

FY2017 Goals, Strategies and Projects

Last Updated – January 18, 2017

MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development						
Strategies (those highlighted in bold indicate highest Board priority)						
<ol style="list-style-type: none"> 1. Provide routes and services to meet current and future demand for timely/reliable transit service 2. Increase accessibility to community, services, senior centers, medical facilities and jobs 3. Optimize existing routes/services to increase productivity and response to MTC projects and studies 4. Improve connectivity with regional transit systems and participate in BART to Livermore project 5. Explore innovative fare policies and pricing options 6. Provide routes and services to promote mode shift from personal car to public transit 						
Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Long Range Transit Plan (Agency's 30 Year Plan)	<ul style="list-style-type: none"> • Receive draft Long Range Plan from Nelson/Nygaard • Present final draft to Board • Approval 	DP	Projects/ Services	Sept 2017 Oct 2017 Nov 2017	→ ACTC Park & Ride study delayed until April. Need the study to move forward with LAVTA Long Range Plan. Also, creating scope of work for planning of SAVs into Wheels system, which will be an important component of the Long Range Plan	
Shared Autonomous Vehicle Study to Determine Where and How to Utilize SAVs in Wheels system.	<ul style="list-style-type: none"> • Develop Scope of Work for study • Advertise RFP • Award contract for study 	DP	Projects/ Services	Jan 2017 Mar 2017 May 2017	→Doing initial research on elements of scope of work. Looks like we are first in nation to do this type of study.	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Follow-up Changes to COA Implementation	<ul style="list-style-type: none"> Review ridership, passenger comments and on-time performance on a daily/weekly basis to determine issues that need to be resolved. 	DP	Projects/ Services	Jun 2017	→ Straightened out Route 14 in downtown Livermore, rescheduled 502 for improved OTP, added a run into the Livermore Labs on 30R to get workers into lab before 7am. <u>Changed 10R schedule Jan 14th, and 1 and 14 schedules in May to significantly improve OTP.</u>	
Comprehensive Paratransit Assessment	<ul style="list-style-type: none"> Award of Contract Public Outreach #1 Public Outreach #2 Approval of Recommendations 	DP	Projects/ Services	Nov 2016 Apr 2017 Sept 2017 Jan 2018	→ RFP advertised. Interviews held in October. <u>MOU on partnership ratified by the Board in January. City awarded contract.</u>	X
Fare Study	<ul style="list-style-type: none"> Draft Fare Study Public Hearing Board Approval 	DP		Mar 2017 Apr	→ Draft Fare Study complete. Expect F&A to review in March.	

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	<ul style="list-style-type: none"> • Implementation of Fare Changes 		Projects/ Services	2017 May 2017 July 2017		
Signalization Improvements And Three Queue Jumps On Dublin Blvd	<ul style="list-style-type: none"> • Award contract for signal control • Award contract for queue jump • Finish project 	DP	Projects/ Services	Jul 2016 Mar 2017 Jun 2017	→ MTC providing planning on project. LAVTA Board awarded contract for signal control to WPS in July. Three queue jumps out to bid.	X
Go Dublin Discount Program	<ul style="list-style-type: none"> • Get clearance from FTA • Sign Agreements with providers • Implement 	ED	Projects/ Services	Nov 2016 Dec 2016 Dec 2016	→ <u>Participation Agreements signed. Uber, Lyft and DeSoto have activated the promo code. Project area is the city limits of Dublin and two BART stations. Fare is LAVTA will cover 50% of cost of ride, up to \$5. Webpage is completed and soft start initiated. Hard start</u>	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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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"> Speed up website Develop video library Revise homepage for quicker access to commuter info 	MKT MGR	Projects/ Services	<u>Jan 2017</u> Apr 2017 Apr 2017	→ Planeteria continuing to work on website to get page loading down to 2 seconds. Currently at 4 seconds. Commuter page being developed by SDG. Video library awaiting direction from new Marketing Manager.	
V2.0 of Timetables and Schedules With Route Changes	<ul style="list-style-type: none"> Create second version of timetables and route changes to implement new rebranding and fix route issues from COA implementation 	MKT MGR	Projects/ Services	Jan 2017 Jun 2017	→This project broken into two phases. Phase I changes to timetables with January service changes and Phase II upon rebranding completion. Phase I completed. Brochures/street inserts out for print.	X
Phone App	<ul style="list-style-type: none"> Advertise RFP/Contract Award Introduce Phone App to public 	DP	Projects/ Services	<u>Jun 2017</u> <u>Dec 2017</u>	→ Scope of Work being revised to take into account Park & Ride Study, SAV project and Go Dublin.	

