

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY**  
**S T A F F   R E P O R T**

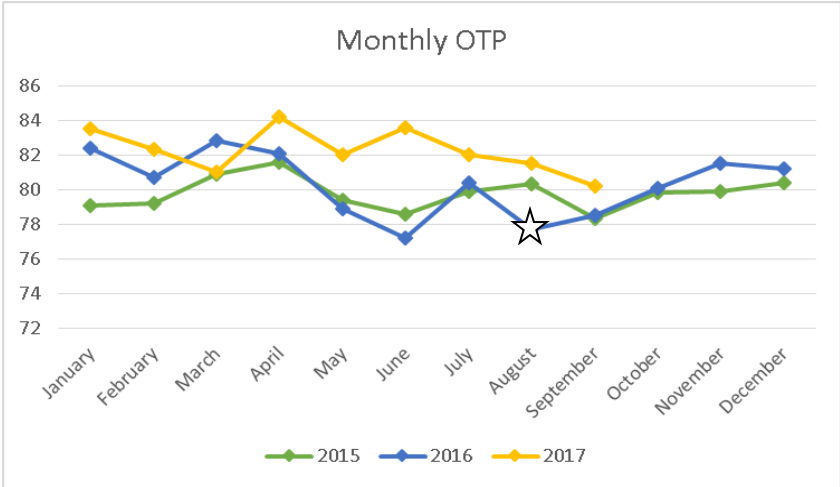
SUBJECT: Post-COA Analysis  
 FROM: Christy Wegener, Director of Planning and Operations  
 DATE: October 23, 2017

**Action Requested**  
 None- Information only

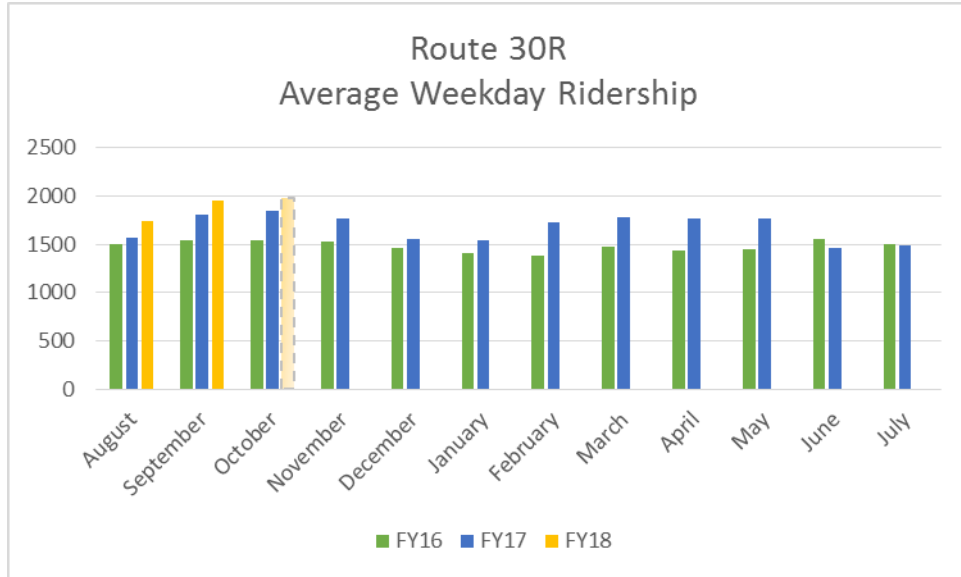
**Background**  
 It has been a full 12 months since the Comprehensive Operational Analysis (COA) changes were implemented last year (August 13, 2016). Staff now has the ability for an apples-to-apples route comparison with the post-COA changes using the full month of September. The following staff report is a summary of the route analysis.

