

STAFF REPORT

SUBJECT: Extra Service during the Alameda County Fair and the Livermore Fourth of July Fireworks Show

FROM: Christy Wegener, Director of Planning and Communications
Cyrus Sheik, Senior Transit Planner

DATE: March 28, 2016

Action Requested

Approval of additional service on Route 8 during the period of the Alameda County Fair and on Route 15 for the Livermore Fourth of July Fireworks show.

Background

Wheels Route 8 is a local Pleasanton mainline, operating a loop between East Dublin/Pleasanton BART and the Santa Rita Road and Hopyard Road corridors. Service is bi-directional, with one “8A” bus operating in a counterclockwise direction, and one “8B” bus operating in a clockwise direction during weekdays. Limited service is also provided during Saturdays and Sundays. Its regular routing brings it to the vicinity of, but not directly to, the Fairgrounds.

Last year, the Board approved a planned deviation for the route to serve Pleasanton Avenue instead of Old Bernal Avenue, as well as the provision of extra evening trips during the Fair. This was well received by patrons and was reflected in the ridership gains during Fair time. Staff noted an additional 5,600 passenger trips taken on Routes 8 and 10 combined (the 10 serves the area from Peters Avenue) during the three weeks of the Fair in 2015, compared to approximately 4,000 additional passenger trips in 2014.

Wheels Route 15 is a local Livermore mainline providing service between the Transit Center and Springtown. During the week, it operates until midnight, however, on weekends and holidays, service ends within the 8PM-9PM timeframe.

In 2014 and 2015, the Livermore Downtown Association requested two additional trips on Route 15 for the Livermore Fireworks show, which LAVTA accommodated. Counts show 20 passengers used the extra service last year, with most of that ridership occurring on the first trip.

Discussion

Alameda County Fair

As mentioned above, Route 8 (8A and 8B) last year was deviated from Old Bernal Avenue to more directly serving the main gates of the Alameda County Fairgrounds on Pleasanton Avenue during the Fair. In order to avoid significant delays on the route, the detour to Pleasanton Avenue was only applied in one direction per roundtrip loop. The clockwise direction (8B) was detoured on the inbound half of the loop, while the counterclockwise direction (8A) was detoured on the outbound half. This setup brought the fastest connection to the Fair from BART on the 8A, and the fastest connection to return back to BART on the 8B.

Staff is proposing a repeat of the Fair deviation for Route 8 this year, except the detour would be done in the outbound direction on all trips, including those of both the 8A and 8B. This is based on feedback from Wheels customers and Operations staff during last year's event, where a wish was expressed for the most expeditious travel to be from BART to the Fair, even if it meant that (Fair) passengers would get the longer travel time on any (all) trip/s when returning to BART.

In the regular schedule, the last weekday evening trip passes through the downtown area at around 8:00p. Fair-goers leaving the grounds after that time would not have access to any more Route 8 service, so if they traveled to the Fair by bus, a longer walk would be required to catch Route 10 on Peters Avenue, or arrange for other means to return home. Because of this issue, the Board last year approved two extra evening trips that were operated each day of the Fair, extending the service such that the last trip departed Pleasanton Avenue shortly after 10PM.

As the service last year was well received by the public, Staff is proposing a repeat for the Fair of 2016, which will be held daily between June 15 and July 4, except the first two Mondays. This would entail running an additional two Route 8 trips on weekdays when the Fair is open (11 days total), two extra trips on Saturdays (3 days total), and four extra trips on Sundays (3 days total). This also includes additional service to be operated on the Fourth of July for the Pleasanton fireworks show, which falls on a Monday.

The adjacent table shows the hours required to operate the additional service, and the anticipated ridership based on last year's incremental boardings on Route 8. Although actual fare revenue per passenger can vary significantly based on transfer patterns, promotional programs, and other factors, it is worth to note that this baseline calculation shows there to be no net cost for the additional service after farebox revenue is taken into account.

