

**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, June 26, 2017

**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 May 22, 2017 Meeting of the P&S Committee.**

**Recommendation:** Approval

**5. Complaint about Regional Paratransit Service**

**Recommendation:** None –Information Only

**6. FY 2018 Marketing Plan**

**Recommendation:** The Projects and Services Committee recommends approval of the FY2018 Wheels Marketing Plan.

**7. Fixed Route Passenger Satisfaction Survey 2017**

**Recommendation:** None –Information Only

**8. Tri-Valley Park and Ride Study**

**Recommendation:** None –Information Only

**9. Management Action Plan**

**Recommendation:** None – information only

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

**11. Matters Initiated by Committee Members**

**12. Next Meeting Date is Scheduled for: July 24, 2017**

**13. 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

6/22/17

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](mailto:frontdesk@lavta.org)*

## **AGENDA**

### **ITEM 4**

**MINUTES OF THE MAY 22, 2017**  
**LAVTA PROJECT AND SERVICES COMMITTEE MEETING**

**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  
David Haubert, Mayor, City of Dublin

**Members Absent**

Steven Spedowski, Vice Mayor, City of Livermore

After the welcome, roll call and introductions Agenda Item 11 was moved up on the agenda, due to not having a quorum.

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

**3. Meeting Open to Public**

David Haubert, Mayor from City of Dublin, arrived during the Meeting Open to Public.

Robert S. Allen

Robert Allen addressed the Project and Services Committee regarding his request for a freeway express bus between the Airway Park-N-Ride (at the planned future BART Isabel station) and the existing Dublin/Pleasanton station. Mr. Allen stated that the copy of the county Tri-Valley Park and Ride study report he had seen contained major errors. The most glaring are Figures 2 (Page 10) and 11 (Page 25), where the overlay screen showing transit is wrongly overlaid on the base map. He pointed out other major errors and hopes that when the study is finalized LAVTA will be ready to run the express bus.

Supervisor Scott Haggerty thanked Mr. Allen for all of his great ideas and service.

Lisa Rosare

Lisa Rosare addressed the Project and Services Committee regarding item 5 on the agenda. Dean (her son) and Rob (a friend's son) attend STRIDES in Castro Valley and started in December. Ms. Rosare stated that they were very excited that both Dean and Rob were able to attend STRIDES, due to few options for Adult Day Programs. The Regional Center provided the transportation to/from STRIDES via a contract with A-Para Transit. The children have difficulties making transfers safely and like consistency, and since December, they never arrive on time to STRIDES utilizing the service provided through A-Para Transit. Ms. Rosare stated that A-

Para Transit dropped them without notice and the kids missed at least a week of school. The contract has switched to DeSoto Access for transporting 12 kids to the Day Program, but there is no room for an additional person on the current van. Ms. Rosare is requesting LAVTA to step-up and provide service from Livermore to Castro Valley. Ms. Rosare noted that they did utilize Dial-A-Ride, but the transfer did not work for them.

#### **4. Minutes of the April 24, 2017 Meeting of the P&S Committee.**

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

#### **5. Complaint about Regional Paratransit Service**

Staff provided information on a complaint about regional paratransit service to the Project and Services (P&S) Committee. Staff said the complaint received related to the Regional Center of the East Bay's contracted transportation service to a day program in Castro Valley, and discussed complications LAVTA providing service to that area. The estimated cost to transport the students to the day program is at least \$150,000, but certainly it would open up the service area to other trips and greater expense.

Councilmember Karla Brown thanked LAVTA for bringing this to the P&S Committee for discussion. Councilmember Brown noted that there are promises by these organizations to provide transportation service, but then have difficulty with their budget and that makes them pull back on reliable service or their ability to provide transportation. Councilmember Karla Brown acknowledged that this makes clients then search for transportation from other agencies. Councilmember Karla Brown asked who permits/regulates these organizations and can LAVTA have leverage with the organization that provides approval for them to do business.

Supervisor Haggerty commented that there are many layers of involvement of agencies (Pleasanton Paratransit, LAVTA, AC Transit, BART, ACTC, and RCEB) in paratransit service. Supervisor Scott Haggerty questioned why LAVTA is being brought into this issue, since it is not our service area. Supervisor Haggerty stated that maybe LAVTA should consider servicing Castro Valley, using funding from ACTC.

Supervisor Haggerty asked staff is to approach ACTC to see if they will fund this new service area. Supervisor Scott Haggerty specifically stated requesting \$150,000 dollars a year from ACTC to fund paratransit service in Castro Valley. Supervisor Haggerty would like staff to give an update at the next P&S Committee or the June Board meeting of the outcome after speaking to ACTC. Supervisor Scott Haggerty also directed staff to speak to RCEB to see if LAVTA can pull something together with them.

## **6. Rebranding Project Update**

Staff provided an update on the rebranding project to the P&S Committee. The bus wrap received favorable reviews at the last P&S Committee meeting and the logo needed revisions. The new logo incorporated suggestions given at the P&S Committee meeting in April. The new logo color was changed from red to blue, incorporated silver into the design, and the slant of the “W” was changed.

Supervisor Haggerty stated that both sides of the bus should have the logo and the word Wheels leaning backwards.

Councilmember Karla Brown noted that the Wheels font is different than the Rapid font and would like them to be the same. Councilmember Karla Brown also pointed out that the location of the wording is different and would like it to be in the same location. Staff responded stating that Gillig provided the wrap design and that the Wheels font can be changed to look the same as the Rapid font at no charge to us. Staff also explained that the location of the wording can be moved to look the same as well.

The P&S Committee requested that an American flag also be located on the bus somewhere. The Committee also would like “Proudly Built in the Tri-Valley” to be located at the box at the top of the bus, but only printed on the new buses.

The Projects and Services Committee reviewed the proposed new logo and vehicle design concepts for Wheels bus service and forwards a recommendation to the Board of Directors to adopt these designs. Should the Board of Directors desire additional major revisions to the logo, staff would recommend that the Board approve the vehicle design so that work can begin on procurement and installation of the design, with the final logo approval to be done at a later date.

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

## **7. Status of Exterior Advertising Contract**

Staff provided information on the status of exterior advertising contract to the P&S Committee. In April LAVTA received one bid from Lamar Transit Advertising for LAVTA’s Exterior Advertising RFP. After looking at the financial component of the proposal LAVTA determined that it was not in LAVTA’s best interest to accept the single proposal. A revised RFP was issued on May 9, 2017 and proposals are due on Tuesday, May 30, 2017. Staff will make a recommendation to the LAVTA Board at the June 5<sup>th</sup> meeting.

Supervisor Scott Haggerty asked how much money per year LAVTA makes from exterior advertising. Staff responded stating that last year it was about \$175,000 and it appears that this year will be the same.

Supervisor Scott Haggerty asked if LAVTA still has a policy in place that all exterior advertising funds goes to the marketing department. Staff responded that the agency has historically an amount equivalent and much more into the marketing budget that is being generated by the exterior bus advertising revenues.

This was informational only.

## **8. Fare Policy Discussion**

Staff provided a PowerPoint with information on fare policy to the P&S Committee. As part of the Comprehensive Operational Analysis (COA) there was an optional task to look at LAVTA's fares. The fare study report includes an analysis of agency trends, a snapshot of the current fare breakdown, an examination of potential fare policy adjustments and associated ridership/revenue impacts, and a package of recommendations. Included in the review was a comparison to other Bay Area transit properties of similar size and operating condition. The following potential fare modifications have been included as part of the fare study:

- 1.) Eliminate Transfers and Replace with a Day Pass
- 2.) Eliminate Farebusters and Replace with a Day Pass
- 3.) Monthly Pass price increase - senior/disabled
- 4.) Implement Youth Fare (\$1)
- 5.) Modify the Regional Express Fare
- 6.) Modify Transfer Policy (to one transfer every 2 hours)
- 7.) Demand Response: Increase Paratransit Fare to \$4

Staff discussed each of the potential changes, and the benefits and drawbacks of a fare increase (or decrease) at this time. Staff proposed holding off on an increase to the paratransit fare so that it can be evaluated as a part of the comprehensive paratransit study. For discussion purposes, staff proposed the following potential fare changes for discussion:

- 1.) Increase in the Senior/Disabled Monthly Pass from \$18 to \$20 or \$25
- 2.) Implementing a two-phased modification in the transfer policy: The first phase would include a shift to a one-transfer per two hour policy; the second phase would be to eliminate transfers and implement a cash day pass at \$4.00 when the fareboxes are upgraded.
- 3.) Increasing the Farebuster price to \$1.80.
- 4.) Increasing the express fare on Route 70X to \$2.25 or \$2.50.

The potential next steps:

- 1.) Do nothing: Wait to see the full 18+ month implementation of COA and allow ridership to mature
- 2.) Direct staff to come back with an action-item at a later time, or as soon as June
- 3.) Take action now, but for a later or phased implementation

Councilmember Brown stated that increasing Route 70x fare makes a lot of sense,

due to length of trip and the route being outside LAVTA's service area. Councilmember Karla Brown pointed out that Hacienda Business Park rides on Route 70x for a flat rate, and wondered how an additional fare would be collected. Staff responded stating that LAVTA would have a fare differential for the Hacienda Business Park riders that that would have to pay in cash. Councilmember Brown also asked if the contracted employer fares, for example at Hacienda Business Park, were included in the fare study that was conducted. Staff responded that they did not get into depth on the ECO pass pricing, but it is outdated and needs updating.

Councilmember Brown stated that being in line with Clipper Card charges make a lot of sense.

Mayor Haubert does not want to nickel and dime passengers.

Supervisor Haggerty usually likes to see smaller incremental changes, but would like to know how many people are using Clipper Cards on our bus system. Staff responded that 10% use Clipper Cards on our buses and this may be due to low income and patrons that are resistant to change. Staff also explained that it is also still cheaper to purchase paper tickets to travel on LAVTA's buses. Supervisor Haggerty would like LAVTA to speak to MTC to discuss incentives to move people to Clipper Cards on our bus system. Supervisor Haggerty also asked if LAVTA has considered a low income pass. Staff stated that LAVTA has not considered a low income pass, but MTC is currently studying the "Means-Based Fare Study" to research low income passes. Supervisor Haggerty would like LAVTA to speak to MTC regarding the Tri-Valley low-income population and starting a low income pass on Clipper Cards for these specific riders.

The P&S Committee Meeting would like to revisit the Fare Policy in six months and currently not make any changes.

This was informational only.

## **9. FY 2017 3rd Quarter Report – Operations**

Staff provided information on the 3<sup>rd</sup> Quarter FY2017 (January – March) Operation statistics. Discussed was the fixed route, paratransit, and operational performance metrics. LAVTA had an 8.2% decrease of ridership in the third quarter. Ridership trends at the individual route level were mixed, but also mostly followed the overall downward trend of the quarter. On-time performance increased slightly to 82.3%. Paratransit decreased by 8% for passengers and decreased 12% for number of trips, but On-Time Performance increased to 98%. LAVTA's fixed route contractor recorded two accidents in the 3<sup>rd</sup> quarter, one was determined to be preventable and one deemed non-preventable. No accidents resulted in major damage, and both resulted in minor or no damage to the vehicles. None of the fixed route accidents resulted in bodily injury. In the 3<sup>rd</sup> quarter there was one paratransit accident/incidents. Complaints were increased in the 3<sup>rd</sup> quarter. The top valid complaints for fixed route are in the areas of "late" (8 complaints), "early" (13 complaints), and "bypass" (9 complaints). Paratransit valid complaints decreased from this quarter last year.



This was informational only.

**10. Management Action Plan**

Executive Director Michael Tree provided the Management Action Plan to the Projects and Services Committee for review. Executive Director Michael Tree noted that the Historic Depot relocation is underway and after July 4<sup>th</sup> the relocation will occur. The Historic Depot move will cause some minor delays in service and LAVTA is keeping the public informed. Executive Director Michael Tree also stated that the 10% ridership increase that was set as the upper end goal for ridership within 18 months of the bus redesign implementation would be a challenge, and that the agency will likely not reach the goal. Staff is looking into where LAVTA is falling short on gaining the ridership increase and recognizes that there is a lot going on at the agency (Working Group, shared autonomous vehicle project, Go Dublin, rebranding, etc.). Executive Director Michael Tree is looking at possibly a 4-5% increase in ridership at the end of 18 months after the COA was implemented.

Supervisor Scott Haggerty stated that he feels that LAVTA staff is doing fine. He mentioned that LAVTA staff took on many tasks, we are getting a lot accomplished and are going in the right direction. Councilmember Karla Brown agreed that LAVTA is on the right track with generating ridership.

This was informational only.

**12. Matters Initiated by Committee Members**

None.

**13. Next Meeting Date is Scheduled for: June 26, 2017**

**14. Adjourn**

Meeting adjourned at 5:20pm.

## **AGENDA**

### **ITEM 5**

## STAFF REPORT

SUBJECT: Complaint about Regional Paratransit Service

FROM: Christy Wegener, Director of Planning and Operations

DATE: June 26, 2017

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### Action Requested

None – Information only

### Background

On April 9<sup>th</sup>, staff received a complaint about transportation service between Livermore and Castro Valley, a service provided by the Regional Center of the East Bay (RCEB). At the request of Vice Chair Karla Brown, staff presented an information item about the complaint to the Projects and Services Committee at their May 22<sup>nd</sup> meeting. At that meeting, the Committee requested that staff follow-up on several items and bring an update back to the Committee.

### Discussion

Attachment 1 includes the staff report that went to the Committee on May 22<sup>nd</sup>, detailing the complaint received about the quality of the Regional Center of the East Bay's (RBEB) transportation service to STRIDES in Castro Valley (CV). The complaints about the service include unreliable maintenance, unsafe vehicles, late arriving drivers, late drop offs, poor customer service, poor communication, lengthy travel times on the vehicle, overcrowded vehicles, and discourteous drivers. After additional research, staff has learned the following information about the RCEB – the Regional Center of the East Bay is a not-for-profit agency that has a contract with the State Department of Developmental Services. Per an excerpt taken from a 2006 Financial Audit: *"The Department of Developmental Services (DDS) is responsible, under the Lanterman Developmental Disabilities Services Act (Lanterman Act), for ensuring that persons with developmental disabilities (DD) receive the services and supports they need to lead more independent, productive, and normal lives. To ensure that these services and supports are available, DDS contracts with 21 private, nonprofit community agencies/corporations that provide fixed points of contact in the community for serving eligible individuals with DD and their families in California. These fixed points of contact are referred to as regional centers. The regional centers are responsible under State law to help ensure that such persons receive access to the programs and services that are best suited to them throughout their lifetime."*

The Regional Center of the East Bay contracts with private transportation companies to provide services to/from certain programs. Earlier in the year, the contract for service to STRIDES was

held by A-Paratransit. In spring 2017, the contract changed hands to De Soto Access, who currently provides the service. Complaints about De Soto Access include crowded vehicles, poor customer service, and on-time performance issues.

Staff has looked at the implications of opening up the paratransit service area to Castro Valley to allow for one-seat rides via LAVTA's Dial-A-Ride service. When preparing the May 22<sup>nd</sup> Projects and Services Committee Staff Report, LAVTA staff used the existing FY16 contractual cost per trip (~\$30) to estimate the cost of service for 10 passengers. After speaking with LAVTA's paratransit contractor MTM, the per trip rate to/from Castro Valley would need to be negotiated as it is outside of the service area used to prepare their rates for the Paratransit Contract. MTM staff anticipate the rate could be as high as \$80 per trip. Just for transportation to/from STRIDES, the revised cost estimate is at least \$380,000 per year. After speaking with East Bay Paratransit and BART Staff, who currently provide this service between CV and the Tri-Valley BART Stations, the number of new daily trips absorbed by LAVTA could be 60, resulting in an annual cost of over \$1,000,000.

Staff contacted the Alameda County Transportation Commission (ACTC) to inquire about potential funding opportunities. Per ACTC staff, the Regional Center would be eligible to apply for discretionary funds and the next opportunity would be in 2018.

### **Recommendation**

None –Information Only

Attachment:

1. May 22, 2017 Projects and Services Committee Staff Report

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

STAFF REPORT

SUBJECT: Complaint about Regional Paratransit Service

FROM: Christy Wegener, Director of Planning and Operations

DATE: May 22, 2017

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**Action Requested**

None – Information only

**Background**

At the April 24<sup>th</sup> Projects and Services Committee meeting, Vice Chair Karla Brown requested that staff bring back a report on a complaint received about paratransit service to a location in Castro Valley.

**Discussion**

On April 9<sup>th</sup>, LAVTA received a complaint (Attachment 1) from a Livermore resident about contracted transportation service to STRIDES in Castro Valley. The complaint was not about LAVTA-contracted service, but was a request to look at our paratransit service area in order to potentially expand to Castro Valley. The complaint was related to contracted service provided by the Regional Center of the East Bay.

As the public transportation provider, LAVTA is responsible for providing complementary paratransit service within  $\frac{3}{4}$  mile of its fixed route network to persons who are ADA eligible. The LAVTA service area for paratransit is very generous and extends well beyond the fixed route network (Attachment 2). However, there are no fixed routes extending to the west of the City of Dublin.

As the Committee will recall, in mid-2015, staff presented a report highlighting the dramatic increase in paratransit trips experienced in FY2015. The staff report outlining the increase in trips is included as Attachment 3. The analysis done as a part of this staff report pointed to adult day programs as a major causal factor to the increase in LAVTA Dial-A-Ride Trips. Many of these day programs have transportation provided by (via contract) or subsidized by the Regional Center of the East Bay (RCEB).

