

**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, May 23, 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 April 25, 2016 Meeting of the P&S Committee.**

**Recommendation:** Approval
- 5. Third Quarter 2016 Marketing and Outreach Activities**

**Recommendation:** None – information only.
- 6. FY 2016 3rd Quarter Report – Operations**

**Recommendation:** None – information only.
- 7. Wheels Forward - East Livermore Service Recommendations**

**Recommendation:** The Projects and Services Committee recommends that the Board approve the service changes recommended as a part of this staff report, and recommends the Board authorize staff to file a Notice of Exemption under the California Environmental Quality Act (CEQA).

**8. Wheels on Demand Demonstration Project**

**Recommendation:** The Projects and Services Committee recommends that the Board approve the Wheels on Demand demonstration project.

**9. FY 2017 Marketing Plan**

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

**10 Management Action Plan**

**Recommendation:** None – information only

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

**12. Matters Initiated by Committee Members**

**13. Next Meeting Date is Scheduled for: June 27, 2016**

**14. 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>5/18/16</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, April 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 4:02pm.

**2. Roll Call of Members**

**Members Present**

Scott Haggerty, Supervisor, Alameda County  
Karla Brown, Councilmember, City of Pleasanton  
Don Biddle, Councilmember, City of Dublin

**Members Absent**

Steven Spedowski, Councilmember, City of Livermore  
David Haubert, Mayor, City of Dublin

**3. Meeting Open to Public**

Robert S. Allen

- Robert Allen addressed the Board regarding item 6 on the agenda. Mr. Allen requested that an overlay of the COA route map changes to be included in the SRTP. Staff informed Mr. Allen that this will not be included in the SRTP, due to time constraints.

**4. Minutes of the March 28, 2016 Meeting of the P&S Committee.**

Approved: Brown/Biddle  
Aye: Brown, Biddle, Haggerty  
No: None

Abstain: None  
Absent: Haubert, Spedowski

## **5. Accommodation for the 2016 Summer School Program**

Staff presented potential alternatives for school tripper routes to the Projects and Services Committee for review, and recommended continuing last years' service accommodations. LAVTA will look at the ridership next year based on our productivity standards (15 passengers per trip) and if this standard is not met in 2016, staff will not recommend continuing service in 2017. Supervisor Scott Haggerty recommended LAVTA have a discussion next year with the school district regarding Summer School Program locations, so that program locations are accessible by mainline bus routes. The Projects & Services Committee endorsed and forwarded a recommendation to the full Board for a repeat of last year's accommodation for the LARPD ESS summer program operating route 403, DUSD and DPIE summer programs operating route 501, and PUSD summer school in 2016, operating routes 605 as outlined. Resolution 09-2016.

Approved: Biddle/Brown  
Aye: Brown, Biddle, Haggerty  
No: None  
Abstain: None  
Absent: Haubert, Spedowski

## **6. Short Range Transit Plan 2016-2025**

Staff revised the SRTP based on comments provided by the Project and Services Committee and Metropolitan Transportation Commission (MTC) in March and April. A description of the Comprehensive Operational Analysis (COA) is now at the beginning of the SRTP, more information has been included about regional consensus around connecting BART to ACE and the Altamont Regional Rail Working Group, as well as additional information about the Tri-Valley Integrated Park and Ride Study. Councilmember Karla Brown requested that the Committee titles (Chair, Vice Chair) be included on page 1-3 of the SRTP. Michael Tree requested that the SRTP be placed on the consent agenda so that it could be approved at the May 2<sup>nd</sup> Board meeting. Councilmember Brown requested that the SRTP be placed on the regular agenda if major changes are made by the Finance and Administration Committee. The Projects and Services Committee endorsed and forwarded the Short Range Transit Plan 2016-2015 to the Board of Directors for approval. Resolution 13-2016

A motion was made to include the SRTP as a consent calendar at the May 2<sup>nd</sup> Meeting unless major modifications are made by the Finance and Administration Committee meeting.

Approved: Brown/Biddle  
Aye: Brown, Biddle, Haggerty  
No: None  
Abstain: None  
Absent: Haubert, Spedowski

## **7. Comprehensive Operations Analysis – Preliminary Recommendations for Approval**

Thomas Wittmann from Nelson Nygaard presented a PowerPoint on the Comprehensive Operations Analysis (COA) preferred alternative, so that the Projects and Services Committee can review comments received prior to Board approval. Mr. Wittman also presented the Wheels on Demand model to the P&S Committee. Councilmember Brown asked if LAVTA would lose funding sources if Wheels on Demand was pursued. Michael Tree responded that this is a demonstration project and that our funding sources should not be affected. He reported that LAVTA is trying to partner with Alameda County Transportation Commission (ACTC) regarding funding the demonstration project. If ACTC does not want a partnership with LAVTA it may shorten the timeframe for the project, due to available funds. Mr. Wittmann also went over public comments that may be communicated during the Public Hearing.

The Project and Services Committee recommended that the Board approve the service changes recommended as part of the COA Preferred Alternative as detailed in Resolution 15-2016, and recommended the Board authorize staff to file a Notice of Exemption under the California Environmental Quality Act (CEQA).

Approved: Brown/Biddle

Aye: Brown, Biddle

No: None

Abstain: None

Absent: Haubert, Spedowski, Haggerty

## **8. East Dublin School Trippers Capacity and Alignment Partitioning**

Staff presented East Dublin school trippers capacity and alignment partitioning to the Project and Services Committee. Staff is requesting to split two of the high school-oriented Wheels routes into three routes. This is in response to increased demand and capacity issues, and will result in higher costs to the agency. The Project and Services Committee requested that the new school tripper partitioning (501/502/504) to be included as a part of the COA Public Hearing.

The Projects and Services Committee forwarded a recommendation to the Board of Directors to approve to cost neutrally partition the two current Eastern Dublin school trippers oriented for Dublin High School into three routes for logistical purposes, effective with school starts on August 15, 2016. Resolution 14-2016.

Approved: Brown/Biddle

Aye: Brown, Biddle

No: None

Abstain: None

Absent: Haubert, Spedowski, Haggerty

## **9. Management Action Plan**

Michael Tree included a Management Action Plan for the Project and Services to review. Mr. Tree did inform the Committee that Los Positas College is on board with an Easy Pass pilot program. This was an information item only.

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

**11. Matters Initiated by Committee Members**

None.

**12. Next Meeting Date is Scheduled for: May 23, 2016**

**13. Adjourn**

Meeting adjourned at 5:35pm.



**AGENDA**

**ITEM 5**



STAFF REPORT

SUBJECT: Third Quarter 2016 Marketing and Outreach Activities  
FROM: Dennis Mochon, Senior Marketing and Communications Specialist  
DATE: May 23, 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 third quarter of FY 2016.

**Discussion**

Activities completed in the third quarter:

Wheels Forward Public Hearing and Comment Period Promotion

LAVTA began promotion of customer input on the preferred Wheels Forward service plan and the May 2<sup>nd</sup> Public Hearing through extensive outreach, communications and marketing.

Wheelsbus.com Mobile Website

Wheels web design contractor, Planeteria, developed and launched a mobile Wheelsbus.com website for smartphones.

St. Patrick's Day Parade and Festival

The agency showcased a Rapid bus for the parade on Saturday, March 12<sup>th</sup> adorned in St. Patrick's decorations to celebrate the festivities. Wheels participated in the community festival staffing a booth to inform the public about Wheels services and the WheelsForward preferred alternative on Saturday and Sunday, March 12<sup>th</sup> and 13<sup>th</sup>.

Wheels in the News

Wheels produced six press releases during the third quarter. These included: Wheels Launches New Website; Elected Officials Discuss Expediting BART to Livermore; Ride Free to the St. Patrick's Day Festival; WAAC Applications Available; Wheels Passes CHP Inspection and Wheels COA Public Hearing and Comment Period.

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 Fourth Quarter of FY 2016.*

Wheels Forward Public Hearing and Comment Period Advertising

Wheels will continue to promote the Public Hearing and Comment Period through extensive newspaper advertising and radio advertising on KKIQ, as well as through major outreach initiatives in April.

Wheels On-Call Graphic Design Services and Timetables

Wheels has released an RFP for on-call graphic design services. The first task for the selected contractor will be to develop new timetables and customer information brochures for the next service change.

Wheels Rebranding

Wheels will be working with the contractor, Pavlov Advertising, to develop new naming concepts, a new logo, and establishment of branding strategies for the transit services that LAVTA provides.

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

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

Bike to Work Day

Wheels will be partnering with the Lawrence Livermore National Labs to staff a Bike to Work Energizer Station in front of the Lab off East Street on Bike to Work Day May 12<sup>th</sup>.

Art Mural Bus Shelter Dedication Event

Wheels will be dedicating its 16th Art Mural Bus Shelter near the Lawrence Livermore National Labs on May 26<sup>th</sup> at Vasco and Mesquite.

Alameda County Fair

For the 2016 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 Paratransit 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.

**Budget**

No budgetary impact.

**Recommendation**

None – information only.

**Attachments:**

1. 3rd Quarter FY 2016 Outreach Activities

## 3rd Quarter FY 2016 Wheels Outreach Activities

<b>Organization/Location</b>	<b>Date</b>	<b>Purpose</b>
Livermore Needs Committee	1/12/2016	Networking
Livermore Senior Center	1/14/2016	Consultations for Seniors
Dublin Senior Center	1/19/2016	Consultations for Seniors
Spare the Air Resource Team	1/26/2016	Networking/Planning
Clipper Regional Meeting	1/28/2016	Networking/Planning
Kottinger Water Project	2/10/2016	Distribution of Notifications
Livermore Senior Center	2/11/2016	Consultations for Seniors
Livermore Junction School	2/18/2016	Science Odyssey presentations
Finnian Way	2/22/2016	Consultations for Seniors
Clipper Regional Meeting	2/25/2016	Networking/Planning
Kottinger Place	3/3/2016	Updates on Water Project/Training
Livermore Needs Committee	3/8/2016	Networking
Livermore Senior Center	3/10/2016	Consultations for Seniors
St. Patrick's Festival – Dublin	3/12-13/2016	Public Outreach
Dublin Senior Center	3/15/2016	Consultations for Seniors
Pleasanton Senior Center	3/17/2016	Transportation Fair
Clipper Regional Meeting	3/24/2016	Networking/Planning

**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 3rd Quarter Report – Operations

FROM:       Christy Wegener, Director of Planning & Communications

DATE:        May 23, 2016

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**Action Requested**

This is an informational item.

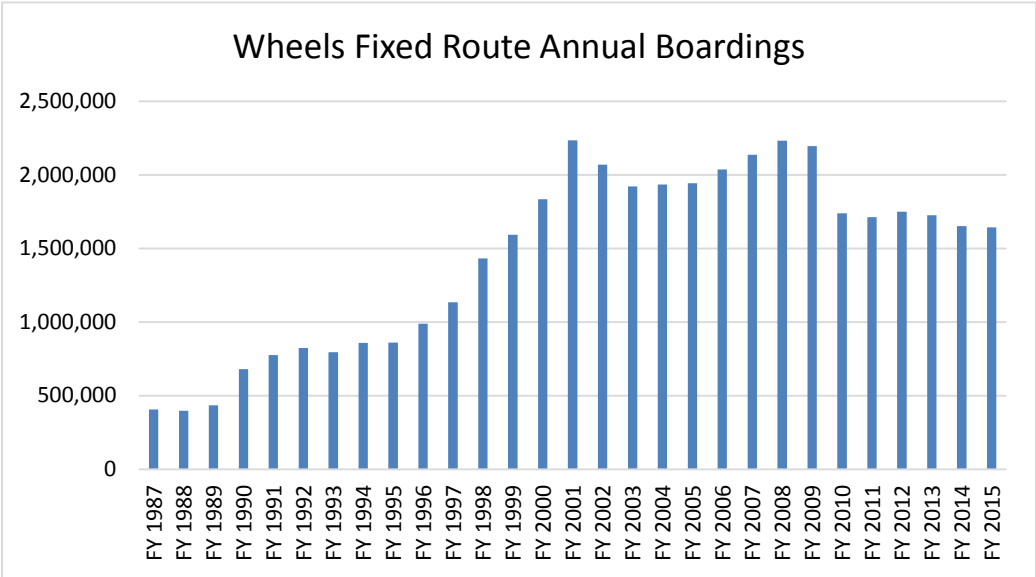
**Background**

This report is intended to provide the Committee with a summary and analysis of operations for the third quarter of FY2016 (January - March 2016), including fixed route, paratransit, and operational performance metrics.

