

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

PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE
WHOLE

COMMITTEE MEMBERS

SCOTT HAGGERTY – CHAIR	KARLA BROWN
DAVID HAUBERT – VICE CHAIR	STEVEN SPEDOWFSKI

DATE: Monday, September 26, 2016

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

TIME: 4:00p.m.

MINUTES

1. Call to Order and Pledge of Allegiance

Committee Chair Scott Haggerty called the meeting to order at 4:00 pm.

2. Roll Call of Members

Members Present

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

Members Absent

Steven Spedowski, Councilmember, City of Livermore

3. Meeting Open to Public

Robert Allen

Mr. Allen is requesting direct shuttle service from Park-N-Ride to BART, connecting with every daytime (Monday through Friday) BART train. Mr. Allen explained that the ABLE commute would save commuters about 40 minutes a day. Mr. Allen would like the ABLE commute agendized. Executive Director Michael Tree gave a status update regarding Mr. Allen's request and explained that ACTC is conducting a Park-N-Ride study that will be completed by the end of the year. ACTC is taking Mr. Allen's request into consideration. Mayor David Haubert would like LAVTA to notify Mr. Allen when the Park-N-Ride study is completed and when it will be agendized, so that he does not need to come to every meeting.

4. Minutes of the August 22, 2016 Meeting of the P&S Committee.

Mr. Allen requested that Agenda Item 3 on the minutes be corrected to say the following: Mr. Allen is requesting direct shuttle service from Park-N-Ride to BART connecting with every daytime (Monday through Friday) BART train.

Approved: Haubert/Brown

Aye: Brown, Haggerty, Haubert, Biddle

No: None

Abstain: None

Absent: Spedowfski

5. Fixed Route Passenger Satisfaction Survey 2016

Staff provided data on the latest Fixed Route survey results. The survey was conducted during the months of June and July 2016 prior to the COA changes and LAVTA received 215 responses to the survey. LAVTA's scoring went from 4.2 last year to 4.3 this year; the average score was also higher within all of the nine individual quality areas, except in the area of driver friendliness/helpfulness.

Mayor David Haubert asked if LAVTA noticed any comments made during the survey that LAVTA fixed and the comment should not be repeated on the survey next year. Christy Wegener pointed out that Las Positas College service was one area of comment that should not be on next year's survey, since LAVTA now has direct service there. Councilmember Karla Brown noticed a correlation between driver friendliness and the open ended comments made by passengers.

Councilmember Karla Brown wanted to know LAVTA's response to the comments made regarding driver friendliness. Executive Director Michael Tree said that not being friendly is unacceptable and that staff will work with the contractor to improve. LAVTA has been in discussions with the contractor regarding ways to improve customer service on the system and on-time performance.

Councilmember Karla Brown requested a response for bike racks need improvement. Christy Wegener responded that LAVTA's new buses have new bike racks and so will the next buses we order. Next year 40 out of 66 buses will have brand new bike racks that hold three bicycles. Councilmember Karla Brown pointed out a discrepancy with school ridership. Cyrus Sheik responded that the survey was completed during summer and that is why the numbers are skewed. Christy Wegener offered that the customer satisfaction surveys will be conducted twice this year. Supervisor Scott Haggerty requested to see the survey again during the school year.

This was informational only.

After the Fixed Route Passenger Satisfaction Survey 2016 report, Agenda Item 7 was moved up on the agenda for the convenience of the group in managing the balance of the meeting.

7. Contract Award for Individualized Marketing Services

The Project and Services Committee forward a recommendation to the Board of Directors the award of contract for purchase of individualized marketing services to Steer Davies Gleave in the amount of \$129,950 for the period of one (1) year, with an option to extend the contract one (1) additional year. Additionally staff requests a 15% contingency for the project and authorization for the Executive Director to execute the contract. Resolution 34-2016.

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

6. 2017 Fiscal Year Marketing Plan Update and Rebranding

Staff presented a PowerPoint to the Projects and Services Committee with the fiscal year 2017 Marketing Plan and Rebranding Project. LAVTA received 391 survey responses regarding the rebranding. The names that received the highest ratings was Wheels and TriGO. Councilmember Karla Brown wants the rebranding name to be simple and have a connection that you can get around our city or to BART easily (TriGO to BART; TriGO to the doctor; TriGO to school etc.). The direction of the Committee was to forward the information to the LAVTA Board for input.

8. Management Action Plan

Executive Director Michael Tree included a Management Action Plan for the Project and Services Committee review.

This item was informational only.

9. Preview of Upcoming P&S Committee Agenda Items

10. Matters Initiated by Committee Members

None.

11. Next Meeting Date is Scheduled for: October 24, 2016

12. Adjourn

Meeting adjourned at 5:00pm.