

EXECUTIVE DIRECTOR'S REPORT

July 2017

May and June Ridership

As noted in the Monthly Statistics for Wheels attached to this report, May ridership in 2017 on the fixed route exceeded ridership over May ridership in 2016 by .1%. Looking forward, June ridership in 2017 dipped approximately 13% compared to June ridership in 2016, mainly due to school districts starting summer break earlier than last year.

2018 Marketing Plan

Attached to this report is the 2018 Marketing Plan that has been reviewed by the Project and Services Committee. The primary target markets of the Marketing Plan are the SmartTrips corridors in Pleasanton and Dublin, students at Las Positas College, and students at the four Livermore schools participating in the Affordable Student Transit Pass Pilot. Other marketing opportunities will be the Go Dublin program, current customers who contemplate additional rides on Wheels and new residents. Finally, the agency will improve its website portal and highlight its new paint scheme for the Wheels fleet.

Shared Autonomous Vehicle Project

Currently, staff is working with the AQMD to finalize a contract for funding of the program via exterior advertising on a portion of the fleet. Additionally, staff is working with the Contra Costa Transit District and County Connection to finalize MOUs on the project. It is expected that the LAVTA Board will review the MOUs at a near-future meeting. Finally, AB1444 (Baker) authorizes LAVTA to test autonomous vehicles in the city of Dublin. The bill was recently heard and forwarded by the Senate Transportation Committee. The bill will next be heard in Appropriations before going on to the Senate floor.



Historic Depot Relocation & Renovation Project

On Saturday, July 8th our Customer Service team will move into the temporary LAVTA ticket office set up at the Transit Center in the parking lot. On Monday, July 10th the temporary rerouting of bus routes due to construction in the Transit Center will begin. Marketing has been doing a good job of informing customers and so the rerouting should go well, although OTP is likely to suffer marginally. In the near future the Historic Depot will be moved to the Transit Center and the existing ticket office will be demolished. The relocation and renovation project is scheduled to be completed no later than February 2018. LAVTA staff is working closely with City of Livermore and other project staff to ensure the ticket sales office is historic in nature and the impacts on our operations and passengers are minimized to the greatest practical extent during construction.



Alameda – San Joaquin Regional Rail Working Group

In June the Working Group met and received in update on AB 758 (Eggman), had a presentation on the draft EIR of ACE Forward that is out for comment, and a presentation on next steps by Executive Frank Wilson. AB 758 is next being heard by the Senate Transportation Committee on June 11, 2017.

Comprehensive Paratransit Study

In June staff held workshops/listening sessions for the public on the Comprehensive Paratransit Study. Next steps include a presentation to the Wheels Accessible Advisory Committee and the scheduling of individual meetings with LAVTA Board members. In regard to the Wheels Accessible Advisory Committee, Jan Cornish was elected Chair for 2018, with Herb Hastings elected Vice-Chair.

Go Dublin Program

Staff recently received the first billing and statistics from partners in the Go Dublin program. In order to receive one year of data from the pilot program, staff has extended the Go Dublin program through December of 2017.



Attachments

1. Management Action Plan w/Updates
2. Board Statistics May 2017
3. FY18 Upcoming Committee Items
4. FY 2018 Marketing Plan Staff Report