From the Regional Center website: *Regional Centers are nonprofit private corporations that contract with the Department of Developmental Services to provide or coordinate services and supports for individuals with developmental disabilities. They have offices throughout*

*California to provide a local resource to help find and access the many services available to individuals and their families.*

Staff met with RCEB in March 2016 to discuss concerns about the dramatic increase in trips and to understand more about their services. During the meeting, LAVTA staff learned that the RCEB has funding sources that had not seen increases in years, but that they were expecting a funding increase in FY2017. LAVTA also learned that the RCEB funding follows the individual, and that individuals have a choice about what programs and services to use, based on their individual need. For example, a person may choose to attend a day program that promotes independence. This program may not come with contracted transportation services and RCEB will subsidize fares for public transit and/or Dial-A-Ride. In this instance, no additional funds for transportation are received by LAVTA from RCEB. Conversely, there are programs for higher-needs individuals where contracted transportation service is provided by the RCEB. Based on feedback from industry peers, the perception is that due to stagnant funding, the rates RCEB can pay for contracted transportation services have remained low and uncompetitive to high quality transportation firms.

Staff forwarded the complaint to several RCEB staff members immediately after it was received, but LAVTA staff has not yet received an official response. Very recently, LAVTA and MTM have seen another increase in paratransit trips to adult day programs within the Tri-Valley due to unreliable or non-existent transportation service. For example, the ARC Center relocated from a facility on Rutan Drive in Livermore to a new location on Sierra Court in Dublin in early 2017. After the move, consumers who used to utilize the RCEB transportation to the old facility began to call in requesting Wheels Dial-A-Ride transportation to the new location, as RCEB contracted service was no longer provided, or was unreliable. This came at a great surprise to LAVTA. RCEB staff have been invited to attend the May 22<sup>nd</sup> Projects and Services Committee meeting.

Extending the LAVTA paratransit service area to cover the STRIDES Day Program in Castro Valley could come at a significant cost (at least 10 people per day taking a round trip, 5 days/week) of about \$12,000 per month or \$144,000 per year at the current contracted rate of ~\$30 per trip (net of the \$3.50 passenger fare). Additionally, opening up the service area to Castro Valley could induce more ridership and require more vehicles be added to the service so that there are no trip denials. Without any other changes to the paratransit service, it would most likely mean increased subsidy from the fixed route system to cover increased paratransit costs.

LAVTA paratransit trips are still very high and staff has been actively engaged in a series of demand management activities for over a year (Attachment 4). Most importantly, LAVTA has recently launched the comprehensive paratransit study in partnership with the City of Pleasanton. The study will include rider and stakeholder feedback, an analysis of existing conditions, modeling of potential future ridership, identification of gaps/areas for improvement, and the development alternative strategies to manage current and future demand. While the study does not specifically have a regional scope, it is a necessary first step to identifying a solution and making other regional partners aware of the issues. Staff intends to contact RCEB to participate in the study as a stakeholder.

**Next Steps**

LAVTA will engage with Regional Center staff as a part of the Tri-Valley Comprehensive Paratransit Assessment.

**Recommendation**

None –Information Only

**Attachment:**

1. Email Complaint from 4/9/17
2. LAVTA Paratransit Service Area Map
3. Staff Report June 2015
4. Staff Report January 2016

**Christy Wegener**

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**From:** Christy Wegener  
**Sent:** Monday, April 10, 2017 8:08 AM  
**To:** [REDACTED]  
**Cc:** [REDACTED]; 'Priscilla Gomez'; 'Herb Hastings'; Juana Lopez; Kadri Kulm  
**Subject:** FW: Question for you  
**Attachments:** Wheels Dial A Ride Service Map.pdf

Hello:

Juana Lopez forwarded me your email. I oversee the paratransit/Dial-A-Ride service at Wheels. I have forwarded your complaint to my contacts at the Regional Center, and have CC'd them on this email.

Regarding expanding our Dial-A-Ride service to Castro Valley: Unfortunately, our ADA paratransit service is limited to areas that our fixed-route bus service operates. In lieu of the Regional Center service, your child could take Wheels Dial-A-Ride to the Dublin/Pleasanton BART Station and transfer to East Bay Paratransit - but the transfer and combined time on two vehicles may not be appealing.

We understand the transportation needs of Tri-Valley families extends well beyond our service area boundaries. We recently launched a Tri-Valley paratransit assessment study with the goal of identifying gaps in services and areas to focus resources: this is, undoubtedly, an area that needs attention. I can reach out to you when the public outreach begins for the study - just let me know.

Sincerely,  
Christy

Christy Wegener  
 Director of Planning and Operations  
 Livermore Amador Valley Transit Authority [cwegener@lavta.org](mailto:cwegener@lavta.org)  
 Office: 925-455-7560  
 Fax: 925-443-1375

-----Original Message-----

**From:** Juana Lopez [<mailto:jalopez@mtm-inc.net>]  
**Sent:** Sunday, April 09, 2017 9:18 PM  
**To:** Christy Wegener <[cwegener@lavta.org](mailto:cwegener@lavta.org)>; Kadri Kulm <[kkulm@lavta.org](mailto:kkulm@lavta.org)>  
**Subject:** Fwd: Question for you

---  
 Sent from Boxer | <http://getboxer.com><<http://bxr.io/PBI3C>>

----- Forwarded message -----

**From:** [REDACTED]  
**Date:** April 9, 2017 at 6:46:35 PM PDT  
**Subject:** Question for you  
**To:** [jalopez@mtm-inc.net](mailto:jalopez@mtm-inc.net)



Hi Juana - I hope you are well. Thanks again for your dedicated customer service and sincere interest in providing a wonderful transportation for Robby. His new program, Strides in Castro Valley, is wonderful. He loves it and we're grateful that he was able to get in after three years on the waiting list.

What's not working, however, is transportation. A Para Transit appears to have both stability and service issues. They have been late (more than one hour) on numerous occasions. Last Tuesday, he arrived at school at 10 a.m. He is supposed to be there before 8:30 a.m.

In addition to constantly being late, they have substantial equipment issues (last week their bus broke down on Interstate 580). There is significant employee turnover and terrible customer service. And finally, as icing on the case, the owner was just convicted of tax fraud. See article below...

<http://www.eastbaytimes.com/2017/03/24/feds-say-dublin-man-east-bay-paratransit-company-owner-hid-millions-from-irs/>

And apparently these issues are not all that unique. See below...

<http://www.eastbaytimes.com/2016/02/10/disabled-adults-bus-service-off-to-a-rough-start-in-alameda-county/>

I am one of many parents in Livermore very concerned about this. We all have our children attending Strides -- yet the only alternative for busing (according to Regional Center) seems to be to use county transportation and "transfer" again at BART.

This is why I am writing you.

The attached service map for LAVTA/Wheels Dial A Ride seems to suggest that there are 'exceptions' made to the service center to take individuals to the San Ramon Medical Center (and crossing into Contra Costa County). While I can't tell the exact location of where the service area ends on 580, it appears to be somewhat close to Rowell Ranch and the end of the Dublin City limits. As you can see by the map attached, there is just a slight differential in miles (7 miles from Rowell Ranch to Strides at the Castro Valley Adult School) and 4.4 miles from Alcosta Blvd to the San Ramon Medical Center. I am wondering if there are other exceptions I am unaware of?

I am planning to approach the board of directors of LAVTA to see if an exception can be made for our kids. If Wheels is able to go to San Ramon Medical Center, can a single bus pick up approximately 3-4 individuals in Livermore and take them all the way to Strides? Regional Center of the East Bay would be able to pay for assistance to do this - and in addition, I believe ALL parents would be very willing to provide financial assistance to assure peace of mind.

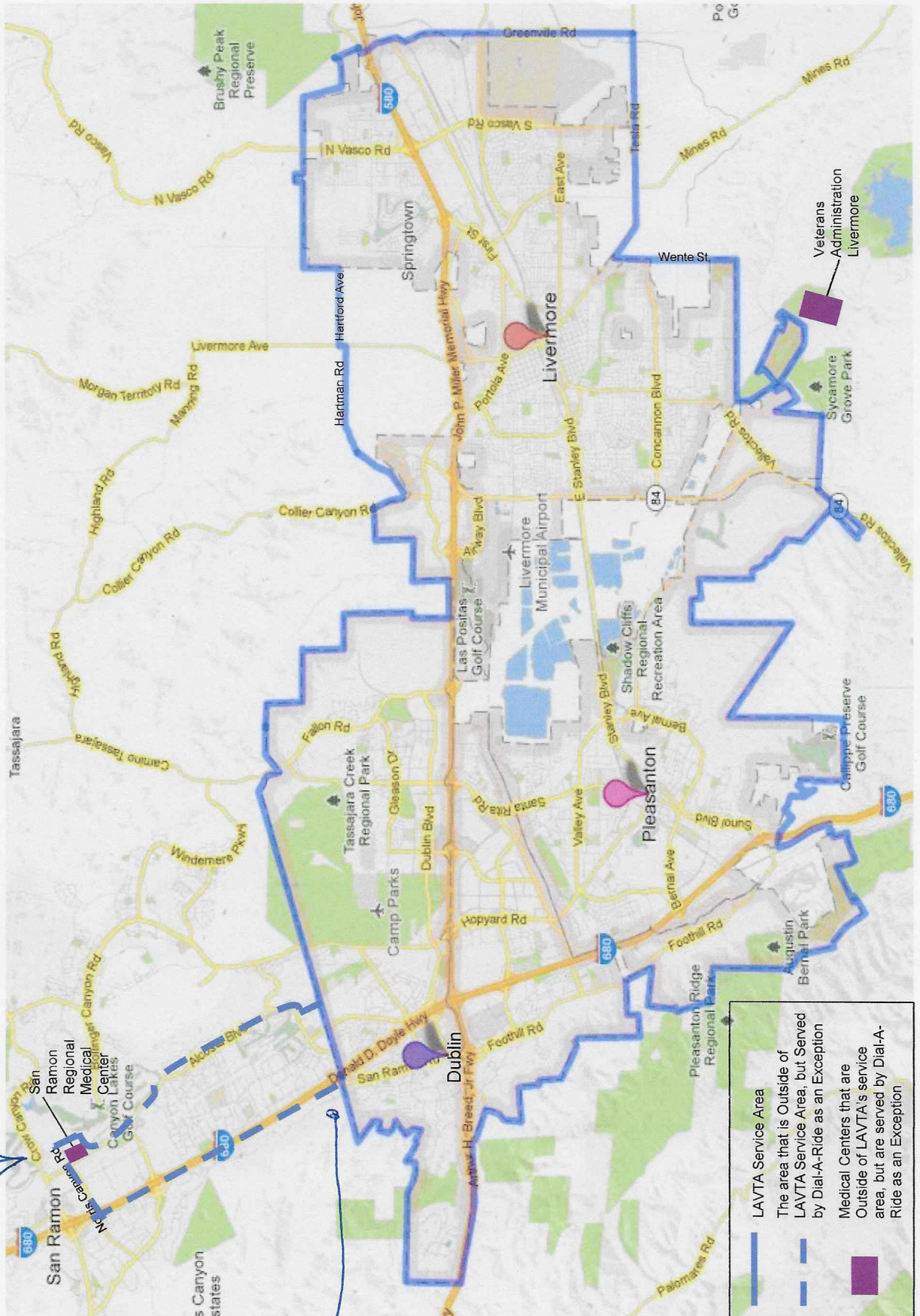
As you know, our kids are not always able to tell us what happens. But there is no justification for them to be subject to these ongoing issues on a daily basis. They are simply trying to go to school and thrive. Spending 2-4 hours a day on the bus doesn't provide the quality of life they deserve.

Thanks for any info you can provide.

~~\_\_\_\_\_~~

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# Attachment A: LAVTA Service Area



HHHS

7 miles to studies from Rowell Ranch

## LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

## STAFF REPORT

SUBJECT: ADA Paratransit Ridership Increase Analysis

FROM: Kadri Klm, Paratransit Planner

DATE: June 22, 2015

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**Action Requested**

Information only.

**Background**

Over the last few months there has been a noticeable increase in LAVTA's ADA paratransit (Dial-A-Ride) ridership when comparing it to the same months the year prior. Staff has been evaluating this phenomenon in more detail.

**Discussion**

Staff compared the 11-month period of July 1, 2014 to May 31, 2015, to the same months the fiscal year prior for the number of total one way trips provided as well as the number of total passengers served (see attached chart). Of particular note is the increase in number of passengers between January and May of 2015, which averages more than a 17% increase each month as compared to the same months in the previous year.

Looking further into the ridership increases during these five months, a staff analysis revealed that the destination with the most significant ridership increase was from the "Go Group Program" of Futures Explored, Inc. in Livermore, which is a day program for the developmentally disabled. The total number of rides to this program from January to May 2015 was 1,232 compared to the 514 trips that were provided from January to May, 2014, which represents a 140% increase in rides.

Staff learned through a site visit that program administrators of the Go Group Program were previously providing rides to clients. However, due to a reduction in funding, where now encouraging clients to ride the Wheels ADA paratransit system. Staff will continue meeting with Futures Explored, Inc. to find the most efficient way to transport its clients.

Additionally, staff noted that a significant ridership increase (24.6%) was from Livermore's DaVita dialysis center. Staff is currently reaching out to DaVita to better understand the increases, but notes that other ADA paratransit providers in the region are experiencing similar increases from this company.

**Recommendation**

Information only.

**Attachments**

1. Chart comparing Trips and Ridership

Attachment #1

Comparison of Trips and Ridership on Wheels Paratransit Service  
July 2014 through May 2015

	<b># of Trips FY 2015</b>	<b># of Trips FY 2014</b>	<b>% Change from Last Year</b>	<b># of Total PAX in FY2015</b>	<b># of Total PAX in FY2014</b>	<b>% Change from Last Year</b>
<b>July</b>	3,759	3,599	4.45%	4,767	3,893	22.45%
<b>August</b>	3,472	3,740	-7.17%	4,284	4,047	5.86%
<b>September</b>	3,532	3,539	-0.20%	4,207	3,851	9.24%
<b>October</b>	4,064	3,966	2.47%	4,744	4,284	10.74%
<b>November</b>	3,175	3,411	-6.92%	3,670	3,707	-1.00%
<b>December</b>	3,436	3,473	-1.07%	4,041	3,762	7.42%
<b>January</b>	3,838	3,503	9.56%	4,517	3,789	19.21%
<b>February</b>	3,890	3,569	8.99%	4,674	3,885	20.31%
<b>March</b>	4,279	3,874	10.45%	5,179	4,178	23.96%
<b>April</b>	4,401	4,063	8.32%	5,179	4,401	17.68%
<b>May</b>	4,259	3,525	20.82%	4,978	4,193	18.72%
<b>TOTAL:</b>	<b>42,105</b>	<b>40,262</b>	<b>4.58%</b>	<b>50,240</b>	<b>43,990</b>	<b>14.21%</b>

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

STAFF REPORT

**SUBJECT:** Paratransit Discussion

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

**DATE:** January 25, 2016

**Action**

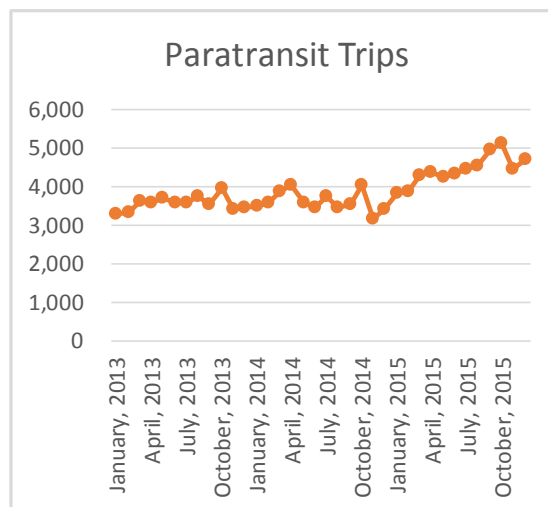
None-Informational Only

**Background**

As the Committee is aware, paratransit trips (door-to-door service for those who can't access the fixed route system) have been increasing at an alarming rate over the past 12 months, with ridership increasing 30% in 2015. With our paratransit contractor being paid on a per trip basis the current rate of growth is not sustainable.

**Discussion**

For several years prior to 2015 the number of paratransit trips was for the most part stable. However, over the past year there have been several notable trends driving up ridership:



The first trend is with social service agencies that work with the developmentally disabled. Within these programs has been an emphasis to improve the integration of clients into the mainstream of the community. One of the ways they have accomplished this has been to reduce their specialized transportation program in favor of pushing clients to LAVTA for their transportation needs. The Go Group (Futures Explored), for example, increased the number of LAVTA paratransit rides to and from their location by 157% from fourth quarter 2014 to 2015; Keystone Learning Center increased their trips by 206% between the same two quarters. Annualized, the total cost of trips provided to and from these two locations is over \$200,000. The Go Group and other social service agencies thus far have not been willing to compensate the transit agency more than the regular fare charged to clients.

The second trend is with dialysis treatment centers. With dialysis treatment on the rise the number of paratransit trips is also increasing. Comparing the fourth quarters of 2014 and 2015, Pleasanton Dialysis increased their trips by 108%, and Livermore Dialysis by 88%.

