

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, April 24, 2017

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

TIME: 4:00p.m.

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

Recommendation: Approval
- 5. Rebranding Project Update**

Recommendation: It is requested that the Projects and Services Committee review the proposed new logo and vehicle design concepts for Wheels bus service and forward a recommendation to the Board of Directors to adopt these designs.
- 6. Management Action Plan**

Recommendation: None – information only

- 7. Preview of Upcoming P&S Committee Agenda Items**
- 8. Matters Initiated by Committee Members**
- 9. Next Meeting Date is Scheduled for: May 22, 2017**
- 10. 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.

/s/ Jennifer Suda

4/20/17

LAVTA Administrative Services Department

Date

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*

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

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

DATE: Monday, March 27, 2017

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 Vice Chair David Haubert called the meeting to order at 4:04 pm.

2. Roll Call of Members

Members Present

David Haubert, Mayor, City of Dublin
Steven Spedowfski, Vice Mayor, City of Livermore
Karla Brown, Councilmember, City of Pleasanton

Members Absent

Scott Haggerty, Supervisor, Alameda County

3. Meeting Open to Public

Robert S. Allen

Robert Allen addressed the Projects & Services Committee regarding iBART/ABLE commute. Mr. Allen stated that Contra Costa will soon have its \$525 million eBART, a DMU linking Antioch (a city comparable to Livermore) with the main BART rail system.

Mr. Allen is proposing iBART (for Interim Isabel BART) for a tiny fraction of that cost to offer Livermore an equivalent service until BART tracks are extended to Isabel and on the Vasco, Greenville, ACE, and over the Altamont. Until now Mr. Allen has called it “ABLE Commute” (for Allen’s BART-Livermore Express).

Mr. Allen explained that LAVTA would run iBART buses between LAVTA’s

Rutan offices, the future Isabel station site, Livermore's Airport, and BART Monday through Friday from early AM through the evening commute, connecting with every train into or out of the station. A fleet of three buses using the HOT lane would suffice, each making 19 round trips per day in slightly over 14 hours.

These improvements at the stops would optimize the service:

LAVTA Rutan: Bus berth and passenger waiting room.

Isabel station site: Enlarge parking; provide for taxicab, Uber, bicycle storage, etc.

Livermore Airport: Surface Airshow parking area; install crosswalk signal

BART station: Add bus berth just north of fare gates headed south.

Encourage BART patrons to use Wheels to and from station, saving them time, money, and frustration.

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

Approved: Spedowfski/Brown

Aye: Haubert, Spedowfski, Brown

No: None

Abstain: None

Absent: Haggerty

5. Individualized Marketing Project

Staff provided the Project and Services Committee and update on the individualized marketing project. In October the Board of Directors awarded a contract to Steer Davies and Gleave to conduct an Individualized Marketing program along Santa Rita/Owens Drive in fiscal year 2017. The purpose is to increase ridership along the Rapid Route 10R by improving the customer experience for existing and new riders. Travel ambassadors started to conduct door-to-door outreach on March 23rd to the 6,000 homes in this corridor and will continue through mid-May. When the outreach is completed the residents will be encouraged to participate in a follow-up survey to measure the impact and effectiveness of the effort. LAVTA's goal is to generate an additional 30,000 transit trips per year in this corridor. Staff will report the findings to the Board of Directors as part of their recommendation regarding phase two of the project along Dublin Boulevard. This program is funded through MTC Transit Performance Initiative grant and the budget for this phase is \$130,000.

Councilmember Karla Brown asked if LAVTA planned on placing the SmartTrips information in the Pleasanton Weekly. Executive Director Michael Tree stated that advertising in Pleasanton Weekly is not in the current budget. Councilmember Karla Brown also mentioned that LAVTA can purchase a booth at the Pleasanton Farmers Market to educate the public on ridership options.

6. Potential Fall 2017 Schedule and Service Modifications

Staff provided potential Fall 2017 schedule and service modifications to the Project and Services Committee. LAVTA continually receives input from riders and other stakeholders as to what seems to be working with the August 2016 restructured

service and what is not. Customer feedback indicates that the schedules that were implemented in August are optimized with regard to transfers at the BART station, Transit Center, and Wheels routes on the weekend schedule. LAVTA is planning to develop revised schedules that could be implemented this coming fall to address these issues. LAVTA also is proposing a few route modifications including an adjustment to Route 14, a safety modification to the supplemental routes that serve Dublin High School, removing a neighborhood which has no ridership from the Foothill High School supplemental service, and removing redundancy in the service to Fallon Middle School. Mayor David Haubert directed LAVTA staff to work with the City to evaluate school bus re-routes in Dublin neighborhoods when it saves run time. With the proposed modifications LAVTA will continue to operate slightly below budget after Fall 2017, at about 123,800 hours on an annualized basis.