**Discussion**  
 The COA projected to bring 5-10% ridership growth on the Wheels bus system within 12-18 months of implementation, as well as an improvement in On-Time Performance (OTP). The immediate expectation was that the routes would lose ridership (10-15%) for up to twelve months, and then ridership would start to rebound as the routes settled in and as new marketing campaigns took effect. So far, the route network has done what was expected: The baseline average daily ridership for FY2017 was 5.5% lower than before the COA changes; however, now that the system has passed the 12-month mark, ridership is beginning to grow and pass 2015/2016 levels. The COA changes have resulted in several key accomplishments, notably:

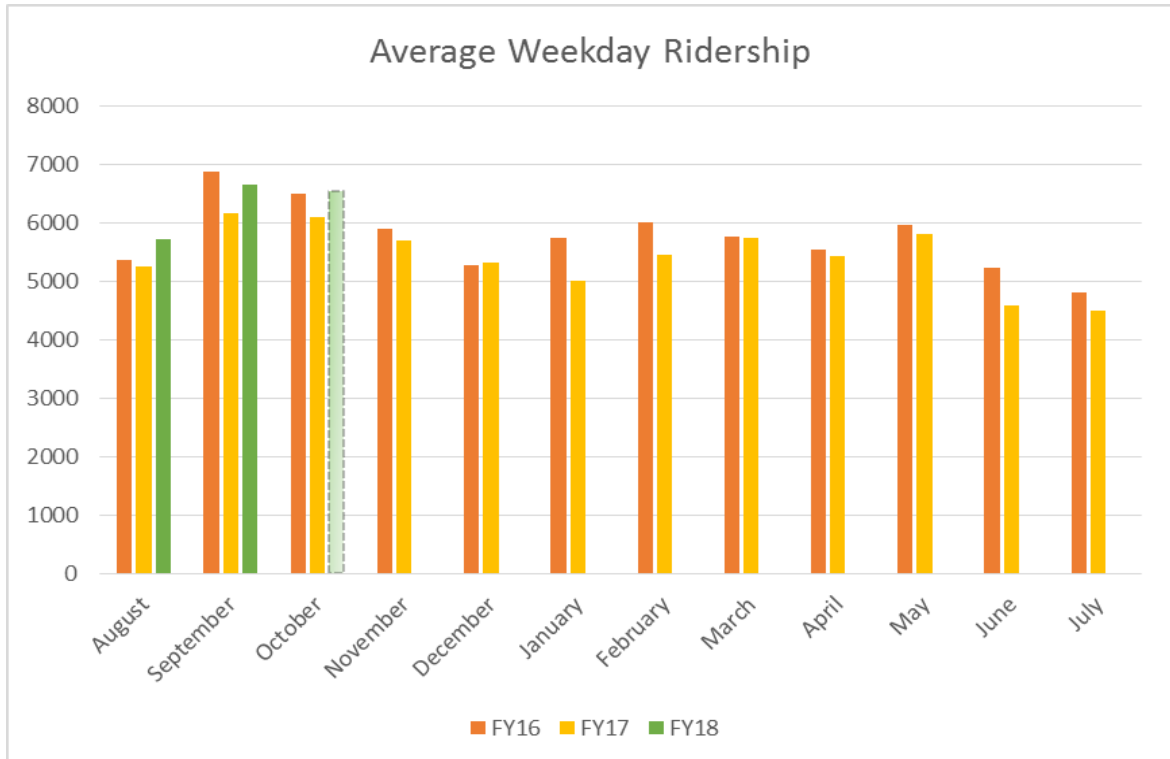
- 1) OTP has improved system-wide by nearly 2% from September of last year from 78.5% to 80.2%; overall OTP has steadily ticked up 3-5% from pre-COA levels.