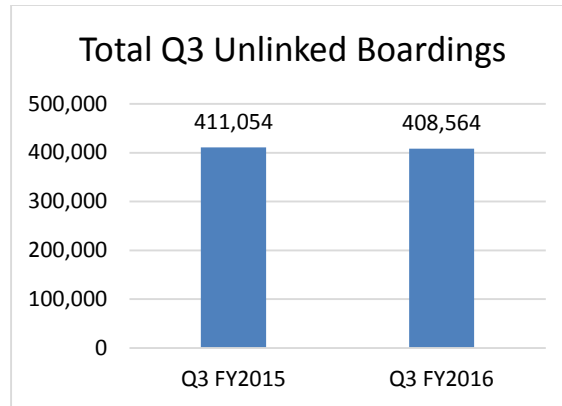
**Discussion**

Fixed Route

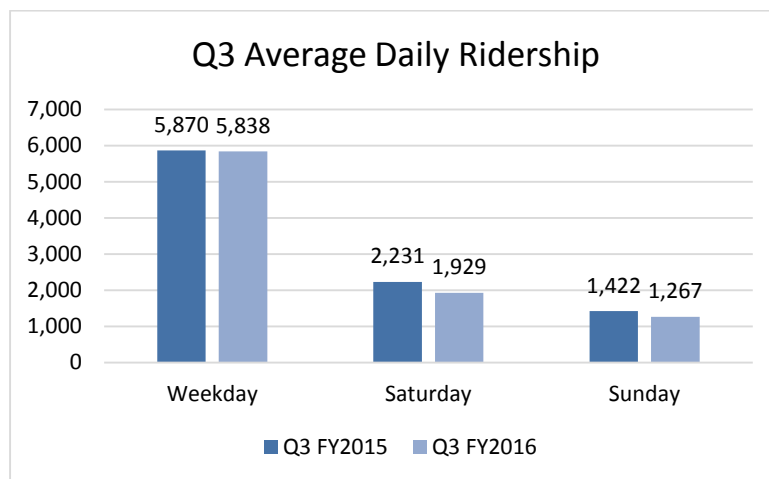
The graph below shows the long-term ridership trend for the Wheels service from the agency’s inception thru FY2015.



Turning to the third quarter of FY2016, ridership was down slightly compared to the same quarter of the previous year, at a decrease of 0.6%. Combined with the trend from the first two quarters of the fiscal year (which were positive), the overall trend appears to be one of ridership holding steady. The following chart illustrates the Q3 year-on-year trend and total ridership.

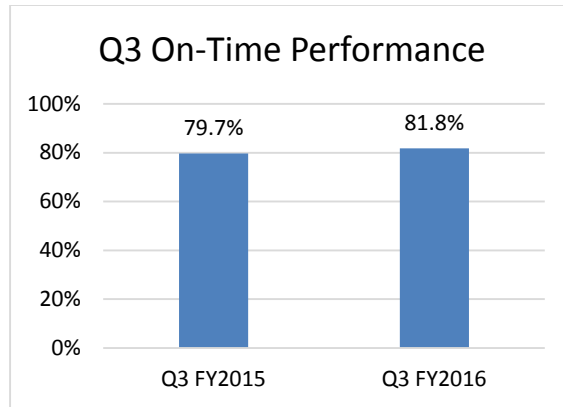


The next chart shows the ridership breakdown by average boardings per service day during the quarter. It shows a continuing trend of weekday ridership increasing slightly (or remaining stationary as in Q3), while weekend ridership is trending significantly down. During the quarter, average Saturday ridership decreased from 2,231 to 1,929, while Sunday ridership decreased from 1,422 to 1,267, compared to a year earlier.



Ridership trends at the individual route level were mixed: The important trunk Route 10 trended downward during all three months of the quarter, while the other main trunk Route 30 (Rapid) was down during two of the three months. Staff is expecting a reversal of this downward trend in ridership after the COA changes are implemented in August 2016.

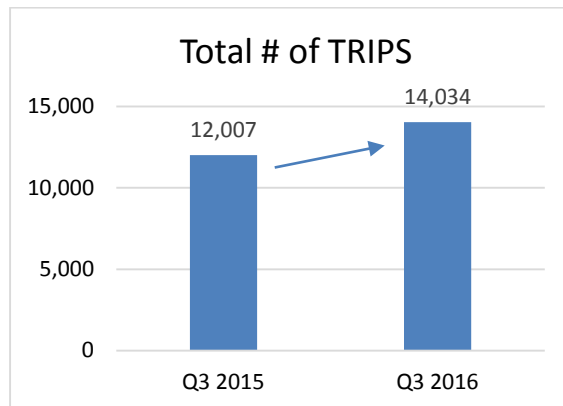
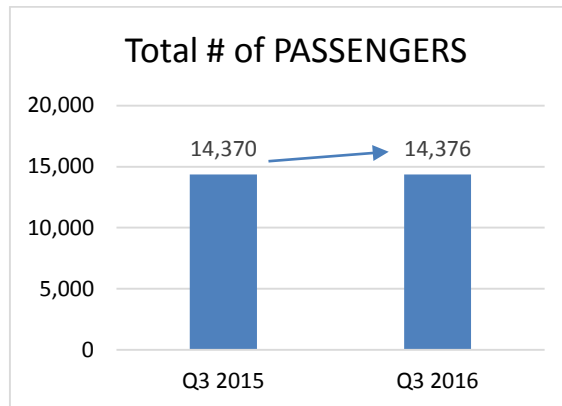
On-time performance (OTP) improved compared with same quarter of the previous year, ending up at 81.8%. Within the quarter, the highest OTP percentage was observed in January, with a reading of 82.4%.



At the route-level, Route 51 (Livermore Library Shuttle) had the best OTP at 95.1%, while Route 54 (Hacienda to ACE Shuttle) saw the poorest percentage during the quarter at 57.8%. Trunk routes 10 and 30/R had percentages close to system average in the low 80s.

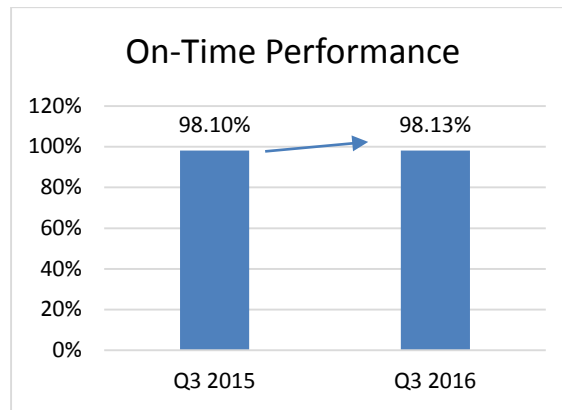
#### Paratransit

The FY2016 Q3 total number of passengers served on paratransit, which includes personal care attendants (PCAs) and companions, was about the same when compared to the same three months the year prior (0.04% increase); however, the number of trips during the same time period has increased by 16.88 %, as the following two charts illustrate.



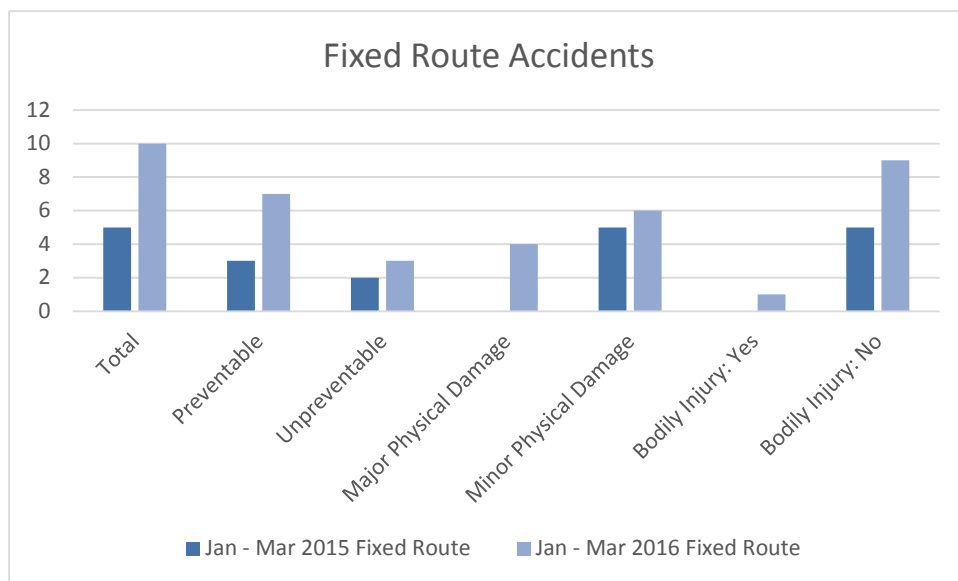


The on-time performance (OTP) for the FY 2016 Q3 is about the same (slightly over 98%) compared to the same quarter during the previous fiscal year (-0.03% increase) as shown in the chart below. The performance standard for OTP is 95%.

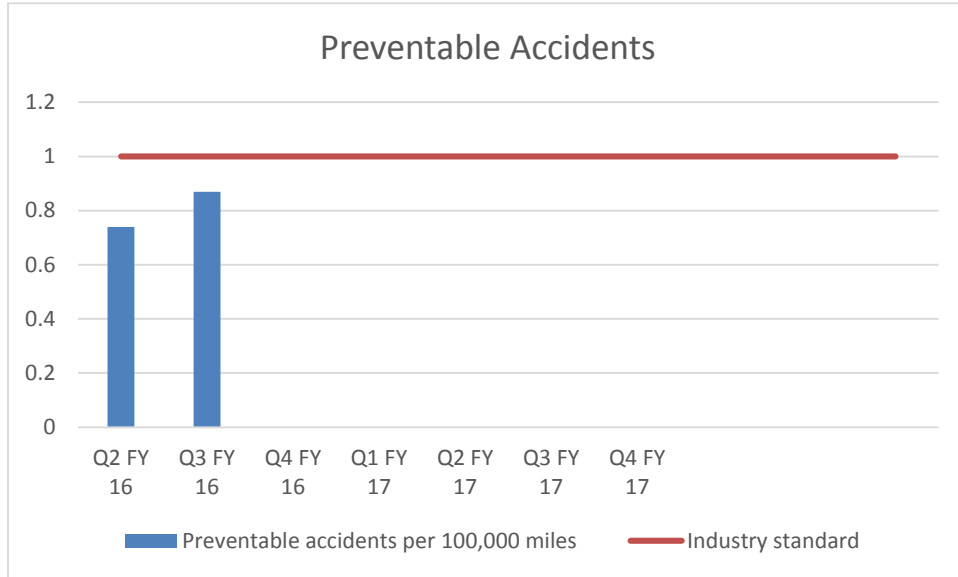


Accidents/Incidents

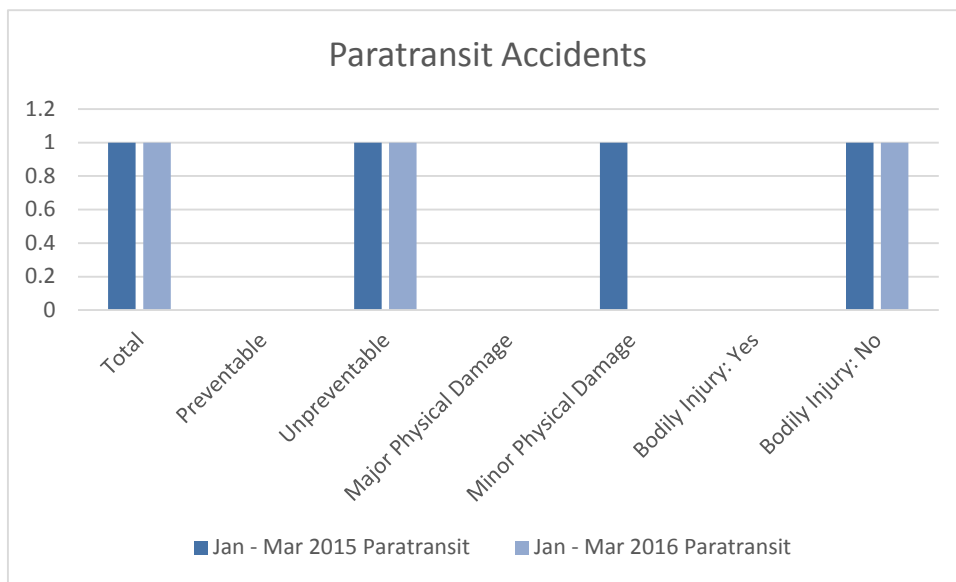
Noted in the figure below for Fixed Route Accidents, in the third quarter, there have been ten (10) reportable accidents/incidents on the fixed route system, seven (7) of which were determined to be preventable, and three (3) deemed non-preventable. Four (4) of the accidents resulted in major damage, and six (6) resulted in minor or no damage to the vehicles (only fixed route are LAVTA owned vehicles). One (1) of the fixed route accidents resulted in bodily injury. The total number of accidents for the quarter doubled from this time last year; and the number of preventable accidents for the last quarter doubled 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. CalTIP is providing LAVTA and its contractor with two days of training in accident/incident prevention.



Many contractor-operated transportation companies use 1 preventable accident per 100,000 total miles in fixed route service 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 April 1, 2015 – March 31, 2016. (This is a metric that was not included in this report prior to Q2 FY16)



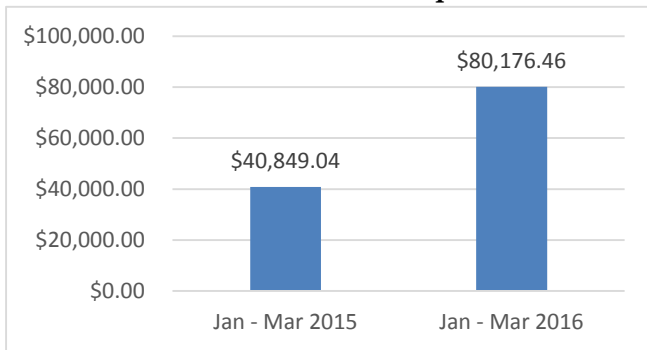
In the third quarter there was one (1) non-preventable paratransit accident/incident compared to one (1) non-preventable accidents/incidents last year. There was no injury involved and only minor damage to the sub-contractors vehicle.