Councilmember Karla Brown requested that LAVTA staff check ridership statistics for Route 602 in the fall, because she is surprised that there is no ridership on Parkside next to Ken Mercer Sports Park. Councilmember Karla Brown explained that Ken Mercer Sports Park is very busy during certain sport seasons. LAVTA staff agreed to look into the ridership statistics from Fall of last year. Councilmember Karla Brown stated that if there is no ridership on Route 602 after the statistics are reviewed then it should be discontinued.

Mayor David Haubert suggested that LAVTA place door hangers in new city developments to notify them of transit options.

The Project and Services Committee reviewed the proposed schedule and service modifications for Fall 2017 outlined in this staff report, and forward a recommendation to the Board of Directors to place these for public review and comment.

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

7. Transit Signal Priority Upgrade

Staff provided Transit Signal Priority (TSP) upgrade information to the Project and Services Committee. TSP was implemented during the Rapid deployment in 2011 and allowed buses to extend green lights or shorten red lights when approaching signals with this technology. The current TSP technology is infrared (IR) that works, but is not working perfectly. There is new TSP technology available embedded with GPS-based technology that offers improved functionality and software. Staff would like to request funding from Tri-Valley Transportation Council (TVTC) to upgrade the entire TSP network in the Tri-Valley to a GPS-based system. Project A-11 describes enhancements such as upgraded bus shelters, turn-outs/bulb-outs, off-vehicle fare collections, as well as enhanced TSP as elements eligible for funding. Total available funding is \$1.1 million. Staff reached out to Kimley-Horn, LAVTA's on-call engineering firm, to discuss the

project. LAVTA would like to request funding from TVTC in early FY2018 to fund the upgrade and will return to the Committee in early2018 with a recommendation for a contract award.

Vice Mayor Steven Spedowski asked how quickly LAVTA would like funding for this project and encouraged us work with TVTC sooner. Staff would like to bring this to the Board of Directors in July.

This was informational only.

8. Executive Director's Report

Executive Director Michael Tree included a Management Action Plan for the Project and Services Committee to review. Staff briefly highlighted the Analysis of the Fixed Route System, Rebranding of Wheels, Route 14, Shared Autonomous Vehicle (SAV) Project, and GoDublin Project. Executive Director Michael Tree believes that LAVTA will be one of the most progressive agencies in the nation with the GoDublin and SAV projects.

Councilmember Karla Brown noted that the bus shelter near Kottinger Gardens in Pleasanton that is powder coated steel looks great and sturdy. Councilmember Karla Brown also requested that the rebranding include the SAVs, so that LAVTA will not require rebranding again in the near future.

This 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: April 24, 2017

12. Adjourn

Meeting adjourned at 5:15pm.

AGENDA

ITEM 5



STAFF REPORT

SUBJECT: Rebranding Project Update
FROM: Tony McCaulay, Marketing Manager
DATE: April 24, 2017

Action Requested

Review the proposed new logo and vehicle design concepts for Wheels bus service and forward a recommendation to the Board of Directors to adopt these designs.

Background

In April 2016, LAVTA entered into a contract with the advertising agency PAVLOV out of Ft. Worth, Texas to conduct research and explore opportunities for rebranding LAVTA and Wheels. In June, PAVLOV presented the findings of their brand discovery and strategy research to the Board suggesting a “Ridercentric” strategy, focused on continual improvement designed around people and their mobility needs.

The next phase of PAVLOV’s work was to explore potential new names to replace Wheels. A list of potential names was developed and presented to two focus groups and to the general public through an electronic community survey.

In October, PAVLOV presented to the LAVTA Board a recommendation to replace the Wheels brand name with TRI-GO. The minutes of that meeting suggest there was limited enthusiasm for the TRI-GO name. A number of Board members indicated that they were either not fond of the TRI-GO name or were more interested in updated the image, look and feel of the Wheels brand and logo.