FY2018 Goals, Strategies and Projects

Last Updated – July 1, 2017

MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development Strategies (those highlighted in bold indicate highest Board priority) 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	→ 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"> 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>10R and 14 schedules improved. Route 1 changes in summer 2017.</u>	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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 Jun 2017 Sept 2017 Jan 2018	→ RFP advertised. Interviews held in October. MOU on partnership ratified by the Board in January. City awarded contract. Kick-off meeting held in February. Currently undergoing data collection. <u>First round of public meetings held in June.</u>	X
Fare Study	<ul style="list-style-type: none"> Draft Fare Study Public Hearing (proposed changes on fixed route) Board Approval 	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 made 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"> Award contract for signal control Award contract for queue jump Finish project 	DP	Projects/ Services	Jul 2016 Mar 2017 <u>Jul 2017</u>	→ 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 <u>July.</u>	X X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Go Dublin Discount Program	<ul style="list-style-type: none"> • Get clearance from FTA • Sign Agreements with providers • Implement 	ED	Projects/ Services	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 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. Program providing approximately 1,200 rides/month. Working on agreements with providers through December 2018 (end of 1-yr project).</u>	X
				Dec 2016		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"> • Speed up website • Revise homepage for quicker access to commuter info 	MKT MGR	Projects/ Services	Mar 2017	→ Website speed up to industry standard. Commuter page being developed summer of 2017.	X
				Sept 2017		
Future Phone App	<ul style="list-style-type: none"> • Advertise RFP/Contract Award • Introduce Phone App to public 	DP	Projects/ Services	<u>Aug 2017</u> <u>Jul 2018</u>	→ 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.	

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 	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"> 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, logo and rebranding of buses 	MKT MGR	Projects/ Services	Jun 2016 Aug 2016 Sept 2017	→ Community survey done. Focus groups done. Additional community survey on narrow list of names done. P&S Committee and Board discussed. Wheels is recommendation for name. <u>New design for buses approved. New logo approved.</u>	X X X
Individualized Marketing	<ul style="list-style-type: none"> Award Contract Development of collateral Public Outreach Campaign Review of results 	MKT MGR	Projects/ Services	Oct 2016 Mar 2017 Aug 2017 Oct 2017	→ SDG awarded contract. Kick-off meeting held to discuss project and partners. Meetings held with partners in Pleasanton. Collateral developed. <u>Program near completion. Challenges in reaching goals of participation households. Project report to Board in October.</u>	X X X

Underlined text indicates changes since last report.

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
580X	<ul style="list-style-type: none"> • Direct Mailing #1 • Door Hangers • Targeted social media 	MKT MGR	Projects/ Services	Sept 2016 Jan 2017 Mar 2017	→ Website slider and page created. Commuter coaches delivered. The first direct mailing was done. Goal is 15 rides per hour. Jan promotions completed; door hangers. Fare free for promotion. Continuing to focus on targeted social media.	X X X
Relocated Rapid Shelters No Longer Served By Rapid to N Canyons Parkway (new alignment of Rapid)	<ul style="list-style-type: none"> • Engineering work • Improvements to site • Relocation of shelters 	AS	Projects/ Services	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"> • Identify shelters • Award Contract • Dispose of shelters 	AS	Projects/ Services	Dec 2016 May 2017 Sept 2017	→ 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
Remove Bus Stop Signage No Longer Served By Routes	<ul style="list-style-type: none"> • Removal of bus stop signs by MV 	AS	Projects/ Services	Oct 2016	→ Currently 72 stops have temporary no service signs affixed too bus signs/pole. All signage has been removed.	X
Relocate Shelters Not Past Useful Life That Are On Routes No Longer Served	<ul style="list-style-type: none"> • Identify shelters • Identify new locations for shelters • Relocate shelters 	AS	Projects/ Services	Sept 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

Underlined text indicates changes since last report.

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
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 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"> Identify shelters in need of light kits Complete Installation of light kits 	AS	Projects/ Services	Nov 2016 <u>Sept 2017</u>	→Solar light kits delivered. Pleasanton installations to be complete. Dublin in <u>June</u> and Livermore in <u>Aug/Sept.</u>	X
<p>Goal: Community and Economic Development</p> <p>Strategies (those highlighted in bold indicate highest Board priority)</p> <p>1. Integrate transit into local economic development plans</p> <p>2. Advocate for increased TOD from member agencies and MTC</p> <p>3. Partner with employers in the use of transit to meet TDM goals & requirements</p>						
<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
ACTC: Measure BB Transit Student Pass Program	<ul style="list-style-type: none"> Assist ACTC in promoting the student passes Monitor effectiveness of the program and capacity issues 	DP	Projects/ Services	Ongoing Ongoing	→ 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