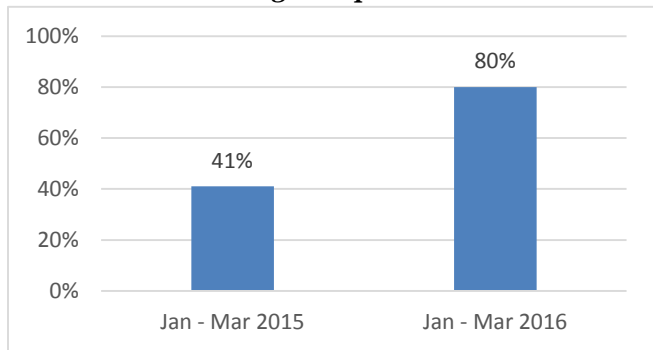
### Claims Activity

With respect to the monthly accident claim activity, the charts below highlight claims **for fixed route only**. The dollar amount expended through Q3 was significantly higher this year than last, and the percent of budget expended over the course of the year was higher, and higher than the 75% planned at the three quarter 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***

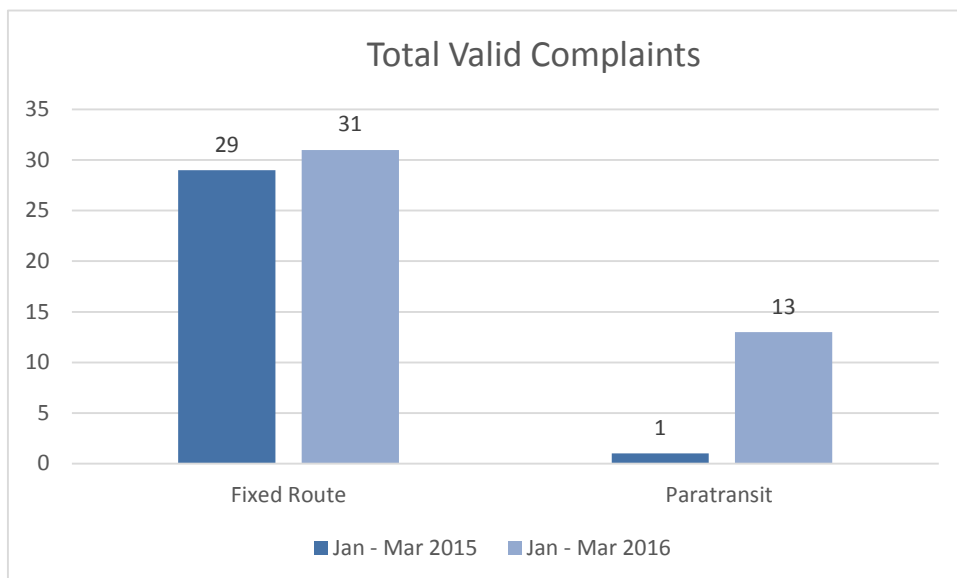


***% Budget Expended***

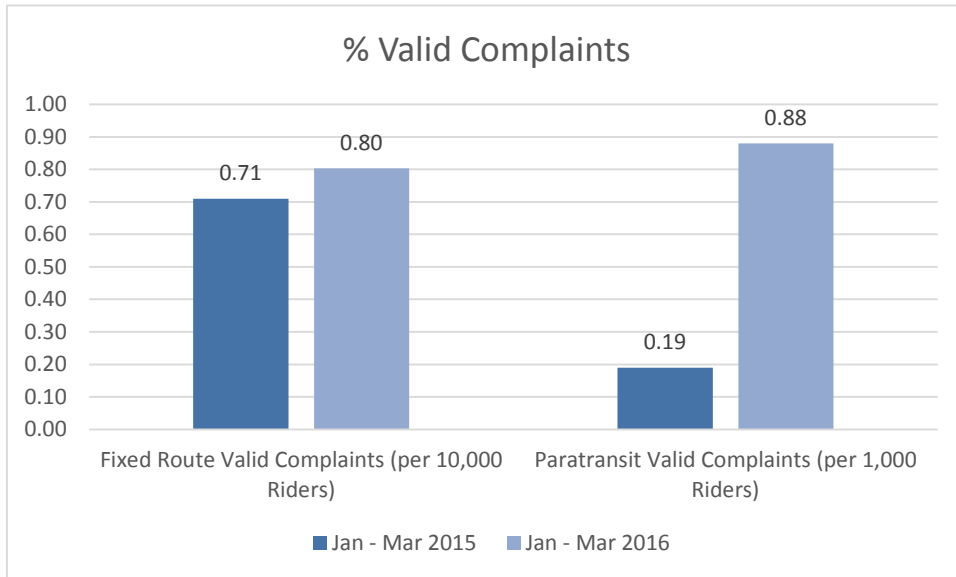


### Customer Service

Customer Service staff processed a total of 151 customer requests for Q3 FY15 and a total of 183 for Q3 FY16; the increase is related to the requests LAVTA staff deals with, i.e., route planning requests, and a marked increase in the valid complaints for paratransit service. 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” (14 complaints), “safety” (5 complaints), and “early” (4 complaints).

The paratransit valid complaints increased by twelve complaints 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 thirteen (13) valid complaints total (five in the area of “driver/dispatcher courtesy/training, four “late,” three “no show” and one “safety”).

### **Next Steps**

None

### **Recommendation**

None – information only.

**AGENDA**

**ITEM 7**



STAFF REPORT

**SUBJECT:** Wheels Forward - East Livermore Service Recommendations

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

**DATE:** May 23, 2016

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**Action**

Review staff recommendations for east Livermore service and express service to the Lawrence Livermore National Laboratory and forward to the Board for consideration and approval.

**Background**

Based on feedback received at the May 2, 2016 Public Hearing, the Board directed staff to develop an alternative to bring express service to the Lawrence Livermore National Laboratory (LLNL) as a part of the Wheels Forward COA changes.

**Discussion**

The Wheels Forward COA service recommendations for east Livermore included the elimination of Route 20X (express service to LLNL) and re-routing Route 11 to provide a connection to the Vasco Road ACE Rail Station. After hearing feedback from existing Route 20X riders, who were in opposition to the proposed elimination, the Board directed staff to look at ways to continue to provide express service to LLNL. The Board's direction included looking at a possible extension of the 580X and/or the elimination of Route 11. Since the May 2, 2016 Board meeting, the Wheels Forward planning team has been looking at ways to provide express service to LLNL, without adding costs.

Staff Recommendation

Route 20X - Staff recommends modifying Route 20X to utilize Vasco Road instead of Greenville Road and to operate four daily 20X trips via a reverse-commute extension of Route 580X (Attachment 1). The recommended service levels include two AM eastbound trips and two PM westbound trips. Trip times from BART and from the Lab would correlate with existing demand. Service to Greenville Road would be discontinued.

Route 580X - Route 580X would operate as an express route from the Livermore Transit Center to the Dublin/Pleasanton BART Station; however, staff recommends operating 10 trips per day instead of 12 trips per day, as originally recommended. Eliminating two trips allows for Route 20X to operate at no additional cost.

Route 11 - Staff is recommending the route be realigned to terminate at the Vasco Road ACE Station and operate 6 round trips per day. This realignment would provide an opportunity to grow the ridership in the industrial area of Livermore by connecting directly to the closest ACE station on Vasco Road, making ACE to Wheels a viable option for employees coming from the Central Valley. Currently, Route 11 only connects to ACE at the Livermore Transit Center, which is an unattractive trip for those commuting from the Central Valley, as they have to backtrack east several miles once they arrive in Livermore.

This package of recommendations prove to be a cost-neutral solution to providing express service to the Lab, while maintaining adequate service to the industrial area of Livermore via Route 11, and maintaining an express connection between Livermore and BART via Route 580X. Initial feedback received from Lab employees about this proposal has been positive.

#### California Environmental Quality Act (CEQA)

It is recommended that the Committee recommend the Board authorize staff to file a Notice of Exemption under the California Environmental Quality Act (CEQA) on the basis that the COA changes being recommended are categorically exempt under CEQA Guideline §15378 (No possibility of impact). Staff has done an analysis of the potential environmental impacts associated with implementing the changes being recommended. The changes being recommended are cost neutral and no net reduction in the total amount of bus operation is contemplated. If authorized by the Board, staff will file the Notice of Exemption with the County of Alameda.

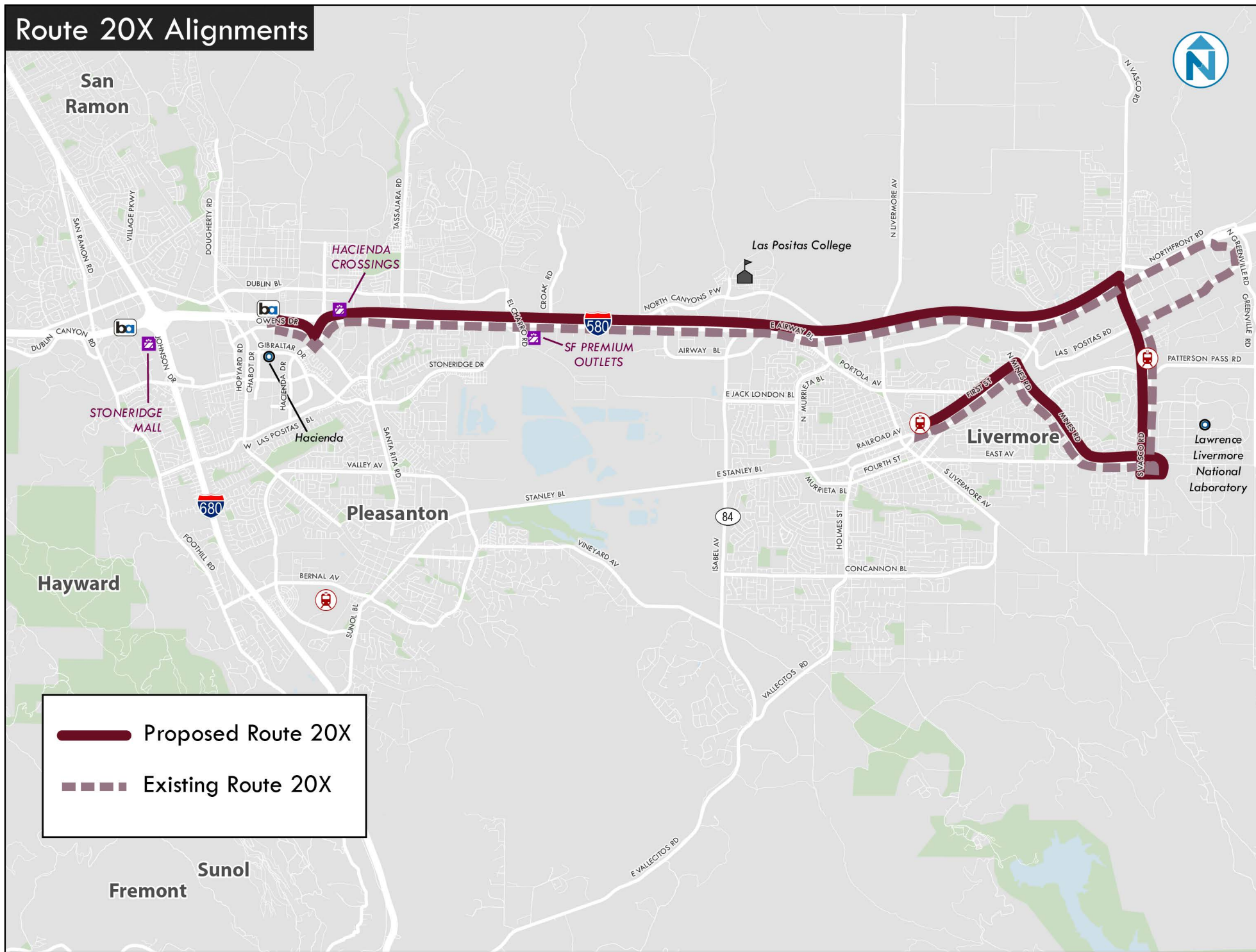
#### **Action Requested**

The Projects and Services Committee recommends that the Board approve the service changes recommended as a part of this staff report, and recommends the Board authorize staff to file a Notice of Exemption under the California Environmental Quality Act (CEQA).

#### **Attachments:**

1. Map – Route 20X
2. Draft Resolution 17-2016

# Route 20X Alignments





**RESOLUTION NO. 17-2016**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY  
AUTHORIZING FALL 2016 SERVICE CHANGES**

WHEREAS, LAVTA projects that the agency can financially sustain to operate 125,759 revenue service hours in FY 2017, and

WHEREAS, LAVTA conducted a Comprehensive Operational Analysis (COA) of the Wheels bus system to identify changes that would make the bus system easier to use, less duplicative, and create more frequent service to key destinations in the Tri-Valley in order to grow ridership and reduce inefficient service, and

WHEREAS, the COA involved extensive public outreach to riders, non-riders and local stakeholders, and

WHEREAS, staff, with help from the community, has identified a package of service changes to improve Wheels bus service; and

WHEREAS, all such service changes were thoroughly discussed with the public and a public hearing was held on May 2, 2016; and

WHEREAS, at their May 2, 2016 meeting the Board directed staff to continue to explore ways to provide express service to Lawrence Livermore National Laboratory; and

WHEREAS, staff has identified an alternative to provide express service to the Lawrence Livermore National Laboratory at no additional cost.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Livermore Amador Valley Transit Authority that the Board authorizes implementation of the Fall 2016 service changes as briefly described below and more thoroughly in the accompanying staff report, and authorizes staff to implement these measures as described herein:

Route 580X – Implement a new limited-stop, peak-only route to operate to and from the Livermore Transit Center and the E. Dublin/Pleasanton BART Station via the I-580 Express Lanes on weekdays.