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Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Wi-Fi Project	<ul style="list-style-type: none"> • Install Wi-Fi on Rapid and Express buses • Introduce Wi-Fi to the public through media 	DP	Projects/ Services	Oct 2016 Feb 2017	→ Wi-Fi installed and working on all Rapid and Express buses. <u>Awaiting a sponsor to introduce formally to the public.</u>	X
Wayfinding at BART Stations	<ul style="list-style-type: none"> • Plan new wayfinding signage • Install signage 	MKT MGR	Projects/ Services	Nov 2016 Jan 2017	→ New wayfinding signs installed by BART in December. BART picked up cost of signs.	X X
LAVTA Rebranding Project	<ul style="list-style-type: none"> • Surveying and Focus Groups • Draft naming of services to Board • Approval final naming and rebranding 	MKT MGR	Projects/ Services	Jun 2016 Aug 2016 Mar 2017	→ Community survey done. Focus groups done. Additional community survey on narrow list of names done. P&S Committee and Board discussed. Revised names/logos before P&S in Nov. <u>Regrouping on his project to find greater creativity.</u>	X X
Individualized Marketing	<ul style="list-style-type: none"> • Award Contract • Development of collateral • Public Outreach Campaign • Review of results 	MKT MGR	Projects/ Services	Oct 2016 Mar 2017 Aug 2017	→ SDG awarded contract. Kick-off meeting held to discuss project and partners. Meetings held with partners in Pleasanton. Final game plan set within project areas. Collateral being developed.	X

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				Oct 2017		
580X	<ul style="list-style-type: none"> • Direct Mailing #1 • Door Hangers • Banner 	MKT MGR	Projects/ Services	Sept 2016 Jan 2017 Jan 2017	→ Website slider and page created. Commuter coaches delivered. The first direct mailing was done. Goal is 15 rides per hour. Currently at 5. <u>Jan promotions started. Door hangers. Fare free for promotion. Banner at overpass last week of Jan. Nextdoor a focus of 580X.</u>	X
Relocated Rapid Shelters No Longer Served By Rapid	<ul style="list-style-type: none"> • Engineering work • Award contract • Improvements to site • Relocation of shelters 	AS	Projects/ Services	Jan 2017 Apr 2017 May 2017 Jun 2017	→ Final relocation plan developed. Work to be performed with FTA grant. Awaiting final approval of plan by FTA before performing engineering work, construction/relocation of Rapid shelters.	
Dispose of Shelters Past Useful Life No Longer Served By Route	<ul style="list-style-type: none"> • Identify shelters • Award Contract • Dispose of shelters 	AS	Projects/ Services	Dec 2016 Apr 2017 Jun 2017	→ Staff has identified shelters past useful life that need to be disposed. IFB being developed to remove shelters.	X
Remove Bus Stop Signage No Longer Served By Routes	<ul style="list-style-type: none"> • Removal of bus stop signs by MV 	AS	Projects/ Services	Oct 2016	→ Currently 72 stops have temporary no service signs affixed too bus signs/pole. All signage has been removed.	X

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Relocate Shelters Not Past Useful Life That Are On Routes No Longer Served	<ul style="list-style-type: none"> Identify shelters Identify new locations for shelters Make site improvements Relocate shelters 	AS	Projects/ Services	Sept 2016 Oct 2016 Apr 2017 Apr 2017	→ Shelters identified and relocation plan created. Currently, shelters have signage on them indicating that they are no longer served.	X X
Replace Shelters Past Useful Life That Are On Current Routes	<ul style="list-style-type: none"> Identify shelters Award contract Install 	AS	Projects/ Services	Nov 2016 Apr 2017 Jun 2017	→ Shelters being identified. Current plan in Livermore, where most shelters past useful life are located, is to replace them with metro style shelters to accommodate artwork.	X
Rehabilitate Rapid Benches (wood)	<ul style="list-style-type: none"> Award contract Finish project 	AS	Projects/ Services	Apr 2017 Jun 2017	→There are more than 50 wood benches that need to be stained and clear coat applied. Working on bid specifications.	
Rehabilitate Rapid Shelters And Signage With Rust	<ul style="list-style-type: none"> Award contract Finish Contract 	AS	Projects/ Services	<u>Apr 2017</u> <u>Jun 2017</u>	→Correct rust issues on Rapid shelters and monument signage. This project moved into bid for other bus stop improvements.	