#### How to Stabilize Paratransit Trips and Budget

LAVTA's policies regarding paratransit services are solid and closely follow the ADA requirements. The Board-approved policy is included as Attachment 1. Working within the paratransit policy framework set up by the Board the following are areas where staff has been focusing on improvement:

**Subscription Rides:** Although not required by the FTA, the Board has authorized staff to set up subscription rides, or standing orders, for riders with repeat trips that have the same starting and ending location and the same pick-up day and time. However, the Board has limited the number of subscription trips to 50% of system capacity.

While the subscription rides are a convenience for the rider and have some positive effects on the transit agency (reduced number of phone calls), they can be a detriment to the transit agency in negotiating trip times with riders to optimize the efficiency of the vehicles. Additionally, the need to call more often to schedule trips can often be a natural incentive for riders to combine daily activities to minimize the number of rides requested. Currently, our contractor has allowed up to 60% of the system capacity to be allocated to subscription trips. Staff has asked the contractor to reduce subscription trips to a range of between 40% and 50%.

**Negotiate Trip Times:** Because paratransit service is a shared ride system, the FTA encourages transit agencies to negotiate trip times to improve the efficiency and optimization of the system. Negotiating trip times entails recognition that the desired pick-up time cannot always be accommodated when optimizing trips in a vehicle, and that the reservationist may offer alternative pick-up times ranging from one (1) hour before to one (1) hour after the requested time.

Staff is working with the contractor to increase our capacity to negotiate trip times with customers so that the vehicles are better utilized (currently we pick up less than 2 riders per vehicle in an hour). Doing so, as with subscription rides, will create a natural incentive for riders to combine activities where possible.

**Interview and Functional Evaluation in Certification/Recertification Process:** The Board approved application for paratransit services includes the ability for staff to schedule a personal interview and functional evaluation to assure the agency that those using the paratransit service are persons who are unable to independently use regular public transit, some or all of the time, due to a disability or health related condition.

Of the six (6) transit agencies recently contacted by staff, five (5) included a personal interview and/or functional evaluation in their approval process. From discussions with these transit operators, staff anticipates that approximately 20% of those invited to interview for eligibility will either be found ineligible or will self-eliminate from the application process.



Staff currently evaluates between 75 and 100 applications a month (new and renewal applicants). Although not all paratransit applicants will need an interview or assessment, staff is now asking for an interview and functional evaluation when there is a question as to eligibility. Estimates are that for every 1 dollar spent in the interview and functional evaluation process the agency will save 3 dollars by not providing service to those not eligible or who have self-eliminated from the application process.

**Fares:** Generally speaking, a transit agency may not charge more than twice the fare for paratransit services that would be charged to an individual paying full fare on the entity's fixed route system. However, federal law provides that the transit agency may charge a fare higher than otherwise permitted to a social service agency or other organization for agency trips (*i.e.* trips guaranteed to the organization).

Staff is currently working with the LAVTA's legal department to confirm that the transit agency can negotiate with other social service agencies the fare for paratransit services provided to clients. If given the authorization, staff will begin negotiations with other agencies, such as the Go Group, and will bring to the Board updates and outcomes of negotiation for consideration.

Additionally, staff is working on the final draft of the fare study with the COA planning team. The recommendations for fare changes will be presented to the Board in April or May 2016, which may include a recommendation to increase the regular paratransit fare to the full amount allowed by ADA.

**Late Cancellations/No-Shows:** Working with LAVTA's paratransit contractor, staff has started to compile a list of clients who have excessive late cancellations or no-shows and are beginning to enforce sanctions. Current policy states that passengers are subject to sanctions if they have 20% or more no-shows and/or late cancellations within any given month, and at least three no-shows and late cancellations during that month. Staff has identified 24 clients who had excessive late cancellations or no-shows in the month of December 2015 and will be following up with those passengers in January. As a reminder, the first sanction is a call from LAVTA; the second, a letter from LAVTA; additional occurrences in a 24-month period result in a progressive suspension of service.

**Pleasanton Paratransit:** Staff is working to develop a list of LAVTA paratransit clients who should be utilizing Pleasanton Paratransit (PPS) for their Dial-A-Ride trips. During the month of December, approximately 800 trips (17%) were eligible for PPS service. Staff will be meeting with PPS staff in January and providing a list of clients who should be registered with PPS for future trips.

### Conclusion

Staff has initiated the abovementioned steps to better manage the paratransit ridership within the policy of the Board and the Federal Transit Administration, and estimates that the agency may save as much as \$900,000 over the next three years through these efforts. However, the Board should be aware that many of these steps involve give and take by our potential and



current customers so that capacity is maintained and the system operates more efficiently, which will inevitably generate more complaints by riders who may be unaccustomed to negotiating trip times, sharing rides with others, being interviewed about eligibility, etc.

Attachments:

1. Current LAVTA Paratransit Policy

# LIVERMORE AMADOR VALLEY TRPANSIT AUTHORITY

## WHEELS DIAL-A-RIDE OPERATING POLICY

**Policy Adoption Date – 7-6-2015**

This Wheels Dial-a-Ride Operating Policy (“Policy”) consolidates and clarifies LAVTA policies and regulations related to the Wheels Dial-A-Ride service. This Policy has been developed to meet or exceed all applicable state and federal laws and regulations.

### **1. SERVICE CHARACTERISTICS**

#### **1.1 ADA Paratransit**

Public transportation systems that provide fixed route transit service are required by law to provide a complementary paratransit service. Pursuant to this mandate, LAVTA provides the Wheels Dial-A-Ride paratransit service.

#### **1.2 Demand Response**

Dial-A-Ride is a demand-responsive transportation service.

#### **1.3 Shared Ride**

Dial-A-Ride is a public shared ride transportation service.

#### **1.4 On-Board Travel Times**

A trip on a Dial-A-Ride paratransit vehicle takes approximately the same amount of time as a similar trip on a Wheels fixed route bus, including travel time to and from a bus stop, and any transfer time.

#### **1.5 Trip Priorities**

Dial-A-Ride does not assign priorities by trip purpose.

#### **1.6 Door-to-Door Service**

Dial-A-Ride is a door-to-door, origin-to-destination service subject to the limits described in Section 2 of this Policy.

#### **1.7 Passenger Assistance**

Subject to the limits described in Section 2 of this Policy, drivers will provide assistance in boarding and deboarding the vehicle, upon request. Assistance may include helping a passenger to or from the door of their origin or destination (no further than public lobbies), guiding a passenger to or from the vehicle, lending a steady arm for balance, finding a seat, or securing a mobility aid.

Drivers will not provide assistance that involves lifting or carrying a passenger. Passengers in need of extensive assistance should arrange to travel with a Personal Care Attendant (PCA).

Driver assistance with grocery and shopping bags of reasonable weight or luggage is limited to two (2) trips (four bags total) from origin to vehicle, and from vehicle to destination. Driver may set bags outside a front door, but will not enter a private residence.

## **1.8 Service Area**

Dial-A-Ride service area is complementary to the LAVTA fixed route service area and generally consists of the cities of Livermore, Dublin, and Pleasanton. See *Attachment A* for the Dial-A-Ride service area map

### **1.8.1. Livermore Veterans Affairs Medical Center Service Area Extension**

The Livermore Veterans Affairs Medical Center is located in unincorporated Alameda County, south of the City of Livermore. Direct service between the Dial-A-Ride service area and this medical facility is provided as an extension of the regular service area.

### **1.8.2. Southern portion of San Ramon Service Area Extension**

LAVTA and the Central Contra Costa Transit Authority have a reciprocal agreement that allows each operator to provide direct service from one system to the other, allowing a passenger to avoid the transfer at the Dublin/Pleasanton BART station if the transfer would have an undue negative effect on the passenger.

As a general rule, given the very close proximity and boundaries of the two service areas, the reciprocal agreement provides for direct service between the Dial-A-Ride service area and the southern portion of San Ramon, bordered by the I-680 to the West, Norris Canyon Road to the North, Alcosta Boulevard to the East, and the City of Dublin city limits to the South.

## **1.9 Service Hours**

Dial-A-Ride service operates during the same days and hours as Wheels fixed-route service.

## **2. DRIVER AND RIDER CODE OF CONDUCT**

### **2.1 Drivers are not Permitted to:**

- a. Escort a passenger beyond the ground floor lobby of a public building, beyond the lobby of a multi-unit residential building, or beyond the front door of a private residence.
- b. Perform any personal care assistance for any passenger. Examples include assisting with dressing, grooming, or administering medicine.
- c. Accept tips or gratuities.
- d. Wait for a passenger to make a stop to conduct business, such as at an ATM/Cash machine or pharmacy.
- e. Smoke, eat, or drink (except for water) in the vehicle while servicing a trip.

- f. Use a cell phone for personal calls, play loud music, or wear headphones.
- g. Neglect acceptable standards of personal hygiene.
- h. Dress in an unprofessional manner.
- i. Forget to wear their badge.
- j. Be rude or harassing to the passengers.
- k. Commit violent or illegal acts.

## **2.2 Riders are not Permitted to:**

- a. Eat or drink (except for water) on vehicles, unless doing so is medically necessary.
- b. Play radios or music at a volume loud enough to be heard by the driver or other passengers.
- c. Litter on the vehicles.
- d. Neglect acceptable standards of personal hygiene.
- e. Distract the driver or interfere with the operations of the vehicle or equipment.
- f. Block the aisle with their mobility aids.
- g. Carry fireworks, flammable liquids, or weapons aboard the vehicle.
- h. Use abusive, threatening, or obscene language to other riders or any LAVTA/Dial-A-Ride staff.
- i. Commit seriously disruptive (including violent) or illegal acts.

## **3. ELIGIBILITY**

### **3.1 Eligibility Definitions**

- 3.1.1.** Individuals who, because of physical or developmental impairment, cannot utilize fixed route transit, no matter how accessible, are eligible for Dial-A-Ride service. This eligibility requirement is generally synonymous with inability to “navigate the system.”
- 3.1.2.** Those individuals who can use fixed route transit, but who, because of physical or developmental impairment, cannot access their desired route, or cannot access their final destination after leaving a fixed-route vehicle, are also eligible for Dial-A-Ride service.

### **3.2 Eligibility Determination**

- 3.2.1.** The Dial-A-Ride eligibility determination process includes submittal and review of a paper application and the applicant’s Medical Care Professional’s verification.
- 3.2.2.** LAVTA will process ADA Paratransit applications for the residents of Livermore, Dublin, Pleasanton, and Sunol.
- 3.2.3.** LAVTA will process all applications within twenty-one (21) days of receipt.

### **3.3 Children's Eligibility**

- 3.3.1.** To be determined eligible for Dial-A-Ride service, a child with a disability who is not able to use fixed-route bus service independently must show that his or her disability -- rather than age -- causes the child's inability to use fixed-route bus service independently
- 3.3.2.** For children younger than five (5) years of age, LAVTA evaluates the functional ability of the *child with an adult*, as opposed to the child alone. LAVTA certifies a child with an adult as paratransit-eligible if the child's disability prevents him or her from using fixed-route bus service when accompanied by an adult.
- 3.3.3.** In the event a child younger than five years of age with a disability is able to use fixed-route bus service when accompanied by an adult, the child would generally not be eligible for paratransit.

### **3.4 Visitor Eligibility**

- 3.4.1.** The right to paratransit services as mandated by ADA cannot be restricted based on where the individual lives. An individual seeking to use Dial-A-Ride services does not have to reside in LAVTA service area and does not have to be ADA paratransit certified by LAVTA. LAVTA will honor individuals' ADA paratransit certification by other United States public transit agencies.
- 3.4.2.** If the individual is not able to produce documentation of ADA certification by another transit system, but claims to be eligible for service, service will be provided. However, LAVTA may request proof that the individual is not a resident, and in some cases (for hidden impairment conditions), medical documentation may be required.
- 3.4.3.** Under no circumstances is a visitor to the system entitled to service beyond twenty-one (21) days, in any combination, during any 365-day period, beginning with the visitor's first use of the service. Visitors intending to use Dial-A-Ride services for more than this limit should apply for Dial-a-Ride eligibility through LAVTA directly.

### **3.5 Eligibility Denials and Appeals**

If an applicant does not agree with the eligibility decision made by LAVTA in response to his/her application, he/she must request an appeals hearing in writing within sixty (60) days of the date of the eligibility determination notification letter. The applicant may bring an advocate or personal representative to the appeals hearing. Complimentary Dial-A-Ride service will be provided both to and from the appeals hearing.

- 3.5.1.** The request for an appeal must be forwarded to LAVTA's Executive Director. A response by the Executive Director will be completed within thirty (30) days of

the receipt of communication of the request. The response will be provided in a written or accessible format. If the decision is not made by the 31st day, appellant may request use of paratransit services until a decision is made.

#### **4. MOBILITY AIDS**

Passengers using mobility aids will be accommodated whenever safely possible. A passenger who uses a mobility aid may be required to attend an in-person assessment at the LAVTA offices (at no cost to the passenger).

##### **4.1 Mobility Aids Characteristics**

###### **4.1.1. Weight**

A mobility aid, when occupied by a user that exceeds the specified maximum weight capacity of the lift/ramp on a Dial-A-Ride vehicle may not be accommodated. Occupied mobility aids exceeding the weight capacity of the ramp/lift will be evaluated on a case-by-case basis.

###### **4.1.2. Dimensions**

Mobility aids will be accommodated on paratransit vehicles as long as the mobility aid and user do not exceed the size of the mobility aid securement area on the vehicle. As a safety requirement, mobility aids cannot block the aisle and cannot present a physical threat to other passengers.

##### **4.2 Mobility Aid Securements and Passenger Restraints**

Wheelchairs and other mobility aids must be secured to the Dial-A-Ride vehicles, ideally via a four-point tie-down system, and passengers must use the appropriate personal restraints. Passengers refusing the securements and/or restraints will be asked to deboard the vehicle.

##### **4.3 Segway Use**

Segways (or similar personal assistive mobility devices) are only permitted on-board when used as a mobility aid. Segways used for leisure will not be allowed on Dial-A-Ride vehicles. Segways must be secured on Dial-A-Ride vehicles.

#### **5. RESERVATIONS**

##### **5.1 Scheduling Reservations**

Reservations can be made one (1) to seven (7) days in advance. Reservations can be made by phone by calling (925) 455-7510 from 8:30 a.m. to 5:00 p.m. any day of the week, or by using the Book-A-Trip feature on LAVTA's website.

##### **5.2 Standing Orders/Subscription Rides**

For their repeated trips, passengers may set up a Standing Order/Subscription Ride. A Standing Order is an ongoing reservation for a trip ("subscription trip") that has the same starting and ending location and the same pick-up day and time.

Standing Order requests cannot always be fulfilled. To allow for equal access to service for all passengers, federal paratransit regulations provide that subscription trips may not absorb more than 50% of total system capacity at any time.

**5.2.1. Standing Orders During Holidays**

Except for trips to and from dialysis, Standing Orders will not be served on the following holidays: New Year's Day, Martin Luther King Jr. Day, Presidents' Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day, the Day after Thanksgiving, Christmas Eve, and Christmas Day. Individual reservations on these holidays can still be made per the regular scheduling process.

**5.3 Reservation Request**

Passengers have the option of requesting a reservation based on EITHER the desired pick-up time OR the desired drop-off time.

**5.4 Negotiating Pick-Up Time**

If the desired pick-up time cannot be accommodated, the reservationist may offer alternative pick-up times ranging from one (1) hour before to one (1) hour after the requested pick-up time.

**5.5 Changing a Reservation**

To make changes to existing reservations, passengers must notify Dial-A-Ride at least one (1) day before the scheduled trip.

**5.6 Canceling a Trip**

Passengers must cancel the trips they do not plan to take as soon as possible and at least one (1) hour before the scheduled pick-up window to avoid penalties.

**6. SERVICE DELIVERY**

**6.1 Fares**

Fares must be paid at the beginning of the ride. Passengers may pay with pre-purchased Dial-A-Ride tickets or cash (exact change).

**6.2 Pick-Up Window**

The pick-up window is defined as the thirty (30) minute time period starting from the scheduled pick-up time. The pick-up is considered to be on time if the vehicle arrives anytime within the 30 minute pick-up window. For example, if the pick-up is scheduled for 2:30 p.m., the vehicle may arrive anytime between 2:30 p.m. and 3:00 p.m. and be considered on time.

**6.3 Five (5) Minute Rule**

After the vehicle arrives within the thirty (30) minute pick-up window, the passenger must be ready within five (5) minutes of notice of the vehicle's arrival. If the passenger does not meet the vehicle when it arrives, the driver will attempt to find the

passenger and dispatch will attempt to telephone the passenger. If the passenger cannot be located or chooses not to start boarding within five (5) minutes, the driver may leave.

#### **6.4 Early Pick-Ups**

If the vehicle arrives before the thirty (30) minute pick-up window, the passenger may choose to take the trip early or have the driver wait until the start of the confirmed pick-up window.

#### **6.5 Late Pick-Ups**

If the vehicle is expected to be more than thirty-five (35) minutes late, the dispatcher should call the passenger as a courtesy. If the ride arrives after the 30-minute pick-up window, the passenger may decline to take the trip without penalty.

#### **6.6 Same Day Trip Changes**

If an appointment (e.g., medical or dental) takes longer than expected, the passenger or office personnel should call (925) 455-7510 as soon as possible to give a new pick-up time. Due to the nature of Dial-A-Ride's prescheduled operation, the new desired pick-up time cannot be guaranteed in this situation.