Route 20X – Modify route to operate on Vasco Road instead of Greenville; reduce daily trips to four.

Route 11 – Realign Route to connect to the Vasco Road ACE Station.

PASSED AND ADOPTED this 6th day of June, 2016.

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Don Biddle, Chair

ATTEST:

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Michael Tree, Executive Director

APPROVED AS TO FORM:

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Michael Conneran, Legal Counsel

DRAFT

**AGENDA**

**ITEM 8**



STAFF REPORT

**SUBJECT:** Wheels on Demand Demonstration Project

**FROM:** Michael Tree, Executive Director  
Christy Wegener, Director of Planning & Communications

**DATE:** May 23, 2016

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**Action**

Review staff recommendations for the Wheels on Demand demonstration project and forward to the Board for consideration and approval.

**Background**

As an alternative to operating fixed-route bus service in low-density areas of Dublin, staff evaluated options (Attachment 1) and developed a demonstration project dubbed *Wheels on Demand*. The following staff report provides information and responses to some of the questions raised by Board members on the *Wheels on Demand* concept.

**Discussion**

Wheels on Demand is a proposed partnership with the private sector to provide service to low-density suburban areas in Dublin where existing Wheels fixed route service cannot be supported. Wheels on Demand is an extension of a traditional user side subsidy program, which is used by transit systems nationwide to partner with taxi-cab companies, and extends this partnership to Transportation Network Companies (TNC) such as Uber or Lyft.

As a part of the COA service recommendations, staff provided the Board with information on how Wheels on Demand would operate in the two project areas. The project description is included as Attachment 2. After receiving information about the project, the Board raised several questions about regulation of the TNCs, drug testing, accessibility, insurance and liability.

Legal Details Provided by Hanson Bridgett

The Wheels on Demand program will involve two categories of operators—taxis (which are regulated by each city in which they operate) and ridesharing services like Uber and Lyft (which are regulated by the California Public Utilities Commission and are denoted as "Transportation Network Companies" or "TNCs"). The program will be operated on a voucher system.

LAVTA already has a subsidy-based service, Wheels Para-Taxi program. This service, for ADA-certified riders only, gives our riders a subsidy if they use taxis rather than our other, more costly, paratransit service. Under this program, passengers pay the taxi company the full fare for the trip, then submit the receipts to LAVTA for reimbursement of 85% of the cost of the trip, up to a maximum of \$20 per trip and \$200 per month. Since the payments are made to the customers and they independently arrange the rides with the taxis, Wheels does not have a contract with the taxi companies and those companies are responsible for their own compliance with each city's regulations. Under federal transportation rules, if there is no contract between Wheels and the operator, no drug testing requirements apply. However some cities, such as Livermore and Pleasanton, have implemented a drug testing requirement as part of their local taxi ordinance.

The financial arrangements for Wheels on Demand would be slightly different, but, like with the Para-Taxi program, there would be no direct contractual relationship with the taxi companies or the TNCs. The program would essentially consist of a voucher that could be collected for rides meeting the specific parameters of the program. The rides would need to originate or terminate within the specified service areas. Since there would not be a contract with the providers, many of the issues relating to safety and liability would be governed by the agencies that regulate the particular provider (for taxis, the individual cities, for TNCs, the PUC).

The following are some questions and answers that explain how some of the most obvious questions would be answered with regard to TNC's:

*Will the vehicles used by the providers be inspected?*

Yes. The PUC's recent decision requires that all TNC vehicles be inspected every 12 months or 50,000 miles, whichever comes first, by a licensed mechanic. The TNCs are responsible for maintaining records of the compliance with this requirement, subject to inspection by the PUC.

*Will the drivers be insured?*

Yes. A new statute, AB 2293, has mandated certain insurance requirements for TNCs. During the time a passenger is in a TNC vehicle, the coverage shall be at least \$1,000,000 for death, personal injury, and property damage. There is also insurance to cover uninsured motorists during this period. During the time drivers are logged onto the TNC's website, there must be coverage of \$50,000 per person/\$100,000 per incident for death and personal injury and \$30,000 for property damage. The new law has provisions to clarify the relationship of insurance held by the drivers and that which must be provided by the TNC.

*Will LAVTA be responsible for any accidents?*

As LAVTA will not be providing the service, it would not be responsible for any accidents. Nevertheless, LAVTA risk pool has indicated that it would cover any claims made against LAVTA as a result of this service.

*Will the PUC require background checks, including DMV checks, and fingerprinting for the drivers?*

No. Currently, other than companies that primarily transport unaccompanied minors, the PUC does not require any passenger carriers, including TNCs, to perform background checks or conduct fingerprinting of their drivers. The PUC is going to further explore this issue in a subsequent ruling. It should be noted that both Uber and Lyft provide background checks using a trace of an applicant's social security number, name, and address.

*Will the drivers be drug tested?*

Not yet. Federal rules do not require drug testing, since the drivers are not under contract to LAVTA and are engaged by the individual passenger. The PUC is considering requiring TNC drivers to be drug-tested, but did not address the drug-testing requirement in the latest ruling (although a prior ruling noted the need for the PUC to address the issue). A third phase of the PUC proceeding is still pending and may address this point.

#### Accessibility

The primary concern from an accessibility standpoint is that equivalent service is provided to persons with disabilities. The following questions and answers have been provided to address accessibility concerns.

*Will the response time be equivalent to persons with disabilities, including those who use wheelchairs?*

Yes, the objective is to have the pick-up be within 1 hour of the reservation for all customers.

*Will the fares be equivalent to persons with disabilities, including those who use wheelchairs?*

Yes, the fares will be the same for all customers. In the event a surcharge is placed on a ride due to the use of a wheelchair it will be paid by Wheels.

*Will the geographic area of service be equivalent to persons with disabilities, including those who use wheelchairs?*

Yes, the geographic area will be the same for all customers.

*Will the hours and days of service be equivalent to persons with disabilities, including those who use wheelchairs?*

Yes, the hours and days of service will be the same for all customers.

*Will there be restrictions or priorities based on trip purpose?*

No, there will be no restrictions or priorities based on trip purpose.

*Will there be availability of information and reservations capability for persons with disabilities?*

Yes, persons with disabilities can utilize either a computer to reserve a ride, or they can use the conventional telephone to call and reserve a ride.

*Will there be any constraints on capacity and service availability?*

No. It is anticipated that there will be two participating transit network companies and one taxicab company participating in the demonstration project at implementation, with a total of 9 wheelchair accessible vehicles available in those three fleets. Within the project area there are currently 2 trips per day utilizing the Wheels paratransit service that require an accessible vehicle.

**Action Requested**

The Projects and Services Committee recommends that the Board approve the Wheels on Demand demonstration project.

**Attachments:**

1. Wheels on Demand Alternatives for Dublin Service
2. Wheels on Demand Project Description

## Alternatives for Dublin Service

The following analysis was included in the February 22, 2016 Projects and Services Committee packet and describes the different service alternatives available in Dublin where fixed route service is eliminated.

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

## **Wheels on Demand Service Area and Description**

**May 23, 2016**

### **Introduction**

Providing transit service to low-density suburban areas is one of the most challenging environments for transit. Typically, the housing density is such that frequent fixed-route bus service cannot be operated efficiently. As an example, Wheels Route 2, which connects suburban residential areas in East Dublin to BART during peak times, carries approximately 5 passengers per hour and has a subsidy of over \$15/passenger trip. The proposed Wheels on Demand Service allows LAVTA to provide service into areas where traditional “big bus” service does not make sense, and provide mobility to more people at a lower cost.

Wheels on Demand is a proposed partnership with the private sector to provide service to low-density suburban areas where existing Wheels service is underperforming. Wheels on Demand is an extension of a traditional user side subsidy program, which is used by transit systems nationwide to partner with taxi-cab companies, and extends this partnership to Transportation Network Companies (TNC) such as Uber or Lyft.

While it is anticipated that most potential passengers would utilize a smartphone app to access the service, the option to complete the trip with a phone call to a taxicab will also be available to those without a smartphone. In addition, the taxicab option will allow the ability to use cash.

Two different service areas are proposed. Each is described separately in the following pages.

### **East Dublin Wheels on Demand**

The East Dublin Wheels on Demand service area is shown shaded below. It replaces the existing underperforming Route 2 service, and serves residential areas almost exclusively. The purpose of the Wheels on Demand service is to provide connectivity to/from the Dublin/Pleasanton BART station, where connections to BART or other Wheels routes may take place.

#### *Proposed Service Availability*

The East Dublin Wheels on Demand service should be available weekdays only, and correspond to BART operating times. Route 2, which provides service to BART, currently only operates during weekday peaks, so this is an expansion of service to these areas.

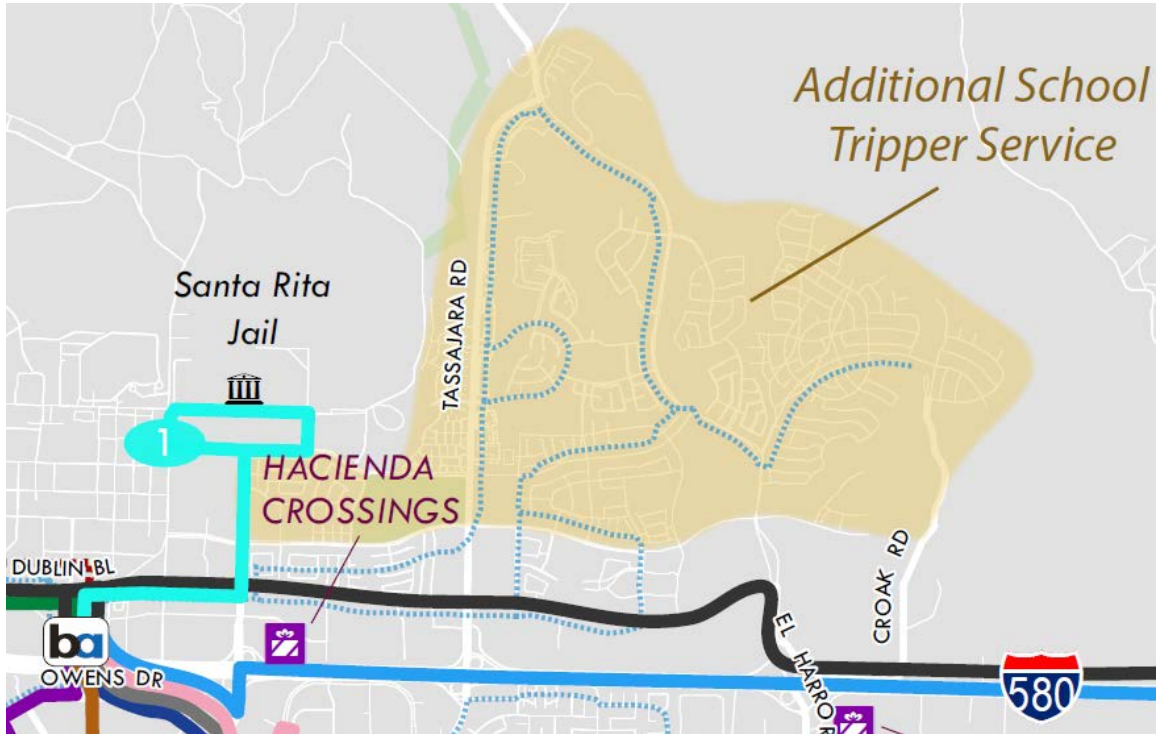
Within the service area, Wheels on Demand would not require walking to a designated bus stop. However, the provider may ask riders to walk to a street corner to facilitate service and ensure on-time performance.

#### *Proposed Fare Structure*

LAVTA would provide a subsidy for any trip that takes passengers between the Dublin/Pleasanton BART station and their location in the proposed service area. Trips that do not go to/from BART would not be subsidized. In addition, for passengers to receive the subsidy, they must be willing to share the vehicle with other passengers by using a TNC ridesharing option such as Lyft Line and UberPool, which offer shared rides for a reduced price. Existing LAVTA passes would not be valid on Wheels on Demand.

Wheels on Demand is a premium service, as it provides more direct service and more flexible service between BART and East Dublin. Therefore, a premium fare for passengers should be

charged. LAVTA should pay for half the cab or TNC fare up to \$5 for passengers travelling from BART to the service area. The average passenger fare would be around \$3, which reflects a premium fare.



