

EXECUTIVE DIRECTOR'S REPORT

October 2017

Stuff-A-Bus Event

Safeway will once again partner with Wheels on Saturday, November 4th for the annual Stuff-A-Bus event to provide food to the needy. The event is scheduled to take place at the Livermore Safeway on First Street (near Las Positas Rd). Staff is monitoring Safeway's charity efforts with the nearby fires and how that may affect the Wheels Stuff-A-Bus event.

Operator Shortage

For several months MV (fixed route contractor) has been short operators due to additional service being put onto the street to cover Dublin school tripper routes, and due to stiff competition for professional operators in the Bay Area. The end result has been the need for MV management to operate buses when operators call in sick or take time off. Recently, MV hired several operators, while at the same time better optimizing the operator schedules to add capacity. Staff anticipates that at the end of October MV will once again have back-up operators.

Dublin Student Ridership

In addition to the information contained in agenda item #6 regarding Dublin School Trippers, staff has been working with transit agencies in the Bay Area to locate articulated buses that might be used by LAVTA to increase capacity on the school trippers. To date no articulated buses are available for usage at AC Transit, Muni, SamTrans or VTA. Additionally, staff is researching what LAVTA would need to properly maintain articulated buses, which would include another set of movable lifts, some specialized tools and inventory of common parts.

Las Positas College Ridership

The students at Las Positas College continue to increase their usage with the available Transit Pass. In September of 2016 there was an average of 447 rides a day provided with the Transit Pass. A year later in September of 2017 the average was 631 rides a day. This represents a 41% increase. Students will vote on November 13, 2017 for a student fee to retain the Transit Pass long term.

Individualized Marketing in the SmartTrips Pleasanton Corridor

Steer Davies Gleave (SDG) recently finished the SmartTrips Pleasanton program. 2,012 households were spoken with during an in-person visit from trained travel advisors about the new Rapid route on Santa Rita that directly and frequently serves BART. Although the program was uniquely challenging, those that chose to participate increase their usage of the bus system. In the end, the average number of bus trips increased from 0.29 trips per person in the week prior to contact being made with them, to 1.5 trips per person in the week prior to the follow-up survey. SDG will provide a presentation on the SmartTrips Pleasanton program to the LAVTA Board in December.

Attachments

1. Management Action Plan w/Updates

FY2018 Goals, Strategies and Projects

Last Updated – October 16, 2017

MANAGEMENT ACTION PLAN (MAP)

<p><i>Goal: Service Development</i></p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <p>1. Provide routes and services to meet current and future demand for timely/reliable transit service</p> <p>2. Increase accessibility to community, services, senior centers, medical facilities and jobs</p> <p>3. Optimize existing routes/services to increase productivity and response to MTC projects and studies</p> <p>4. Improve connectivity with regional transit systems and participate in BART to Livermore project</p> <p>5. Explore innovative fare policies and pricing options</p> <p>6. Provide routes and services to promote mode shift from personal car to public transit</p>						
<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
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	Apr 2018 May 2018 Jun 2018	→ Staff studying park and ride report, shared mobility and shared autonomous vehicle strategy. Strategic Planning Workshop for Board being planned for spring of 2018.	
Comprehensive Paratransit Assessment	<ul style="list-style-type: none"> Award of Contract Public Outreach Approval of Recommendations 	DP	Projects/ Services	Nov 2016 Jun 2017 Feb 2018	→ Nelson/Nygaard awarded contract. Kick-off meeting held in February. Public meetings held in June. LAVTA Board presentation made in September. Currently developing alternatives. <u>Second round of workshops in November. Board presentation in January.</u>	X X
Fare Study	<ul style="list-style-type: none"> Draft Fare Study Public Hearing (proposed changes on fixed route) 	DP	Projects/ Services	May 2017 Jan 2018	→ Draft Fare Study complete. F&A reviewed in May. Decision made to hold study results a few months to see ridership trends on fixed route. Paratransit fare changes to be considered with paratransit study.	X

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	<ul style="list-style-type: none"> • Board Approval 			Feb 2018		
Three Queue Jumps On Dublin Blvd	<ul style="list-style-type: none"> • Award contract for queue jump • Finish project 	DP	Projects/ Services	Jul 2016 Oct 2017	→ Board awarded contract queue jump project in March. Some delays in project. Currently 75% completed. <u>Queue jumps are operational.</u>	X X
Transit Signal Priority Project in Rapid corridors	<ul style="list-style-type: none"> • Engineering Work • Finish Project 	DP	Projects/ Services	Oct 2017 Jun 2018	→ Grant by TVTAC approved. Board approved MOU with Dublin. <u>Board approved engineering contract with Kimley Horn in October.</u>	
Go Dublin Discount Program	<ul style="list-style-type: none"> • Get clearance from FTA • Implement • Results of Program 	DP	Projects/ Services	Nov 2016 Dec 2016 Dec 2017	→ Program providing approximately <u>1,500</u> rides/month. Mailing to residents occurring in September. <u>Fehr & Peers to present draft findings in December.</u>	X X

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O&M Contract Request for Proposals	<ul style="list-style-type: none"> • Develop RFP • Award Contract 	DP	Project/ Services	Oct 2017 Mar 2018	→ <u>RFP released.</u> Bids due in December. Board to award in March.	X
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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

