6:00 - 23:58	6:02 - 21:48	7:02 - 20:48

Headways (min)	Weekday	Saturday	Sunday
Early AM	60	-	-
AM peak	30	60	60
Midday	30	60	60
PM peak	30	60	60
Evening	60	60	60

Night (after 9 p.m.)	60	60	-
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## Route 20X – BART to Vasco Road to Transit Center

Route 20X is a Primary route that travels on I-580 to the LLNL via Vasco Road. Despite travel time between BART and Lawrence Livermore National Laboratory being quicker on Route 20X, fewer than 15 people a day are making this trip. Recommendations for Route 20X include:

- **Delete Route 20X service due to low ridership** – there are insufficient numbers of passengers to warrant express service between BART and the employment areas of East Livermore.
- **Replace Route 20X with BART-Based Vanpool Service**– Currently, there are less than 10 daily riders between BART and the LLNL using Route 20X. A vanpool(s) will be better able to match times with BART and be able to distribute riders within the Lab itself. Vans would be parked in reserved parking spaces at the East Dublin/Pleasanton BART station. Users would drive vans to the LLNL in the morning and return to BART in the afternoon/evening.

## Route 51 – Transit Center to Civic Library

Route 51 is a feeder route that operates only in the afternoons and evenings. Almost the entire route is served more frequently by Route 14. Recommendations for Route 51 include:

- **Consolidate Route 51 with Route 14.** Ridership response for a separate Route 51 has not materialized.

## Route 53 Pleasanton ACE Station to W. BART

Route 53 provides a peak-hour connections between ACE trains and BART and has very high productivity. No changes are recommended to Route 53.

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	5:36 – 8:41 15:55 – 19:16		

Headways (min)	Weekday	Saturday	Sunday
AM peak	25 - 75		
Midday			
PM peak	60		
Evening			

## Route 54 – Pleasanton ACE Station to Hacienda / E. BART

Route 54 provides peak-hour connections between ACE trains and BART, but is designed to circulate through the Hacienda business park. Ridership is relatively high, especially near the BART station. Recommendations for Route 54 include:

- **Streamline route** – To provide faster travel times, streamline the route to serve Bernal, Hopyard, Las Positas, Hacienda, Owens, and Rosewood. The deviation to serve Bernal Business Park would be eliminated due to low ridership.
- **Connect BART to Rosewood Commons** - Current out-of-service trips from between the BART and ACE would stop at Rosewood Commons to provide a direct connection between the employment site and BART.

**Span and Headway**

	Weekday	Saturday	Sunday
Span of Service	5:36 – 8:23 15:47 – 18:19		

Headways (min)	Weekday	Saturday	Sunday
AM peak	65 - 75		
Midday			
PM peak	60		
Evening			

**Route 70X and 70XV – Pleasant Hill BART to E. Dublin BART**

Routes 70X and 70XV are peak bi-directional express routes between the Dublin/Pleasanton BART line and the Pittsburg/Bay Point line at Walnut Creek and Pleasant Hill. Productivity for Route 70X is better than 70XV. Recommendations include:

- **Eliminate 70XV trips** – Route 70XV does not show the ridership to support a separate targeted trip. Reinvest 70XV resources to provide service on Route 580X.

**Span and Headway**

	Weekday	Saturday	Sunday
Span of Service	5:43 – 8:53 16:00 – 19:10		

Headways (min)	Weekday	Saturday	Sunday
AM peak	30		
Midday			
PM peak	30		
Evening			

## Route 580X – Livermore Transit Center to BART

Route 580X would be a new route providing express service between Livermore Transit Center and East Dublin/Pleasanton BART. It will supplement the Rapid service with quicker, peak directional trips. Passengers wishing to return during midday or evening times have the option of using the Rapid to return from BART to the Livermore Transit Center.

Route 580X would utilize the new HOT lanes for operating on I-580 to improve speed and reliability on that heavily congested roadway. Service between the Livermore Transit Center and BART would be non-stop. Trips would be timed to meet with BART trains.

- **Provide service every 30 minutes during peak periods**
- **Create new express route connecting Livermore and BART via I-580 HOT lanes**

### Span and Headway

	Weekday	Saturday	Sunday
Span of Service	5:30 – 8:30 16:00 – 19:00		

Headways (min)	Weekday	Saturday	Sunday
AM peak	30		
Midday			
PM peak	30		
Evening			



## SCENARIO SUMMARY TABLES

## Existing and Proposed Service Frequencies

Route	Existing								Proposed							
	Early AM	AM Peak	Midday	PM Peak	Eve.	Night	Sat	Sun	Early AM	AM Peak	Midday	PM Peak	Eve.	Night	Sat	Sun
Route 1	-	30	30	30	30	-	30	30	-	30	60	30	60	-	60	60
Route 2	-	60	-	60	60	-	-	-	-	-	-	-	-	-	-	-
Route 3	-	30	-	30	60	-	60	-	-	45	45	45	45	60	40-60	40-60
Route 8	-	60	60	60	60	-	50-60	40	-	30	60	30	60	-	60	60
Route 9	-	15-30	-	15	-	-	-	-	-	-	-	-	-	-	-	-
Route 10	30	30	30	30	30	40	16-48	40	30	15	15	15	30	60	30-60	30-60
Route 11	-	45	-	45	-	-	-	-	-	60	-	60	-	-	-	-
Route 12	-	30	60	30	60	60	60	120	-	-	-	-	-	-	-	-
Route 12X	-	30	-	30	-	-	-	-	-	-	-	-	-	-	-	-
Route 14	-	30	30	30	30	-	-	-	-	30	60	30	60	60	60	60
Route 15	60	30	30-60	30	30-60	60	60	60	60	30	30	30	30-60	60	60	60
Route 20X	-	45	-	45	-	-	-	-	-	-	-	-	-	-	-	-
Rapid	15	15	15	15	15	-	-	-	15	15	15	15	30	60	60	60
Route 51	-	-	-	30	30	-	-	-	-	-	-	-	-	-	-	-
Route 53	-	25-75	-	60	-	-	-	-	-	25-75	-	60	-	-	-	-
Route 54	-	65 – 75	-	60	-	-	-	-	-	65 – 75	-	60	-	-	-	-
Route 70X/70XV	-	30	-	30	-	-	-	-	-	30	-	30	-	-	-	-
Route 580X	-	-	-	-	-	-	-	-	-	30	-	30	-	-	-	-