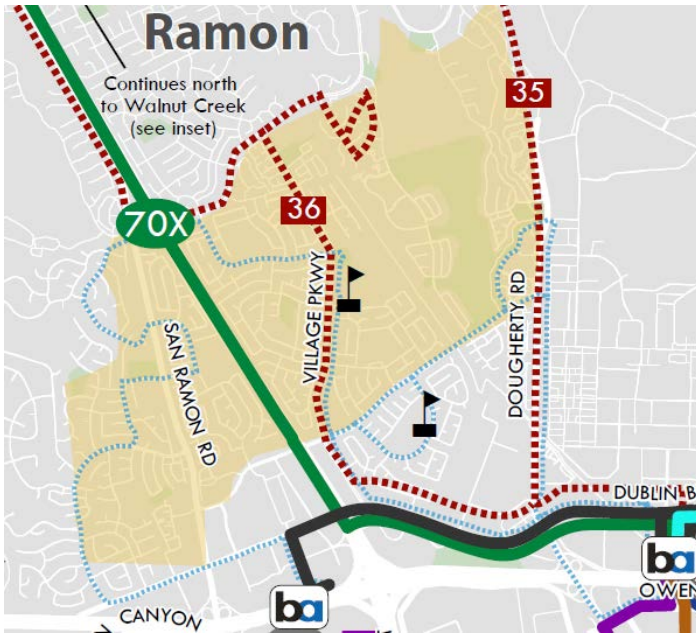
*Estimated Costs to LAVTA*

Currently, there are approximately 16 boardings and 16 alightings at the BART station on Route 2. This suggests, at a minimum, that 32 passengers per day would utilize Wheels on Demand. Given the extended span of service and the ability to access every BART train, the number of passengers could double in the first year. The ridership rate could be higher after the first year. If ridership doubles, then a total of 64 passengers per day would be using East Dublin Wheel on Demand. Assuming a conservative \$5 subsidy per trip, the annual subsidy would be approximately \$82,000 annually. This compares to the \$200,000 annually necessary to run Route 2.

**Wheels on Demand could carry twice as many people for 40% the cost of the existing Route 2.**

### Dublin Wheels On Demand

The Dublin service area is shown shaded below. It replaces the existing underperforming Route 3 service, and serves predominantly residential areas, but several schools and commercial areas as well. For the Dublin Wheels On Demand service, LAVTA would subsidize any trip that has an origin and a destination within the proposed service area. Service to and from the proposed service area to either Dublin BART station would also be permitted. For passengers to receive the subsidy, they must be willing to share the vehicle with other passengers, by using a TNC ridesharing option such as Lyft Line and UberPool, which offer shared rides for a reduced price



#### *Proposed Service Availability*

The Dublin Wheels on Demand service should be available weekdays and Saturdays, and correspond to BART operating times. Route 3, which provides service to BART, operates weekdays during peaks only and on a limited Saturday schedule. The Wheels on Demand service represents an expansion of service.

#### *Proposed Fare Structure*

The Dublin Wheels on Demand is a premium service and premium fare should be charged. The proposed Dublin Wheels on Demand fare is a flat \$3 fare for each passenger. LAVTA would subsidize the remainder of the trip. It should be noted that this is a different fare model from the East Dublin Wheels on Demand Service.

Existing LAVTA passes would not be valid on Wheels on Demand.

#### *Estimated Costs to LAVTA*

The anticipated ridership is more difficult to predict, as the span and service area are more extensive than the existing Route 3. There are approximately 25 existing weekday Route 3 passengers boarding or alighting in North Dublin. Most of these passengers will transition to County Connection with implementation of the preferred alternative. However, because Wheels

on Demand is more flexible from a schedule and timing perspective, new passengers will be attracted to the service. In the first year, ridership could double over today's ridership levels. That suggests that in year one, up to 50 passengers per day will use the Dublin Wheels on Demand. Assuming that the TNC/taxicab fare is \$10 one-way, the average subsidy per trip for LAVTA is \$7/trip. This translates to an annual subsidy of approximately \$108,000. This compares to the estimated \$180,000 annual cost of providing Route 3 service to Dublin.

**The Dublin Wheels on Demand could carry twice as many people for 60% percent the cost of the existing Route 3.**

**AGENDA**

**ITEM 9**



**S T A F F   R E P O R T**

SUBJECT:   FY 2017 Marketing Plan

FROM:       Dennis Mochon, Senior Marketing and Communications Specialist

DATE:       May 23, 2016

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**Action Requested**

Review and recommend proposed FY 2017 Marketing Plan to the Board of Directors for approval.

**Background**

As a part of the annual planning for the upcoming fiscal year, staff has drafted the FY 2017 Marketing Plan and is presenting it to the Projects and Services Committee for informational purposes and feedback.

**Discussion**

The FY 2017 Marketing Plan (Attachment 1) has been developed in conjunction with the recently approved Wheels Forward system changes. The plan includes eight target market initiatives that all focus on the goal of increasing ridership. As such, specific goals have been identified in the plan for each of the initiatives that include the following:

- Launch of new services and products
- Marketing new brands
- Marketing within target area of Santa Rita Road in Pleasanton
- Marketing of Easy Pass at Las Positas College
- Marketing to promote new Route 580X.
- Marketing new Wheels On Demand service in Dublin
- Maintaining the High School Wheels Ambassador Program and the Travel Training Program
- Participating in public outreach events

The FY 17 Marketing Plan is fully supported by a balanced budget and partially funded through grants. The FY17 budget will be sent to the Board in June.

**Next Steps**

If approved by the Board, the FY2017 Marketing Work Plan will begin on July 1, 2016.

**Recommendation**

Endorse and forward to the Board of Directors for approval.

Attachment:

1. FY 2017 Wheels Marketing Plan





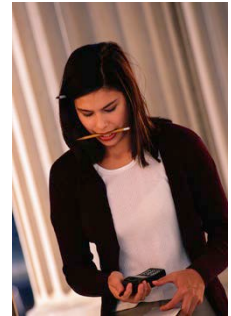
***MARKETING PLAN***  
*FOR*  
***LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY***

Fiscal Year 2016/17



# INTRODUCTION

The FY2016/17 Marketing Plan has been developed in conjunction with the proposed system changes to the Wheels bus system, the planning efforts of which involved substantial research efforts, including stakeholder input from a wide variety of business, healthcare, educational, government and other community leaders; on-board surveys of more than 1,000 Wheels customers; a telephone survey of 600 households within the LAVTA service area; and demographic information from various sources to understand population density, employment density, housing markets, and other population characteristics.



Related to marketing, the key findings were as follows:

Currently, six percent of residents in the Tri-Valley categorize themselves as Wheels riders. However, residents were asked about their likelihood of riding a Wheels bus once a month or more if it came within a block or two of their home, ran often and went directly to within a block or two of their destination. Overall, 36 percent of respondents said yes. In looking more closely at the responses to the same question, 45 percent of respondents who ride BART to work said yes. Thus, key target markets are residents living within a short walk of Rapid service, especially in areas on the Rapid routes that offer fast, direct service into BART stations.



Additionally, 60 percent of residents disagree with the statement that Tri-Valley freeway traffic is tolerable, 74 percent say it is worse than a few years ago, and 61 percent agree (34%) or are neutral (27%) with the statement that they would be more comfortable in traffic on a Wheels bus than in their car. Trips requiring travel on the I-580, especially those travelling to the BART stations, should be targeted to the extent possible as fertile ground to secure new riders.

Finally, Tri-Valley residents have high household incomes with 73 percent reporting an income of \$75,000 or higher. In line with this they are highly non-transit dependent with 85 percent saying they have an equal or greater number of cars than licensed drivers in the household. Accordingly, the vast majority of residents are choice riders that will only be convinced to use Wheels if the value offering can be perceived as an improvement over driving alone, with travel to close proximity of destination and speed of trip being the two biggest influencing factors.



In conclusion, the Wheels bus system redesign offers an easier-to-use route network, with more direct routes to key destinations, reduced duplication, and the introduction of more frequency, including the realignment of Route 30 (known as The Rapid) to the key destination of

LAVTA FY17 Marketing Plan

Las Positas College, and the addition of Rapid 15-minute all day frequency on Route 10, which is a key intercity route. Additionally, the redesign offers improved weekend and late evening service. These improvements, along with several strategic initiatives, such as Wi-Fi and other improvements on Express Routes and Rapid buses, a new Phone App, and improved bus stops, are not only opportunities to better retain current ridership (current turnover on Wheels is 30%), but are new opportunities to establish target markets with the best potential to attract significant numbers of new customers to the Wheels bus system.

# FY 2016/17 Marketing Goal, Objectives and Target Markets

LAVTA's overall marketing goal in FY2016/17 is to increase ridership. To achieve that goal, this Marketing Plan will address a variety of specific objectives.

- **Launch of New Services and Products:** Attract new customers and better retain existing customers by promotion of the August 2016 system improvements, including the redesign of the Rapid (Route 30), the introduction of 15-minute all day Rapid service on Route 10, the introduction of the 580X service from Livermore to BART, and other services. Moreover, the promotion of new products, such as V2.0 of the agency's website, a new phone app, and engaging social media will support new and existing customers.
- **Market New Brands:** The Wheels brand is associated with service that predates the 2016 system wide changes. The brand is also seen as potentially neutral and not particularly attractive to new customers. The introduction of fresh brands for the new services will assist in attracting and maintaining customers.
- **Target Market:** Build ridership through strong focus on the marketing within target area of Santa Rita Road in Pleasanton where households will have a 5-minute walk or less to Rapid service. The goal is to find and assist households in these target areas whose work and other regular destinations are also within a 5-minute walk of public transit.
- **Target Market:** Build ridership by introduction and strong focus on the marketing of an Easy Pass at Las Positas College
- **Target Market:** Build ridership through a direct mailing/door hanger campaign to households that live within a 5-minute walk of 580X stops. Also, take advantage of earned media and limited mass marketing to promote the 580X.
- **Target Market:** Build ridership through direct mailings and TNC technology the new Wheels On Demand service for City of Dublin.
- **Target Market:** Build ridership by maintaining the High School and Travel Training Ambassador Programs.
- **Community Outreach:** Participate in a limited number of public outreach events for community goodwill and customer awareness.



# Marketing Strategies

This section forms the core of the Marketing Plan. It defines in more detail the goals and marketing plan for each of the Target Areas identified in the previous section.

## LAUNCH OF SYSTEM IMPROVEMENTS AND PRODUCTS

### *Objective*

Attract new customers and better retain existing customers by promotion of the August 2016 system improvements, including the redesign of the Rapid (Route 30), the introduction of 15-minute all day Rapid service on Route 10, the introduction of 580X service from Livermore to BART, and Wheels On Demand. Moreover the promotion of new products, such as V2.0 of the agency's website, a new phone app, Wi-Fi on Rapid and Express buses, engaging social media, and improved bus stops will assist in retaining new and existing customers.



### *Target Market*

New and current customers in general within the service area.

### *Goal*

Market system improvements to realize an increase in ridership by 10%, or by 165,000 within 18 months of implementation. Additionally, included in this ridership goal is a reduction in customer turnover by 2.5% due to the improvements in the services and the introduction of new products.

### *Strategies*

- Design new timetables, brochures and on-street static inserts for bus stops (includes new branding).
- Install new bus stop signs, relocate bus stops no longer active in system, and implement new bus stop maintenance plan.
- Develop information/marketing plan to announce and promote service changes to general public. Heavy emphasis on BART connector services (10 of 12 routes have a terminus at BART stations), and Rapid connection to Las Positas College). Marketing to include newspaper, radio, press releases, earned media, bus cards, social media posts, employer e-blasts and TV 30.
- Implement V2.0 of website to include a video library and special sliders and pages for the Rapid routes, college Easy Pass, SmartTrips Program, Wheels on Demand, and new phone app.
- Create and release the agency's first Phone App.



### *Tactics*

- Utilize on-call graphic designer to produce new timetables, brochures and on-street static inserts.
- Hire firm to (1) plan and move of eight Rapid bus shelters to the new alignment of the Rapid, (2) eliminate bus shelters past their useful life in



areas no longer served, (3) relocate bus shelters that are in good condition but no longer served, (4) install and/or repair of solar lighting in select bus shelters, and (5) improve cleaning and maintenance of all bus shelters in the system.

- Utilize the on-call website developer to create V2.0 of website.
- Hire firm to produce first three videos for library of website.
- Hire firm to create the agency's first Phone App.



*Timing*

- Produce timetables, brochures and on-street static inserts in June for August launch. Rebrand these products in December.
- Engineering for relocation of Rapid shelters begins in May. Relocation begins in summer 2016. Elimination/relocation of other bus stops begins in summer of 2016.
- Website work begins immediately, with rebranding of the site in August.
- Phone app to be created in September w/new branding for a October launch

*Budget*

Timetables/Brochures/On-street Changes	\$60,000
Mass Marketing to promote system changes	\$20,000
Bus Stop Improvement Program	
Eng/Site improvements/relocation of Rapid stops	\$325,000
Relocation non-Rapid shelters	\$75,000
Deferred maintenance/new bus shelters	<u>\$383,000</u>
Total	\$783,000
V2.0 of Wheelsbus.com	
Slider/Pages (Rapid, Smart Trips, Phone App, etc.)	\$9,000
Video Library	\$10,000
Web hosting/misc.	<u>\$8,500</u>
Total	\$27,500
Phone App	\$175,000
Wi-Fi Project	\$50,000



**PROMOTION OF THE NEW BRAND**

LAVTA currently has two brands: One is Wheels, which is used as the agency's operational name for all bus services and agency materials. The second is the Rapid, which is a 15-minute all day bus rapid transit route that will operate between the three Tri-Valley cities post service changes. Ad agency PAVLOV is currently working to develop a new, attractive operational brand and sub-brands for the following services: 1)

local/neighborhood bus service; 2) express service; 3) bus rapid transit light service; 4) real-time, dynamic ridesharing service and 5) paratransit service.