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Purchase and Install Light Kits	<ul style="list-style-type: none"> Identify shelters in need of light kits Delivery of light kits Complete Installation of light kits 	AS	Projects/ Services	Nov 2016 Feb 2017 Apr 2017	→ <u>Procurement done. February delivery for a Feb and Mar install.</u>	X

Goal: Community and Economic Development

Strategies (those highlighted in bold indicate highest Board priority)

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

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
ACTC: Measure BB Transit Student Pass Program	<ul style="list-style-type: none"> Assist ACTC in promoting the student passes Monitor effectiveness of the program and capacity issues 	DP	Projects/ Services	Ongoing Ongoing	→ Approximately 100 passes sold. Staff to promote and bike on bus event at Livermore Middle School in late January.	
Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> Relocate Rapid shelters Implement Pass Marketing campaign on campus Review analytics and create long-term purchase plan from college 	MKT MGR	Projects/ Services	Aug 2016 Aug 2016 Ongoing Jan 2017	→ Installed shelters and implemented Easy Pass. Goal is to increase ridership 100% or get to 500 rides a day and seek long-term funding for the pass. Currently at 85% achievement of goal. Marketing to date includes e-blasts, web slider/page, LPC web link, yard signs, ambassadors on campus weekly. <u>Staff to meet with LPC President Feb 1st to discuss long term strategy.</u>	X X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Charter School Easy Pass Program	<ul style="list-style-type: none"> High School Relocation Implementation of Pass Promotion by HS Review analytics and create long term funding plan 	MKT MGR	Projects/ Services	Sept 2016 Oct 2016 Ongoing Mar 2017	→ High School recently moved to new location on 30R. Easy Pass implemented. Monitoring usage and the potential of school to continue the pass on a long term basis. <u>Staff has a meeting with school in 4th week of January to talk about pass usage and schools plans moving forward.</u>	X X
Plan For TOD Project at Livermore Transit Center	<ul style="list-style-type: none"> Tour of TC area by Projects and Services Committee Apply for planning grant jointly with City 	PM	Projects/ Services		→Project on hold due to work loads.	
Historic Train Depot Relocation at Livermore Transit Center	<ul style="list-style-type: none"> City Award of Project Demo of TC Customers Service Buildings Finish Relocation/Renovation 	PM	Projects/ Services	Jan 2017 <u>Apr 2017</u> Feb 2018	→ FTA clearance given to demo current building. Amendment #1 to be considered by the Board in January. <u>Bids received by City. City Council to consider award of contract on 1/23.</u>	
Rehab of Shade Structure and Replacement of Furniture at Livermore Transit Center. Rehab of Custom Shelter adjacent to Livermore TC next to Parking Garage.	<ul style="list-style-type: none"> Obtain a cost estimate for painting the shade structure and customer shelter Obtain cost estimate for replacement of furniture Bid Project Project Completion 	PM	Projects/ Services	<u>Feb 2017</u> <u>Feb 2017</u> Sept 2017 Jan 2018	→In project planning stages.	

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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

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Altamont Regional Rail Working Group	<ul style="list-style-type: none"> • Hire Executive Consultant • Strategic planning by Working Group 	ED	Projects/ Services	Dec 2016 <u>Feb 2017</u>	→ <u>Executive on board.</u> <u>Strategic planning initiated at Jan 11th meeting.</u> To continue in February meeting	X
2017 Legislative Plan	<ul style="list-style-type: none"> • Research on common issues within regional planning agencies and transit agencies • Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation. 	Exec Dir	Finance/ Admin	<u>Feb 2017</u> Feb 2017	→ Research being done on emerging priorities at local, state and federal level. <u>2017 Legislative Plan to be considered by Board in February.</u>	
State Legislation to Approve SAV Project in Dublin	<ul style="list-style-type: none"> • Staff working with CCTA lobbyist to determine timing of legislation to allow SAV demonstration project in Dublin. Also, who will introduce legislation being discussed. 	Exec Dir	Finance/ Admin	<u>Feb 2017</u>	→ Entering into discussions with CCTA lobbyist. Legislation to allow testing of SAVs supported by MTC. <u>LAVTA to introduce legislation allowing testing in Dublin in Jan 2017.</u> F&A to review <u>legislation in Jan.</u>	