## Existing and Proposed Service Spans

Route	Existing			Proposed		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Route 1	6:00 a.m. – 8:55 p.m.	8:01 a.m. – 9:25 p.m.	8:01 a.m. – 9:25 p.m.	6:00 a.m. – 9:00 p.m.	8:00 a.m. – 9:00 p.m.	8:00 a.m. – 9:00 p.m.
Route 2	6:30 a.m. – 9:20 a.m. 3:20 p.m. – 6:48 p.m.	-	-	-	-	-
Route 3	5:55 a.m. – 9:20 a.m. 3:30 p.m. – 8:50 p.m.	9:01 a.m. – 5:51 p.m.	-	6:00 a.m. – 1:00 a.m.	8:00 a.m. – 1:00 a.m.	8:00 a.m. – 1:00 a.m.
Route 8	6:15 a.m. – 8:32 p.m.	8:01 a.m. – 11:11 p.m.	9:01 a.m. – 2:18 p.m.	6:00 a.m. – 9:00 p.m.	8:00 a.m. – 9:00 p.m.	8:00 a.m. – 9:00 p.m.
Route 9	6:30 a.m. – 9:19 a.m. 3:30 p.m. – 6:19 p.m.	-	-	-	-	-
Route 10	4:12 a.m. – 1:44 a.m.	4:57 a.m. – 1:14 a.m.	5:17 a.m. – 1:14 a.m.	4:30 a.m. – 1:00 a.m.	5:30 a.m. – 1:00 a.m.	6:00 a.m. – 1:00 a.m.
Route 11	6:42 a.m. – 8:48 a.m. 4:12 p.m. – 6:18 p.m.	-	-	6:12 a.m. – 9:02 a.m. 4:12 p.m. – 7:02 p.m.	-	-
Route 12	5:58 a.m. – 10:42 p.m.	9:01 a.m. – 9:47 p.m.	9:02 a.m. – 8:47 p.m.	-	-	-
Route 12X	7:12 a.m. – 9:12 a.m. 3:54 p.m. – 7:15 p.m.	-	-	-	-	-
Route 14	6:42 a.m. – 8:06 p.m.	-	-	7:00 a.m. – 10:00 p.m.	8:00 a.m. – 10:00 p.m.	8:00 a.m. – 10:00 p.m.
Route 15	5:12 a.m. – 11:58 p.m.	6:02 a.m. – 11:48 p.m.	7:08 a.m. – 8:43 p.m.	5:12 a.m. – 11:58 p.m.	6:02 a.m. – 11:48 p.m.	7:08 a.m. – 8:43 p.m.
Route 20X	6:15 a.m. – 9:54 a.m. 3:52 p.m. – 6:36 p.m.	-	-	-	-	-
Rapid	5:16 a.m. – 8:04 p.m.	-	-	5:15 a.m. – Midnight	5:15 a.m. – Midnight	5:15 a.m. – Midnight
Route 51	3:12 p.m. – 6:57 p.m.	-	-	-	-	-
Route 53	5:36 a.m. – 8:41 a.m. 3:55 p.m. – 7:16 p.m.	-	-	5:36 a.m. – 8:41 a.m. 3:55 p.m. – 7:16 p.m.	-	-
Route 54	5:36 a.m. – 8:23 a.m. 3:47 p.m. – 6:19 p.m.	-	-	5:36 a.m. – 8:23 a.m. 3:47 p.m. – 6:19 p.m.	-	-
Route 70X/70XV	5:43 a.m. – 8:53 a.m. 4:00 p.m. – 7:10 p.m.	-	-	5:43 a.m. – 8:53 a.m. 4:00 p.m. – 7:10 p.m.	-	-
Route 580X	5:30 a.m. – 8:30 a.m.	-	-	4:00 p.m. – 7:00 p.m.	-	-

## Existing and Proposed Revenue Hours and Peak Vehicles

Route	Existing						Proposed					
	Revenue Hours			Peak Vehicles			Revenue Hours			Peak Vehicles		
	Wkdy	Sat	Sun	Wkdy	Sat	Sun	Wkdy	Sat	Sun	Wkdy	Sat	Sun
Route 1	15	13	13	1	1	1	9	8	8	0.7	0.6	0.6
Route 2	6	-	-	1	-	-						
Route 3	14	9	-	2	1	-	23	15	15	1	1	1
Route 8	26	13	5	2	1	1	27	18	18	2.3	1.4	1.4
Route 9	9	-	-	1	-	-	-	-	-	-	-	-
Route 10	82	111	70	5	9	4	102	48	47	7	3	3
Route 11	4	-	-	1	-	-	6	-	-	1	-	-
Route 12/12X	50	26	12	7	2	1	-	-	-	-	-	-
Route 14	13	-	-	1	-	-	40	28	28	4	2	2
Route 15	28	16	14	2	1	1	28	16	14	2	1	1
Route 20X	7	-	-	2	-	-	-	-	-	-	-	-
Rapid	125	-	-	10	-	-	123	38	38	9	2	2
Route 51	4	-	-	1	-	-	-	-	-	-	-	-
Route 53	6	-	-	1	-	-	6	-	-	1	-	-
Route 54	4	-	-	1	-	-	4	-	-	1	-	-
Route 70X/70XV	16	-	-	5	-	-	16	-	-	4	-	-
Route 580X	-	-	-	2	-	-	12	-	-	2	-	-
<b>Total</b>	<b>410</b>	<b>188</b>	<b>114</b>	<b>40</b>	<b>13</b>	<b>8</b>	<b>395</b>	<b>170</b>	<b>167</b>	<b>35</b>	<b>11</b>	<b>11</b>

## MEMORANDUM

To: Michael Tree, Christy Wegener, and Cyrus Sheik  
From: Thomas Wittmann, Sam Erickson, Victor Stover  
Date: January 15, 2016  
Subject: Summary of Public Comments on the LAVTA COA Scenarios

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### SURVEY PURPOSE

Three alternative scenarios were presented to the public to illustrate potential LAVTA Wheels service changes. These scenarios took into account existing ridership, on-time performance, travel patterns, and demographic data, as well as input from public meetings, and surveys. The scenarios were:

- Scenario 1: Coverage – maintains much of the existing network
- Scenario 2: Core – focuses on core routes in the Wheels service area
- Scenario 3: Hybrid – combines elements of a coverage-based system and a core network system

### OUTREACH

The public was asked to comment on these scenarios via an online survey, the LAVTA website, and at public meetings. There were 289 responses from the online survey, of which 255 specified a preference for a scenario. This includes online surveys that were printed and submitted in paper format, including 163 paper surveys received from Stoneridge Creek in favor of Route 14 in Scenario 3. There were 96 comments submitted on the LAVTA WheelsForward website, of which 46 specified a preference for one of the scenarios. Public meetings held at the end of October included 11 people at the meeting at Amador Valley High School in Pleasanton, 7 at Las Positas College in Livermore, and 7 at the Dublin Civic Center meeting. Twenty comments were received from these meetings. Of those, six specified a preference for one of the scenarios. And although not tied to any of the scenarios, about 20 letters were also submitted in favor of keeping Route 2 in the Wheels network.

These results described below are qualitative in nature because the quantitative results cannot be considered statistically significant because the survey was not a random sample. Residents of the Stonecreek Retirement Community made up a large number of responses for both the WheelsForward website and the online survey. In some instances people filled out comments at a public meeting and on the WheelsForward website, and there is no way of knowing whether some respondents also filled out a survey resulting in preferences being accounted for more than once.

### MAJOR FINDINGS

Of those who specified a preference, Scenario 3 (Hybrid) was chosen by approximately 60% of the survey respondents, over 95 % of website comments, and all of the public meeting attendees. Approximately one-third of survey respondents preferred Scenario 1 (Coverage). Although there

was some overlap on the elements of each plan, there were only a few routes that received specific feedback. The main themes included:

- Support for service to Stoneridge Creek Retirement Community (Scenario 3 only)
- Support for increased service to Las Positas College (Scenario 2 and Scenario 3)
- Fear of Route 2 being eliminated (all scenarios)
- Concern that the consolidation of 70X and 70XV service would mean reduced service (Scenarios 1 and 3), and opposition to the elimination Route 70X/70XV (Scenario 2)

## DETAILED QUALITATIVE RESULTS

### Coverage Scenario 1 Comments:

- This was the second most popular choice among the public respondents.
- People who preferred this option supported offering the most Rapid service between Livermore and BART as possible. Others defended eliminating routes that had low ridership.
- Among those who preferred other alternatives, the most common comments revolved around the 70X and Route 2, even though the 70X was not proposed to be eliminated in this scenario, and Route 2 was proposed for elimination in all three scenarios.
- Interestingly, there were no comments on changes to routes 3 or 14.
- The elimination of Route 2 in this scenario was a concern for several people.
- People liked the service to the airport, which is lacking in the other two scenarios.