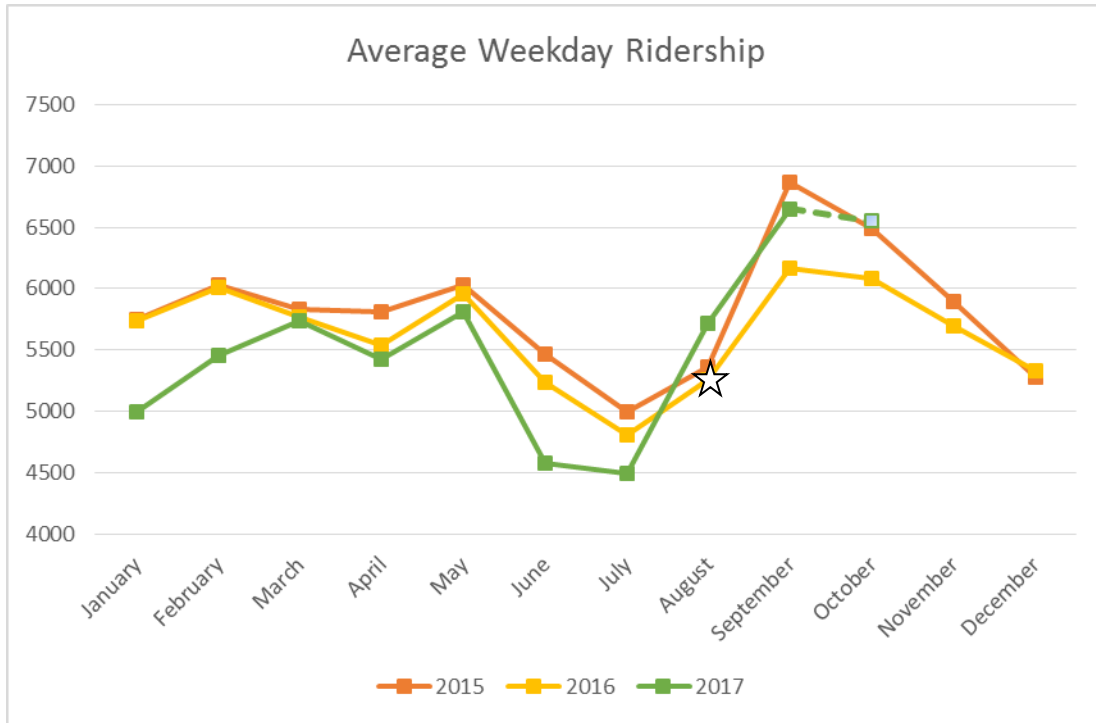
- 2) Route 30R needs to achieve a 20% farebox recovery ratio (approximately 2,100 trips per weekday) in order to continue to receive \$600k in annual Regional Measure 2 (RM2) funds from the Metropolitan Transportation Commission (MTC). While we have not yet met that target, we are getting closer each month. Key to this ridership increase has been the Las Positas College Transit Pass.



- 3) Overall Ridership: Average weekday ridership in August and September 2017 was close to or above that of 2015 levels, and exceeded 2016 ridership figures.



The chart below shows ridership by calendar year for the past 2.5 years (January 2015 through September 2017). The chart reveals that 2016 ridership was lower than 2015 even before the COA changes were implemented in August 2016; after implementation, the COA changes continued the system’s negative ridership trend through the end of the 2016 year. Ridership began to rebound to near pre-COA levels in spring, dipped in the summer, and is now on pace to exceed 2015 levels.



4) Route by Route Analysis: The following table is a summary of the route changes that were made as a part of the COA changes.