Discussion

Wheels enjoys very favorable name recognition in the Tri-Valley area. In the September 2015 community survey conducted as part of the Comprehensive Operational Analysis, unaided awareness of Wheels was at 53 percent for Livermore, Dublin and Pleasanton residents. Aided awareness was 69 percent from the same group. PAVLOV’s community survey began with the question “What does “WHEELS” mean to you?” 77 percent of respondents said either “Bus service” or “A way of transportation”.

Another question in the PAVLOV survey offered respondents 12 possible options for names, asking “which of these possible brand names feels like the best fit?” Wheels was the overwhelming favorite of those surveyed, receiving a 44 percent response rate. The next closest response was “None of the above” at 13 percent. TRI-GO received a 10 percent response rate.

Based on the feedback from the LAVTA Board and the public, staff has focused on a possible modernization of the Wheels logo and the look and feel of the Wheels fleet design. It is important to note that an agency’s brand identity is more than just a modern logo and design, it represents the image the organization desires to portray to the community and includes the expectations our customers should have with regard to quality, reliability and service.

LAVTA’s Rapid service already has a strong brand identity. External communication regarding the Rapid service contains a consistent message that riders can expect 15 minute weekday frequency, convenient connections to BART, and upgraded amenities for passenger comfort both on board the vehicle and at bus stops. The vehicles also have a modern looking design and logo. The Rapid represents the premium offering in the LAVTA service family.

By comparison, Wheels service represents traditional local transit service with typical weekday vehicle headways of 30-60 minutes. While many of the same core agency values such as safe, clean, and reliable transportation apply to both the Rapid and Wheels services, the Wheels logo and vehicle design do not have the same modern look as the Rapid. The staff recommendation is to make the two fleets look similar enough, both in logo appearance and vehicle design, to be recognizable as being from the same family of services yet different enough to be distinguishable as two distinct types of service.

It is also proposed that both the Wheels and Rapid services would fall under the LAVTA agency name. In the past few years, LAVTA has become known for more than just operating Wheels bus service. The Shared Autonomous Vehicle project is a LAVTA project. The regional rail project is a LAVTA project. Currently the rear and passenger sides of the Rapid buses have a decal that reads “A SERVICE OF WHEELS”. It is proposed that both Wheels and Rapid buses would have decals reading “A SERVICE OF LAVTA” to increase visibility and recognition of the agency name.

The proposed new Wheels logo and vehicle design concepts will be presented at the Projects and Services Committee meeting.

Budget

The approved FY2017 Budget included \$60,000 for new bus stops signs with the new logo. Rebranding of the website and social media sites was also included in the FY2017 budget in the amount of \$8,000. There are currently 13 buses in the Wheels fleet that came from the manufacturer with a plain white exterior. The cost of completing the exterior of those vehicles with the new design was already included in the original purchase price of the vehicles.

Other expenses associated with the adoption of a new Wheels logo would be a media event to unveil the new look, promotional items, collateral materials and operator uniforms. Many of these items could be changed over a period of time, for example as printed materials are being revised or reprinted. These expenses will come from existing line items in the FY 2017 budget or will be included in the proposed FY 2018 budget.

Next Steps

Should the Board of Directors approve the proposed logo and design, staff will begin the process of wrapping the existing 13 Wheels buses in the fleet that have plain white exteriors with the new vehicle design and logo. Simultaneously, work will begin on planning an event to unveil the new look. Promo items will be ordered to be available at the unveiling. Our bus manufacturer Gillig will be notified to incorporate the design on the vehicles currently in production and expected to be delivered beginning in August.

Recommendation

It is requested that the Projects and Services Committee review the proposed new logo and vehicle design concepts for Wheels bus service and forward a recommendation to the Board of Directors to adopt these designs.