#### **6.7 Passenger No-Show and Late Cancellation**

##### **6.7.1. Definitions**

##### **6.7.1.1 "No Show"**

A trip for which a passenger is not present at the prearranged time and prearranged location, and has not notified Dial-A-Ride about a schedule change, constitutes a "No Show." If a schedule change or cancellation is required, passengers are expected to inform Dial-A-Ride no less than one (1) hour prior to the beginning of the prearranged pick-up window.

##### **6.7.2.1 "Late Cancellation"**

If a passenger informs Dial-A-Ride of a schedule change or cancellation less than one (1) hour prior to the beginning of a prearranged pick-up window, the patron will receive a "Late Cancellation."

##### **6.7.2. Infractions**

Both "No-Shows" and "Late Cancellations" are considered equal infractions.

##### **6.7.3 Excused No-Shows and Late Cancellations**

The following are circumstances in which the No-Show or Late Cancellation is excused:

- a. Late arrival by a Dial-A-Ride vehicle (outside the prearranged window);
- b. The Dial-A-Ride vehicle is dispatched to a wrong address or entrance of a building;



- c. A verified worsening of a passenger with a variable condition (medical or otherwise) which prevented the patron from calling at least one (1) hour in advance;
- d. A verified family emergency which prevented the passenger from calling at least one (1) hour in advance;
- e. Other verified circumstances that make it impracticable for the passenger to travel at the scheduled time and also for the passenger to notify dispatch before one (1) hour of the beginning of the pick-up window to cancel the trip.

## **6.8 Do Not Leave Alone Policy**

LAVTA strongly recommends that passengers who cannot wait alone to be met at, or let into, their destinations be accompanied by a Personal Care Attendant (PCA). PCAs travel for free with a paying ADA paratransit passengers. The Do Not Leave Alone Policy is provided for those times when a PCA is not available and the passenger is not able to wait alone.

### **6.8.1. When The Driver Will Wait**

For passengers travelling alone who cannot wait alone at their destinations, the driver will wait with the passenger until the connecting transit agency arrives or a person at the destination receives the passenger if both of the following conditions have been met.

**6.8.1.1** The passenger has a Do Not Leave Alone note in his/her Dial-A-Ride file.

**6.8.1.2** As part of the trip reservation, LAVTA was informed of the need for an attended transfer or drop-off.

### **6.8.2. Receiver Not Present Infraction**

If the person responsible to receive the Do Not Leave Alone rider is not present within five (5) minutes of the arrival of the vehicle, the trip will be recorded as a Receiver Not Present infraction. Passengers will be notified when a trip is recorded as a Receiver Not Present infraction. Passengers will be given an opportunity to discuss their trip records with, and present information on the circumstances concerning the trip to LAVTA staff.

### **6.8.3. Excused Receiver Not Present Infraction**

The passenger will not receive an infraction if the receiver is a connecting paratransit operator.

## **7. ACCOMPANIED PASSENGERS**

### **7.1 Personal Care Attendants (PCAs) and Companions**

Dial-A-Ride passengers may be accompanied by a PCA at no charge to the passenger or PCA. Dial-A-Ride passengers may also be accompanied by one or more companions. Companions must pay full Dial-A-Ride fares.

Reservations for PCAs and/or companions must be made when scheduling the Dial-A-Ride-eligible passenger's trip. Additional companions beyond the first companion are accommodated on a space-available basis. Companions and PCAs must ride to and from the same locations and at the same times as the Dial-A-Ride-eligible passenger.

## **7.2 Children**

All children who are under eight (8) years old, unless they are at least 4-foot, 9-inches tall, must travel in a child safety seat in order to comply with California State Law. Parents or guardians must provide their own child safety seat and take it with them when they exit the vehicle. Dial-A-Ride does not provide or install child safety seats.

## **7.3 Service Animals**

The passenger may bring a service animal that has been individually trained to work or perform tasks for the passenger with a disability. The service animal must be under its owner's control at all times and may not display aggressive or other seriously disruptive behavior, or behavior that poses a direct threat to the health or safety of others. Passengers must specify during the reservation process if they will be accompanied by a service animal.

# **8. NEIGHBORING PARATRANSIT OPERATORS**

## **8.1 Pleasanton Paratransit Service**

According to an agreement with the City of Pleasanton, the Pleasanton Paratransit Service also provides demand-responsive service within the LAVTA service area, but only within the City of Pleasanton. The Pleasanton Paratransit service is operated by the City of Pleasanton and is a separate entity from Dial-A-Ride.

## **8.2 County Connection LINK and East Bay Paratransit**

LAVTA's ADA paratransit passengers may use ADA paratransit services anywhere in the nine (9) San Francisco Bay Area counties where such services are available. Passengers may schedule trips that take them into the service area of other Bay Area ADA paratransit providers. Dial-A-Ride has agreements with neighboring paratransit operators to facilitate transfers between service areas.

**8.2.1.** LAVTA coordinates transfer trips with East Bay Paratransit and County Connection LINK.

**8.2.2.** The designated transfer point between Dial-A-Ride and the neighboring East Bay Paratransit and County Connection LINK operators is at the East Dublin/Pleasanton BART Station.

**8.2.3.** The drivers for East Bay Paratransit and County Connection LINK do not have policies under which they will wait with a passenger after de-boarding.

- 8.2.4.** When Dial-A-Ride receives a passenger from East Bay Paratransit or County Connection LINK at the Dublin/Pleasanton BART station, fare is NOT collected for the second part of the trip.

## **9. REASONABLE MODIFICATIONS**

- 9.1** LAVTA considers all requests for reasonable modifications of its policies, practices, or procedures, including those set forth herein, when necessary to avoid discrimination on the basis of disability. LAVTA is not required to grant requests for reasonable modifications that would fundamentally alter the nature of Dial-A-Ride services, programs or activities; are not needed for access to LAVTA services, programs or activities; or present a direct threat of injury to other persons or property.
- 9.2** Any person seeking a reasonable modification of LAVTA or Dial-A-Ride policies, practices or procedures, desiring to appeal a reasonable modification determination, or who believes they have been discriminated against by LAVTA on the basis of a disability may submit a modification request, appeal, or complaint for handling in accordance with related LAVTA policies.
- 9.3** The designated responsible employee for the reasonable modification requests is LAVTA's Paratransit Planner.

## **10. SANCTIONS**

### **10.1 Progressive basis**

LAVTA will sanction Dial-A-Ride passengers progressively based on the cumulative infractions described above, and as further set forth below, over a rolling twenty-four (24) month period.

### **10.2 Sanctionable Offenses**

#### **10.2.1. Excessive Late Cancellations and No-Show Infractions**

Passengers are subject to sanctions if they have 20% or more No-Shows and/or Late Cancellations (calculated by dividing validated No-Shows and Late Cancellations by actual "taken trips") within any given month (from the 1<sup>st</sup> to the last day), AND at least three (3) No-Shows and Late Cancellations during that month.

#### **10.2.2. Excessive Receiver Not Present Infractions**

Passengers are subject to sanctions if they have received Receiver Not Present infractions two (2) or more times within any given month (from the 1<sup>st</sup> to the last day) or four (4) or more times within a six (6) month period.

### **10.3 Progressive Sanction Penalties**

- 10.3.1. 1<sup>st</sup> Sanction** – Passenger will receive a phone call from the LAVTA staff. Staff will detail the specific dates and times of No-Shows/Late Cancellations or Receiver Not Present Violations, will discuss the impact to the system caused by

ineffective use, and will describe the progressive sanctions if the pattern of these violations continues.

- 10.3.2. 2<sup>nd</sup> Sanction** – Passenger will receive a formal written correspondence from LAVTA detailing the specific dates and times of the No-Shows/Late Cancellations or Receiver Not Present Violations. This correspondence will warn the passenger that another month of excessive violations will result in a 15-day suspension of service.
- 10.3.3. 3<sup>rd</sup> Sanction** – Passenger will receive formal notification from LAVTA of a fifteen (15) day suspension of service. This correspondence will detail the specific dates and times of the No-Shows/Late Cancellations or Receiver Not Present Violations as well as the proposed suspension dates. The proposed suspension dates will be no sooner than twenty (20) days after sending the written correspondence to provide time for an appeal by the passenger. The notification shall warn the patron that another month of excessive violations will result in a 30-day suspension of service.
- 10.3.4. 4<sup>th</sup> Sanction** – Passenger will receive formal notification from LAVTA of a thirty (30) day suspension of service. This correspondence will detail the specific dates and times of the No-Shows/Late Cancellations or Receiver Not Present Violations as well as the proposed suspension dates. The proposed suspension dates will be no sooner than twenty (20) days after sending the written correspondence to provide time for an appeal by the passenger. This notification will warn the passenger that another month of excessive violations will result in a 60-day suspension of service.
- 10.3.5. 5<sup>th</sup> Sanction** – Passenger will receive formal notification from LAVTA of a sixty (60) day suspension of service. This correspondence will detail the specific dates and times of the No-Shows/Late Cancellations or Receiver Not Present Violations as well as the proposed suspension dates. The proposed suspension dates will be no sooner than twenty (20) days after sending the written correspondence to provide time for an appeal by the passenger. This notification will warn the passenger that another month of excessive violations will result in a 90-day suspension of service.
- 10.3.6. 6<sup>th</sup> Sanction** - Passenger will receive formal notification from LAVTA of a ninety (90) day suspension of service. This correspondence will detail the specific dates and times of the No-Shows/Late Cancellations or Receiver Not Present Violations as well as the proposed suspension dates. The proposed suspension dates will be no sooner than twenty (20) days after sending the written correspondence to provide time for an appeal by the passenger. This notification will warn the passenger that another month of excessive violations will result in another 90-day suspension of service.

## **11. APPEALS PROCESS FOR SANCTIONS**

**11.1 Right to Appeal**

The passenger has the right to appeal a suspension of service or sanction. Passengers may bring an advocate or personal representative to the appeals hearing(s). Complimentary transportation will be provided both to and from appeals hearings.

**11.2 No Action Before Resolution**

In no event will the sanction go forward until the final outcome of the appeals process is completed.

**11.3 How to Start the Appeals Process**

**11.3.1. Step #1.** The passenger has fourteen (14) calendar days after the date of the suspension or sanction notification to appeal the suspension/sanction in writing. Review of the appeal will consist of an interview with the passenger.

**11.3.2. Step #2.** If the passenger disagrees with the decision made in Step #1, he/she may appeal that decision. To make an appeal, the passenger must send a written request to LAVTA. The passenger's written appeal must be received by LAVTA within fourteen (14) calendar days after the date of the written decision in Step #1.

**12. APPEALS PROCESS FOR REASONABLE MODIFICATION REQUEST DENIALS****12.1 Right to Appeal**

The passenger has a right to appeal a decision to deny a reasonable modification request. Passenger may start the appeal process by contacting LAVTA Customer Service phone line at 925-455-7500, or fill out the online Customer Service Form on LAVTA's website.

**12.2 No Further Action Before Resolution**

If LAVTA has denied a passenger's request for a reasonable modification, this decision will remain effective until the final outcome of the appeals process is completed.

**12.3 How to Start the Appeals Process****12.3.1. Receive Appeal from Customer (Clock Starts)****12.3.2. Notify the Director of Administrative Services, who will open investigation**

**12.3.2.1** Review all relevant documents, practices and procedures as well as discussions of the complaint with all affected parties to determine the nature of the problem.

**12.3.2.2** Begin investigation process within 10 business days.

**12.3.3. Additional Information Needed**

**12.3.3.1** If more information is needed to resolve the case, the Paratransit Planner will contact the complainant. The complainant must provide additional requested information within ten (10) business days of the date of the request.

**12.3.4. Closing the Case**

**12.3.4.1** If the investigator is not contacted by the complainant or does not receive the additional information within ten (10) business days of LAVTA's request, LAVTA can close the case administratively.

**12.3.4.2** A case also may be closed administratively if the complainant no longer wishes to pursue their case.

**12.3.5. LAVTA will issue a closure letter or a letter of finding (LOF).**

**12.3.5.1** A closure letter summarizes the complaint/appeal of a reasonable modification decision and states that the request was properly denied and that the appeal will be closed.

**12.3.5.2** A LOF summarizes the complaint/appeal of a reasonable modification decision and information obtained through the investigation, and whether action is taken.

**12.3.6. Notify LAVTA's Paratransit Planner for record keeping purposes****13. CUSTOMER COMPLAINTS AND COMMENTS**

To initiate LAVTA's customer complaint or comment process passengers should call the LAVTA Customer Service phone line at 925-455-7500, or fill out the online Customer Service Form on LAVTA's website.

# **AGENDA**

## **ITEM 6**

## STAFF REPORT

SUBJECT: FY 2018 Marketing Plan

FROM: Tony McCaulay, Marketing Manager

DATE: June 26, 2017

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### **Action Requested**

Review and recommend proposed FY 2018 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 2018 Marketing Plan and is presenting it to the Projects and Services Committee for feedback.

### **Discussion**

The proposed FY 2018 Marketing Plan (Attachment 1) includes multiple marketing initiatives that primarily focus on the goal of increasing ridership. The initiatives include the following:

- Rapid Routes
- Las Positas College
- Affordable Student Transit Pass Pilot Students
- Go Dublin
- Existing Wheels Riders
- New Residents
- New Wheels buses, fleet design and logo
- Community Outreach

### **Recommendation**

The Projects and Services Committee recommends approval of the FY2018 Wheels Marketing Plan.

Attachment:

1. FY 2018 Wheels Marketing Plan



# **FY 2018 Marketing Plan**

**June 2017**

**Livermore Amador Valley Transit Authority**

## Background

During the past year, a number of improvements to service delivery were introduced by the Livermore Amador Valley Transit Authority (LAVTA) to better serve the Tri-Valley region. The changes included a major service restructuring and the introduction of new services designed to be more attractive to choice riders.

In August 2016, LAVTA implemented a major service redesign and resource reallocation effort. The changes included the elimination of unproductive routes that operated in low-density areas, a reduction in duplicative services, and directing additional resources into corridors serving the two Dublin/Pleasanton BART stations.

As a result, there are now two Rapid bus routes that provide weekday service every 15 minutes serving the two Tri-Valley BART stations and other key destinations along the routes. The Community Survey conducted prior to the development of the Comprehensive Operational Analysis (COA) confirmed the importance of providing convenient connections to and from BART. Nearly 90 percent of those surveyed reported having used BART for non-work related trips. Of those who indicated they rode BART for work trips, nearly 25 percent said they ride either every day or multiple times a week.

Another key part of the August 2016 service redesign was to greatly improve access to Las Positas College with the introduction of Rapid service to the campus. During the 2016/17 academic year, Las Positas College students were provided with unlimited access to all LAVTA services. As a result of these two actions, student ridership has increased by approximately 100 percent over the previous year.

The Go Dublin demonstration project was also implemented in the past year, offering a 50 percent discount, up to \$5.00, on rideshare trips taken with partners Uber, Lyft and DeSoto Cab. The Go Dublin promotion is paid for by local Transportation Development Act (TDA) funds from LAVTA and Measure BB funds from the Alameda County Transportation Commission.

In May 2017, the LAVTA Board of Directors concluded a year-long discussion of rebranding and potential new service names to replace the

“Wheels” brand as well as new vehicle designs. Ultimately, the Board voted to retain the Wheels name in part because it is well established and recognized in the community. The Board also agreed to update the Wheels fleet design and logo to more closely resemble the Rapid fleet and logo.

Another significant part of the background to this FY2018 Marketing Plan is the increased standing of the marketing function within the LAVTA administrative staff. As part of a reorganization approved by the LAVTA Board, the marketing function now reports directly to the Executive Director. A new Marketing Manager and Marketing and Communications Specialist were both hired during the first half of 2017.

## **FY 2018 Marketing Goals and Primary Target Markets**

LAVTA's primary marketing goals in FY 2018 are:

- By the end of FY 2018, increase monthly ridership figures by 5 percent compared to FY 2017 figures
- Work with Las Positas College faculty and staff to obtain a positive vote on a student fee referendum in Spring 2018 to provide a continuing funding source for the student pass program
- By the end of 2018, increase monthly visits to [wheelsbus.com](http://wheelsbus.com) by 5 percent compared to FY 2017 figures

The majority of ridership based marketing activities will be focused on three primary target groups: residents and commuters along the two Rapid routes; students at Las Positas College; and students at the four Livermore schools participating in the Affordable Student Transit Pass Pilot (ASTPP).

In addition, marketing efforts will encourage increased ridership on high productivity Wheels bus routes, target the Go Dublin service area for increased utilization there, test the effectiveness of direct marketing to new residents, and increase utilization of digital platforms to reach our target audiences.

The delivery of 20 new buses for the Wheels bus fleet, along with the introduction of a new vehicle design and logo, provides the opportunity to promote the service delivery improvements that have been made in the past year.

## **Marketing Initiatives**

This section forms the core of the Marketing Plan. It defines in more detail the activities proposed for each of the goals and target markets identified in the previous section.

### Rapid Routes

The primary Rapid route target markets will include residents transferring to BART, residents commuting to other locations along the route, and students along both Rapid routes. Messaging themes will include: 15 minute weekday headways; coordinated schedules with BART trains; convenience of front door service and lack of parking at BART stations; and other key destinations besides BART.