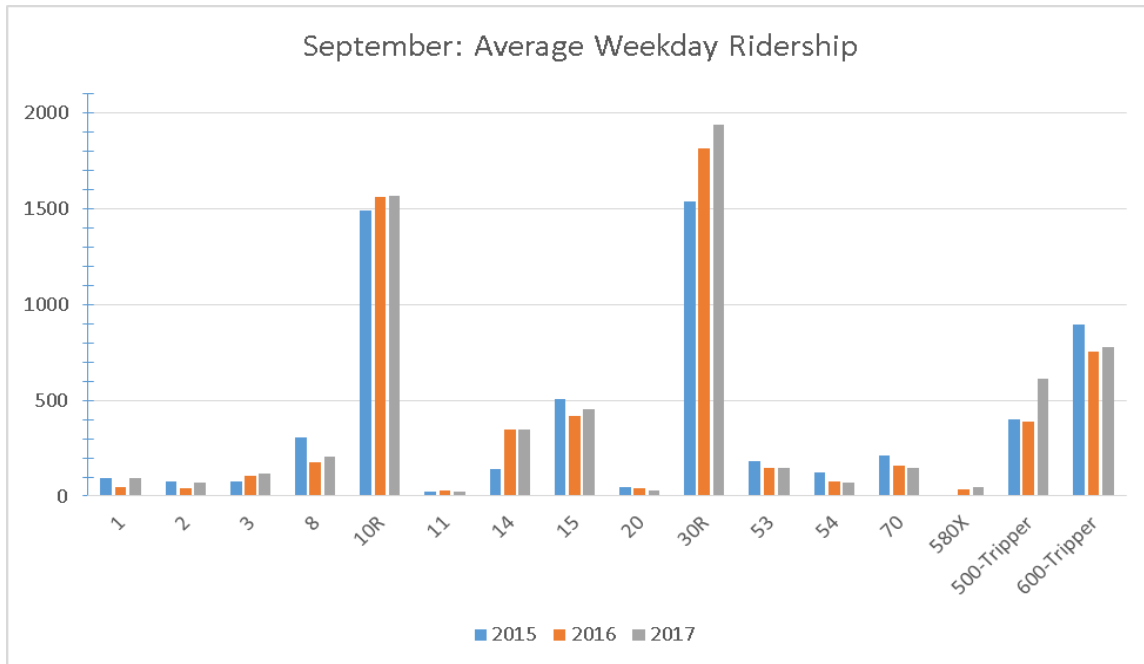
Route	COA Change
1	Removed Rosewood Drive; realigned to serve Hacienda/Gleason to BART; continues to serve Santa Rita Jail, East County Hall of Justice.
2	No changes to routing.
3	Route eliminated in West Dublin; service eliminated on Johnson Drive; route realigned to connect D/P BART to Stoneridge Mall via Hacienda and Stoneridge.
8	Realigned route off of Santa Rita; no longer serves Case Ave. Continues to serve Downtown Pleasanton, Kottinger Park, Pleasanton Senior Center
9	Route eliminated (Hacienda Business Park); service now provided by Route 3, 10R, 14
10R	Route no longer serves East Ave or extends on Dublin Blvd to the Stoneridge Mall; service frequency doubled to 15-minutes all day (Rapid service)
11	Route extended to connect to Vasco Road ACE.
12	Route eliminated. Service provided by Route 30R and 14 along

	Dublin Blvd, Murrieta, and in Central Livermore
14	Route realigned to connect to Pleasanton and D/P BART via Jack London; serves the Outlets. No longer operates on Pine Street.
15	No changes to routing.
20X	Slight reroute off Greenville to Vasco; service frequency reduced.
30R	Route realigned off Stanley, Jack London to N. Livermore Ave, Portola Ave; now provides service to Las Positas College; no longer provides service to the Outlets, or west of Golden Gate Drive to the Stoneridge Mall.
53	No changes to routing or schedule.
54	Minor changes to routing in Hacienda.
70X	No changes to routing or schedule.
400s	The Livermore School Trippers were eliminated
580X	New Route – Downtown Livermore to BART express