*Objective*

The objective at the conclusion of the rebranding project is to promote the new brands of core services provided by the transit agency.

*Goal*

The goal is to market the new brands sufficiently to attract new customers in an effort to reach 165,000 new rides a year within 18 months.

*Strategies*

- Develop marketing outreach plan to inform target audiences of new brand while reinforcing the system changes.
- Focus on BART Connecting services and the new Rapid connection at Las Positas College.
- Complete Phase I changes

*Tactics: Phase I*

- Change brand on timetables/maps, brochures, and on-street inserts.
- Change the branding on the buses w/bus wraps
- Change the brand on website, phone app, and social media tools
- Change the brand/design of bus stop signs at all stops

*Timing*

The service changes in the bus system will take effect on August 15, 2016. The rebranding study will finish in the early fall.

- Buses to be rebranded in September and October
- Website, phone app and social media tools will be rebranded in September for an October launch.
- Bus stop signs will be rebranded and manufactured in September and installed in October and November.
- Timetables/maps, brochures and on-street inserts will be produced and installed in December for minor system changes in January.
- Rebranding “launch” event will be in January and the marketing of the new brand will continue through June through the various marketing efforts included in the marketing plan.



*Budget*

Rebranding Study	\$35,000
Rebranding of buses	\$95,000
Rebranding of bus signs	\$60,000
Rebranding of website, phone app, social media	\$8,000
Rebranding Launch	<u>\$25,000</u>
Total:	\$223,000



## TARGETED RIDERSHIP

### SMARTTRIPS: SANTA RITA

#### *Objective*

Fixed route service is most attractive when the bus travels within a short walk from your home, operates frequently and runs directly to a block or two of where you need to go. There are three identified target areas along the routes offering Rapid service in the Tri-Valley where residents can easily and quickly access the Dublin/Pleasanton BART station—a key focus for increased ridership. FY2016/17 focuses on individualized marketing along the Santa Rita Road target area where over 6,500 households, or more than 15,000 residents, reside within a 5-minute walk of Route 10 with new Rapid service. Subsequent years will focus on Dublin Blvd in Dublin and Portola Ave in Livermore.



#### *Primary Project Goals for SmartTrips: Santa Rita*

- Reduce drive alone trips
- Reduce vehicle miles driven by area residents and employees
- Increase awareness and raise acceptability of all travel options
- increase walking, biking, transit, ridesharing trips by 14% each
- Increase neighborhood mobility and livability.

#### *Project Co-Benefits*

- Fewer cars on neighborhood streets
- Increased air quality
- Higher level of awareness and acceptance of climate-friendly transportation options
- Greater mobility and increased travel mode choices
- Awareness and utilization of existing resources from the cities and community organizations.
- Decreased reliance on the automobile and neighborhood pride

Specifically, the goal is to have 20% of target area residents, or 2,000 households, request SmartTrips materials or participate in several events. Additionally, a major aim is to add 1,000 new e-mail contacts to a monthly transportation options e-newsletter, InMotion, as a result of the program. The goal for ridership on transit is to see an increase of 14%, or 20,000 rides a year along the Santa Rita Road corridor.



The project will evaluate residents' shifts in travel behavior using a household travel diary and opinion survey administered before and after the program. Those surveys will measure the reduction in drive-alone trips, and the corresponding increase in walking trips, bicycling trips, transit trips and rideshare trips. Finally, the survey will estimate the annual vehicle miles savings by residents annualized, as well as the corresponding reduction in carbon dioxide emissions.

### *Strategies*

The Tri-Valley has invested in developing bicycle and pedestrian infrastructure. Additionally Wheels has redesigned its bus system to be easier to use and frequent in key corridors. However, while infrastructure and redesign investments do lead to more walking, bicycling and transit, those investments alone do not maximize the potential for mode shift. Enhancing pedestrian, bicycle and transit infrastructure investments *with* transportation options strategies can be effective strategy to accelerate mode shift from single occupancy driving trips to walking, bicycling and transit. Individualized marketing programs such as SmartTrips in other cities has been shown to be a particularly effective approach to targeting trips that originate in residential neighborhoods.

**"Who knew there were so many resources for getting around, most without a car! This is a great promotion."**

SmartTrips incorporates an innovative and highly effective individual marketing methodology, which hand-delivers packets of information to residents who wish to learn more about their transportation options including transit, walking, bicycling, ridesharing and combining trips. The program features transit, biking and walking maps and information as well as organized activities which get people out in their neighborhoods or places of employment to shop, work and discover how many trips they can easily, conveniently and safely make without using their car. Success is tracked by evaluating qualitative and quantitative results from surveys and other performance measures.

### *Tactics*

The program will begin on February 1, 2017 and end on October 31, 2017. The SmartTrips: Santa Rita project will invite residents in the target area to order a travel tools SmartKit (a customized information packet containing local transportation resources such as maps and brochures as well as a small incentive of their choice). In addition to the customized information packets, SmartTrips: Santa Rita will host events such as group walks, guided bicycle rides, and workshops.

The program is currently planned to offer the following materials and services to all the residents in the target area:

#### Customized Information Packets (SmartKits)

All residents in the target area will receive mail-order forms and will be invited to place a customized packet order through the, postage-paid, mail-in order form or online order form. Materials offered include maps, brochures, transit schedules and travel tools that will aid in walking, biking, transit use and ridesharing. SmartTrips: Santa Rita has a goal of staff delivering 3,000 customized SmartKits to homes by bicycle.



### Newsletters

These mailed or electronic communications will be customized to the target area and include information and resources, as well as news on project events. The print newsletters will be sent to all target area residents, while the electronic communications will be sent only to program participants. Three print newsletters will be sent over the course of the project to every household in the target area.

### Events

The program will host eight group walks and bicycle rides, and helpful workshops that were open to all residents in the community. Most events will be planned to begin and finish in the target area, thus giving residents the direct experience of good routes to walk, bike, and travel where they live. The project will also host six community events inside the target neighborhood and offer activities such as free helmet giveaways, helmet decorating, kids traffic safety garden and more.



### E-mail Communications

Weekly e-mail updates include event notices and news will be sent to participants who submit their e-mail address.

### Website

The Tri-Valley SmartTrips: Santa Rita website page on the Wheels website will include the online order form for the customized packets, events listings, and electronic versions of the materials, links to helpful resources and general project news and information.

### Social Media

Electronic and print communications will be supplemented by posts on Facebook and Twitter two to three times a week with tips, news, and resources.

### Other Communications

Event announcements and other program information will be communicated through City and community group event calendars, flyering at local businesses, posters at neighborhood community centers and the electronic newsletter, InMotion. During the program, target area households who had not yet ordered a SmartKit receive two mailed reminder postcards with the information about how to order a customized packet.



### *Timing*

September 2016

- Before survey in the field
- Neighborhood notifications and community input on activities/events

## October

- Finalize planning and partnership agreements
- Finalize sponsorships and coupons
- Begin materials development

## November

- Continue materials development

## December

- Continue materials development

## January 2017

- Finish material development

## February

- 1<sup>st</sup> Newsletter
- Materials ordered and assembled

## March

- 1<sup>st</sup> SmartTrips Order Form sent
- Begin filling resident's orders
- Materials delivered to participating businesses

## April

- 2<sup>nd</sup> Newsletter
- Residents order forms mailings and deliveries continue
- Options Ambassador and Volunteer Trainings

## May

- Residents order forms mailings and deliveries continue
- Activities/Events

## June

- 3<sup>rd</sup> Newsletter
- Residents order forms mailings and deliveries continue
- Activities/Events

## July

- Residents order forms mailings and deliveries continue
- Activities/Events

## August

- 4<sup>th</sup> Newsletter
- Activities/Events

## September

- Activities

## October

- 5<sup>th</sup> newsletter



- After survey in the field

November

- Compile project evaluations

December

- Final Report written and posted online

### *Budget*

The first project in the Tri-Valley SmartTrips program is being funded by a TPI grant from the Metropolitan Transportation Commission (MTC). It is anticipated that the program will run for multiple years in different areas of the Wheels system through additional funding from MTC. The project budget is estimated at \$20 per household in each project area. The SmartTrips: Santa Rita project has an estimated 6,500 households with a project budget of \$130,000, plus 15% contingency of \$20,000.

## **TARGETED RIDERSHIP LAS POSITAS COLLEGE EASY PASS**

### *Objectives*

FY2016/17 will focus on the introduction of an Easy Pass Demonstration Project, allowing unlimited access to the Wheels fixed route system for students, faculty and staff at Las Positas College for the academic school year. With 9,000 students attending the college, many travelling via BART or ACE, the combination of having Rapid service on Route 30 and the Easy Pass could lead to higher than anticipated ridership gains.

### *Target Market*

Students, faculty and staff at Las Positas College

### *Goal*

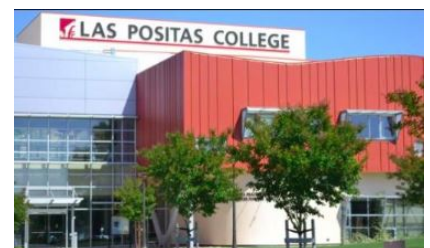
Increase the number of rides to the college in the first academic year by 75%, or 25,000 rides. Continue the Easy Pass with a long-term funding strategy.

### *Strategy*

Create a transit culture with Las Positas College students using the realigned Rapid—easy, fun, fast, low-cost, and convenient.

### *Tactics*

- New student orientation material w/swag
- Link on college website homepage
- e-mails and direct mailings through college
- WheelsBus.com slider and dedicated page
- Hire intern to produce engaging social media and interface with Las Positas College students





- Promote phone app
- Daily social media engagement w/contests aimed at college students. -
- Open line of communication w/social media (respond to good and bad)
- Ads on campus (bathrooms, billboards, info kiosks, etc.)
- Ongoing collaboration with student government and student clubs
- E-blasts to students
- Earned and paid media with school newspaper
- Regular table in quad/school events w/swag & incentives
- Editorials/testimonials in the school newspaper and social media
- Rapid shelter with amenities, including a kiosk for info
- Flyers on windshields and around campus
- Intern for social media and promotion on campus



*Timing*

- Orientation materials created/delivered in June/July
- Easy Pass info on Wheels website and LPC website in June.
- Begin promotion of Phone App in October
- Hire intern in August
- E-blasts to students beginning in July
- Ads on campus and tabling in quad throughout the academic year

*Budget*

Foregone fare revenue	\$60,000
Student orientation materials	\$10,000
Intern (tabling, social media, clubs, individual marketing)	\$15,000
Swag	\$7,500
Advertising (school radio/newspaper)	<u>\$11,000</u>
Total:	\$103,500

**TARGETED RIDERSHIP  
580X**

*Objectives:* New to the Wheels fixed route system is the 580X, an express service from downtown Livermore to the Dublin/Pleasanton BART station utilizing the I-580 Express Lanes and only 1 in-route stop for speedy access to BART without the driving and parking hassles. More than 1,900 households are found within a 5-minute walk to this express route. Additionally, patrons who have either walked to or parked their vehicle at the Livermore transit Center would have the option of returning to the Livermore Transit Center with a high level of convenience via the Rapid routes.



*Target Market*

Residents living within ¼ mile of route stops (short walk)  
BART Commuters

*Goal*

Build ridership to 15 trips per hour, or 35,000 trips per year.

*Strategy*

- Create a culture of 580X being reliable, comfortable, fast, and convenient.
- 95% on-time departure
- New buses with commuter seating, Wi-Fi, on-board charging station for electronics, and attractive paint scheme.
- Utilization of Express Lanes on I-580
- Drop off customers at the entrance to BART station

*Tactics*

- Direct mailing (2x)
- Door hangers
- Earned media
- Mass marketing on radio and newspaper
- Attractive website slider/page
- Rebranding of the bus wrap
- Farmers market and other events



*Timing*

- On-call graphics contract to create Door hangers in June
- Delivery of new buses for 580X in July
- Placement of door hangers in August
- Implementation of service in August
- Mass marketing on radio and in newspaper throughout year
- Earned media in September and March
- Direct mailings in October and February

*Budget*

Door Hangers	\$5,000
Direct Mailings	\$7,500
Mass Marketing/Targeted Digital Ads	<u>\$20,000</u>
Total:	\$32,500

Marketing costs for 580X to be funded through a TPI grant by MTC.

## TARGETED RIDERSHIP WHEELS ON DEMAND

### *Objective*

Providing transit service to low-density suburban areas is one of the most challenging environments for transit. Typically, the housing density is such that frequent fixed-route bus service cannot be operated efficiently. As an example, Wheels Route 2, which connects suburban residential areas in East Dublin to BART during peak times, carries approximately 5 passengers per hour and has a subsidy of over \$15/passenger trip. The proposed Wheels on Demand Service allows LAVTA to provide service into areas where traditional “big bus” service does not make sense, and provide mobility to more people at a lower cost.

Wheels on Demand is an extension of a traditional user side subsidy program, which is used by transit systems nationwide to partner with taxi-cab companies, and extends this partnership to Transportation Network Companies (TNC) such as Uber or Lyft.

While it is anticipated that most potential passengers would utilize a smartphone app to access the service, the option to complete the trip with a phone call to a taxicab will also be available to those without a smartphone. In addition, the taxicab option will allow the ability to use cash.