#### Tactics

1. Evaluate the strategies and tactics utilized in the SmartTrips Pleasanton Program and use lessons learned in developing a similar individualized marketing outreach effort along the Route 30R Dublin Boulevard corridor
2. Use targeted direct mail and/or door hangers to select residents within ¼ mile walk distance of Rapid routes
3. Use targeted digital marketing in key locations along the route
4. Develop a program to solicit current non-riders to commit to ride for a designated period of time, with a financial incentive for reporting on their experience to aid future marketing activities
5. Outreach to major employers along each Rapid route, including the opportunity for employers to choose information packets for employees or, for larger employers, a transit fair
6. Outreach to select events along the routes to include having a Rapid bus on display for potential riders to learn riding basics in a relaxed environment

### Las Positas College

The primary Las Positas target will be students who can utilize the Rapid Route 30R for direct travel to and from campus, students transferring from ACE and BART, as well as Los Positas faculty and staff. Messaging

themes will include: 15 minute weekday headways; coordinated schedules with BART trains; and students ride free with their student ID.

### Tactics

1. Execute a Memorandum of Understanding (MOU) with Las Positas College to clearly define what is expected from each party during the 2017-18 academic year
2. Establish a timeline of activities to be completed leading to a student fee ballot initiative in Spring 2018 to fund continuation of the Las Positas College Pass program
3. Continue on campus outreach activities on a regular basis to engage students, answer questions and encourage ridership, especially at the start of each semester
4. As part of MOU, establish in-kind marketing activities to be carried out by Las Positas including email blasts, on campus signage, website information and links, and other campus activities

### Affordable Student Transit Pass Pilot (ASTPP) Students

Four Livermore schools will be participating in the Alameda County Transportation Committee's (ACTC) ASTPP program during the 2017-18 academic year, including returning participants East Avenue Middle and Livermore High and two new schools, Christensen Middle School and Del Valle Continuation High School, bringing the total number of students with access to a free LAVTA pass to approximately 3,200 for the upcoming year. Messaging themes will include: convenience of service in proximity to the four schools; real time transit apps; use of Wheels and Rapid service for trips other than to and from school; and independence.

### Tactics

1. Coordinate outreach efforts with ACTC and consultant staff administering the program as well as faculty and staff at each of the four schools

2. Because Tri-Valley students participating in the ASTPP during the 2017-18 school year will be issued Clipper Cards for the first time, outreach efforts will include information on how to use the card on LAVTA services as well as on other Bay Area transit services
3. Encourage use of the student pass for non-school related trips, including after school sports and activities, recreational and shopping trips
4. Engage students through interactive social media activities

### Go Dublin

The Go Dublin program was implemented in early 2017. The demonstration project is intended to allow LAVTA to provide service into areas where traditional fixed route bus service does not make sense, and provide mobility to more people at a lower cost by providing a 50 percent discount on uberPOOL, Lyft Line or DeSoto Share trips. Messaging themes will include: difficulty in parking at BART stations; the availability of the 50 percent discount; and the convenience of using this service with existing rideshare apps by simply entering a coupon code.

#### Tactics

1. Direct mail to select residents not served by the Rapid Route 30R
2. Tabling at BART stations
3. Direct outreach by Uber, Lyft and DeSoto Cab to their customers
4. Targeted digital marketing

### Existing Riders

Current riders have already taken the steps necessary to learn how to use Wheels or Rapid services. Many of these riders fall into the category of transit dependent. The most recent LAVTA Passenger Survey asked how riders would have made a trip if not on Wheels. Over 80 percent said they would either walk, get a ride, use a bike or just not make the trip. The

opportunity exists to encourage additional ridership by these current passengers by encouraging the use of fare media they may not be aware of. Messaging themes will include; the benefits of using the Clipper Card to obtain unlimited access for a day for less than the cost of two cash fares.

#### Tactics

1. Interior bus signs describing the unlimited access feature of the Day Pass available by using the Clipper card
2. Tabling at the downtown Transit Center to promote the Day Pass feature

#### New Residents

Individuals who are new to or have relocated within the Tri-Valley region may not be aware of the convenient transit options available. Some who move may have been motivated to their new location by proximity to BART, but may have been unaware of parking availability issues. This particular marketing effort will target individuals who have moved to a new residence located within walk distance of a Rapid bus route with less than a 15 minute travel time to a BART Station. Messaging themes will include: 15 minute weekday headways on Rapid routes; coordinated schedules with BART trains; inconvenience of parking at BART stations; other key destinations besides BART; and other LAVTA services.

#### Tactic

1. Test direct mail outreach targeting individuals who have moved to a new residence located in target area described above.

#### New Wheels buses, fleet design and logo

After considerable deliberation, the LAVTA Board decided to maintain the Wheels name, but to introduce an updated vehicles design and logo. The new look of the Wheels fleet design, the introduction of 20 new buses and service delivery improvements provide a unique opportunity to retain existing riders and encourage non-riders to give the service a try. Messaging themes include: more direct service, improved on-time



performance, comfort and cleanliness of vehicles, and a freshening of the look of the vehicles.

### Tactics

1. Introduce new vehicle design in a manner TBD as new buses being manufactured in Fall 2017 are placed into revenue service
2. Use opportunity of fresh look of vehicles to promote improvements in service delivery, including directness of service and on-time performance
3. For Wheels buses not being retired with the new vehicle order, begin process of wrapping with new vehicle design and logo
4. As timetables, brochures and on-street static inserts for bus stops are scheduled for replacement, introduce new logo to those marketing pieces
5. Design and begin installation of new Wheels bus stop signs
6. Change the Wheels logo on website, phone app, and social media tools

### Community Outreach

LAVTA will participate in selected public outreach events during FY18 to promote goodwill for the agency and to provide an opportunity to engage with the public in general about Wheels and Rapid bus services.

- Alameda County Fair – Rideo bus display - June/July 2016
- Stuff-a-bus – solicit co-sponsor to reinstitute popular program – November/December 2017
- Livermore and Pleasanton Holiday Parades – vehicles entered in both parades – December 2017
- Dublin St Patrick's Day Parade & Festival – enter vehicle in parade; staff a booth at festival – March 2018

- Bike to Work Day – co-sponsor an energizer station with Lawrence Livermore Lab; provide promotional item for BTWD participants – May 2018
- Art Shelter Program – continue successful program and introduce new art shelter at the end of the 2017-18 academic year – May/June 2018
- Livermore Rodeo Parade – Rideo vehicle in parade – June 2018

## Budget

The following line items were included in the approved FY 2018 LAVTA Budget in support of the above activities.

### Operating

#### Professional Services

- Individualized marketing \$130,000
- On-call graphic design \$ 50,000
- Translation \$ 2,000

#### Other Outside Services

- Printing \$ 50,000

#### Advertising

- Direct marketing \$ 50,000
- Digital/electronic \$ 20,000
- Print \$ 15,000

#### Miscellaneous

- Rebranded Wheels service \$ 20,000
- Promotional Items \$ 10,000
- Art shelter program \$ 5,000
- Website improvements \$ 10,000

### Capital

- New Wheels bus stop signs \$ 50,000
- Vehicle wraps – new design \$175,000

# **AGENDA**

## **ITEM 7**

## STAFF REPORT

SUBJECT: Fixed Route Passenger Satisfaction Survey 2017

FROM: Cyrus Sheik, Senior Transit Planner  
David Garcia, Transit Analyst Intern

DATE: June 26, 2017

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### **Action Requested**

This is an informational item only.

### **Background**

LAVTA conducts an annual on-board fixed-route passenger survey to gauge passenger satisfaction in order to continually improve the quality of its service. The results of the surveys are also used to calculate service quality standard indicators upon which the operations contractors' annual incentives are based. Both fixed route as well as paratransit riders are surveyed; this report discusses the results from the fixed route survey.

### **Discussion**

#### Methodology

This year's survey was conducted during the month of May 2017, and was undertaken by the agency's own customer service staff as well as operations contractor staff. The surveyors rode mainline routes and asked each boarding passenger if they would like to complete a Wheels customer satisfaction survey. Surveyed trips were focused on the trunk routes #10 and #30, but also included surveying the shorter local routes. Also, for the first time, school tripper routes were included in the surveying roster. A total of 433 completed surveys were received.

The survey questionnaire (Attachment 1) was based on the standard customer service survey LAVTA uses each year, and was provided to passengers in English and Spanish.

#### Survey Results

The full tally of the 2017 survey results is shown in Attachment 2. The core item in the survey relates to quality-of-service aspects, such as schedule adherence, cleanliness of buses, and driver courtesy, while the remainder of questions addresses rider profile, such as age and household income. As the 2017 survey was similar to ones undertaken in recent years, a meaningful trend comparison can be made.

Quality of service: As in recent years past, respondents this year gave the Wheels service fairly high marks on quality-of-service aspects, as indicated by their scoring on a 1-5 scale where 1 is the worst and 5 is the best. From the total set, the service quality aspects were given a 3-point grading or better by 92% of the respondents, a 4-point grading or better by 71%, and a 5-point grading or better by 36% or better of those surveyed.

The area that was given the highest share of excellence was whether passengers felt safe when riding the bus, while that related to on-time performance received the lowest relative share. Passengers' opinion rating of the Wheels service across the board averaged a 4.3 point score on the 1-5 scale.

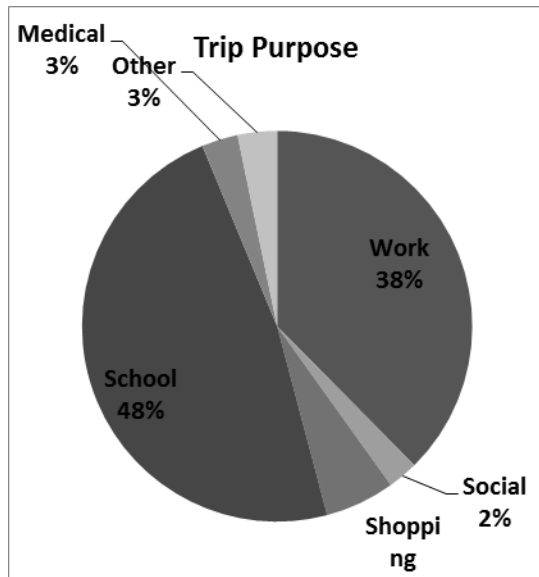
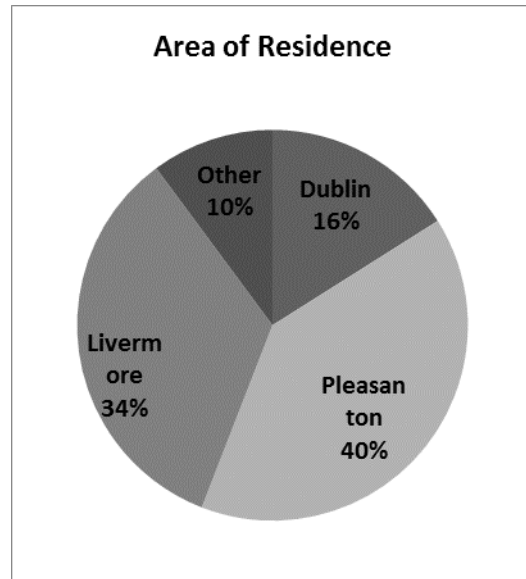
These results appear to be indicative of a high degree of customer satisfaction with the Wheels soft product overall. The average rating across all quality-of-service scorings was 4.3; the same as last year. The area that was rated the highest (4.6) was regarding feeling safe when riding the bus, while the lowest (4.0) was in the area of whether services operate on time. The average scores within the nine individual quality areas probed in the survey saw little trend change from last year, except in the area of customer service helpfulness/friendliness which saw an uptick from 4.3 to 4.5.

As in all years that the current survey format has been used, all quality rating areas continued to receive scores equaling or exceeding the agency-adopted goal of 4.0.

The table below summarizes the quality-of-service scores given by passengers in this year's survey about Wheels.

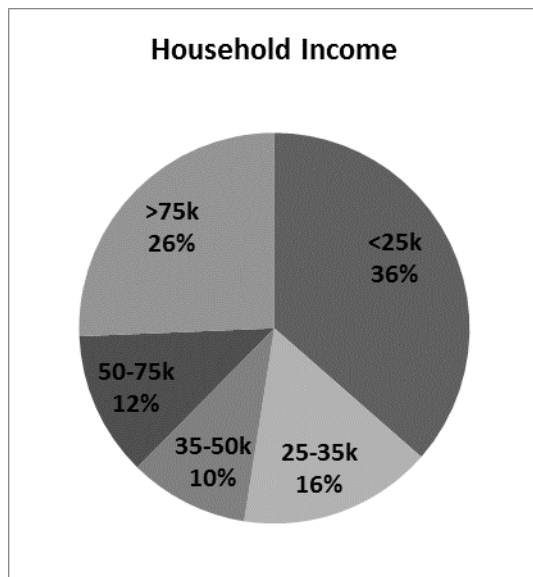
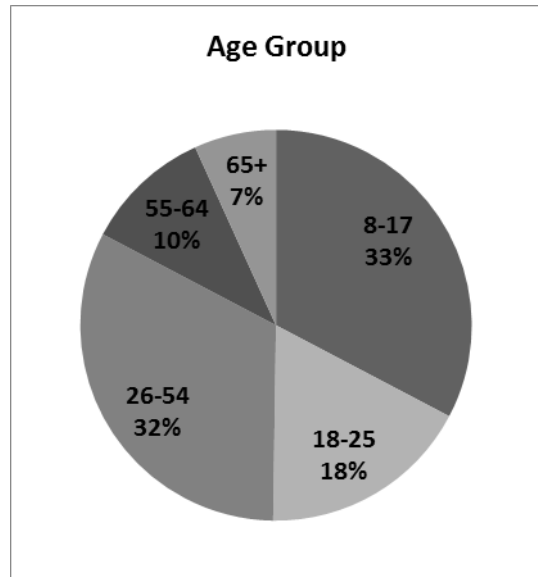
<b>Quality Ratings</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Avg</b>	<b>Last yr</b>
Service operates on time	4%	5%	20%	35%	36%	4.0	4.1
Feel safe when riding the bus	1%	0%	6%	19%	73%	4.6	4.7
Drivers are helpful and friendly	2%	4%	12%	25%	58%	4.3	4.2
Route / service information easy to use	2%	3%	11%	27%	57%	4.3	4.3
Buses are clean and well maintained	1%	3%	12%	27%	57%	4.3	4.4
Transit Center is safe and secure	3%	3%	9%	26%	60%	4.4	4.4
Bus stops clean and well maintained	3%	3%	11%	31%	53%	4.3	4.3
Customer service staff friendly and helpful	1%	2%	12%	20%	65%	4.5	4.3
Overall opinion of Wheels service	0%	2%	8%	39%	50%	4.4	4.4
<b>Total</b>						<b>4.3</b>	<b>4.3</b>

Area of residence: Turning next to the rider profile-related questions, almost three-quarters of respondents (74%) indicated either Livermore or Pleasanton as their primary residence, while 16 percent stated Dublin as their home. 10 percent indicated another municipality or city, broken down as follows as number of persons in alphabetical order: Antioch (1), Castro Valley (3), Concord (1), El Cerrito (1), Hayward (4), Oakland (8), San Francisco (7), San Leandro (5), San Ramon (1), Stockton (4), Tracy (2), Union City (1), and Walnut Creek (1).



Trip purpose: Almost half of the passengers surveyed (48%) indicated “school” as their trip purpose, followed by 38% of respondents stating going to/from “work”. Other categories such as medical, social, or shopping were each indicated by 6% or less of respondents. These trip purpose proportions differ quite a bit from last year, which had the majority (52%) of respondents stating work as their trip purpose, and only 17% stating school; also, the other trip categories (which are more discretionary in character) had higher shares last year. Some of this difference is no doubt due to the survey this year being conducted prior to the summer break, but for this very same reason, it is hard to say whether an actual general shift in trip purpose has occurred amongst Wheels passengers.

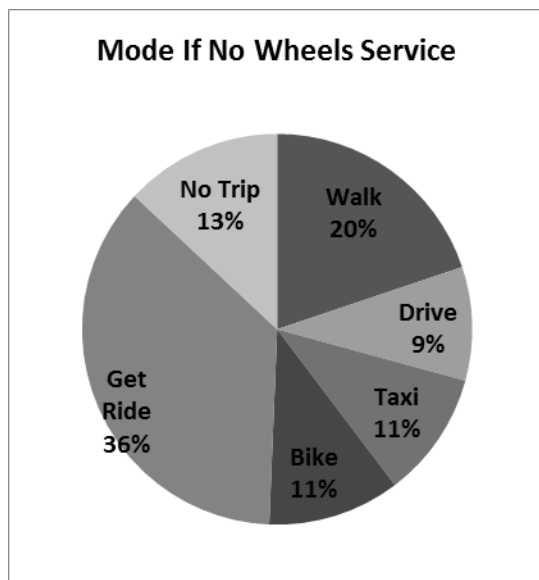
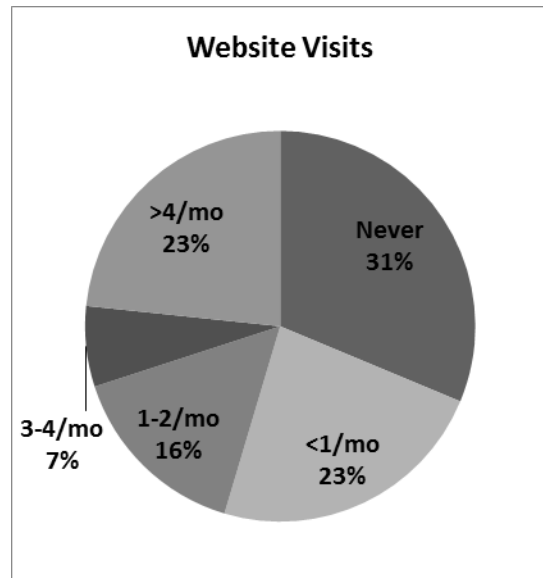
Age: Perhaps due to the same issue regarding shifted survey timing as above, the age distribution of respondents also differed (but not to the same extent) from that found in the previous survey. The 8-17 age category, which has previously been modest, saw a 33% share of respondents this year – likely due to the inclusion of school trippers in the survey group. Young adults 18-25 comprised 18%, while the age category of 26-54 included 32% of respondents, and the 55-64 category represented 10%. Seniors are still not a big rider group within LAVTA’s fixed route service; the percentage of respondents in the 65+ category this year was only 7%, the same number, for example as that seen in the survey three years ago.