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Website Upgrades	<ul style="list-style-type: none"> • Update w/Rebranding • Revise homepage for quicker access to commuter info 	MKT MGR	Projects/ Services	Nov 2017 Oct 2017	→ Button has been created for commuter area, landing page under construction. Rebranding of website with new Wheels logo to take place in November with Wheels bus design unveiling.	
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LAVTA Rebranding Project	<ul style="list-style-type: none"> • Selection by LAVTA Board of name/rebranding scheme. • Public event to unveil rebranding 	MKT MGR	Projects/ Services	Jun 2016 Nov 2017	→ New design for buses approved. New logo approved. Unveiling event being scheduled for November 2017.	X
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					→ SDG awarded contract. Collateral	
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Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Individualized Marketing	<ul style="list-style-type: none"> • Award Contract • Review of results 	MKT MGR	Projects/ Services	Oct 2016 Oct 2017	developed and distributed. Program completed. Post program surveys completed. <u>Project report to P&S Committee in November with Board report in December.</u>	X
N Canyons Parkway Rapid Bus Stop Project	<ul style="list-style-type: none"> • Engineering work • Improvements to site • Relocation of shelters 	DP	Projects/ Services	May 2017 Aug 2017 Jan 2018	→ FTA grant to upgrade stops in this corridor to Rapid style. Engineering work done. Bids came in high. Board rejected all bids. Bid re-advertised. <u>P&S Committee to review bids in October. Board to consider award in November.</u>	X
Pleasanton SmartTrips Corridor Rapid Bus Stop Project	<ul style="list-style-type: none"> • Engineering work • Award of construction contract • Finish project 	DP	Projects/ Services	Nov 2017 Apr 2018 Jun 2018	→ ACTC grant received to upgrade stops in this corridor to Rapid style. <u>Scope of Work for project to be reviewed by P&S in October. Board review to take place in November.</u> Bus shelter type is next step. Project award in April.	
Dublin School Tripper Bus Shelter Project	<ul style="list-style-type: none"> • Identify new locations for shelters • Install new shelters 	ED	Projects/ Services	Sept 2016 Nov 2017	→ Five locations with high ridership identified. 5 art shelters delivered for mural projects. IFB being developed to release in Oct to install shelters in Nov.	X
Replace Shelters Past Useful Life That Are On Current Routes	<ul style="list-style-type: none"> • Identify shelters • Award contract • Install 	ED	Projects/ Services	Nov 2016 Apr 2017 Dec	→ Shelters identified. Current plan in Livermore, where most shelters past useful life are located, is to replace them with flat roof art style shelters to accommodate murals. 5 shelters delivered. IFB being developed to release in Oct to install in Nov.	X

Underlined text indicates changes since last report.

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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**

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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	→ Four schools in Livermore to have free pass via Clipper for Wheels access. Planning/Marketing Departments working with ACTC and school district to distribute and market Clipper Cards/bus system. <u>Preliminary ridership is approximately 200 trips per day.</u>	X
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Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> • Marketing campaign on campus • Student Vote to retain Transit Pass on campus 	MKT MGR	Projects/ Services	Ongoing Nov 2017	→ Transit pass/marketing efforts ongoing. <u>Students to vote on student fee to continue pass on November 13th. Strong marketing presence continuing on campus.</u>	X
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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 	DP	Projects/ Services	Jan 2017 Jul 2017 Feb 2018	→ FTA clearance given to demo current building. City Council awarded contract. Temporary facility installed. Demo of LAVTA buildings done. <u>Depot moved onto cement foundation. Project might extend into March or April 2018.</u>	X X
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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"> • Bid Project • Project Completion 	DP	Projects/ Services	Nov 2017 Jan 2018	→In project planning stages.	
<p><i>Goal: Regional Leadership</i></p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> 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>
Alameda – San Joaquin Regional Rail Working Group	<ul style="list-style-type: none"> • AB 758 	ED	Projects/ Services	Oct 2017	→ <u>Approved. Legislation becomes effective January 2018.</u>	X
2017 Legislative Plan	<ul style="list-style-type: none"> • Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation. 	ED	Finance/ Admin	Feb 2017	→ Staff monitoring legislation to choose optimal time for correspondence of support. SB 595 approved in legislature and sent to governor for signature. Report to LAVTA Board on our legislative plan and how bills fared overall to be presented in November.	X
State Legislation to Approve SAV Project in Dublin	<ul style="list-style-type: none"> • Introduce SAV legislation 	ED	Finance/ Admin	Feb 2017	→ <u>Approved. Legislation becomes effective January 2018.</u>	X

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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"> • 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. <u>Presentation on performance of routes to be provided to the P&S Committee in October.</u>	

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>
FY17 Comprehensive Annual Financial Report	<ul style="list-style-type: none"> • Complete financial audit and all required reporting to Board, local, regional and state agencies. 	DF	Finance/ Admin	Nov 2017	→ Audit ongoing in September. Review of audit at F&A in October. Presentation to LAVTA Board in November.	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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Other:

Transit Center Bus Driving Isle Improvement Project	<ul style="list-style-type: none"> Perform demo of asphalt and construction new base and asphalt in driving isle. 	PD	Projects/ Services	Feb 2018	→ Utilizing City pavement contract. Asphalt to be removed and construction completed after the Transit Center cement work is completed. This project to tie in closely with Historic Depot Relocation project. Will be final phase of Depot project.	
SAV Project	<ul style="list-style-type: none"> Acquire funding to begin project Approve legislation to test SAVs. Enter into MOU for testing. 	ED	Projects/ Services	Oct 2016 Dec 2017 Feb 2018	→ AQMD awarded LAVTA \$1 million over 3 years in funding in exchange for advertising. LAVTA Board received a presentation on this project and next steps at Feb meeting. <u>AB 1444 approved and effective January 2018. MOU with County Connection to be reviewed by F&A in October. Board consideration in November. Agreement with AQMD in final review at AQMD staff level.</u>	X X
Triennial Audit	<ul style="list-style-type: none"> Preparation for audit Audit and report to board 	DF	Finance/ Adm	Ongoing May 2018	→Comp/rehensive audit on LAVTA from FTA	