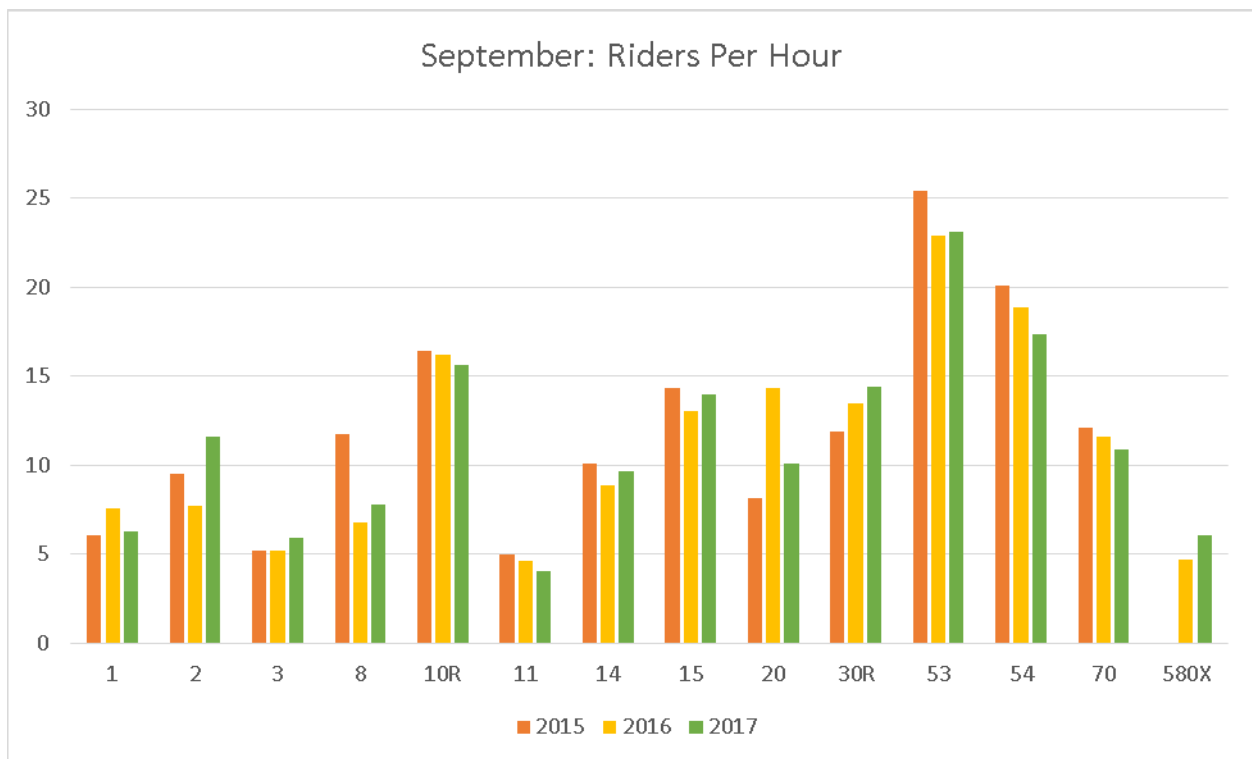
Total ridership on nearly all routes is higher in 2017 than it was in 2016. When comparing current ridership trends to previous years, because of the realignment of route segments it is difficult to draw firm conclusions about comparative performance. During the first six months of 2017, LAVTA focused marketing efforts on the Rapid lines (10R, 30R) at Las Positas College and with an individualized marketing effort along the Santa Rita corridor. Thanks to pilot transit pass programs at Las Positas College and at select Livermore schools, ridership at key generators along Route 30R is up. The Santa Rita corridor has also produced additional ridership. The next round of individualized marketing will be rolled out along the Dublin Blvd corridor in 2018.

In late 2016 and early 2017, staff attempted a variety of marketing techniques to highlight new Route 580X (door hangers, radio ads, mailer, targeted digital advertising); unfortunately, that route's productivity remains low with no notable increase in ridership from a year ago.

The large increase in Dublin tripper ridership (500-series routes) is due to increases in Dublin High School (DHS) enrollment and new housing developments in east Dublin. Minor changes in tripper routing have occurred over the past few years, especially for the Dublin routes in order to respond to new housing developments. The Pleasanton tripper routes (600-series routes) have been relatively stable over the past few years.