### *Target Market*

Two different service areas are proposed, one in East Dublin, the other in central/West Dublin.

### *Goal*

100% increase in the number of rides offered currently on Route 2 to the BART Station at 40% or less the cost, and 100% increase in the number of rides offered currently on Route 3 north of Dublin Blvd at 50% or less the cost. If goal achieved, ridership would be 25,000 in first year.

### *Strategies*

- Develop long-term funding opportunities for the Wheels On Demand
- Brand and market service to be real-time, cost effective, and convenient

### *Tactics*

- Direct mailings (1x)
- Marketing through phone app of Uber/Lyft/taxicab
- Earned media
- Mass Marketing via radio/Pandora
- Digital ads targeted to demonstration project areas

LAVTA FY17 Marketing Plan





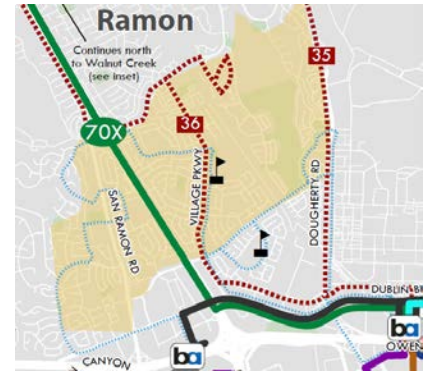
- Nextdoor
- Dublin Chamber Chamber e-news and employer e-blasts
- Attractive website slider/page

*Timing*

- Website slider/page in July
- Earned media in September and February
- Direct mailing in October
- Mass Marketing and Social Media Ads throughout year
- Nextdoor/ Peach Jar/Employer e-blasts throughout year

*Budget*

Direct Mailings	\$15,000
Mass Marketing	\$5,000
Targeted Digital Ads	<u>\$5,000</u>
Total:	\$25,000



**TARGETED RIDERSHIP  
HIGH SCHOOL AND TRAVEL TRAINING AMBASSADORS**

*Objectives*

Continue to build ridership on the Wheels bus system through direct marketing by high school students and travel training ambassadors.

*Target Market*

High school students and those who would ride the Wheels route system with guided assistance.

*Goal*

Increase the number of high school students riding the Wheels bus system by 25 students and increase the number of residents who need guidance to begin riding the route system by 25. Anticipated annual ridership increase is 7,500 for these two groups on new riders.

*Strategy*

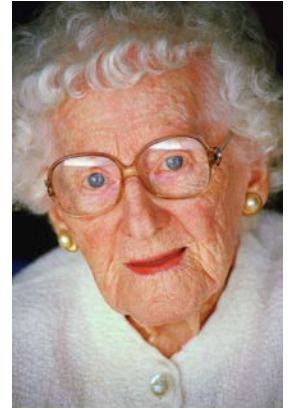
Ongoing marketing/community outreach programs continuing at LAVTA include the High School Ambassador Program and the Travel Training Program for residents in need of assistance in learning to use the fixed route system for the first time.



*Tactics*

-High School Tactics:

- Train Travel Ambassadors each year.
- Correspond weekly with high school ambassadors via e-mail
- 1-year ambassadors: 2 per high school, or 10 total
- Advertised for ambassadors and about ambassadors on Peach Jar and school website/newspaper.
- Earned media



Other Travel Training Tactics

- Annual training recruitment of Travel Training Ambassadors
- Senior centers advertise training
- Senior center small group training.
- Earned media

*Budget:*

High School Ambassador Program	\$1,000
Try Transit Program Mass Marketing	<u>\$3,500</u>
Total:	\$4,500

## Community Outreach

*Objective and Goals:* Wheels has selected public outreach events during FY2016/17 to promote goodwill for the agency and to provide an opportunity to engage with the public in general about the Wheels bus system.



*Strategies, Tactics, and Timing*

- Alameda County Fair/4<sup>th</sup> of July
- Livermore 4<sup>th</sup> of July
- Pleasanton Street Party
- Livermore and Pleasanton Holiday Parades
- Dublin St Patrick’s Day Parade & Festival
- Bike to Work Day
- Livermore Rodeo Parade

*Budget*

Event Swag	\$2,500
New Table Booth	\$2,000
Mass Marketing	<u>\$2,500</u>
Total:	\$7,500



**AGENDA**

**ITEM 10**



# FY2016 Goals, Strategies and Projects

Last Updated– May 18, 2016

# MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development

Strategies (those highlighted in bold indicate highest Board priority)

1. **Provide routes and services to meet current and future demand for timely/reliable transit service**
2. Increase accessibility to community, services, senior centers, medical facilities and jobs
3. **Optimize existing routes/services to increase productivity and response to MTC projects and studies**
4. **Improve connectivity with regional transit systems and participate in BART to Livermore project**
5. Explore innovative fare policies and pricing options
6. Provide routes and services to promote mode shift from personal car to public transit

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Comprehensive Operational Analysis (COA)	<ul style="list-style-type: none"> <li>• Development of RFP/Selection of Contractor</li> </ul>	DP	Projects/ Services	Mar 2015	→ Project awarded to Nelson/Nygaard.	X
	<ul style="list-style-type: none"> <li>• Completion of scope of work</li> </ul>			Feb 2016	→ Service Design Guidelines approved by Board. First and second round of public workshops completed. Comments on 3 service alternatives received. Draft preferred alternative created. P&S Committee has provided comment. <u>Board conducted public hearing, approved recommended changes, with the exception of Routes 580X, 20X and 11. Options with these routes will be considered at June meeting.</u>	X
	<ul style="list-style-type: none"> <li>• Approval of route improvements</li> </ul>			Apr 2016		
Short Range Transit Plan (SRTP is a 10-year plan)	<ul style="list-style-type: none"> <li>• Create preferred alternative</li> </ul>	DP	Projects/ Services	May 2016	→ Preferred alternative in draft form	X
	<ul style="list-style-type: none"> <li>• Create 10-year SRTP based on direction of planning efforts.</li> </ul>			→ Kickoff meeting held with consultant team on August. Consultant rewrote COA to meet MTC SRTP specs. <u>Approved in May.</u>	X	
Long Range Transit Plan (LRTP is a 30 year plan)	<ul style="list-style-type: none"> <li>• COA planning firm will conduct the LRTP</li> </ul>	DP	Projects/ Services	Sept 2016	→ LRTP to be completed after approval of preferred alternative of COA. Fall of 2016.	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Schedule Development	<ul style="list-style-type: none"> <li>Develop timetables for each route, with time points, running times and schedules.</li> </ul>	DP	Projects/ Services	Apr 2016	→ This project will begin after preferred alternative is identified in COA.	
Fare Analysis	<ul style="list-style-type: none"> <li>Evaluate fare analysis proposal of firm with best COA submittal</li> <li>Fare analysis conducted with COA/SRTP/LRTP project.</li> <li>Implement fare changes</li> </ul>	DP	Projects/ Services	Feb 2015 Apr 2016 Sept 2016	<p>→ Fare analysis awarded to Nelson/Nygaard.</p> <p>→ Draft fare analysis received by staff for comment. This project will coincide with the development of the Long Range Transit Plan in fall of 2016.</p>	X
BART to ACE	<ul style="list-style-type: none"> <li>Provide guidance on bus routes in four alternatives being considered as part of the environmental study. Coordinate with LAVTA COA/Short &amp; Long Range Planning. Establish Advisory Group to provide input on rail planning in region.</li> </ul>	DP	Projects/ Services	Jun 2016	<p>→ Staff and Nelson/Nygaard providing ongoing feedback on bus routes within four alternatives. Feedback provided on street design in specific plan for development adjacent to BART station on Isabel. Next TAC meeting on April 19<sup>th</sup>. Ridership #s to be discussed.</p> <p>→ Inaugural meeting of Altamont Regional Rail Working Group held. <u>Legislation introduced in Sacramento. Working Group met in May and discussed opportunities to expedite and streamline the project.</u></p>	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
MTC Plan Bay Area Update	<ul style="list-style-type: none"> <li>• Provide technical expertise</li> <li>• Participate in public workshops to ensure Priority Development Areas and public transit in Tri-Valley area is adequately planned.</li> </ul>	DP	Projects/ Services	May 2015  Apr 2016	<p>→ MTC convened meeting with staff</p> <p>→ Project/budget spreadsheets submitted for business as usual model to 2040. Capital asset inventory and maintenance plan submitted. Info on route system submitted. <u>MTC working on draft environmental impact report for document.</u></p>	X
ACTC County Transit Study	<ul style="list-style-type: none"> <li>• Serve on TAC and participate in public workshops.</li> </ul>	DP	Projects/ Services	Feb 2015	<p>→ Staff has attended TAC meetings and provided input on key activity centers in Tri-Valley and performance standards. Key activity center incorporated into LAVTA preferred alternative. <u>Study before ACTC for approval in May/June.</u></p>	
ACTC Tri-Valley Integrated Park & Ride Study	<ul style="list-style-type: none"> <li>• Serve on TAC.</li> </ul>	DP	Projects/ Services	Apr 2016	<p>→ Kickoff meeting with DKS and project TAC held. DKS working on potential park &amp; ride locations/modeling. <u>Consultant currently modeling 4 P&amp;R locations in Tri-Valley.</u></p>	
CCTA: I-680 Express Bus Study/I- 680 Transit Investment & Transit Relief Study	<ul style="list-style-type: none"> <li>• Serve on TAC and participate in public workshops.</li> </ul>	DP	Projects/ Services	Apr 2015	<p>→ Projects are ongoing. Geographic focus on Walnut Creek to Dublin. Existing conditions report completed. <u>Looked at full range from full BART to light bus. Enhanced bus/intelligent vehicle technology in corridor was preferred alternative.</u></p>	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Clipper Project	<ul style="list-style-type: none"> <li>• Policy development</li> <li>• Site work</li> <li>• Installation</li> <li>• Implementation</li> </ul>	DP	Projects/ Services	Jul 2015	→ Day Pass Accumulator Approved. Amended MOU approved.	X
				Jul 2015	→ Site work has been finished. Equipment install completed on buses. Testing in progress. Employers in Tri-Valley being notified of Clipper progress.	X
				Sept 2015	Training of on-board and ticket-office terminal equipment done. Customer service and operator training done.	X
				Nov 2015	→Customer service training occurred in early October. Operator training done. Go-live successful on Nov 1, 2015.	X
Dublin Signalization improvements, queue jumps on Dublin Blvd	<ul style="list-style-type: none"> <li>• Feasibility study for queue jumps on lanes</li> <li>• Secure final FTA approvals and transfer the FHWA funds to FTA to admin</li> <li>• Engineering of signalization improvements and queue jumps</li> </ul>	DP	Projects/ Services	Jan 2016	→Scope of Work completed. Feasibility study by Kimley Horn completed. <u>3 intersections identified for queue jumps.</u>	X
				Mar 2016	→FTA moved to TRAMs from TEAM program. <u>Done.</u>	X
				Jun 2017	→ <u>RFP for active signalization project on street. Board award in July. Queue Jump project to follow active signalization project.</u>	
<p><i>Goal:</i> Marketing and Public Awareness</p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> <li><b>1. Continue to build the Wheels brand image, identity and value for customers</b></li> <li>2. Improve the public image and awareness of Wheels</li> <li>3. Increase two-way communication between Wheels and its customers</li> <li><b>4. Increase ridership, particularly on the Rapid, to fully attain benefits achieved through optimum utilization of our transit system</b></li> <li>5. Promote Wheels to New Businesses and residents</li> </ol>						
Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done

Underlined text indicates changes since last report.

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Website Redesign	<ul style="list-style-type: none"> <li>Develop/Advertise RFP/Evaluate proposals/execute contract</li> <li>New website goes live</li> </ul>	DP	Projects/ Services	Mar 2015	→RFP advertised. Planeteria awarded contract	X
				Dec 2015	→ Draft final version of website reviewed by staff. Final graphics and design work being performed. New website is live.	X
Social Media Engagement	<ul style="list-style-type: none"> <li>Development of LAVTA goals with Facebook/Twitter</li> </ul>	DP	Projects/ Services	Jun 2016	→ <u>Recrafting goals with Social Media engagement. Interns posting on Facebook with staff. Goal is 3 to 5 posts/week.</u>	
Phone App w/Real Time Info	<ul style="list-style-type: none"> <li>MTC reviewing funding availability on secured grant.</li> <li>Create scope of work/RFP</li> <li>Phone app live</li> </ul>	DP	Projects/ Services	Mar 2015 Jun 2016 Sept 2016	→ Funding has been allocated and staff is awaiting MTC clearance to begin project. <u>GTFS feed purchased. Looking to release phone app RFP this summer for fall launch.</u>	X
Google Transit Trip Planner	<ul style="list-style-type: none"> <li>Submit data for review/approval to Google</li> <li>Go live with planner on new website</li> </ul>	DP	Projects/ Services	Sept 2015	→ Most trip planning in US is done through Google Trip Planner. Google Trip Planner available online. Will be on homepage of new website, which is scheduled to go live in December.	X
				Oct 2015		X

Underlined text indicates changes since last report.



Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Wayfinding at BART Stations	<ul style="list-style-type: none"> <li>Plan new wayfinding signage</li> <li>Seek funding and install signage</li> </ul>	DP	Projects/ Services	Feb 2015  Jun 2016	<p>→ Staff has taken pictures and provided conceptual of wayfinding signage to BART.</p> <p>→ <u>Signage being budgeted in FY2017 budget.</u></p>	X
High School Ambassador Project	<ul style="list-style-type: none"> <li>Finalize program</li> <li>Appoint ambassadors and train</li> <li>Implementation of program</li> </ul>	DP	Projects/ Services	April 2015 Aug/Sept 2015 Oct 2015	<p>→ Applications for Ambassadors being developed for all high schools. No students signed up for program. Regrouping for sign-ups in September.</p> <p>→ Five applicants selected. Training of ambassadors performed in December. <u>50 students mentored on how to ride the bus thus far.</u></p>	X
LAVTA Rebranding Project	<ul style="list-style-type: none"> <li>Create RFP</li> <li>Award consultant</li> <li>Finish project</li> </ul>	DP	Projects/ Services	Jan 2016 Mar 2016 Jun 2016	<p>→ Project to look at agency logo, naming and logos of services, and bus paint/graphics design. <u>PAVLOV awarded contract. Kick off mtg held. Surveys currently be taken. First meeting with Board in June.</u></p>	X
Comprehensive Dial-A-Ride Rider Publication	<ul style="list-style-type: none"> <li>Review dial-a-ride policies</li> <li>Publisher to design and create publication.</li> </ul>	DP	Projects/ Services	May 2016 Jun 2016	<p>→ Staff currently reviewing policies. Looking to insert policy regarding reasonable modification rules into document. Project on track.</p>	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Dial-A-Ride Customer Service Survey	<ul style="list-style-type: none"> <li>Hire consultant/Develop Survey/Conduct Survey</li> </ul>	DP	Projects/ Services	Oct 2015	→ Scope of work finalized. RFQ will be issued the week of 9/21. Awarded to Invictus. Survey completed and being presented in Nov committee meeting.	X
	<ul style="list-style-type: none"> <li>Report to Board survey results</li> </ul>			Nov 2015		X

**Goal:** Community and Economic Development

**Strategies (those highlighted in bold indicate highest Board priority)**

- Integrate transit into local economic development plans
- Advocate for increased TOD from member agencies and MTC
- Partner with employers in the use of transit to meet TDM goals & requirements**

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
ACTC: Measure BB Transit Student Pass Program	<ul style="list-style-type: none"> <li>Attend ACTC meetings on student pass program development.</li> <li>Assist in the development of a timeline for policy and project implementation</li> </ul>	DP	Projects/ Services	Jun 2016  Sept 2016	→ Staff assisted ACTC in interviewing/scoring the potential consultants. Contract awarded to Nelson/Nygaard. <u>Livermore HS, East Middle School chosen. Program to begin in the fall. Free pass based on income. All others can receive a discount.</u>	
Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> <li>Discuss financing of pass program, including student fee and potential demonstration project</li> <li>Implementation of pass demonstration project to coincide with implementation of COA improvements.</li> </ul>	Exec Dir	Projects/ Services	Nov 2015  Apr 2016	→ Researching appropriate method to introduce easy pass. 9,000 students. Chabot college vote failed. Made presentation to Student Senate in Sept. Met with administration in Dec to discuss Easy Pass 1-year pilot program that could coincide with implementation of improvements. <u>Easy Pass demonstration project moving forward, LAVTA to front Easy Pass for 1-year, with goal being to explore ridership potential and find long term funding for permanent pass.</u>	X  X

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
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**Goal: Regional Leadership**

*Strategies (those highlighted in bold indicate highest Board priority)*

- 1. Advocate for local, regional, state, and federal policies that support mission of Wheels**
2. Support staff involvement in leadership roles representing regional, state, and federal forums
3. Promote transit priority initiatives with member agencies
4. Support regional initiatives that support mobility convenience

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Altamont Regional Rail Working Group	<ul style="list-style-type: none"> <li>• Creation of Advocacy Group</li> <li>• Establish goals and regular meeting schedule</li> </ul>	Exec Dir	Projects/ Services	Oct 2015 Jan 2016	→ <u>Second ARRWG meeting held. Presentation by Foothill Gold Line Extension. Next meeting in July.</u>	X
2016 Legislative Plan	<ul style="list-style-type: none"> <li>• Research on common issues within regional planning agencies and transit agencies</li> <li>• Creation of 2016 Legislative Plan and review/approval by the Board</li> </ul>	Exec Dir	Finance/ Admin	Dec 2015 Jan 2016	→ Research being done on emerging priorities at state and federal level. 2016 Legislative Plan approved by Board in January. Staff monitoring new legislative cycle.	X X

**Goal: Organizational Effectiveness**

*Strategies (those highlighted in bold indicate highest Board priority)*

1. Promote system wide continuous quality improvement initiatives
2. Continue to expand the partnership with contract staff to strengthen teamwork and morale and enhance the quality of service
- 3. Establish performance based metrics with action plans for improvement; monitor, improve, and report on-time performance and productivity**
4. HR development with focus on employee quality of life and strengthening of technical resources
5. Enhance and improve organizational structures, processes and procedures to increase system effectiveness
6. Develop policies that hold Board and staff accountable, providing clear direction through sound policy making decisions

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
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<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Trapeze Viewpoint Software	<ul style="list-style-type: none"> <li>Work through custom software issues</li> </ul>	DP	Projects/ Services	Dec 2015	→ Software installed at LAVTA. Custom reports being created with assistance of Trapeze. Bugs identified and fixed. Staff actively using software to monitor OTP and for planning activities.	X
Performance Metrics Improvement	<ul style="list-style-type: none"> <li>Staff setting up aggressive monitoring of key performance metrics. <i>Focus on actions to improve on time performance (OTP).</i></li> </ul>	DP	Projects/ Services	July 2016	→ Changes made to routes 70X, 15, 53, 54, 3. Incentive program established with drivers. Tracking of OTP and operators leaving yard on-time happening on a daily basis.	X

**Goal: Financial Management**

*Strategies (those highlighted in bold indicate highest Board priority)*

- 1. Develop budget in accordance with strategic Plan, integrating fiscal review processes into all decisions**
2. Explore and develop revenue generating opportunities
3. Maintain fiscally responsible long range capital and operating plans

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Leasing Opportunities at Atlantis	<ul style="list-style-type: none"> <li>Conduct outreach to private and non-profit organizations.</li> <li>Work with agency attorney to bring good offers to the Board for consideration.</li> </ul>	Exec Dir	Finance/ Admin	Nov 2015	→ LAVTA and Google staff working on final version of lease agreement. Attorneys have approved agreement. Agreement signed in December. Google has begun to use the facility.	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
FY15 Comprehensive Annual Financial Report	<ul style="list-style-type: none"> <li>Complete financial audit and all required reporting to Board, local, regional and state agencies.</li> </ul>	DA	Finance/ Admin	Dec 2015	→ Audit completed Oct 2015. Final presentations to Board Dec 7, 2015. 19 <sup>th</sup> year of excellence in reporting.	X
<i>Other:</i>						
Bus Shelter Rehab/Replacement Project	<ul style="list-style-type: none"> <li>Refinish Rapid bus shelter benches</li> <li>Dozens of bus shelters throughout the system have reached their life expectancy and are in need of rehabilitation or replacement.</li> </ul>	DA	Projects/ Services	Oct 2016 Dec 2016	<p>→ Glass/stripping repair of Rapid shelters completed. 43 benches to be rehabbed in Spring, Summer, Fall of 2016. <u>Project pushed to 2017 to deal with COA changes.</u></p> <p>→ Bus stop inventory of current conditions completed. Planning underway to phase rehabilitation of shelters. <u>Shelter maintenance specialist out on surgery. Interim worker doing maintenance.</u></p>	
Security Lighting at Transit Facilities (Bus Shelters)	<ul style="list-style-type: none"> <li>Purchase security lighting in/at bus shelters in high priority areas</li> <li>Install lighting. Focusing on key corridors with a high level of evening service.</li> </ul>	DA	Projects/ Services	Mar 2016 Aug 2016	<p>→ Funded through FY14 &amp; FY15 CalOES Security Program ,(Total \$73,392). Funds released Jan '16.</p> <p>Installation will focus on key corridors identified and programmed for night service in COA.</p>	
Replace Info Stations on Kiosks at Livermore Transit Center	<ul style="list-style-type: none"> <li>Get quotes for repairs and complete project</li> <li>Replace Info Stations at Kiosks</li> </ul>	DA	Projects/ Services	Dec 2015	→ Info kiosks at Livermore Transit Center have been vandalized over several years. Staff replacing 12 custom info stations on kiosks. Info stations arrived and were installed in October.	X X

Underlined text indicates changes since last report.

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Historic Train Depot Relocation at Livermore Transit Center	<ul style="list-style-type: none"> <li>Negotiate acceptable terms for rehab of Depot to be used for customer service.</li> <li>Create agreement</li> </ul>	Exec Dir / GPM	Projects/ Services	Sept 2015 Nov 2015	→LAVTA has been meeting regularly with City staff. Environmental work nearing completion. Final location set for passenger island. Agreement signed in November. Working with A/E team on electrical, security, interior and circulation design issues. <u>FTA approved City contribution to pay off federal interest. City working on title transfer for property that will be under Depot.</u>	X X
2016 Gillig Bus Purchase (20 buses)	<ul style="list-style-type: none"> <li>Board approval of purchase. Purchase order and notice to proceed to Gillig.</li> <li>Final details for buses performed with Gillig.</li> </ul>	DA	Projects/ Services	Aug 2015 Aug 2016	→ Approval granted in mid-2014. Purchase order and notice to proceed provided to Gillig.  →LAVTA met with Gillig in Dec to finalize details on buses. <u>Buses scheduled for deliver in July and August of 2016.</u>	X X
2017 Gillig Bus Purchase (20 buses)	<ul style="list-style-type: none"> <li>LAVTA releases RFP for minimum of 20 hybrid replacement buses</li> <li>Agreement and notice to proceed to manufacturer</li> </ul>	DA	Projects/ Services	Jun 2016 Nov 2017	→ RFP has been advertised. Electric bus option within the RFP. <u>Addendum #1 and #2 with requested deviations by manufacturers completed. RFP due in May of 2016.</u>	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Atlantis Phases I, II Fare Vault Project	<ul style="list-style-type: none"> <li>Phases I and II completed with exception of \$134,000 in miscellaneous projects (funded).</li> <li>Select vendor for Fare Vault.</li> <li>Select engineer for design</li> <li>Bid and perform construction. Close grant.</li> </ul>	DA	Projects/ Services	Feb 2015	→\$134,000 left for future improvements. Fare vault is selected as project.	X
				Nov 2015	→ <u>Genfare GFI selected vendor. Will complete work in June.</u>	
				Nov 2015	→ OLMM selected engineer. Engineering work completed.	X
				Jun 2016	→ Will close out project in June.	
Atlantis Security Video Equipment Project	<ul style="list-style-type: none"> <li>Identify and spec the type of security system desired at Atlantis. To include license plate camera.</li> </ul>	DA	Projects/ Services	Dec 2015 Jan 2016 Mar 2016	→ Cal OES transit security grant, funding by Prop 1B. - \$36,696. Project completed in first week of March.	X
Rutan Rehabilitation Projects (Shop Floor and Parking Lot Rehab/ADA Improvements).	<ul style="list-style-type: none"> <li>\$537,000 grant awarded for shop floor replacement and for parking lot improvements.</li> <li>Initiate and execute procurement for Shop Floor Replacement.</li> <li>Initiate and execute procurement for parking lot slurry sealing and ADA upgrades</li> </ul>	DA  DA	Projects/ Services	Dec 2015	→ Grant funds available	X
				May 2016	Shop Floor → IFB issued. Ryan Co. awarded contract. Some delays with construction schedule. Expect Jun, Jul, Aug for 130 days construction timeline.	
				Jun 2016	Parking Lot Rehab/ADA Upgrades →Kimley Horn engineering work completed. Project to be bid in May for June construction.	

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
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Rapid Projects	<ul style="list-style-type: none"> <li>Identify remaining projects to fix productivity issues on Rapid. Also complete Rapid shelters.</li> </ul>	Exec Dir	Projects/ Services	Jun 2016	→ Approximately \$300,000 in federal funding remaining for Rapid project. Staff working with FTA on moving the 8 Rapid shelters in Rapid realignment. Shelter inventory provided list of incomplete Rapid shelters.	
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**AGENDA**

**ITEM 11**



# LAVTA COMMITTEE ITEMS - MAY 2016 - SEPTEMBER 2016

## Projects & Services Committee

### May

	Action	Info
Minutes	X	
Quarterly Operations Report		X
Quarterly Marketing Report		X
Wheels on Demand	X	
FY2017 Marketing Work Plan	X	

### June

	Action	Info
Minutes	X	
Fare Study Recommendations	X	
Relocation of Livermore Historic Train Depot		X

### July

	Action	Info
Minutes	X	
*Typically July committee meetings are cancelled		

### August

	Action	Info
Minutes	X	
Comprehensive Operational Analysis Update		X
Quarterly Operations Report		X
Quarterly Marketing Report		X
WAAC Bylaws Modification	X	
LAVTA Fares & Clipper Day Pass Accumulator	X	

### September

	Action	Info
Minutes	X	
Comprehensive Operational Analysis Update		X
On Time Performance Action Plan Update		X
Paratransit Strategic Planning		X
Clipper Card Implementation		