AGENDA

ITEM 6



FY2017 Goals, Strategies and Projects

Last Updated – April 19, 2017

MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development						
Strategies (those highlighted in bold indicate highest Board priority)						
<ol style="list-style-type: none"> 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
Long Range Transit Plan (Agency's 30 Year Plan)	<ul style="list-style-type: none"> • Receive draft Long Range Plan from Nelson/Nygaard • Present final draft to Board • Approval 	DP	Projects/ Services	Sept 2017 Oct 2017 Nov 2017	→ ACTC Park & Ride study now out in draft. Need the study to move forward with LAVTA Long Range Plan. Also, creating scope of work for planning of SAVs into Wheels system, which will be an important component of the Long Range Plan.	
Follow-up Changes to COA Implementation	<ul style="list-style-type: none"> • Review ridership, passenger comments and on-time performance on a daily/weekly basis to determine issues that need to be resolved. 	DP	Projects/ Services	Jun 2017	→ Straightened out Route 14 in downtown Livermore, rescheduled 502 for improved OTP, added a run into the Livermore Labs on 30R to get workers into lab before 7am. Improved 10R schedule. Changes to 1 & 14 schedules in June to improve their OTP.	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>
Comprehensive Paratransit Assessment	<ul style="list-style-type: none"> • Award of Contract • Public Outreach #1 • Public Outreach #2 • Approval of Recommendations 	DP	Projects/ Services	Nov 2016 Apr 2017 Sept 2017 Jan 2018	→ RFP advertised. Interviews held in October. MOU on partnership ratified by the Board in January. City awarded contract. Kick-off meeting held in February. Currently undergoing data collection. Expect stakeholder meetings in April/May and public meetings shortly thereafter.	X
Fare Study	<ul style="list-style-type: none"> • Draft Fare Study • Public Hearing • Board Approval • Implementation of Fare Changes 	DP	Projects/ Services	<u>May</u> 2017 <u>Jun</u> 2017 <u>Jul</u> 2017 <u>Aug</u> 2017	→ Draft Fare Study complete. Expect F&A to review in <u>May</u> .	X
Signalization Improvements And Three Queue Jumps On Dublin Blvd	<ul style="list-style-type: none"> • Award contract for signal control • Award contract for queue jump • Finish project 	DP	Projects/ Services	Jul 2016 Mar 2017 Jun 2017	→ Board awarded contract for signal control upgrade in July. Board awarded contract for additional signal control capabilities and queue jump project in March. Expect project completion in June.	X X

Underlined text indicates changes since last report.

<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>
Go Dublin Discount Program	<ul style="list-style-type: none"> • Get clearance from FTA • Sign Agreements with providers • Implement 	ED	Projects/ Services	Nov 2016 Dec 2016 Dec 2016	→ Participation Agreements signed. Uber, Lyft and DeSoto have activated the promo code. Project area is the city limits of Dublin and two BART stations. Fare is LAVTA will cover 50% of cost of ride, up to \$5. Marketing began in February. <u>Expect discussion on progress with P&S in May.</u>	X X X
<p><i>Goal: Marketing and Public Awareness</i></p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <p>1. Continue to build the Wheels brand image, identity and value for customers</p> <p>2. Improve the public image and awareness of Wheels</p> <p>3. Increase two-way communication between Wheels and its customers</p> <p>4. Increase ridership, particularly on the Rapid, to fully attain benefits achieved through optimum utilization of our transit system</p> <p>5. Promote Wheels to New Businesses and residents</p>						
<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>
Website V2.0 Upgrades	<ul style="list-style-type: none"> • Speed up website • Revise homepage for quicker access to commuter info 	MKT MGR	Projects/ Services	Mar 2017 Apr 2017	→ Planeteria has got website speed up to industry standard. Commuter page being developed.	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>
V2.0 of Timetables and Schedules With Route Changes	<ul style="list-style-type: none"> • Create second version of timetables and route changes to implement new rebranding and fix route issues from COA implementation 	MKT MGR	Projects/ Services	Jan 2017 Jun 2017	→This project broken into two phases. Phase I changes to timetables with January service changes and Phase II upon rebranding completion. Phase I completed. Brochures/street inserts installed.	X
Phone App	<ul style="list-style-type: none"> • Advertise RFP/Contract Award • Introduce Phone App to public 	DP	Projects/ Services	<u>Aug 2017</u> <u>Jul 2018</u>	→ Scope of Work being revised to take into account Park & Ride Study, SAV project and Go Dublin.	
Wi-Fi Project	<ul style="list-style-type: none"> • Install Wi-Fi on Rapid and Express buses 	DP	Projects/ Services	Oct 2016 Feb 2017	→ Wi-Fi installed and working on all Rapid and Express buses. Awaiting a sponsor to introduce formally to the public.	X
Wayfinding at BART Stations	<ul style="list-style-type: none"> • Plan new wayfinding signage • Install signage 	MKT MGR	Projects/ Services	Nov 2016 Jan 2017	→New wayfinding signs installed by BART in December. BART picked up cost of signs.	X X

Underlined text indicates changes since last report.