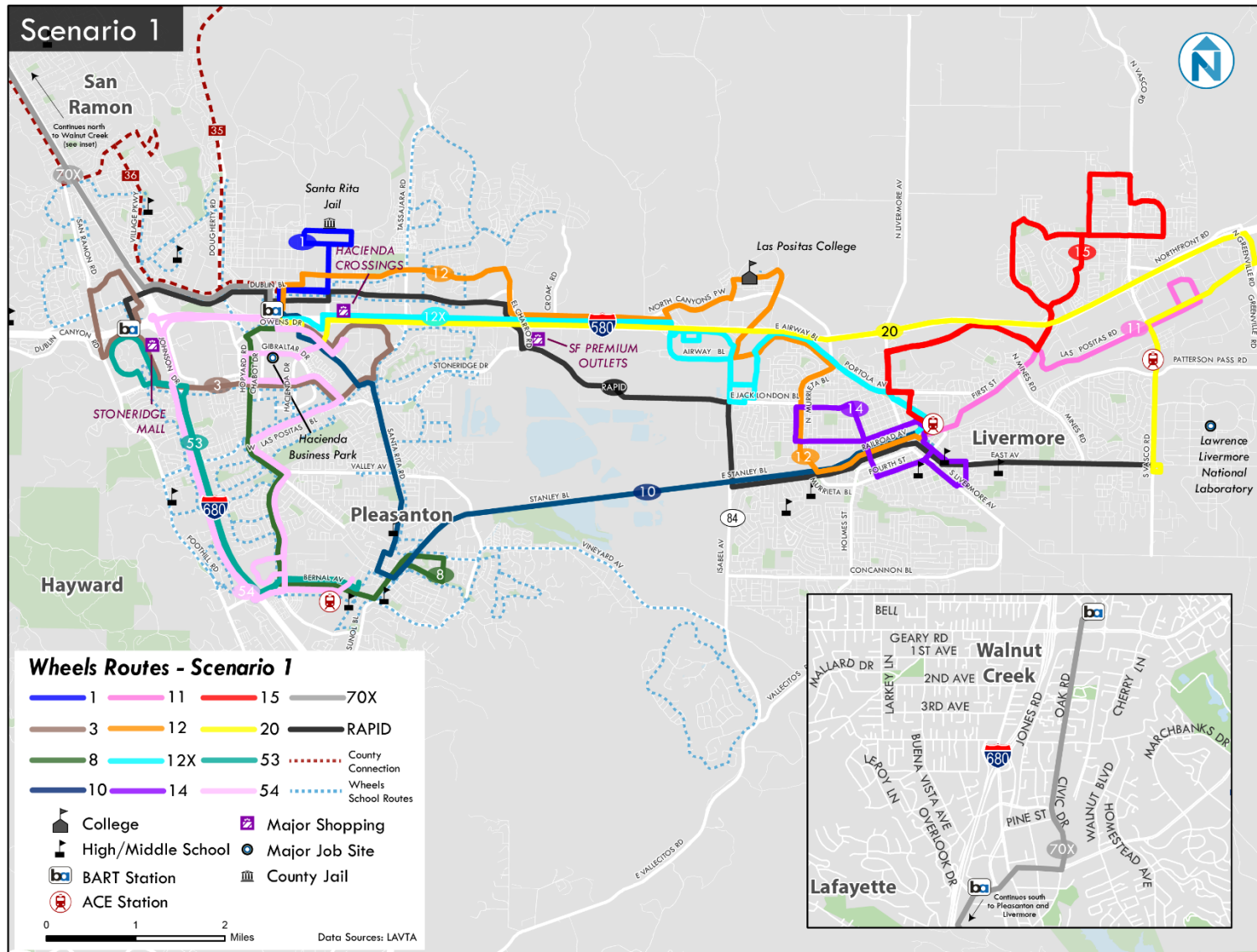
### Core Scenario 2 Comments:

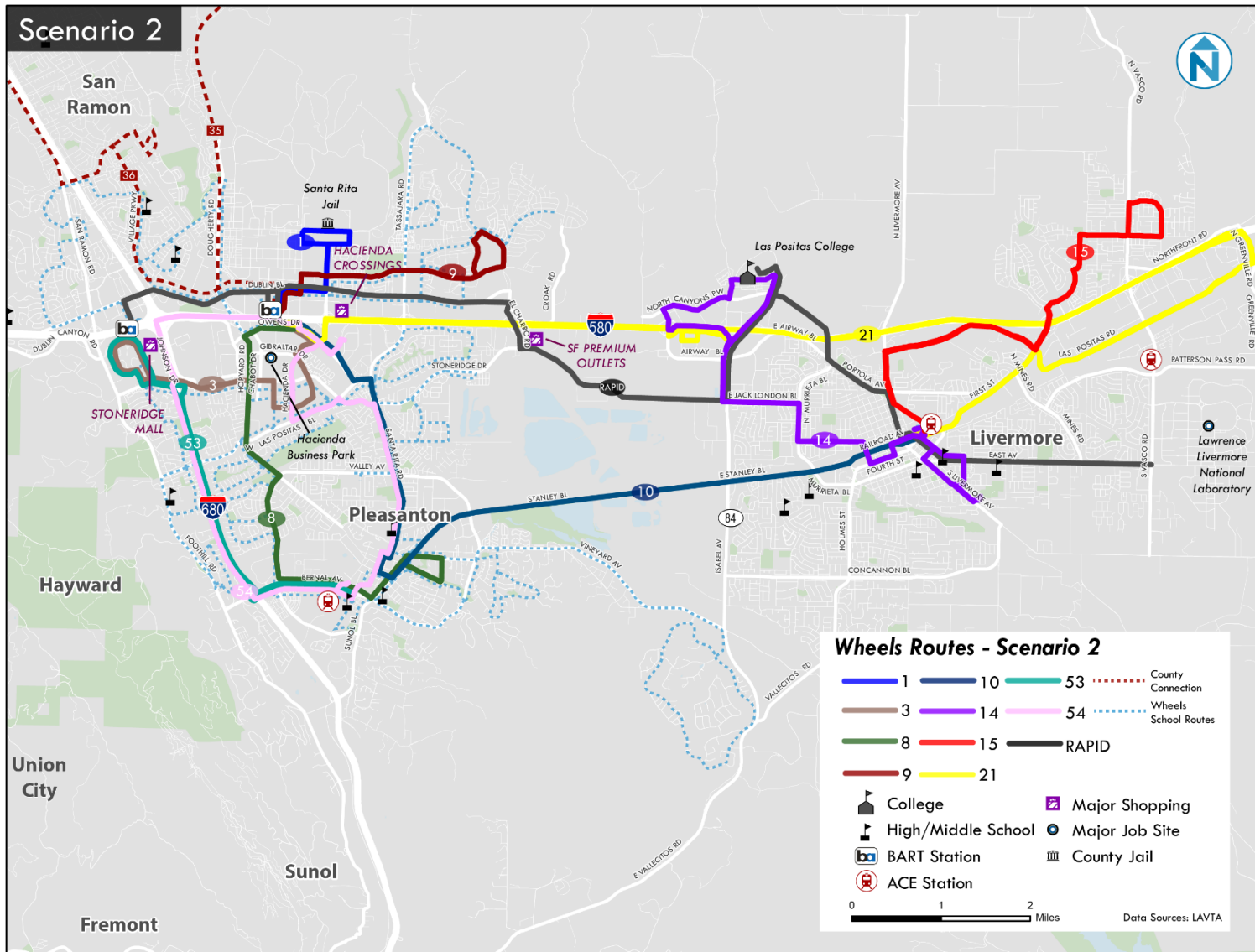
- This was the least favorable choice among respondents. Overall, comments stated that other scenarios were better options, and that this plan would cause people to incur much larger transportation costs.
- Among those that liked Scenario 2, the elements of the plan they commented on were also present in Scenario 3, such as weekend service, more service to Las Positas College, and consolidating Route 12.
- Of the respondents that did not like this scenario, the overwhelming concern was that Route 70X/XV was slated to be eliminated. Route 2 being eliminated was also brought up, although as mentioned before, this recommendation was true under all scenarios. People who work near the airport did not like the scenario because it would eliminate service to their workplace.

