

MINUTES OF THE APRIL 24, 2017
LAVTA PROJECT AND SERVICES COMMITTEE MEETING

1. Call to Order and Pledge of Allegiance

Committee alternate Don Biddle called the meeting to order at 4:05pm.

2. Roll Call of Members

Members Present

Scott Haggerty, Supervisor, Alameda County
Don Biddle, Vice Mayor, City of Dublin
Karla Brown, Councilmember, City of Pleasanton
Bob Coomber, Councilmember, City of Livermore

Members Absent

Steven Spedowfski, Vice Mayor, City of Livermore
David Haubert, Mayor, City of Dublin

3. Meeting Open to Public

No comments.

4. Minutes of the March 27, 2017 Meeting of the P&S Committee.

Scott Haggerty, Supervisor from Alameda County, arrived during the minutes of the March 27, 2017 meeting of the Projects & Services Committee. A correction to the minutes has been noted to correct the "Meeting Open to Public" section to change the word "no" to "now" in the second paragraph.

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

5. Rebranding Project Update

Staff provided a PowerPoint presentation regarding the rebranding project update to the Project & Services Committee. The project started a year ago and PAVLOV was contracted to assist with conducting research and explore opportunities for rebranding LAVTA and Wheels. PAVLOV recently offered assistance in designing a new Wheels logo at no cost, but the designs were not what staff had in mind. As a result, the Marketing Manager requested assistance from local vendors. Design Flair from the City of Pleasanton was selected to assist with a new logo and designed a logo that represents the look and feel of the Rapid logo. They changed the color scheme to red and blue and changed the "R" for Rapid to a "W" for Wheels. The enclosed wording on the logo was also changed to say Tri-Valley Wheels. Staff presented the logo to the Project & Services committee to review.

Supervisor Scott Haggerty stated that he does not like the direction the text is leaning and suggested using softer red or silver as the color. Councilmember Karla Brown stated that the bus wrap design synchronizes both Rapid and Wheels showing that they are tied together with the same fleet and she likes this option. Councilmember Karla Brown requested that the logo have lines behind the logo, so that it looks like it is in motion. Supervisor Scott Haggerty asked if using the same style Rapid logo will get LAVTA in trouble with the artist, due to copyright infringement. Supervisor Scott Haggerty feels staff is on the right track in regard to the logo. The Project & Services Committee do not understand why we have two names LAVTA and Wheels. Staff explained that Wheels is the service that the authority (LAVTA) operates. Councilmember Karla Brown requested that a few more logo options come back to the Projects & Services Committee prior to going to the Board. The Projects and Services Committee reviewed the proposed new logo and vehicle design concepts for Wheels bus service and requested that a few more logo options come back to the Committee prior to forwarding to the Board of Directors to adopt these designs. No motion was made.

6. Management Action Plan

Staff provided the Management Action Plan to the Projects and Services Committee for review. It was noted that the fare study has been going on for a couple of months and that it will be presented in May. Currently the paratransit study data is being collected and in the next two months the consultant team will be scheduling individual meetings with each Board member to discuss paratransit issues, needs, and how the consultants should approach this study. The draft Tri-Valley Park-N-Ride study was received and LAVTA staff is reviewing the information and submitting comments. The Marketing Manager noted that the individualized marketing project is going well, but the travel ambassadors have informed LAVTA that many people are not home during certain hours of the day and on Saturdays. The travel ambassadors will also attend some community/public events to do marketing, since they believe this will attract more interest.

The ACTC approved expanding the Student Pass Pilot Program to include two more Livermore schools Christensen Middle School and Del Valle Continuation High School. Currently the Pilot Program only has Livermore High School and East Avenue Middle School, so now there will be four Livermore schools in the Pilot Program that is funded by Measure BB. For the Pilot Program a yearly pass will be given to any student on a Clipper Card if they are interested. Supervisor Scott Haggerty asked staff how LAVTA will market the Student Pass Program. This past year staff explained that the marketing was not great, but LAVTA made every effort to be present at the schools when possible for outreach purposes and conducted travel training. This year staff would like to conduct more travel training, since it was effective. Supervisor Scott Haggerty requested that at the next Project & Services Committee meeting LAVTA provide a staff report regarding how LAVTA can conduct more outreach and requested that we discuss this with the schools involved.

Councilmember Karla Brown asked staff how LAVTA will be protected so that the Clipper Card student pass will not be abused. Staff responded that LAVTA will be administering the Clipper cards and can deactivate a pass if needed.

Supervisor Scott Haggerty asked when the bus advertisement contract expires. Staff stated that the bus advertisement contract expires on June 30, 2017. The Marketing Manager responded that the bus advertisement procurement had been issued, but only one response was received. Supervisor Scott Haggerty asked if we only received one bid, due to being in transition. Staff believes that the reason for one bid is the uncertainty due to the changes implemented regarding limiting bus advertisement space to 50% of the fleet versus 100% and below the windows only. LAVTA will not know the actual financial impact of limiting bus advertisement space until the first year of the contract. If we were to enter into a single year contract, we could go back out to bid the first part of next year having knowledge of what our sales are. Staff noted that LAVTA receives \$333,000 from the air district each year for their advertising. Supervisor Scott Haggerty would like this topic agendized for further discussion. Staff informed the Project & Services Committee that LAVTA is also trying to sell Wi-Fi sponsorship.

This was informational only.

7. Preview of Upcoming P&S Committee Agenda Items

8. Matters Initiated by Committee Members

Councilmember Karla Brown stated that a complaint was received about transportation to Adult Day Programs in Castro Valley. It was requested to have this item agendized to discuss the positive and negative aspects of providing service to Castro Valley.

9. Next Meeting Date is Scheduled for: May 22, 2017

10. Adjourn

Meeting adjourned at 4:52pm.