Household income: When asked about annual income, a slight majority of respondents (52%) indicated household earnings of under \$35,000 per year. 22% stated incomes in the \$35,000 to \$75,000 range, and the remaining 26% indicated household incomes above the \$75,000 mark. Although the Wheels riders have traditionally been found to be from low-income households, the income distribution has gradually shifted upward from the 2014 survey when 57% of respondents were in the sub-25k bracket, and only 7% were in the 75k+ bracket. The latter, in particular, jumped from 12% to 26% between last year and this year.



Wheels website visits: This indicator remained relatively similar to the responses received last year. There continues to be a significant group of riders (about one-third) that never consult the Wheels website, while remaining respondents indicate using the website with at least some frequency. On the upper end of the spectrum, a core group of almost one-quarter of respondents indicate being frequent visitors to the website.

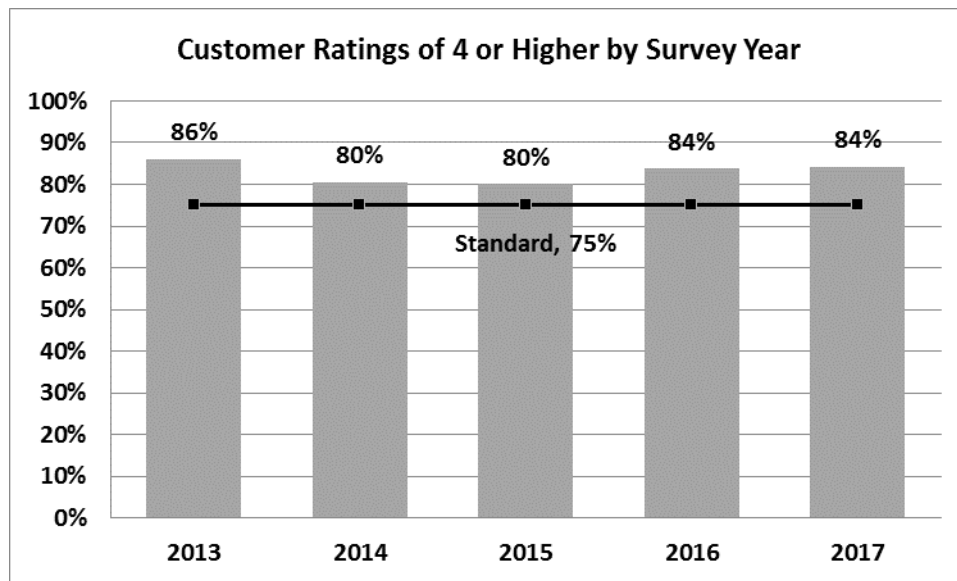


Trip without Wheels: Passengers were asked how they would have made their current trip without the bus. Notably, a large majority of respondents (87%) indicated that they would have been able to get around using other means of transportation, while 13% stated that they would not have made the trip. This is a slight shift from last year away from passengers that have no other options. Of the 87% that indicated alternative means to get around, 20% said that they would have walked, 36% stated that they could have gotten a ride, and 11% stated taxi as an alternative. The only noticeable difference in alternatives compared with the 2016 survey was a shift from “drive” to “get ride” – perhaps due to the larger student sample inclusion this year.

Open comments: 291 of the 433 passengers surveyed took the opportunity to provide open-ended comments at the end of the survey form. This is a larger share of respondents providing open comments than has been typical - although it appears that the incremental responses were of the general kind without a specific issue or complaint; such “*general*” comments comprised 34% of the open-ended responses. The two other major topics were in the area of *schedule adherence / on-time* issues (21%) and *service/schedule change suggestions* (15%). The entire set of open comments received is shown in Attachment 3, sorted by category.

### Recent-Years Trend Comparison

The following chart shows the five-year trend for overall customer satisfaction, as well as compares it to the agency's standard of receiving an average score of 4 or better from 75% of survey respondents. In this year's survey, 84% of the total pool of scores received were 4 or 5. This is the same level as that seen in last year's survey, higher than in 2015 and 2014, and lower than in 2013. For all five survey years shown in the table, the agency standard of 75% has been met.



### **Remarks / Summary**

As the results described above show, the Wheels fixed route service delivery is continuing to receive nominally high remarks in all quality-of-service aspects that are probed in the annual on-board passenger survey, and the average respondent this year scored the service quality very similarly across the board compared with last year. The item that received the highest rating this year was in the area of passengers feeling safe while riding the bus (4.6), while the item that received the lowest relative rating was the on-time performance of buses (4.0).

The COA-related changes in service levels and coverage that was implemented between last year's survey and that of this year do not appear to have had an overall bearing upon how passengers grade the soft product aspects of Wheels, which is the focus of the customer satisfaction survey. Similarly, the nominal improvement in the agency's on-time performance metric does not appear to have moved the dial positively in terms of passengers' perception of the service's timeliness.

The Wheels ridership base continues to a significant extent to be from low-income households, although gradually less so in recent years. Also, as the responses to the trip-without-Wheels question indicate, most riders stated that they would have had alternative means of getting to their destination and are not captive to the service.

Past studies have indicated that the Wheels ridership base is relatively young, and has a high turnover rate in terms of ridership. The conducting of this year's survey while schools were still in session (as opposed to prior years' surveys) makes it difficult to draw firm trend conclusions, but other surveys and observations indicate that the Wheels ridership base continues to be relatively young. And senior riders (individuals aged 65 or over) in the system still represent a small ridership group in the Wheels fixed route system.

**Recommendation**

None – information only.

**Attachments:**

1. Survey form (English version)
2. Detailed summary of results
3. Open-ended comments

**WHEELS – PASSENGER SURVEY 2017****Route****1. Which general area do you live? Check ONE.**

☐ Pleasanton
 ☐ Dublin
 ☐ Livermore  
☐ Other (please specify): \_\_\_\_\_

**2. Please rate Wheels Service using a scale of 1-5, with 1 being the worst (strongly disagree) and 5 being the best (strongly agree).**

Question	Score (1-5)
Transit services operate on-time	
I feel safe when riding the bus	
Drivers are helpful and friendly	
Route / Service Information is easy to use	
Buses are clean and well-maintained	
Transit Center is safe and secure	
Bus Stops are clean and well maintained	
Transit Center (& Telephone) staff are friendly and helpful	
Overall opinion of Wheels service	

**3. What was the main purpose in making your trip today? Check ONE.**

☐ Work
 ☐ School  
☐ Social Visit
 ☐ Medical  
☐ Shopping
 ☐ Other (please specify: \_\_\_\_\_)

**4. What is your age?**

☐ 8-17
 ☐ 55-64  
☐ 18-25
 ☐ 65+  
☐ 26-54

**5. What is your annual household income?**

☐ Under \$25,000  
☐ \$25,000-\$34,999  
☐ \$35,000-\$49,999  
☐ \$50,000-\$74,999  
☐ \$75,000+

**6. How often do you visit [www.wheelsbus.com](http://www.wheelsbus.com)?**

☐ 5 or more times in the last month  
☐ 3-4 times in the last month  
☐ 1-2 times in the last month  
☐ Less than once per month  
☐ Never

**7. How would you have made your current trip without the bus? Check ONE.**

☐ Walk
 ☐ Bike  
☐ Drive myself
 ☐ Get a ride  
☐ Take a taxi
 ☐ I would not have made this trip

**Please provide Wheels Management with your thoughts on how our service works for you and/or how we may improve our service.**

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## WHEELS PASSENGER SURVEY RESULTS 2017

## ATTACHMENT 2

## 1. Area of Residence

Dublin	Pleasanton	Livermore	Other	Tot resp
68	169	144	43	424
16%	40%	34%	10%	

## 2. Quality Rating

	1	2	3	4	5	n/a	Avg Score	Total Responses Received	Total Points
Service operates on time	15	19	86	149	152	12	4.0	421	1667
Feel safe when riding the bus	5	2	27	79	308	12	4.6	421	1946
Drivers are helpful and friendly	8	16	51	103	241	13	4.3	419	1810
Route / service information easy to use	7	14	45	110	238	19	4.3	414	1800
Buses are clean and well maintained	5	13	51	114	238	12	4.3	421	1830
Transit Center is safe and secure	10	11	34	101	237	40	4.4	393	1723
Bus stops clean and well maintained	11	11	46	128	221	16	4.3	417	1788
Customer service staff friendly and helpful	4	8	44	75	247	54	4.5	378	1687
Overall opinion of Wheels service	1	9	31	160	205	27	4.4	406	1777

Quality rating from above as percentages:

	1	2	3	4	5	Avg Score	Last year	
Service operates on time	4%	5%	20%	35%	36%	4.0	4.1	421
Feel safe when riding the bus	1%	0%	6%	19%	73%	4.6	4.7	421
Drivers are helpful and friendly	2%	4%	12%	25%	58%	4.3	4.2	419
Route / service information easy to use	2%	3%	11%	27%	57%	4.3	4.3	414
Buses are clean and well maintained	1%	3%	12%	27%	57%	4.3	4.4	421
Transit Center is safe and secure	3%	3%	9%	26%	60%	4.4	4.4	393
Bus stops clean and well maintained	3%	3%	11%	31%	53%	4.3	4.3	417
Customer service staff friendly and helpful	1%	2%	12%	20%	65%	4.5	4.3	378
Overall opinion of Wheels service	0%	2%	8%	39%	50%	4.4	4.4	406

## 3. Trip Purpose

Work	Social	Shopping	School	Medical	Other	Tot resp
150	10	23	191	12	13	399
38%	3%	6%	48%	3%	3%	

## 4. Age

8-17	18-25	26-54	55-64	65+	Tot resp
140	75	139	45	29	428
33%	18%	32%	11%	7%	

## 5. Income

<25k	25-35k	35-50k	50-75k	>75k	Tot resp
125	55	34	41	88	343
36%	16%	10%	12%	26%	

## 6. Website Visits

Never	<1/mo	1-2/mo	3-4/mo	>4/mo	Tot resp
122	91	60	26	91	390
31%	23%	15%	7%	23%	

## 7. Trip without Wheels?

Walk	Drive	Taxi	Bike	Get Ride	No Trip	Tot resp
76	36	40	42	139	50	383
20%	9%	10%	11%	36%	13%	

Total surveys received = 433

General Comments	Category
Some buses need to come more often then 1 bus per hour.	Schedule/Service Change
30R transfer to 10R is difficult at the Transit Center; increase frequency (30R) on Saturday and Sunday.	Schedule/Service Change
Increase frequency on Saturday and Sunday.	Schedule/Service Change
More frequency on Saturday and Sunday.	Schedule/Service Change
Very useful service and very helpful. But, should bring back the 14 Murieta stop near the library.	Schedule/Service Change
Wish they come more often (frequency).	Schedule/Service Change
Half-hour intervals on Route 8--all hours and days.	Schedule/Service Change
Perhaps create a shuttle service to Main Street on the weekends. 10R does that, but adding a shuttle to this area might bring more customers to local businesses and lessen the traffic/parking issues.	Schedule/Service Change
I would like to see more buses running in the morning, thank you.	Schedule/Service Change
(Dublin) Many routes were discontinued, which created a hardship for patrons that cannot shop where there is no bus service. Connecting buses are not coordinated. A bus driver told me it was OK to put shoes on the seats.	Schedule/Service Change
The only thing that I'm not extremely satisfied with is the recent (about a year ago) changes to bus routes. I understand why the changes were made, but for me (and other I met) I now have to transfer buses from Stoneridge Mall to downtown Livermore instead of taking just one bus. Only a slight inconvenience but often times the buses don't line up conveniently, so it takes me more time and frustration, especially if one is only a few minutes late. Overall, this bus system is very good.	Schedule/Service Change
Good service. Should run more service on Saturday and Sunday.	Schedule/Service Change
Please have a stop at Cayetano on Portola Ave (near the new Shea Sage Community). There are a lot of residents commuting to BART everyday and a stop near our community would help the residents a lot. Thanks.	Schedule/Service Change
Have more buses after 7:30 pm.	Schedule/Service Change
Library as a destination again would be nice, but I enjoy the walk on Civic Center.	Schedule/Service Change
Would want more frequency at night as I return from school at night.	Schedule/Service Change
I would like Route 14 to have more regular and frequent service because there is a clinic on East Ave.	Schedule/Service Change
We need 30R to service Livermore Gardens.	Schedule/Service Change
Run the 580X later than 7pm.	Schedule/Service Change
Run service later.	Schedule/Service Change
More buses on weekends.	Schedule/Service Change
More buses in Pleasanton Bart would be nice.	Schedule/Service Change
My brother works at the Livermore Outlets and once you guys switched to 30R it makes it harder for him to get there. Since I only go as far as BART, the whole switch worked out perfectly for me, especially having the bus run till midnight.	Schedule/Service Change
I would like Route 8 to leave BART at 7:30pm Monday thru Friday, and at 8:30pm during weekdays. I work late sometimes, so I need more buses to run later (Route 10 is OK for me too).	Schedule/Service Change
The service is working well. However, weekend service complicates my commute to work. Frequencies for weekend service should be every 30 minutes. Thank you.	Schedule/Service Change
Routes 15 and 14 should run more often	Schedule/Service Change
The last bus on 10R should wait until the last train arrives at the station.	Schedule/Service Change
Have the bus come every 5 or 10 minutes, instead of 15 or 30 minutes.	Schedule/Service Change
The bus does not run often enough. Sometimes there is no bus at the time that I need it.	Schedule/Service Change

To improve make the buses leave 5 minutes later from the Transit Center.	Schedule/Service Change
Service is really good. Wish your express buses ran earlier/later and more runs.	Schedule/Service Change
I am very impressed with Wheels service. I wish the weekend schedule for Route 15 is extended to 11pm.	Schedule/Service Change
I'd like there to be a bus from the Transit Center that goes to the mall. I do appreciate how the commute bus has both Wifi and outlets.	Schedule/Service Change
More frequent service for Route 15 on weekends.	Schedule/Service Change
More weekend buses	Schedule/Service Change
Everything is good, hope they bring back the Rapid. Maybe add more bus service every 30 minutes on the weekends.	Schedule/Service Change
The 30R should run more frequently on the service.	Schedule/Service Change
Hopefully, add more routes.	Schedule/Service Change
Would like more weekend service.	Schedule/Service Change
Perhaps, less changes to routes and schedules.	Schedule/Service Change
Weekends: two buses on 15 Line.	Schedule/Service Change
If this bus could leave just a couple of minutes later. The BART arrives at 8:27am, the bus departs at 8:29, often leaving me running or sometimes missing the bus by a minute. Otherwise, great service.	Schedule/Service Change
Bring back 10, and a more useful bus to get around; there are too many transfers.	Schedule/Service Change
The service for Routes 10 and 30 are good, but not well coordinated with Route 14--which we use to go to the clinic. Route 15 is great.	Connectivity
Wheels service has been very helpful in transporting me home and to places I need to go. I think more synchronized schedules for buses would be very beneficial.	Connectivity
The 14 still does not connect with the 15 bus; especially, on the weekend.	Connectivity
Better connections to the Stoneridge Mall and Outlets.	Connectivity
30R and 10R need to connect downtown.	Connectivity
Some drivers are late, but other than that good service.	Schedule Adherence
Inform us in time if the bus is going to be late or if its not coming so we could adjust to it and make arrangements.	Schedule Adherence
I have noted that several of the Wheels routes in the afternoon appear later than scheduled, by long periods of time (up to an hour).	Schedule Adherence
Only complaint is that sometimes buses are 5-10 minutes late.	Schedule Adherence
Pick us up on time!	Schedule Adherence
I think its very helpful, but it can also be nerve racking if its late because I usually don't have another ride to get to school.	Schedule Adherence
May improve by being on-time more often.	Schedule Adherence
Never be more than 10 minutes late.	Schedule Adherence
Bus drivers are friendly. They are usually on-time, but after school the bus is sometimes late.	Schedule Adherence
If bus is late for 10+ minutes we should NOT pay for it. About 3 times this year, the bus did NOT come at all in the morning--I was late to school.	Schedule Adherence
Sometimes the bus did not come at all!!!	Schedule Adherence
Not come to the bus stop too early or late.	Schedule Adherence
Make sure your buses don't pass the stop before they are supposed to.	Schedule Adherence
Be on-time more often.	Schedule Adherence
Sometimes it is too early or late. Overall, it is great.	Schedule Adherence
Its late and I have school!	Schedule Adherence
Make sure buses are on-time, and make tickets less costly.	Schedule Adherence
Make sure the 608 buses are on-time. Otherwise, everything is fine.	Schedule Adherence
Make sure buses are on-time. Make tickets less costly.	Schedule Adherence
The bus is sometimes very late, so we couldn't get to school in time.	Schedule Adherence
Sometimes its late AND I have school.	Schedule Adherence
Give me ride to school, but sometimes early or late.	Schedule Adherence
Good overall, but buses occasionally show up late.	Schedule Adherence
The service is good but sometimes it doesn't get here on time.	Schedule Adherence
Everything about taking the bus is beneficial for me, except when the bus is not on time or the driver does not know where he/she is going.	Schedule Adherence