### Hybrid Scenario 3 Comments:

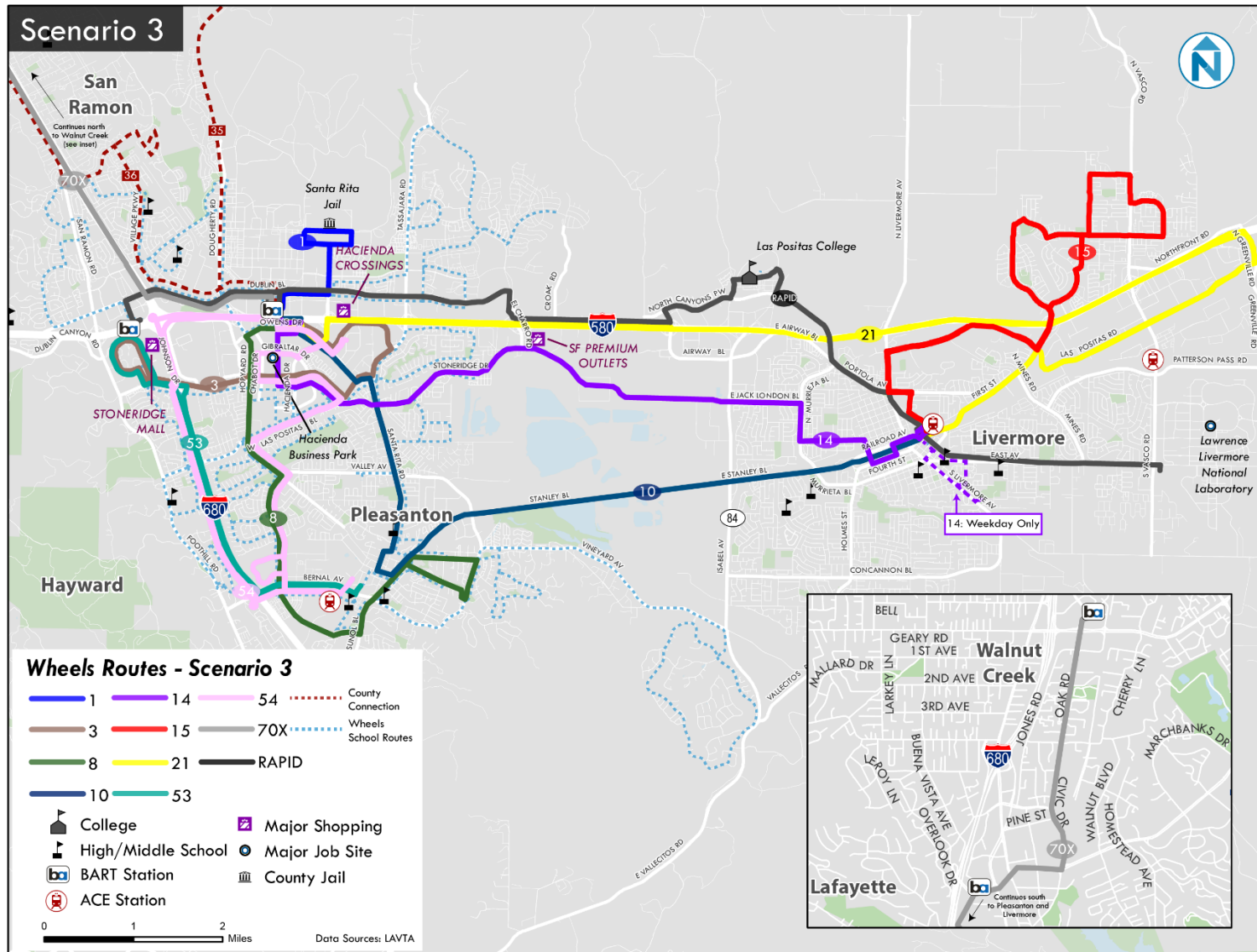
- This alternative was the most popular choice, and was preferred by approximately 60% of online survey respondents.
- The Stoneridge Creek Retirement Community was well represented in the survey, which was clear in the comments. The new coverage to this facility was very well received.

- The proposed changes to Route 70X received a significant number of comments, with many people okay with the proposed changes as long as they could still get to work at the same times on the weekdays.
- People also favored additional service to Las Positas College, and the changes to Route 14 in Livermore.
- The elimination of Route 2 remained a common area of concern for respondents, as did the elimination of service near the airport.









Problem/Solution/Goals

Most areas within the City of Dublin, north of Dublin Blvd, do not have the density of housing or employment to support Wheels fixed route service. However, large numbers of single occupancy trips are taken daily in Dublin to repeat locations for work and other activity centers. With the transactional costs of ridesharing having been significantly reduced by technology and the existence of the sharing economy, Wheels proposes a discount program within two demonstration project areas as a financial incentive for Dublin residents to utilize the dynamic, real-time ride sharing capacities of the Transportation Network Companies (Uber, Lyft, Scoop, taxicabs, etc.).

The measurable goal of the Wheels discount will be to reduce the number of single occupancy vehicles and congestion in Dublin, and to reduce trip costs to those economically challenge.

How Customers Would Use the Discount Program

On the Wheels website (and near-future phone app) customers will be informed about discount program and will be able to easily obtain a discount code. After obtaining the discount code the customer will simply choose the transportation provider of his/her choice, provide their pick-up and drop-off data, click the ridesharing option (Lyft Line for example) and enter in the discount code. Because the customer is utilizing the ridesharing option, as opposed to the option of riding alone, the ride will receive multiple discounts—one from the rideshare company itself and the other through Wheels—thus creating a shared ride that on the average slightly more expensive than what one would pay on fixed route service, but with a far smaller public subsidy and the convenience of being on demand. The rideshare companies would assure Wheels that trips taken would both start and end within the project area so that the discount is not inappropriately applied.

Example: Joe lives in east Dublin 5 miles northeast of the East Dublin/Pleasanton BART station. Joe needs more travel options. Parking at BART stations is causing him delays and frustration. Joe learns about the Wheels discount, obtains the Wheels discount code and uses his smart phone to obtain a Lyft Line ride, which means Lyft will set up a dynamic, real-time route that will pick up multiple customers-including Joe-that are going in a similar direction. For Joe's effort in using Lyft Line he is rewarded by Lyft with a reduction in his fare from \$12 to \$8 (Lyft Line fares can be reduced up to 60% per Lyft). With the Wheels discount code automatically applied, Joe's fare is reduced another \$4, bringing his total one-way trip cost to \$4. Joe notes the \$3 parking fee he is currently paying at BART and the cost per mile of operating his vehicle and believes convenience of real-time, dynamic ride sharing now makes sense.

At the end of the month, Lyft sends an invoice to Wheels with information on rides that received the Wheels discount, including sufficient information needed by NTD to record the trip for Wheels.

### Two Demonstration Areas

Staff are proposing to operate the Wheels-On-Demand demonstration project in two project areas. One area would encompass the neighborhoods served by the former Route 2 (East Dublin) and the other would include the neighborhoods served by the former area served by Route 3 north of I-580 (West Dublin). The demonstration project would be operated with two different subsidy models in each area: one area (West Dublin) would operate using a fixed cost to the passenger (i.e. \$4 per trip where Wheels covers the cost above \$4) and the other would operate using a fixed subsidy to the passenger (i.e. \$4 per trip where the customer pays the cost above \$4). Both models will be important to run and study in an effort to offer an optimal service for Dublin. Finally, both models offer a substantial savings over other LAVTA alternatives.

### Initial Demonstration Project and Funding

The initial funding would be through a partnership of Wheels and Alameda County Transportation Commission. The funding would not include federal dollars. The demonstration project would be a 1-year duration, or until funding is exhausted, to evaluate the productivity and efficiencies of the programs.