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State Legislation to Approve Bus On Shoulder	<ul style="list-style-type: none"> Staff working CTA and transit agencies in area on this legislation. 	Exec Dir	Finance/ Admin	<u>Feb 2017</u>	→Discussions with MTC, CTA and others ongoing.	
<p>Goal: Organizational Effectiveness</p> <p>Strategies (those highlighted in bold indicate highest Board priority)</p> <ol style="list-style-type: none"> Promote system wide continuous quality improvement initiatives Continue to expand the partnership with contract staff to strengthen teamwork and morale and enhance the quality of service Establish performance based metrics with action plans for improvement; monitor, improve, and report on-time performance and productivity HR development with focus on employee quality of life and strengthening of technical resources Enhance and improve organizational structures, processes and procedures to increase system effectiveness Develop policies that hold Board and staff accountable, providing clear direction through sound policy making decisions 						
<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Performance Metrics Improvement	<ul style="list-style-type: none"> Staff setting up aggressive monitoring of key performance metrics: on-time performance, accidents and customer service. 	DP	Projects/ Services	Ongoing	→ Daily and weekly meeting to discuss key metrics at staff level.	
MTM Contract Oversight	<ul style="list-style-type: none"> Staff reviewing monthly statistics to ensure accuracy Staff working with contractor on seven focus areas to ensure only those using service are those eligible 	PD	Projects/ Services	Ongoing Ongoing	→Contractor has recently purchased Trapeze software. Statistics appear to be accurate. Staff monitoring. Eligibility interviews being conducted. Paratransit assessment being procured.	
MV Contract Oversight	<ul style="list-style-type: none"> Create and Implement Monitoring Plan of Contract Provide updates to Board on key trends 	AS	Projects/ Services	Oct 2016 Ongoing	→ Staff has begun meeting with MV weekly to monitor multiple elements of the contract.	X

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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

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FY16 Comprehensive Annual Financial Report	<ul style="list-style-type: none"> • Complete financial audit and all required reporting to Board, local, regional and state agencies. 	DA	Finance/ Admin	Dec 2016	→ Audit completed in Sept 2016. Final presentations to Board in Nov 2016.	X

Other:

Transit Center Concrete Project In Bus Driving Isle	<ul style="list-style-type: none"> • Perform demo of asphalt and construction of concrete in driving isle. 	PM	Projects/ Services	Apr 2017	→ Utilizing City concrete contract. Asphalt to be removed and construction completed in April of 2017. This project to tie in closely with Historic Depot Relocation project. Awaiting contract award by City to determine timing.	
Administrative Offices Asphalt and ADA Project	<ul style="list-style-type: none"> • Award Contract • Finish Improvements 	PM	Projects/ Services	Jan 2017 Apr 2017	→New contractor selected by LAVTA Board in November. Spring completion of improvements.	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
SAV Project	<ul style="list-style-type: none"> Acquire funding to begin project Acquire legislation to test SAVs. Purchase SAVs for testing. 	PD	Projects/ Services	Oct 2016 Dec 2017 Feb 2018	→ AQMD awarded LAVTA \$1 million over 3 years in funding in exchange for advertising. Governor signed legislation that will allow Bishop Ranch testing of SAVs. Staff is meeting with Dublin City staff and attending regular consortium meetings, and is working on next steps. <u>LAVTA Board to receive a presentation on this project and next steps at Feb meeting.</u>	X
Replace Steam Bay Lift	<ul style="list-style-type: none"> Quotes/Award of Project Complete install 	DA	Projects/ Services	Nov 2016 Feb 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. <u>Install scheduled for March</u>	X
2017 Gillig Bus Purchase (20 buses)	<ul style="list-style-type: none"> Award contract for bus purchase Delivery of buses 	DA	Projects/ Services	Sept 2016 May 2017	→ Board approved contract with Gillig for future bus purchases. Delivery date in May & August from new Gillig factory.	X