ROUTE 8 PROPOSED FAIR HOURS EXTENSION	
Cost estimate	
2 extra daily trips June 15 thru July 4	
Daily revenue hours	1.62
Number of days operated	18
Additional trip on Fair Sundays and July 4	
Extra hours operated	9.19
Total extra revenue hours	38.29
Total fully allocated cost	\$3 797
Total est'd additional rt 8 ridership	2 787
Estimated add'l fare revenue	\$3 818
Total net cost (est'd)	-\$21

Livermore Fireworks Show

Similar to last year, there will also be a fireworks event on July 4 (which is a holiday schedule day for the Wheels service) in downtown Livermore, near the Transit Center, at 9:30p. Livermore Downtown Association staff has requested that two additional evening trips be provided on Route 15, in order to accommodate spectators heading home after the fireworks event. The additional trips would be scheduled to depart the Transit Center at 10PM and 11PM. The indicators regarding this arrangement, which would be the same as LAVTA accommodated last year, are shown in the adjacent table:

ROUTE 15 PROPOSED JULY 4 EXTENSION	
Cost estimate	
Additional two evening trips on July 4	
Total extra revenue hours	1.77
Total fully allocated cost	\$175
Total est'd additional ridership	20
Estimated add'l fare revenue	\$27
Total net cost (est'd)	\$148

The fully allocated cost of the additional Route 15 trips is anticipated to be \$175. Assuming approximately the same ridership as that seen last year, the incremental revenue is expected to offset the total cost by approximately \$25, for a net cost of approximately \$150.

Note that Wheels Route 10, which provides local and trunk service for the core of Livermore as well, already operates late evening service on all days, and would not need any extension in order to accommodate the Fireworks event. Locally in Livermore, the 10 line provides service along East Avenue as well as Railroad Avenue / Stanley Boulevard.

Budget

See tables above for total additional costs. Because the Fair straddles the end of this fiscal year and the beginning of the next year, the costs will be divided between the two years, with approximately 2/3 of the costs this fiscal year and about 1/3 in next fiscal year. The cost of the extra Route 15 service will be included in the FY17 budget.

Next Steps

Upon approval by the Board, Staff will begin work with the fixed route contractor to be able to implement these changes. LAVTA's marketing team will also begin to create public information materials highlighting both the route options and the additional service to the Fair, and will reach out to BART for permission to post supplementary signage at the East Dublin/Pleasanton BART Station. Staff will also work with Livermore Downtown on promotional materials for the Livermore Fourth of July Fireworks show.

Recommendation

The Projects & Services Committee is asked to consider these requests and forward a recommendation to the full Board.

Attachments:

1. Resolution 07-2016 Route 8
2. Resolution 08-2016 Route 15

RESOLUTION 07-2016

**A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
AUTHORIZING ADDITIONAL SERVICE FOR ROUTE 8 DURING THE ALAMEDA
COUNTY FAIR**

WHEREAS, LAVTA currently operates Route 8 serving a corridor between the Dublin/Pleasanton BART station and downtown Pleasanton; and

WHEREAS, each year during the Alameda County Fair, LAVTA deviates Route 8 from downtown Pleasanton to instead directly serve the main gates of the Fairgrounds; and

WHEREAS, the last evening trip of Route 8 passes by the Fair gates at approximately 8:00p, but the activities at the Fair go beyond that time; and

WHEREAS, members of the riding public have requested that LAVTA add a 9:00p and 10:00p trip during the duration of the Fair to accommodate the full nightly program of the Fair; and

WHEREAS, members of the riding public have requested that LAVTA add service for the Fourth of July to accommodate the fireworks display.

NOW, THEREFORE BE IT RESOLVED, by the Board of Directors of the Livermore Amador Valley Transit Authority that the LAVTA Board approves providing two additional evening trips on Route 8 during the 2016 Alameda County Fair, and additional service on the Fourth of July.

PASSED AND ADOPTED this 4th day of April, 2016.

Don Biddle, Chair

Attest:

Michael Tree, Executive Director

RESOLUTION 08-2016

**A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
AUTHORIZING ADDITIONAL SERVICE FOR ROUTE 15 DURING THE
LIVERMORE FOURTH OF JULY FIREWORKS SHOW**

WHEREAS, LAVTA currently operates Route 15 serving the Springtown Area and downtown Livermore; and

WHEREAS, this year the Livermore Fireworks Show will be held in downtown Livermore; and

WHEREAS, the last evening trip of Route 15 provides service between downtown Livermore and Springtown at 9:00 pm, but the fireworks show extends beyond that time; and

WHEREAS, Livermore Downtown staff have requested that LAVTA add a 10:00p and 11:00p trip on the Fourth of July to accommodate the Fireworks show.

NOW, THEREFORE BE IT RESOLVED, by the Board of Directors of the Livermore Amador Valley Transit Authority that the LAVTA Board approves providing two additional evening trips on Route 15 on the Fourth of July.

PASSED AND ADOPTED this 4th day of April, 2016.

Don Biddle, Chair

Attest:

Michael Tree, Executive Director