### Sample Questions/Answers

1. What about ADA requirements? In the Tri-Valley area at least one taxicab company has an accessible vehicles. Additionally, although not part of this program, Wheels para-taxi program and Wheels paratransit is available where applicable and for those who qualify.
2. What about Governance? Wheels would contract with providers who wish to be participants. Providers would agree to provide Wheels information needed to record a trip for NTD data.
3. What about Customers without a smart phone and credit card? Taxicabs have traditionally been available to schedule rides through a phone call. Taxicabs also traditionally take cash for payment. Additionally, TNCs are currently developing “concierge” services to allow accommodations.
4. Is supply for potential demand sufficient? Generally speaking taxicabs, Uber, Lyft and other companies are quick to add supply as demand warrants. Recent experience has shown that wait times in Dublin are less than 10 minutes on average.
5. What about other technology issues? Wheels website and phone app will have information on the discount program, including links and phone numbers to schedule rides with participating companies. Bus schedules and informational kiosks at transit centers will also have the information for ease of use.

**AGENDA**

**ITEM 6**



LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

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**S T A F F   R E P O R T**

SUBJECT:    FY 2016 2nd Quarter Report – Operations

FROM:        Christy Wegener, Director of Planning & Communications

DATE:        February 22, 2016

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**Action Requested**

This is an informational item.

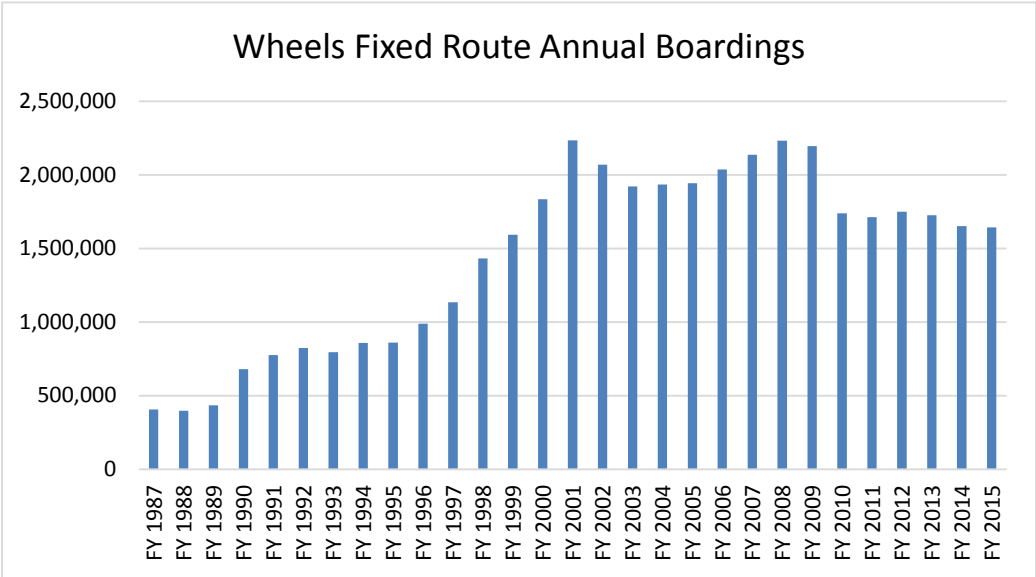
**Background**

This report is intended to provide the Committee with a summary and analysis of operations for the second quarter of FY2016 (October - December 2015), including fixed route, paratransit, and operational performance metrics.

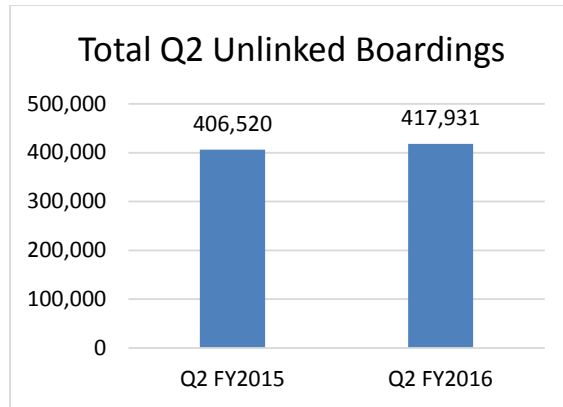
**Discussion**

Fixed Route

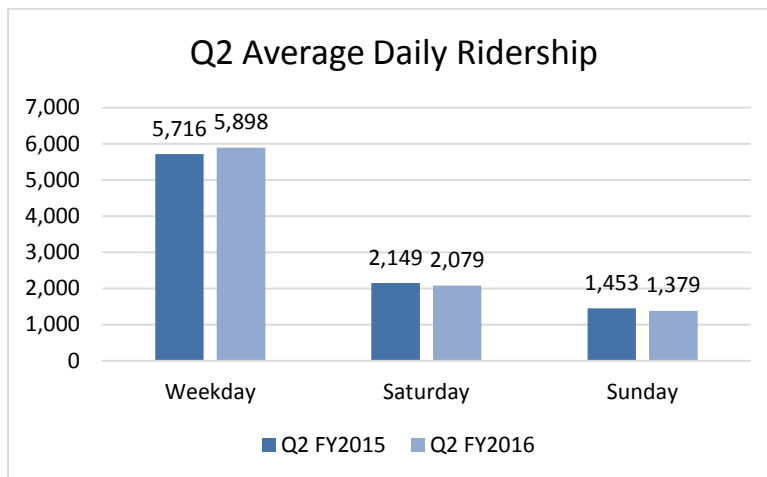
The graph below shows the long-term ridership trend for the Wheels service from the agency’s inception thru FY2015.



Turning to the second quarter of FY2016, ridership was up compared to the same quarter of the previous year. The increase of 2.8% is a continuation of the trend from the three prior quarters, during each of which approximately a one-percent year-on-year increase was observed.

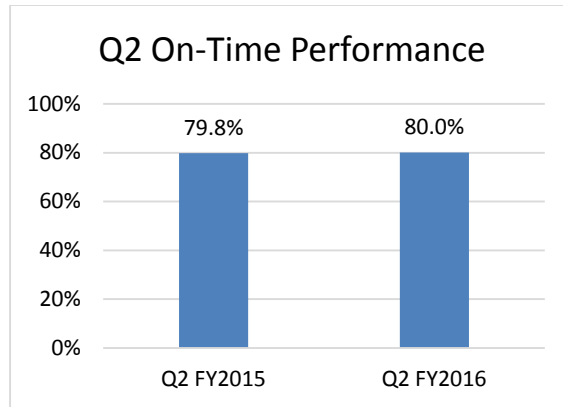


The next chart shows the ridership breakdown by average boardings per day during the quarter. It shows that the ridership gain was attributable to the weekday service, as both Saturday and Sunday ridership was down slightly compared to Q2 of FY15. This trend was also observed in the previous two quarters.



Ridership trends at the individual route level were also mainly positive, in particular on some of the local lines: Route 2 saw the largest increase in percentage terms (albeit from a low level), while routes 3 and 12 both saw smaller but still notable year-on-year percentage increases. Only one mainline route, 20X, showed a substantial negative trend. Similar to what was observed during the prior quarter, the important trunk lines 10 and 30 (*Rapid*) remained stable as they both trended within a  $\pm 2\%$  range. For Saturdays and Sundays, Route 12 – which serves the S.F. Outlets on weekends – showed notable ridership gains, while other routes were mainly trending down.