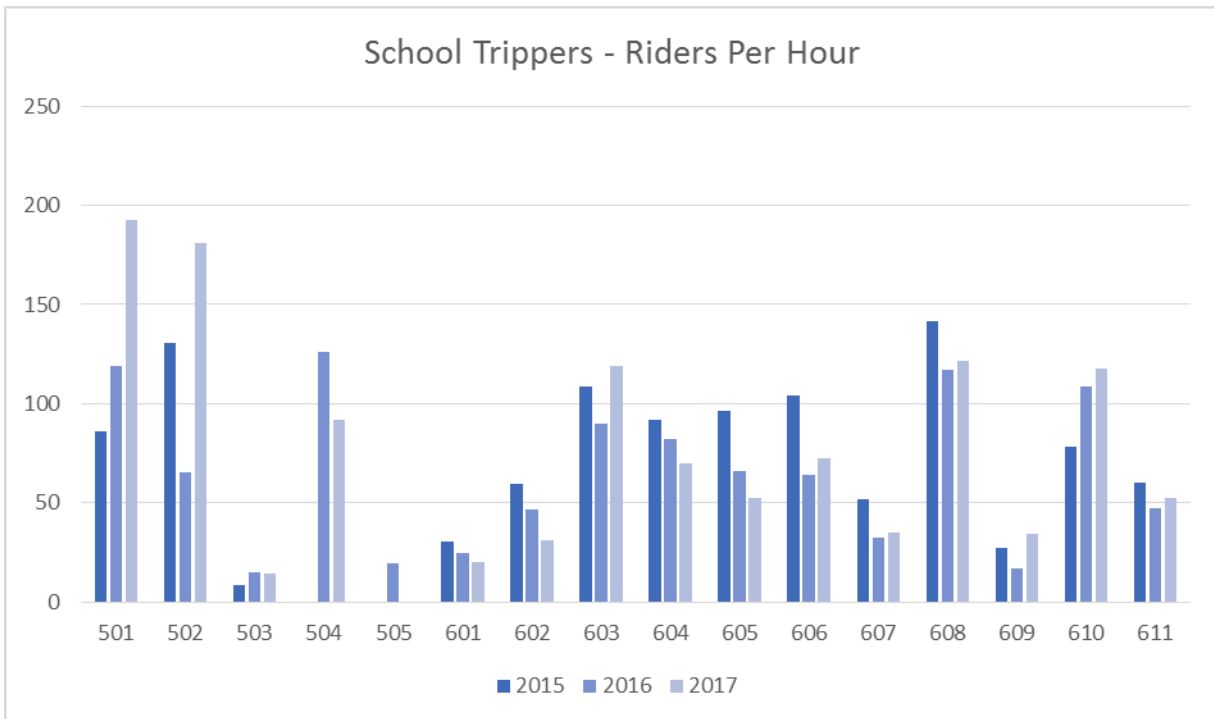


In considering route productivity, the following chart presents a before-and-after look at the passengers per revenue hour metric. Only three non-school tripper routes have achieved the goal of 15-passengers per hour. Route 30R is heading in the right direction. From a route productivity standpoint, the school trippers are the highest-performing routes in the system.



School tripper ridership is an area that has seen significant increases in 2017. While tripper routes were not considered or analyzed during the COA, a change was made to peel a trip off of Route 5\_SR\_COA Route Analysis

2 and operate it as a tripper (new Route 505). During the first 6-8 months of operation, staff observed the ridership patterns on both Route 2 and Route 505; it was determined that students still migrated to Route 2 for at least one trip. For the 2017 school year, staff temporarily suspended Route 505 and will consider the permanent plan for allocation of resources during the student transit plan development. Currently, Route 505 resources (approximately one hour of service per day) are temporarily being allocated in Dublin to overflow service.



**Go Dublin**

The Go Dublin discount pilot was made available throughout the City of Dublin in January 2017. As a reminder, the discount pays for 1/2 the trip on Lyft, Uber, or De Soto cab for rideshare trips taken within the City. On average, the Go Dublin promotion carries 1,500 passenger trips per month. A study with more information on Go Dublin performance is currently underway; more information will be presented to the Board in early 2018.

**Next Steps**

At this point, staff is not recommending any changes to the route network. Staff will continue to focus marketing efforts on routes where there is additional capacity. Staff will continue to monitor route productivity and will return to the Committee with an 18-month route evaluation in March/April 2018.

**Recommendation**

None – Information only