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
LAVTA Rebranding Project	<ul style="list-style-type: none"> • Surveying and Focus Groups • Draft naming of services to Board • Approval final naming and rebranding 	MKT MGR	Projects/ Services	Jun 2016 Aug 2016 Sept 2017	→ Community survey done. Focus groups done. Additional community survey on narrow list of names done. P&S Committee and Board discussed. Marketing Manager to bring new concept name/logo for consideration to April P&S Committee meeting.	X X
Individualized Marketing	<ul style="list-style-type: none"> • Award Contract • Development of collateral • Public Outreach Campaign • Review of results 	MKT MGR	Projects/ Services	Oct 2016 Mar 2017 Aug 2017 Oct 2017	→ SDG awarded contract. Kick-off meeting held to discuss project and partners. Meetings held with partners in Pleasanton. Collateral developed. Visits to neighborhoods began in March.	X X X
580X	<ul style="list-style-type: none"> • Direct Mailing #1 • Door Hangers • Targeted social media 	MKT MGR	Projects/ Services	Sept 2016 Jan 2017 Mar 2017	→ Website slider and page created. Commuter coaches delivered. The first direct mailing was done. Goal is 15 rides per hour. Jan promotions completed; door hangers. Fare free for promotion. Continuing to focus on targeted social media.	X X X
Relocated Rapid Shelters No Longer Served By Rapid to N Canyons Parkway (new alignment of Rapid)	<ul style="list-style-type: none"> • Engineering work • Improvements to site • Relocation of shelters 	AS	Projects/ Services	<u>May 2017</u> <u>Aug 2017</u> Sept 2017	→ Final relocation plan developed. Work to be performed with FTA grant. FTA granted approval in March. <u>Doing engineering work in March/April/May. Expect to have project fully completed in Aug/Sept.</u>	

Underlined text indicates changes since last report.

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Dispose of Shelters Past Useful Life No Longer Served By Route	<ul style="list-style-type: none"> Identify shelters Award Contract Dispose of shelters 	AS	Projects/ Services	Dec 2016 <u>May 2017</u> Jun 2017	→ Staff has identified shelters past useful life that need to be disposed. <u>IFB being developed to release in May to remove shelters in June.</u>	X
Remove Bus Stop Signage No Longer Served By Routes	<ul style="list-style-type: none"> Removal of bus stop signs by MV 	AS	Projects/ Services	Oct 2016	→ Currently 72 stops have temporary no service signs affixed too bus signs/pole. All signage has been removed.	X
Relocate Shelters Not Past Useful Life That Are On Routes No Longer Served	<ul style="list-style-type: none"> Identify shelters Identify new locations for shelters Make site improvements Relocate shelters 	AS	Projects/ Services	Sept 2016 Oct 2016 Apr 2017 Apr 2017	→ Shelters identified and relocation plan created. Currently, shelters have signage on them indicating that they are no longer served. <u>IFB being developed to release in May to relocate shelters in June.</u>	X X
Replace Shelters Past Useful Life That Are On Current Routes	<ul style="list-style-type: none"> Identify shelters Award contract Install 	AS	Projects/ Services	Nov 2016 Apr 2017 Jun 2017	→ Shelters identified. Current plan in Livermore, where most shelters past useful life are located, is to replace them with metro style shelters to accommodate artwork. IFB released. Shelters to be installed in June.	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>
Rehabilitate Rapid Benches (wood)	<ul style="list-style-type: none"> • Award contract • Finish project 	AS	Projects/ Services	Apr 2017 Jun 2017	→There are 55 wood benches that need to be stained and clear coat applied. <u>Working on bid specifications that will be released in IFB in May.</u>	
Purchase and Install Light Kits	<ul style="list-style-type: none"> • Identify shelters in need of light kits • Delivery of light kits • Complete Installation of light kits 	AS	Projects/ Services	Nov 2016 Feb 2017 Apr 2017	→Solar light kits delivered. Pleasanton installations to be completed in April. Dublin in May and Livermore in June.	X
<p>Goal: Community and Economic Development</p> <p>Strategies (those highlighted in bold indicate highest Board priority)</p> <p>1. Integrate transit into local economic development plans</p> <p>2. Advocate for increased TOD from member agencies and MTC</p> <p>3. Partner with employers in the use of transit to meet TDM goals & requirements</p>						
<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>
ACTC: Measure BB Transit Student Pass Program	<ul style="list-style-type: none"> • Assist ACTC in promoting the student passes • Monitor effectiveness of the program and capacity issues 	DP	Projects/ Services	Ongoing Ongoing	→ Approximately 100 passes sold. Staff to promote and bike on bus event at Livermore Middle School in late January. Looking to expand project to provide all students interested a Clipper card in Livermore schools to use bus system to measure impact.	