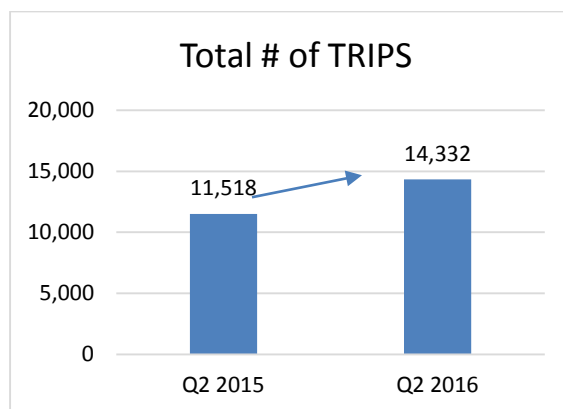
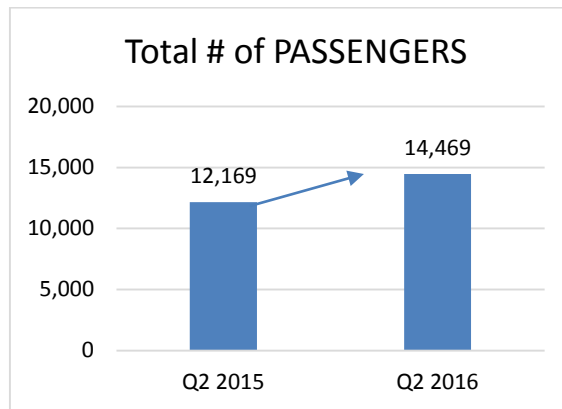
On-time performance (OTP) went up slightly compared with same quarter of the previous year, ending up at 80% even. Within the quarter, the highest OTP percentage was observed in December, with a reading of 80.4%.



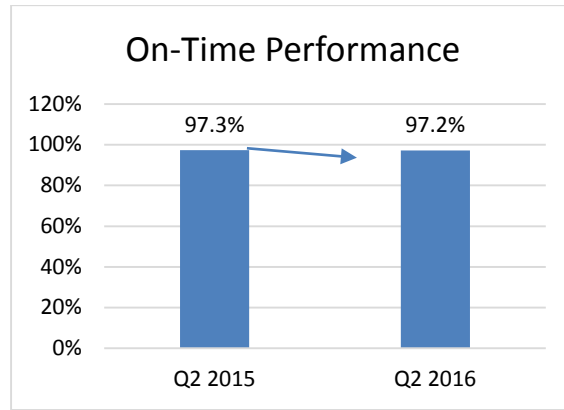
At the route-level, OTP showed a similar distribution from previous quarters, where several of the local neighborhood routes had percentages in the low 90s, the express routes 70X and 70XV had percentages in the mid-60s, and the local trunk routes had percentages close to system average at the 80s threshold.

#### Paratransit

The FY2016 Q2 total number of passengers served on paratransit, which includes personal care attendants (PCAs) and companions, has increased by 18.9% when compared to the same three months the year prior, and the number of trips during the same time period has increased by 24.4%, as the following two charts illustrate.

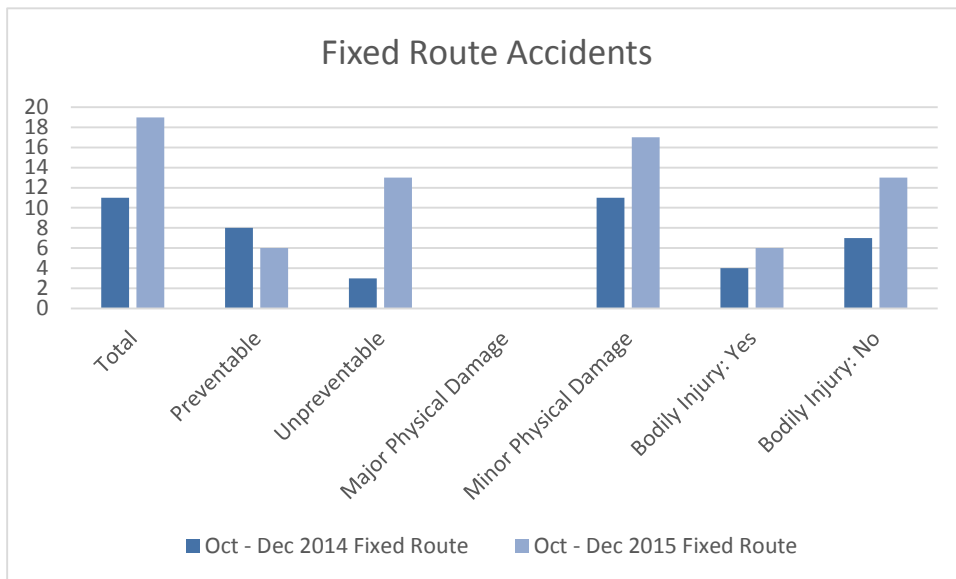


The on-time performance (OTP) for the FY 2016 Q2 is 97.2% compared to 97.3% for the same quarter during the previous fiscal year (-0.1% decrease) as shown in the chart below. The performance standard for OTP is 95%.



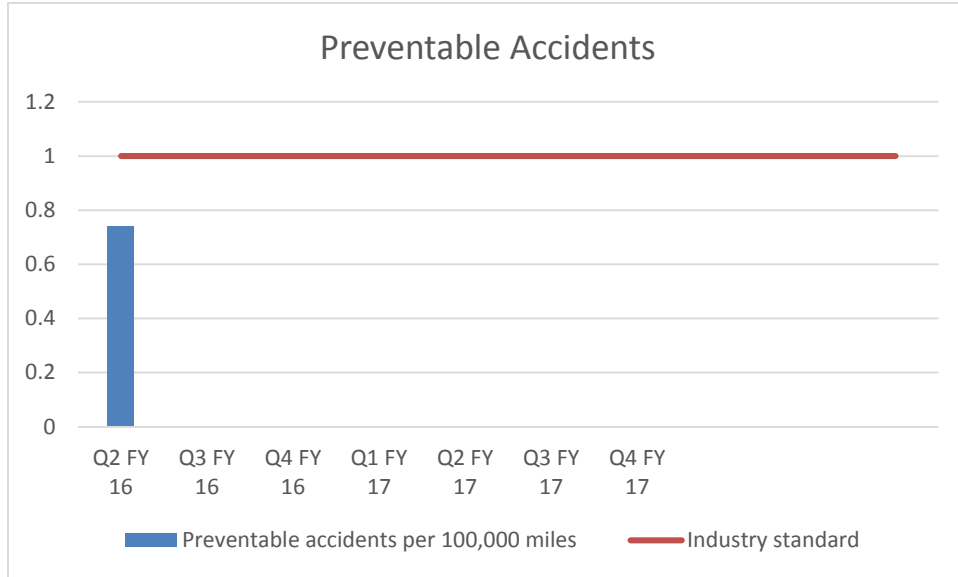
Accidents/Incidents

Noted in the figure below for Fixed Route Accidents, in the second quarter, there have been nineteen (19) reportable accidents/incidents on the fixed route system, six (6) of which were determined to be preventable, and thirteen (13) deemed non-preventable. None of the accidents resulted in major damage, and seventeen (17) resulted in minor and two (2) in no damage to the vehicles (only fixed route are LAVTA owned vehicles). Six (6) of the fixed route accidents resulted in bodily injury. The total number of accidents for the quarter has increased from this time last year; and the number of preventable accidents for the last quarter decreased slightly from this time last year. Staff continues to work with the operations contractor to identify trends in preventable accidents, and continues to work with CalTIP to ensure appropriate oversight and resources are available in this area.