It's great. Bus drivers are nice for the most part. On Wednesdays, we get to school a little later than usual.	Schedule Adherence
Maybe show up on time a little bit more regularly.	Schedule Adherence
To have more staff operate on-time.	Schedule Adherence
Be on-time for school pick up and drop off.	Schedule Adherence
Wait longer at stops with more people. Provide bus drivers that get you to school on time.	Schedule Adherence
Be on time more often.	Schedule Adherence
Sometimes the bus is late or completely misses a run. But in general my experience has been very pleasant. Thank you.	Schedule Adherence
Please discourage drivers from arriving and/or leaving bus stops early. Could you move the benches from discontinued stops to the current stops which don't have any benches?	Schedule Adherence
Make the bus be on-time.	Schedule Adherence
The bus is great but sometimes it runs a few minutes late.	Schedule Adherence
Sometimes the bus is not on time, but overall it's good.	Schedule Adherence
A disclaimer about arrival times (maybe there is one, I haven't looked to hard). Early in the year the bus would come up 7-10 minutes before or after posted times.	Schedule Adherence
Rapid needs to be more rapid. On-time performance could improve. Connections could be timed better. Very nice buses!	Schedule Adherence
Better time management for both the 30R and 10R. 30R is ALWAYS late on weekends.	Schedule Adherence
A bit complicated at times. On Saturday and Sunday, it takes a little longer.	Schedule Adherence
Even though the bus arrives early at the stop it should wait until scheduled departure time.	Schedule Adherence
10R for 9:00am trip from Santa Rita Road towards BART is very slow and never on time.	Schedule Adherence
Improve on-time performance; the buses arrive late.	Schedule Adherence
Can provide a bus route from Santa Rita to Hopyard. Also, 10R bus at 8:55 am is late everyday.	Schedule Adherence
Drivers are much better about being on time, but sometimes the buses are late or leave early.	Schedule Adherence
The service is nice but you guys can work a little bit on bus efficiency.	Schedule Adherence
Occasionally, the bus is not just late, but is very late or if not very early. The driver should always follow the time printed on the schedule.	Schedule Adherence
Bus is always on time leaving from Dublin Bart Station, but I cannot say the same for the other direction. We had to get a company shuttle because the bus was usually 15-20 minutes late heading towards Bart in the afternoon.	Schedule Adherence
Website is OK for timetables. Buses are sometimes very late. A live app would be helpful to see where the buses are.	Schedule Adherence
The bus feels safe, and people are friendly. The buses are clean and comfortable, sometimes on-time performance is an issue.	Schedule Adherence
Crack down on buses leaving early. Multiple times, I have had to wait for the next bus due to a driver leaving the stop five or more minutes early.	Schedule Adherence
Just make sure its on time. 1 or 2 minutes extra/late is fine.	Schedule Adherence
Make drivers stop at each stop based on SCHEDULED time.	Schedule Adherence
Some bus routes leave earlier than stated on the schedule.	Schedule Adherence
Better on-time performance is needed.	Schedule Adherence
Better coordination with other bus routes would be helpful. One bus being late can make me miss a bus and lose an hour.	Schedule Adherence
Issue new transfer when bus is late.	Schedule Adherence
Buses should arrive as scheduled, and depart as scheduled. At times, the drivers delay the departure time because they have conversations with other people. Many of us are in a hurry to get to work or to other destinations.	Schedule Adherence
The best part is that sometimes the buses don't stop when there aren't people waiting at the bus stops. The buses are late on the weekend.	Schedule Adherence
Arrival times. Its really hit or miss as far as arrivals (at BART). Most drivers are nice.	Schedule Adherence
Very good, except that at times the person who drives the 30R at 7:14 to the Livermore Lab always stops for about 5 minutes to get some food.	Schedule Adherence
Improve on-time performance.	Schedule Adherence
Overall, service is good. Should try repainting some of the bus stops so that they are visible for the drivers.	Maintenance
A smoother, less noisy ride would be good.	Maintenance
The bus stop should be looked at more often.	Maintenance
Restrooms should be open longer.	Maintenance
The mirrors in the bathrooms are not great, and the whole bathrooms.	Maintenance
Please build a better shelter at the Koll Center stop.	Maintenance
It kinda smells bad. If you could put some air freshner and wi-fi, it would allow students to do their homework on the way to school. Thank you!	Cleanliness
Vacuum the seats; the rest is good!	Cleanliness
You should clean the bus better, and take your time in trip.	Cleanliness
My thought is it is good and helpful. You should keep the buses more clean.	Cleanliness
Cleaner buses and friendlier drivers.	Cleanliness
You could make the buses cleaner.	Cleanliness
Make sure the bus stops are clean at all times.	Cleanliness
Overall, general clean up and clarification of signs posted on stops/benches.	Cleanliness
No empty can carry-ons; very unsanitary.	Cleanliness



Bus stops need to be cleaned more often.	Cleanliness
Some of your drivers are insanely rude, even when unprovoked. On the other hand, some are wonderful. The morning 502 driver is the best; give him a raise for always being so positive.	Driver Courtesy
I really like how the service works. Sometimes bus drivers are mean, I think it may be because I'm a kid.	Driver Courtesy
Wheels has definitely improved since I use to take the bus in 2013 for High School. But, I do feel like bus drivers are more lenient with older guests than youth. Which I do understand because the youth are more likely to be rude, but I am not one of those youths.	Driver Courtesy
The driver for Route 14 is rude.	Driver Courtesy
The drivers should be friendlier. At times, the buses are not on-time.	Driver Courtesy
There is this one lady who stops to get some food almost every route. I've had to run sometimes to catch the 10R, other than that it's great.	Driver Courtesy
I've been riding the bus for 30 years, and your bus drivers need improvement on greeting, smiling, attitudes, and know where their surroundings are. When a rider asks them, drivers should know. Thank you, Bless all.	Driver Courtesy
Some bus drivers aren't friendly. Sometimes they don't stop at certain stops and they don't wait a little longer for passengers to board.	Driver Courtesy
Drivers should have more customer skills. I do notice there is an improvement.	Driver Courtesy
More friendly; more clean.	Driver Courtesy
It's handy for when no one can give me a ride to school. To improve you can talk to some students that misbehave.	Training
Occasionally, new people get lost.	Training
The bus drivers vary at knowing where they are going, but here and there the driver gets lost.	Training
Give new bus drivers detailed map so we are always on time.	Training
Stop changing drivers every few days, let the drivers learn their route and let them keep driving on that route. Also, spend more time at the stops that people actually use, and spend more time at the more crowded stops. Give the drivers some kind of drivers some kind of driving test before hiring them. Have some kind of 3 strike system for tardiness.	Training
More drivers that speak Spanish.	Training
Better training for your drivers.	Training
Hire more qualified drivers.	Training
More charging ports.	Amenities
Poor Wifi, pay with credit card. Real time schedule app or website (quick access). Out of stock farebuster tickets (Safeway).	Amenities
Overall, it's good.	General
Everything seems fine to me so far.	General
Fantastic	General
It's fine.	General
Great service.	General
Good	General
I like your service.	General
It is very good.	General
Its good.	General
It is good and I have no complaints.	General
It's a good service.	General
Works good for me right now.	General
Convenient enough. However, I can have trouble keeping up with the time.	General
It's perfect the way it is.	General
It's good.	General
It's nice.	General
It is good.	General
It's an efficient service that works just fine.	General
It's a great service, thanks.	General
Great for local travel.	General
Just on time.	General
There is no need to improve service. It is excellent.	General
I love BART and AC Transit.	General
It works well for me because it picks up on time, and the bus stop is right in front of my job.	General
For the route that I regularly use, it's good.	General
Good service.	General
Great, I love it. I ride with my kids.	General
Thanks for great service.	General
I think it's fine how it is.	General
No suggestions, you are doing very well.	General
Love the bus	General
Service is great!	General
Everything works for me.	General

Good job with maintenance.	General
I think the service is good.	General
I find it very convenient and a great service.	General
No suggestions. Not possible to be faster with traffic lights and limitations due to time of day.	General
Works perfect for me. Been very helpful for my movement within Tri-Valley.	General
Thank you, perfect service.	General
Good service.	General
Service is good.	General
Overall, very good service.	General
Good service.	General
Good service, provides me a way to get around.	General
It works well. Routes cover everything.	General
You guys do great!	General
I hope Route 30 will provide students free bus as usual with ID card.	General
You all have done well--massively improved. Just keep up the good work!	General
Works fine	General
There is nothing to improve. You are doing your best.	General
I think your service works great.	General
I think that the service is really good and its really convenient.	General
Great service. Easy to navigate.	General
It's an effective and helpful resource for those that are unable to drive.	General
Its really helpful.	General
Overall, its good. If they can stop at BART other side (Pleasanton), that would be helpful.	General
Good.	General
I'm very satisfied.	General
I use other bus services, you guys are the best!	General
The bus needs more work.	General
I am more satisfied with Wheels service.	General
Very good.	General
Very helpful, than you so much!	General
Service works good and is really convenient.	General
It's OK. No improvement needed.	General
Keep up the good work.	General
It works so good, I really appreciate that because it's helpful.	General
I am impressed.	General
I like it so much, it helps me a lot.	General
Very helpful. I really appreciate having this route going to work everyday.	General
Excellent service.	General
I think it works just fine.	General
Efficient	General
I enjoy it and ride Route 11.	General
Personally, the bus service is just fine.	General
It makes me feel more independent.	General
Taking the bus is a very safe choice.	General
Overall, it works pretty well.	General
Service is satisfactory. No improvements needed.	General
It is good, especially on weekdays.	General
Everything is good.	General
Overall, satisfied.	General
Cool bus drivers.	General
It works great for now until I get a car. Thank God for the bus!	General
In general, the service is good.	General
Keep up the excellent service.	General
Overall, good.	General
No issues	General
It seems good to me, and I enjoy it.	General
Wheels is number ONE; the best.	General
It gets me where I need to be.	General
I'm very satisfied.	General
I like how it works, nothing to be changed.	General
Just keep doing what you do that is helping the people who ride the bus.	General
For getting home, I see no problem.	General
Keep up the good work.	General
I like the new schedule.	General

Easy transportation for shopping and for going to the library.	General
Friendly drivers	General
The bus is mostly on-time and the drivers are friendly and helpful.	Praise
Wheels is helpful and helps me get to school.	Praise
Drivers are overall very nice and helpful when I need anything. Wheels has helped me a lot in my life.	Praise
Wheels service is reliable and safe to use.	Praise
Wheels is mine and my family's main way of getting to work, school, and shopping. Like and enjoy Wheels if only times and stops remain the same--no more changes. Thank you.	Praise
It gets me to school on time.	Praise
Route 2 is working great for me. I take it every day after work. It would be hard for me to get home if not for this route. Thanks!	Praise
The 15 minute schedule from BART to LPC on 30R is a HUGE improvement over previous hour-long waits.	Praise
Enjoying new schedule for Routes 8 and 10R. Would appreciate continued effort to sync bus with BART schedule; coordinate better with BART.	Praise
Efficient and easy for my daily work commute.	Praise
Thanks for making student fare free, saves me so much money! I wouldn't be able to get anywhere without Wheels bus.	Praise
Saves on gas over time. Overall, service is good--especially air conditioner with this hot weather.	Praise
Wheels buses are very convenient, especially the every 15 minutes buses.	Praise
Very good service. The drivers are friendly with everyone, including disabled persons.	Praise
I think that the service is pretty good. Its always quiet, which is good. I always get to school on-time. I think your service is good and don't need to change it.	Praise
It is good enough and buses run frequently so that is also good. Overall, service is awesome.	Praise
I really like the service but wish stops had more information.	Route/Service Information
Improve online services--not up to date.	Route/Service Information
Display real-time arrivals at BART.	Route/Service Information
In some bus stops we can see real-time information; it would be great if you can adopt same everywhere.	Route/Service Information
Great improvement from couple years back. Please improve route map in the website.	Route/Service Information
When bus stops are closed, manage them better.	Route/Service Information
Better use of the website to notify users of changes to lines due to construction, etc. (use of paper signs vaguely mentioning possible interference is not enough in today's world).	Route/Service Information
Automated texts with where your bus is at. For example, if it goes past a stop it will text you where the stop is.	Service Alerts
Often the bus says on route, but goes somewhere else. It would be nice if that was fixed.	Service Alerts
Create an app with real-time arrivals of buses.	Service Alerts
If buses are delayed, I would like to see notification on website.	Service Alerts
Please sell bus passes at Dublin High.	Fares
Sell bus passes at Dublin High.	Fares
Cheaper fare.	Fares
Would like perhaps a frequent rider discount or like a weekly/monthly pass available; preorder tickets at a discount price. Most IMPORTANT, offer change or a voucher for extra fare amount paid (I've paid extra a lot).	Fares
Extend transfer hours. Or offer single day passes.	Fares
Better seat layout. Once in a while I get a bus with seats around the edges that all face inward. I hate those buses because anyone with a bag is always in the way. All sitting forward is better.	Seating Configuration
The bus driver goes too fast, needs to slow down.	Travel Safety
Sometimes drivers depart too early before passengers are seated!	Travel Safety
Safety protocol for young passengers (babies) should be improved; I feel babies are more secure in their strollers.	Travel Safety
For seniors, please let them sit first before motion!	Travel Safety
I think that the buses should have a lot more seats for school.	Overcrowding
More 502 buses. There is one, and it is always crammed after school.	Overcrowding
I think we need bigger or more 502 buses.	Overcrowding
More buses.	Overcrowding
A second 502 bus to DHS in the afternoon.	Overcrowding
Use a bigger bus.	Overcrowding
502 is always full on the way back; perhaps a bit too full.	Overcrowding
Add another bus! 502 is just too busy for one bus.	Overcrowding
Add more seats.	Overcrowding

## **AGENDA**

### **ITEM 8**

## STAFF REPORT

SUBJECT: Tri-Valley Park and Ride Study

FROM: Christy Wegener, Director of Planning and Operations

DATE: June 26, 2017

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### Action Requested

None – Information only

### Background

Alameda County Transportation Commission (ACTC) recently finalized the Tri-Valley Park and Ride Study. This staff report is a summary of findings and recommendations.

### Discussion

The Executive Summary is included as Attachment 1 and full copies will be provided at the Committee meeting for distribution. The Tri-Valley Park and Ride Study included four elements: 1) An assessment of current conditions; 2) A travel behavior and market analysis of current/future demand; 3) Development/evaluation of potential alternatives; and 4) Implementation strategy.

The study includes several recommendations for short-term measures that can be implemented in advance of a BART to Livermore extension. These measures include the following:

- 1) Initiative a high-frequency shuttle (15-minutes) during peak times between the Airway Park and Ride Lot and the Dublin/Pleasanton BART Station as a pilot test service concept.
- 2) Construct a new park and ride lot at Bernal Ave/I-680 in Pleasanton.
- 3) Construct a new parking garage at the Dublin/Pleasanton BART Station.
- 4) Construct facility enhancements at all park and rides in the study area.
- 5) Deploy ITS enhancements to better integrate transit and park-and-ride facilities.

### Next Steps

LAVTA's Long Range Transit Plan (LRTP) will consider and incorporate the Tri-Valley Park and Ride study recommendations as a short/medium-term projects to be implemented as funding allows. Staff is also exploring providing an application-based platform for real time parking information data feeds and real time bus arrival information to implement some of the technological-based recommendations in the study.

**Recommendation**

None –Information Only

**Attachment:**

1. Final Tri-Valley Park and Ride Study Executive Summary



## Executive Summary

### Background

The Tri-Valley Integrated Transit and Park-and-Ride Study emerged from the concerns of three cities in the Tri-Valley – Dublin, Pleasanton and Livermore – and LAVTA – the bus operator in the Tri-Valley – about the persistent traffic congestion and how commuters in the Tri-Valley travel to and from area transit services. Traffic congestion in the area continues to increase, but available parking at the two BART and three ACE stations in the area is relatively constrained, limiting the options for new patrons wishing to access transit alternatives. There are four park-and-ride lots in the Tri-Valley, and most have adequate capacity for more users, but these facilities are

not currently attracting many BART and ACE users.

In 2013, the three Tri-Valley jurisdictions and LAVTA developed a scope of work for a study of how to enable greater connections between park-and-rides and transit in the Tri-Valley. The stated goal of the study was to identify potential changes and improvements in satellite park-and-ride lots (including multi-modal access to the facilities) and local transit service to increase the use of rail and bus services in the Tri-Valley; reduce single-occupancy vehicle (SOV) trips and vehicle miles traveled (VMT); and facilitate a coordinated, efficient, and sustainable transportation system in Alameda County's portion of the Tri-Valley area. The jurisdictions and LAVTA submitted the study to the Alameda County Transportation Commission's Sustainable Communities Technical Assistance Program (SC-TAP), and the study was selected for SC-TAP funding in early 2014.

### The Study Process

There were four technical tasks for this study, the results of which are summarized here in this final report. Further details are provided in the Appendices to the report that cover each of the technical tasks:

- An Existing Conditions Assessment of all nine park-and-ride facilities



- A Travel Behavior and Market Analysis of current and future demand, which included a user survey
- Development and Evaluation of Potential Improvement Measures
- Development of an Implementation Strategy

The project management has come from the Alameda CTC while the study development was guided by a Technical Advisory Committee (TAC) consisting of the three cities in the Tri-Valley (Dublin, Pleasanton, and Livermore), the three primary transit providers (BART, ACE, and LAVTA), Alameda County, Caltrans, and MTC. All technical documents were reviewed closely by the TAC members, particularly the Tri-Valley jurisdictions, BART, and LAVTA, and finalized after addressing their comments.