<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>
Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> Relocate Rapid shelters Implement Pass Marketing campaign on campus Review analytics and create long-term purchase plan from college 	MKT MGR	Projects/ Services	Aug 2016 Aug 2016 Ongoing Jan 2017	→ Installed shelters and implemented Easy Pass. Goal is to increase ridership 100% or get to 500 rides a day and seek long-term funding for the pass. Have reached goal. Continuing marketing and have continued Easy Pass through next academic year. Students to vote on pass early in Spring of next academic year.	X X X X
Charter School Easy Pass Program	<ul style="list-style-type: none"> High School Relocation Implementation of Pass Promotion by HS Review analytics and create long term funding plan 	MKT MGR	Projects/ Services	Sept 2016 Oct 2016 Ongoing Mar 2017	→ High School recently moved to new location on 30R. Easy Pass implemented. Monitoring usage and the potential of school to continue the pass on a long term basis. Staff has tried to meet with the school. Appears there is little interest in continuing the pass into the next academic year.	X X
Plan For TOD Project at Livermore Transit Center	<ul style="list-style-type: none"> Tour of TC area by Projects and Services Committee Apply for planning grant jointly with City 	PM	Projects/ Services		→Project on hold due to work loads.	
Historic Train Depot Relocation at Livermore Transit Center	<ul style="list-style-type: none"> City Award of Project Demo of TC Customers Service Buildings Finish Relocation/Renovation 	PM	Projects/ Services	Jan 2017 <u>Jun 2017</u> Feb 2018	→ FTA clearance given to demo current building. Amendment #1 to be considered by the Board in January. Bids received by City. City Council awarded contract. Anticipate temporary facility being installed in 8-10 weeks.	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Rehab of Shade Structure and Replacement of Furniture at Livermore Transit Center. Rehab of Custom Shelter adjacent to Livermore TC next to Parking Garage.	<ul style="list-style-type: none"> Obtain a cost estimate for painting the shade structure and customer shelter Obtain cost estimate for replacement of furniture Bid Project Project Completion 	PM	Projects/ Services	Apr 2017 Apr 2017 Sept 2017 Jan 2018	→In project planning stages.	

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

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Altamont Regional Rail Working Group	<ul style="list-style-type: none"> Hire Executive Consultant Strategic planning by Working Group 	ED	Projects/ Services	Dec 2016 Feb 2017	→ Executive on board with Working Group. Discussion on options ongoing. <u>AB 758 language developed. Legislation to be heard by Assembly Transportation Committee on April 24th.</u>	X X
2017 Legislative Plan	<ul style="list-style-type: none"> Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation. 	Exec Dir	Finance/ Admin	Feb 2017 Feb 2017	→ Research being done on emerging priorities at local, state and federal level. 2017 Legislative Plan approved by board in February. Staff monitoring legislation to choose optimal time for correspondence of support.	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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State Legislation to Approve SAV Project in Dublin	<ul style="list-style-type: none"> Introduce SAV legislation 	Exec Dir	Finance/ Admin	Feb 2017	→ Entering into discussions with CCTA lobbyist. Legislation to allow testing of SAVs supported by MTC. <u>AB1444 approved by Assembly Transportation Committee on Apr 17th. Next committee to consider is Communication and Conveyance on Apr 26th.</u>	
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Goal: Organizational Effectiveness

Strategies (those highlighted in bold indicate highest Board priority)