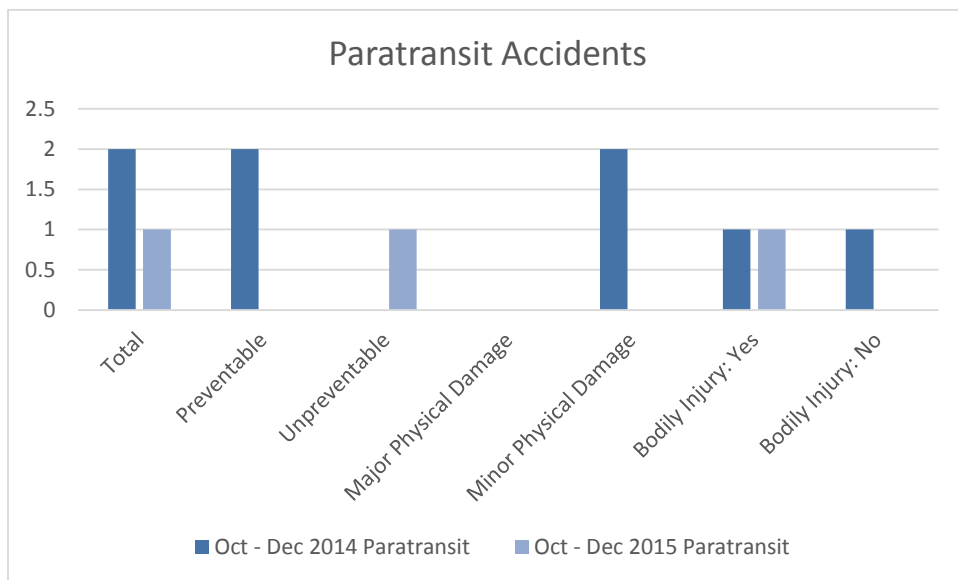




Many contractor-operated transportation companies use 1 preventable accident per 100,000 total miles as a goal. Looking at preventable accidents per 100,000 total miles, MV comes in at 0.74 for a 12-month rolling period from January 1, 2015 – December 31, 2015. (This is a metric that was not previously included in this report and will be going forward.)



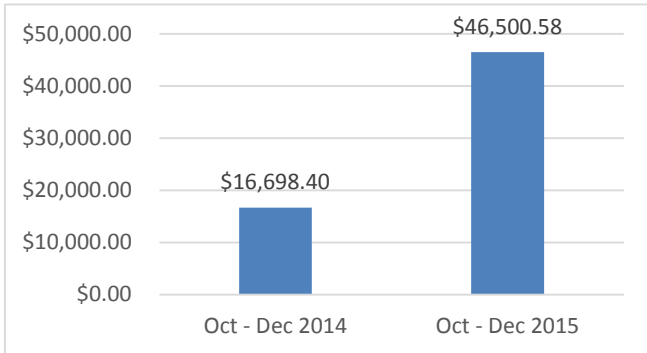
In the second quarter there was one (1) non-preventable paratransit accidents/incidents compared to two (2) preventable accidents/incidents last year. While the passenger requested the driver complete an injury report at the time, the passenger stated medical attention was not needed at that time and during a follow up call, the passenger stated all was well.



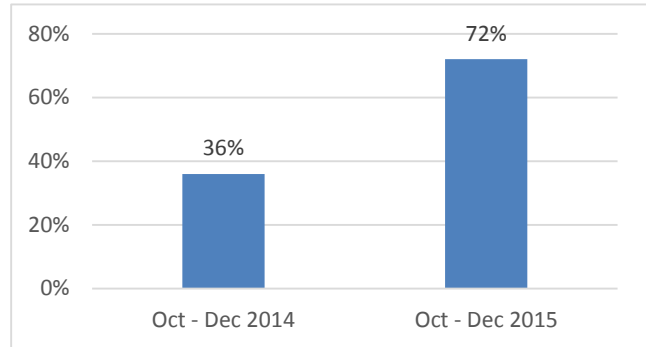
### Claims Activity

With respect to the monthly accident claim activity, the charts below highlight claims **for fixed route only**. The dollar amount expended during Q2 was higher this year than last, and the percent of budget expended over the course of the year was higher, and higher than the 50% allowable at the half year mark. It should be noted that some of the FY16 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/incidents and higher dollars being expended on claims.

***Accident Claims: \$ Expended***

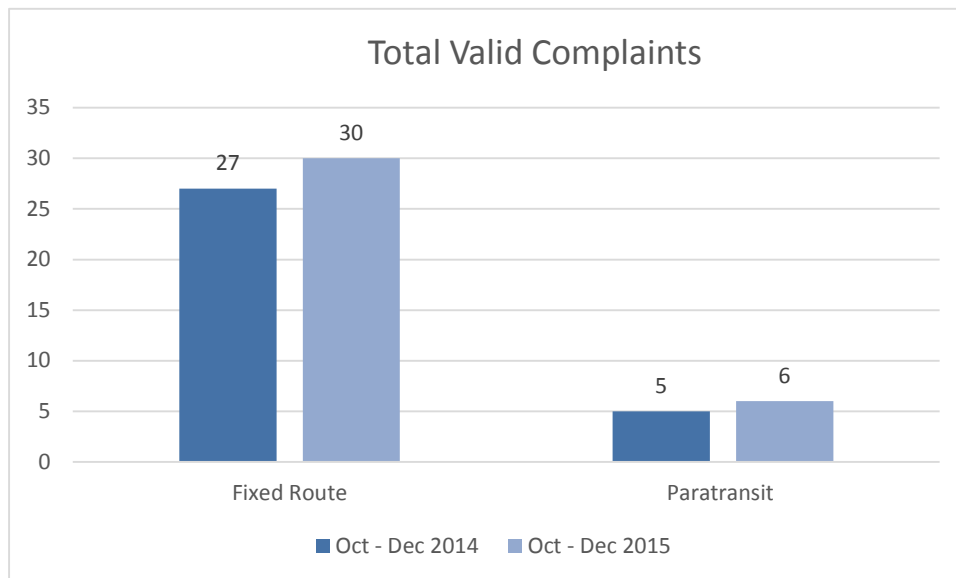


***% Budget Expended***

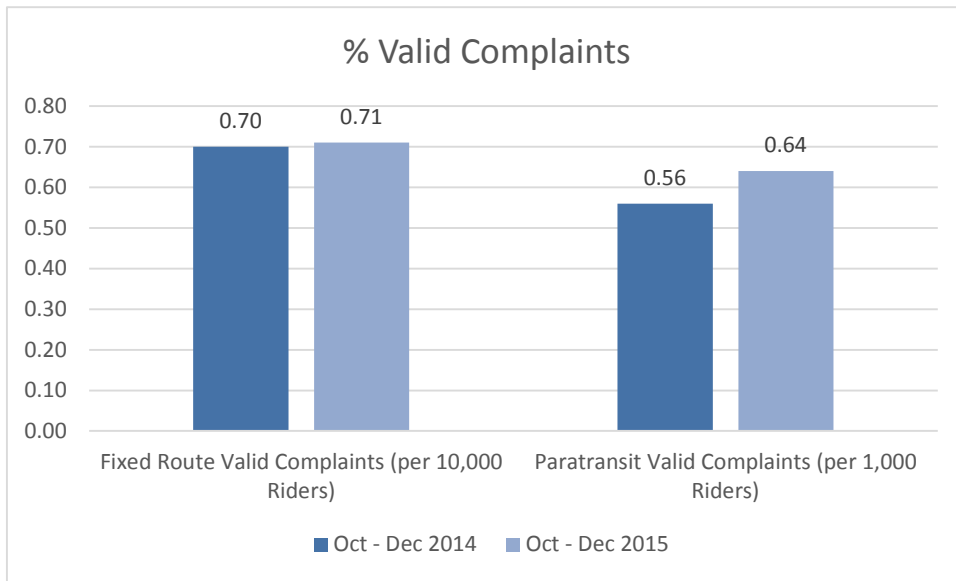


### Customer Service

Customer Service staff processed a total of 109 customer requests for Q2 FY15 and a total of 165 for Q2 FY16; the increase however has more to do with the requests LAVTA staff deals with, i.e., route planning requests, rather than complaints regarding service being delivered. LAVTA's Service Quality Standards Index, a measurement of performance for fixed route and paratransit service providers, tracks the number of **valid** complaints for both fixed route and paratransit service, as noted for the quarter in the chart below.