### **Summary of Improvement Measures**

The technical analysis conducted during this study confirmed that improvements to various park-and-ride facilities and services in the Tri-Valley can deliver transportation benefits that will reduce SOV trips and VMT to the study area. Given the patterns of travel demand anticipated over the next fifteen years, it is expected that some or all of the improvement measures described below would be promising elements of an overall strategy for managing congestion during peak hours. One or more of the short-term strategies could be implemented in any order within the next three to five years and the rest within the next fifteen years.

### **Potential Short-Term Measures**

- Initiate high-frequency shuttle service during peak commute period from the Airway park-and-ride lot in Livermore owned by BART to the Dublin/Pleasanton BART station as a pilot test of the service concept.
- Construct a new park-and-ride lot in Pleasanton at Bernal Avenue.
- Construct a new parking garage at the Dublin/Pleasanton BART station adding 550 net new spaces to the existing parking capacity at the station.
- Construct facility enhancements at all park-and-ride lots in the study area.
- Deploy ITS enhancements to better integrate transit and park-and-ride facilities more closely together, including: transit signal priority treatments; real-time vehicle arrival/departure information; and real-time parking occupancy information.



## Executive Summary

- Facilitate use of park-and-ride lot capacity for private employer shuttles via pricing policy.
- Implement parking pricing and management strategies to maximize facility utilization and to make payments, pricing integration, and enforcement both easy and cost-effective.

### Potential Long-Term Measures

- Expand the park-and-ride lot at Airway to 500 spaces. When the BART extension to Livermore occurs in the long-term, it is anticipated that the expanded Airway lot would be converted to parking for the new station and the shuttle service would no longer be needed.
- Add high-frequency peak period shuttle service from the Bernal lot to the West Dublin/Pleasanton BART station.
- Construct a new park-and-ride lot owned by BART at Greenville Road and I-580, and provide high-frequency peak period shuttle service to the nearest BART station (Dublin/Pleasanton or a new Livermore station).
- Extend ITS improvements and parking management strategies to new park-and-ride lots, as appropriate.

Taken together, the implementation of the short-term and long-term improvement measures would lead to improvements across all three performance metrics. It is estimated that in 2030, the full set of improvement measures would lead to roughly 2200 additional daily parkers, about 2000 additional daily transit trips, and a reduction of about 1800 single-occupant vehicle commute trips. That would result in almost 105,000 fewer vehicle miles of travel per workday or over 26 million fewer vehicle miles of travel per year.



### **Moving Forward**

Each of the individual improvement measures described in the previous section can be pursued independently at the discretion of the respective facility owners, on whatever timeline is most appropriate for the responsible jurisdiction or agency. At the same time, the transportation landscape in the Tri-Valley is currently undergoing rapid changes, with the jurisdictions and agencies in the area launching multiple initiatives to pilot new transportation concepts in the study area, such as LAVTA's Go Dublin! effort and the Carpool to BART program. Implementation of any measures identified in this study should be coordinated with on-going and other future activities contemplated within the study area, not just the current set of identified improvements. Pursuing enhanced coordination between the stakeholders in the Tri-Valley can help capture the synergies between projects and improve overall implementation of transportation improvement measures in the years ahead.

## **AGENDA**

### **ITEM 9**

# FY2017 Goals, Strategies and Projects

Last Updated – June 20, 2017

# MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development  Strategies (those highlighted in bold indicate highest Board priority) 1. <b>Provide routes and services to meet current and future demand for timely/reliable transit service</b> 2. Increase accessibility to community, services, senior centers, medical facilities and jobs 3. <b>Optimize existing routes/services to increase productivity and response to MTC projects and studies</b> 4. <b>Improve connectivity with regional transit systems and participate in BART to Livermore project</b> 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"> <li>Receive draft Long Range Plan from Nelson/Nygaard</li> <li>Present final draft to Board</li> <li>Approval</li> </ul>	DP	Projects/ Services	Sept 2017  Oct 2017  Nov 2017	→ Staff finalizing scope of work for Long Range Plan. Work to include park and ride, shared mobility and shared autonomous vehicle strategy.	
Follow-up Changes to COA Implementation	<ul style="list-style-type: none"> <li>Review ridership, passenger comments and on-time performance on a daily/weekly basis to determine issues that need to be resolved.</li> </ul>	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. <u>Improved 10R and 14 schedules to improve OTP. Route 1 changes in summer 2017.</u>	X
		DP			→ RFP advertised. Interviews held in	

<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"> <li>Award of Contract</li> <li>Public Outreach #1</li> <li>Public Outreach #2</li> <li>Approval of Recommendations</li> </ul>		Projects/ Services	Nov 2016  Jun 2017  Sept 2017  Jan 2018	October. MOU on partnership ratified by the Board in January. City awarded contract. Kick-off meeting held in February. Currently undergoing data collection. <u>Public meetings in June.</u>	X
Fare Study	<ul style="list-style-type: none"> <li>Draft Fare Study</li> <li>Public Hearing (proposed changes on fixed route)</li> <li>Board Approval</li> </ul>	DP	Projects/ Services	May 2017  <u>Sept 2017</u>  <u>Sept 2017</u>	→ Draft Fare Study complete. F&A to reviewed in May. <u>Decision to hold a few months to see ridership trends on fixed route. Paratransit changes to be considered with paratransit study.</u>	X — —
Signalization Improvements And Three Queue Jumps On Dublin Blvd	<ul style="list-style-type: none"> <li>Award contract for signal control</li> <li>Award contract for queue jump</li> <li>Finish project</li> </ul>	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
Go Dublin Discount Program	<ul style="list-style-type: none"> <li>Get clearance from FTA</li> <li>Sign Agreements with providers</li> </ul>	ED		Nov 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	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
	<ul style="list-style-type: none"> <li>Implement</li> </ul>		Projects/ Services	Dec 2016	cover 50% of cost of ride, up to \$5. Marketing began in February. <u>First set of invoices/rider data coming into LAVTA for analysis.</u> Program providing approximately 1,200 rides/month. Working on agreements with providers through January 2018 (end of 1-yr project).	X
				Dec 2016		X

**Goal:** Marketing and Public Awareness

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

- 1. Continue to build the Wheels brand image, identity and value for customers**
2. Improve the public image and awareness of Wheels
3. Increase two-way communication between Wheels and its customers
- 4. Increase ridership, particularly on the Rapid, to fully attain benefits achieved through optimum utilization of our transit system**
5. Promote Wheels to New Businesses and residents

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Website V2.0 Upgrades	<ul style="list-style-type: none"> <li>Speed up website</li> <li>Revise homepage for quicker access to commuter info</li> </ul>	MKT MGR	Projects/ Services	Mar 2017 Sept 2017	→ Website speed up to industry standard. Commuter page being developed summer of 2017.	X
V2.0 of Timetables and Schedules With Route Changes	<ul style="list-style-type: none"> <li>Create second version of timetables and route changes to implement new rebranding and fix route issues from COA implementation</li> </ul>	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

<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>
Future Phone App	<ul style="list-style-type: none"> <li>• Advertise RFP/Contract Award</li> <li>• Introduce Phone App to public</li> </ul>	DP	Projects/ Services	<u>Aug 2017</u> <u>Jul 2018</u>	→ Currently using Transit as phone app. Scope of Work being created for a future phone app to take into account Park & Ride strategy, SAV project, paratransit study and Go Dublin.	
Wi-Fi Project	<ul style="list-style-type: none"> <li>• Install Wi-Fi on Rapid and Express buses</li> </ul>	DP	Projects/ Services	Oct 2016 Feb 2017	→ Wi-Fi installed and working on all Rapid and Express buses.	X
Wayfinding at BART Stations	<ul style="list-style-type: none"> <li>• Plan new wayfinding signage</li> <li>• Install signage</li> </ul>	MKT MGR	Projects/ Services	Nov 2016 Jan 2017	→New wayfinding signs installed by BART in December. BART picked up cost of signs.	X X
LAVTA Rebranding Project	<ul style="list-style-type: none"> <li>• Surveying and Focus Groups</li> <li>• Draft naming of services to</li> </ul>	MKT MGR	Projects/	Jun 2016 Aug	→ Community survey done. Focus groups done. Additional community survey on narrow list of names done. P&S Committee and Board discussed. Wheels is recommendation for name. <u>New design for</u>	X X

Underlined text indicates changes since last report.

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
	Board <ul style="list-style-type: none"> <li>Approval final naming, logo and rebranding of buses</li> </ul>		Services	2016  Sept 2017	<u>buses approved. New logo approved.</u>	X
Individualized Marketing	<ul style="list-style-type: none"> <li>Award Contract</li> <li>Development of collateral</li> <li>Public Outreach Campaign</li> <li>Review of results</li> </ul>	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. <u>Program near completion. Challenges in reaching goals of participation households. Project report to Board in October.</u>	X  X  X
580X	<ul style="list-style-type: none"> <li>Direct Mailing #1</li> <li>Door Hangers</li> <li>Targeted social media</li> </ul>	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"> <li>Engineering work</li> <li>Improvements to site</li> <li>Relocation of shelters</li> </ul>	AS	Projects/ Services	May 2017  Aug 2017  Sept 2017	→ Final relocation plan developed. Work to be performed with FTA grant. FTA granted approval in March. Engineering work done. Expect to have project fully completed in Sept.	X
Dispose of Shelters Past Useful Life No Longer Served By Route	<ul style="list-style-type: none"> <li>Identify shelters</li> <li>Award Contract</li> <li>Dispose of shelters</li> </ul>	AS	Projects/	Dec 2016  May	→ Staff has identified shelters past useful life that need to be disposed. <u>IFB being developed to release in July to remove shelters in Aug/Sept.</u>	X

Underlined text indicates changes since last report.



Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
			Services	2017 Sept 2017		
Remove Bus Stop Signage No Longer Served By Routes	<ul style="list-style-type: none"> <li>Removal of bus stop signs by MV</li> </ul>	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"> <li>Identify shelters</li> <li>Identify new locations for shelters</li> <li>Relocate shelters</li> </ul>	AS	Projects/ Services	Sept 2016 Oct 2016 Sept 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 July to relocate shelters in Aug/Sept.</u>	X X
Replace Shelters Past Useful Life That Are On Current Routes	<ul style="list-style-type: none"> <li>Identify shelters</li> <li>Award contract</li> <li>Install</li> </ul>	AS	Projects/ Services	Nov 2016 Apr 2017 Sept 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. Brasco awarded contract to build 10 shelters that will accommodate art work. <u>IFB for installation to take place in July for a Aug/Sept install after shelters arrive.</u>	X
Purchase and Install Light Kits	<ul style="list-style-type: none"> <li>Identify shelters in need of light kits</li> <li>Complete Installation of</li> </ul>	AS	Projects/	Nov 2016 <u>Sept</u>	→Solar light kits delivered. Pleasanton installations to be complete. Dublin in <u>June</u> and Livermore in <u>Aug/Sept.</u>	X

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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>
	light kits		Services	2017		
<b>Goal: Community and Economic Development</b>  <b>Strategies (those highlighted in bold indicate highest Board priority)</b> 1. Integrate transit into local economic development plans 2. Advocate for increased TOD from member agencies and MTC <b>3. Partner with employers in the use of transit to meet TDM goals &amp; requirements</b>						
<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"> <li>Assist ACTC in promoting the student passes</li> <li>Monitor effectiveness of the program and capacity issues</li> </ul>	DP	Projects/ Services	Ongoing  Ongoing	→ Approximately 100 passes sold. Staff to promote and bike on bus event at Livermore Middle School in late January. Will expand project to provide all students interested in Wheels a Clipper card in four Livermore schools to use bus system. <u>Marketing Department collaborating with ACTC on pass. Report to be provided in September.</u>	X
Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> <li>Relocate Rapid shelters</li> <li>Implement Pass</li> <li>Marketing campaign on campus</li> <li>Review analytics and create long-term purchase plan from college</li> </ul>	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"> <li>High School Relocation</li> <li>Implementation of Pass</li> <li>Promotion by HS</li> <li>Review analytics and create</li> </ul>	MKT MGR	Projects/ Services	Sept 2016  Oct 2016  Ongoing	→ 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. <u>Charter school to close.</u>	X X X

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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>
	long term funding plan			Mar 2017		—
Plan For TOD Project at Livermore Transit Center	<ul style="list-style-type: none"> <li>• Tour of TC area by Projects and Services Committee</li> <li>• Apply for planning grant jointly with City</li> </ul>	PM	Projects/ Services		→Project on hold due to work loads.	
Historic Train Depot Relocation at Livermore Transit Center	<ul style="list-style-type: none"> <li>• City Award of Project</li> <li>• Demo of TC Customers Service Buildings</li> <li>• Finish Relocation/Renovation</li> </ul>	PM	Projects/ Services	Jan 2017 <u>Jun</u> 2017 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. Temporary facility installed. Demo of current buildings at TC and the relocation of Depot to take place after the 4 <sup>th</sup> of July.	
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"> <li>• Obtain a cost estimate for painting the shade structure and customer shelter</li> <li>• Obtain cost estimate for replacement of furniture</li> <li>• Bid Project</li> <li>• Project Completion</li> </ul>	PM	Projects/ Services	<u>Jul</u> 2017 <u>Jul</u> 2017 Sept 2017 Jan 2018	→In project planning stages.	

<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>Hire Executive Consultant</li> <li>Strategic planning by Working Group</li> </ul>	ED	Projects/ Services	Dec 2016 Feb 2017	→ Executive on board with Working Group. AB 758 language developed. Assembly Transportation Committee approved 12-0 in April. Appropriations voted 14-0 in May. On Assembly Floor 72-0, 8 abstentions. <u>Senate Transportation Committee to hear bill July 11<sup>th</sup> (tentative).</u>	X X
2017 Legislative Plan	<ul style="list-style-type: none"> <li>Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation.</li> </ul>	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
State Legislation to Approve SAV Project in Dublin	<ul style="list-style-type: none"> <li>Introduce SAV legislation</li> </ul>	Exec Dir	Finance/ Admin	Feb 2017	→ <u>AB1444 approved by Assembly Transportation Committee, Communication and Conveyance, Appropriations and Assembly Floor. In Senate Transportation Committee on June 27<sup>th</sup>. MOUs being crafted with AQMD, CCCTA, CCTA.</u>	

<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: 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>
Performance Metrics Improvement	<ul style="list-style-type: none"> <li>Staff setting up aggressive monitoring of key performance metrics: on-time performance, accidents and customer service.</li> </ul>	DP	Projects/ Services	Ongoing	→ Daily and weekly meeting to discuss key metrics at staff level. Baseline for key areas of routes established.	
MTM Contract Oversight	<ul style="list-style-type: none"> <li>Staff reviewing monthly statistics to ensure accuracy</li> <li>Staff working with contractor on seven focus areas to ensure only those using service are those eligible</li> </ul>	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.	
MV Contract Oversight	<ul style="list-style-type: none"> <li>Create and Implement Monitoring Plan of Contract</li> <li>Provide updates to Board on key trends</li> </ul>	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 P&S on route/contractor performance 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>
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**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>
FY16 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 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"> <li>Perform demo of asphalt and construction of concrete in driving isle.</li> </ul>	PM	Projects/ Services	Feb 2018	→ 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. Will be final phase of Depot project.	
Administrative Offices Asphalt and ADA Project	<ul style="list-style-type: none"> <li>Award Contract</li> <li>Finish Improvements</li> </ul>	PM	Projects/ Services	Mar 2017 May 2017	→ Contractor selected by Board in March. Project completed in May.	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>
SAV Project	<ul style="list-style-type: none"> <li>Acquire funding to begin project</li> <li>Submit legislation to test SAVs.</li> <li>Purchase SAVs for testing.</li> </ul>	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. AB1444 approved by Assembly Transportation Committee, Communication and Conveyance, Appropriations and Assembly Floor. In Senate Transportation Committee on June 27 <sup>th</sup> . Staff working with AQMD, CCCTA, CCTA on MOUs.	X  X
Replace Steam Bay Lift	<ul style="list-style-type: none"> <li>Quotes/Award of Project</li> <li>Complete install</li> </ul>	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. Lift installed in May.	X  X
2017 Gillig Bus Purchase (20 buses)	<ul style="list-style-type: none"> <li>Award contract for bus purchase</li> <li>Delivery of buses</li> </ul>	DA	Projects/ Services	Sept 2016  May 2017	→ Board approved contract with Gillig for future bus purchases. Delivery date in August from new Gillig factory.	X

## **AGENDA**

### **ITEM 10**



## LAVTA COMMITTEE ITEMS - June 2017 - October 2017

### Projects & Services Committee

#### June

	Action	Info
Minutes	X	
Marketing Work Plan	X	
Fixed Route Customer Satisfaction Survey	X	
Tri-Valley Park-and-Ride Study		X

#### July

	Action	Info
Minutes	X	
*Typically July committee meetings are cancelled		

#### August

	Action	Info
Minutes	X	
Quarterly Operations Report		X
Route Analysis		X
Draft Long Range Transit Plan		X

#### September

	Action	Info
Minutes	X	
Passenger Surveys	X	

#### October

	Action	Info
Minutes	X	
Winter Service Changes (effective February)	X	