- Promote system wide continuous quality improvement initiatives
- Continue to expand the partnership with contract staff to strengthen teamwork and morale and enhance the quality of service
- Establish performance based metrics with action plans for improvement; monitor, improve, and report on-time performance and productivity**
- HR development with focus on employee quality of life and strengthening of technical resources
- Enhance and improve organizational structures, processes and procedures to increase system effectiveness
- 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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Performance Metrics Improvement	<ul style="list-style-type: none"> Staff setting up aggressive monitoring of key performance metrics: on-time performance, accidents and customer service. 	DP	Projects/ Services	Ongoing	→ Daily and weekly meeting to discuss key metrics at staff level. Baseline for key areas of routes established.	
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MTM Contract Oversight	<ul style="list-style-type: none"> Staff reviewing monthly statistics to ensure accuracy Staff working with contractor on seven focus areas to ensure only those using service are those eligible 	PD	Projects/ Services	Ongoing Ongoing	→ Contractor has recently purchased Trapeze software. Statistics appear to be accurate. Staff monitoring. Eligibility interviews being conducted. Paratransit assessment being procured.	
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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>
MV Contract Oversight	<ul style="list-style-type: none"> • Create and Implement Monitoring Plan of Contract • Provide updates to Board on key trends 	AS	Projects/ Services	Oct 2016 Ongoing	→ Staff has begun meeting with MV weekly to monitor multiple elements of the contract. Staff anticipating a discussion with Board on route/contractor performance in April.	X
<p>Goal: Financial Management</p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> 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>
FY16 Comprehensive Annual Financial Report	<ul style="list-style-type: none"> • Complete financial audit and all required reporting to Board, local, regional and state agencies. 	DA	Finance/ Admin	Dec 2016	→ Audit completed in Sept 2016. Final presentations to Board in Nov 2016.	X
Other:						
Transit Center Concrete Project In Bus Driving Isle	<ul style="list-style-type: none"> • Perform demo of asphalt and construction of concrete in driving isle. 	PM	Projects/ Services	Jun 2017	→ Utilizing City concrete contract. Asphalt to be removed and construction completed in May/Jun of 2017. This project to tie in closely with Historic Depot Relocation project.	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Administrative Offices Asphalt and ADA Project	<ul style="list-style-type: none"> Award Contract Finish Improvements 	PM	Projects/ Services	Mar 2017 May 2017	→ Contractor selected by Board in March. Project on track to be completed in May.	X
SAV Project	<ul style="list-style-type: none"> Acquire funding to begin project Submit legislation to test SAVs. Purchase SAVs for testing. 	PD	Projects/ Services	Oct 2016 Dec 2017 Feb 2018	→ AQMD awarded LAVTA \$1 million over 3 years in funding in exchange for advertising. Governor signed legislation that will allow Bishop Ranch testing of SAVs. Staff is meeting with Dublin City staff and attending regular consortium meetings. LAVTA Board received a presentation on this project and next steps at Feb meeting. <u>AB1444 approved by Assembly Transportation Committee on Apr 17th. Next committee to consider is Communication and Conveyance on Apr 26th. Staff reviewing draft MOU with CCTA.</u>	X X
Replace Steam Bay Lift	<ul style="list-style-type: none"> Quotes/Award of Project Complete install 	DA	Projects/ Services	Nov 2016 May 2017	→ The bus lift in the steam room used to clean engines and undercarriage of buses recently failed. It is past its useful life and staff is evaluating budget to replace. Board awarded purchase of lift in January. Cement work completed. Awaiting delivery of lift. Expected delivery/install in <u>May</u> .	X
2017 Gillig Bus Purchase (20 buses)	<ul style="list-style-type: none"> Award contract for bus purchase Delivery of buses 	DA	Projects/ Services	Sept 2016 May 2017	→ Board approved contract with Gillig for future bus purchases. Delivery date in May & August from new Gillig factory.	X

AGENDA

ITEM 7



LAVTA COMMITTEE ITEMS - April 2017 - August 2017

Projects & Services Committee

April	Action	Info
Minutes	X	
Final Fall 2017 Service Changes	X	

May	Action	Info
Minutes	X	
Quarterly Operations		X
Draft Fare Study Recommendations	X	
Tri-Valley Park-and-Ride Study		X
Draft Long Range Transit Plan		X
WAAC Appointments	X	

June	Action	Info
Minutes	X	
Final Fare Study Recommendations	X	
Marketing Work Plan	X	
Final Long Range Transit Plan	X	
Customer Satisfaction Survey	X	

July	Action	Info
Minutes	X	
*Typically July committee meetings are cancelled		

August	Action	Info
Minutes	X	
Quarterly Operations Report		X