The SQSI's established a standard of excellence for complaints of less than 1 per 10,000 rides for fixed route and 1 per 1,000 rides for paratransit.



Comparing the total valid complaints from FY15 and FY16, the number for fixed route has increased slightly 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. The top valid complaints for fixed route for this quarter are in the areas of “late” (9 complaints), “no show” (6 complaints), and “driver training” (6 complaints).

The paratransit valid complaints increased by one complaint as compared to the quarter last year. Staff and the contractor continue to work together in the Paratransit Task Force meetings to ensure that the complaints are dealt with timely, with six (6) valid complaints (one in the area of “driver/dispatcher courtesy, one “late,” one “no show” and three in “driver/dispatch training”).

### **Next Steps**

None

### **Recommendation**

None – information only.

**AGENDA**

**ITEM 7**



STAFF REPORT

SUBJECT: Second Quarter 2016 Marketing and Outreach Activities  
FROM: Dennis Mochon, Senior Marketing and Communications Specialist  
DATE: February 22, 2016

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**Action Requested**

Informational item only. No action required.

**Background**

This report is intended to provide the Committee with a summary of the marketing and outreach activities for the second quarter of FY 2016.

**Discussion**

Activities completed in the second quarter:

Wheels Forward Public Meetings

LAVTA promoted customer input for Wheels Forward proposed alternatives and the second round of meetings (held in October) through extensive outreach, communications and marketing.

High School Ambassador Program

In October, Wheels solicited for applicants for the new High School Ambassador program. Five high school students were trained as Wheels Ambassadors helping other students learn to ride the bus and navigate the Wheels bus system. They are now continually training their peers and reporting driver and bus conditions back to LAVTA staff.

Clipper Card Introduction

Wheels worked with the other East Bay small operators, MTC and Cubic to successfully launch Clipper Card on each system. The system went live November 1 and is being promoted by Wheels through a news release, bus cards, flyers, posters and social media. More major marketing by MTC including radio, bus exteriors, BART station ads and numerous outreach events began in January and will run through March 2016.

Livermore and Pleasanton Holiday Parades

On December 5<sup>th</sup>, Wheels participated in two Holiday parades in Livermore and Pleasanton. The Livermore parade showcased the restored Rideo Bus. The Pleasanton parade showcased a Rapid Bus.

### Stuff a Bus

On December 6<sup>th</sup> from 12pm to 4pm, the agency partnered with Safeway again to hold three Stuff-a-Bus events at Safeway stores in Dublin, Livermore, and Pleasanton. The event benefited two local food banks, Open Heart Kitchen and the Tri-Valley Haven. Safeway customers were extremely generous in donating 5,701 lbs of food. This year's collection was record-setting, with a 34% increase from last year's donations.

To promote the events, the agency ran advertising on KKIQ and had the station host a live radio remote broadcast at the Livermore Safeway from noon to 2pm. As part of the partnership with LAVTA, Safeway provided 20-\$25 gift cards as prizes as well as a food donation of 100 turkeys.

### New Wheels Website

Wheels new website was launched in December 2015. It offers a variety of user-friendly services including real time bus arrival information, rider service alerts, Google trip planner and enhanced social media feeds.

### Wheels in the News

Wheels produced five press releases during the second quarter. These included: Wheels Establishes Tri-Valley Regional Rail Advisory Group, Wheels Announces Second Round of Wheels Forward Meetings, Clipper Expands to Wheels, Wheels Announces 2015 Stuff a Bus Event and Wheels Receives Record Food Donations. Wheels received major local and national industry articles in The Independent, Pleasanton Weekly, The Patch and Mass Transit.

### Outreach

Wheels participated in 20 outreach activities targeting schools, seniors and other community organizations as highlighted in Attachment 1.

*The following activities are currently planned for the Third Quarter of FY 2016.*

### Wheels Forward Public Hearing and Comment Period

LAVTA will promote customer input on the preferred Wheels Forward service plan and the Public Hearing through extensive outreach, communications and marketing.

### Wheelsbus.com Mobile Website

Wheels web design contractor, Planeteria, is developing a mobile website for Smartphones.

### Wheels Timetables and Customer Information Brochures

The agency is developing an RFP which will be released in February to transition from the current bus book to producing individual route schedules and customer information brochures. The target date of the launch is August 2016 with school tripper service timetables.

### Wheels Rebranding

Wheels has an RFP soliciting for a vendor to develop new naming concepts, a new logo, and establishment of branding strategies for the transit services that LAVTA provides. It is anticipated that the rollout of deliverables will coincide with implementation of the new service plan as part of the Wheels Forward initiative.

### St. Patrick's Day Parade and Festival

The agency will be showcasing a Rapid bus for the parade on Saturday, March 12<sup>th</sup> adorned in St. Patrick's decorations to celebrate the festivities. Wheels will also participate in the community festival having a booth to promote our services and inform the public about Wheels services on Saturday and Sunday, March 12<sup>th</sup> and 13<sup>th</sup>.

### Livermore Wine Festival April 30<sup>th</sup> and May 1st

Wheels be sharing an information booth with the City of Livermore on Saturday and Sunday, April 30<sup>th</sup> and May 1st at the Wine Festival.

### **Budget**

No budgetary impact.

### **Recommendation**

None – information only.

### **Attachments:**

1. 2<sup>nd</sup> Quarter FY 2016 Outreach Activities

## 2nd Quarter FY 2016 Wheels Outreach Activities

<b>Organization/Location</b>	<b>Date</b>	<b>Purpose</b>
Dublin Senior Center	10/1/2015	Presentation
Dublin Senior Center	10/3/2015	Outreach
Spare the Air Resource Team	10/6/2015	Networking/Planning
Pleasanton Senior Center	10/7/2015	Radd Transition Fair
Hispanic Business Council	10/8/2015	Networking
Dublin School District	10/18/2015	Outreach
Various Tri-Valley Locations	10/19/2015	Distribute Take Ones for COA
Las Positas College	10/27/2015	Table for COA
Amador High School	10/27/2015	COA Workshop
Livermore Transit Center	10/28/2015	Table for COA
Las Positas College	10/28/2015	COA Workshop
Dublin Civic Center	10/29/2015	COA Workshop
Livermore Needs Committee	11/3/2015	Networking
Pleasanton Chamber Tradeshow	11/4/2015	Outreach
Foothill High School	11/10/2015	Meet w/Safe Routes-Programs
Livermore Community Center	11/12/2015	EDD Job Fair
Dublin Senior Center	11/17/2015	Consultations for Seniors
LAVTA Administration Office	11/18/2015	Training of Ambassadors
LAVTA HS Ambassadors	11/25/2015	On Board Training of Ambassadors
LAVTA Stuff A Bus Holiday Food Drive	12/6/2015	Food Drive



**AGENDA**

**ITEM 8**



# LAVTA COMMITTEE ITEMS - FEBRUARY 2016 - JUNE 2016

## Projects & Services Committee

### February

	Action	Info
Minutes	X	
Quarterly Operations Report		X
Quarterly Marketing Report		X

### March

	Action	Info
Minutes	X	
Final COA Recommendations	X	
Alameda County Fair and Fourth of July Service	X	
Pleasanton Summer School Service	X	

### April

	Action	Info
Minutes	X	
Relocation of Livermore Historic Train Depot		X
Draft Employer Pass Program		X

### May

	Action	Info
Minutes	X	
WAAC Appointments	X	
FY2017 Marketing Work Plan	X	
Quarterly Operations Report		X
Quarterly Marketing Report		X

### June

	Action	Info
Minutes	X	
DAR Policy Modification	X	
DAR Ridership Increase Analysis		X
Interim Schedule Adjustments to Improve OTP		X
COA Update		X