<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> Relocate Rapid shelters Implement Pass Marketing campaign on campus Review analytics and create long-term purchase plan from college 	MKT MGR	Projects/ Services	Aug 2016 Aug 2016 Ongoing Jan 2017	→ Installed shelters and implemented Easy Pass. Goal is to increase ridership 100% or get to 500 rides a day and seek long-term funding for the pass. Have reached goal. Continuing marketing and have continued Easy Pass through next academic year. Students to vote on pass early in Spring of next academic year.	X X X X
Charter School Easy Pass Program	<ul style="list-style-type: none"> High School Relocation Implementation of Pass Promotion by HS Review analytics and create long term funding plan 	MKT MGR	Projects/ Services	Sept 2016 Oct 2016 Ongoing Mar 2017	→ High School recently moved to new location on 30R. Easy Pass implemented. Monitoring usage and the potential of school to continue the pass on a long term basis. <u>Charter school to close.</u>	X X X —
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 Jul 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. <u>Demo of current buildings at TC and the relocation of Depot to take place after the 4th of July.</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"> Bid Project Project Completion 	PM	Projects/ Services	Sept 2017 Jan 2018	→In project planning stages.	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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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
Alameda – San Joaquin Regional Rail Working Group	<ul style="list-style-type: none"> Hire Executive Consultant Strategic planning by Working Group 	ED	Projects/ Services	Dec 2016 Feb 2017	→ Executive on board with Working Group. 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 11th (tentative).</u>	X X
2017 Legislative Plan	<ul style="list-style-type: none"> Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation. 	Exec Dir	Finance/ Admin	Feb 2017 Feb 2017	→ Research being done on emerging priorities at local, state and federal level. 2017 Legislative Plan approved by board in February. Staff monitoring legislation to choose optimal time for correspondence of support.	X
State Legislation to Approve SAV Project in Dublin	<ul style="list-style-type: none"> Introduce SAV legislation 	Exec Dir	Finance/ Admin	Feb 2017	→ AB1444 approved by Assembly Transportation Committee, Communication and Conveyance, Appropriations and Assembly Floor. <u>Approved by Senate Transportation Committee on June 27th.</u> <u>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"> • Staff setting up aggressive monitoring of key performance metrics: on-time performance, accidents and customer service. 	DP	Projects/ Services	Ongoing	→ Daily and weekly meeting to discuss key metrics at staff level. Baseline for key areas of routes established.	
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. 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"> • 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 new base and asphalt in driving isle. 	PM	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.	
Administrative Offices Asphalt and ADA Project	<ul style="list-style-type: none"> • Award Contract • Finish Improvements 	PM	Projects/ Services	Mar 2017 May 2017	→ Contractor selected by Board in March. Project completed in May.	X X

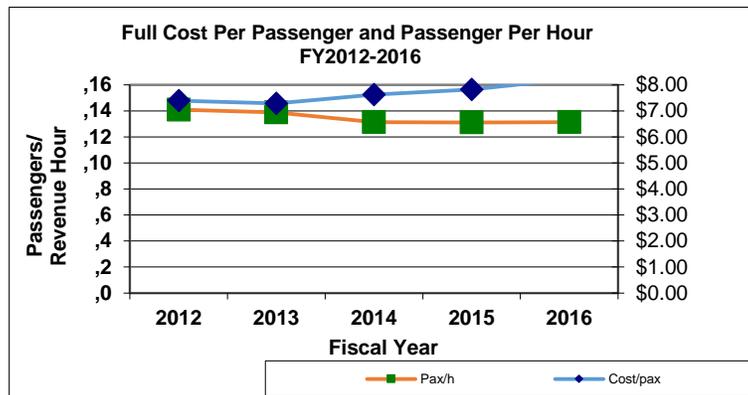
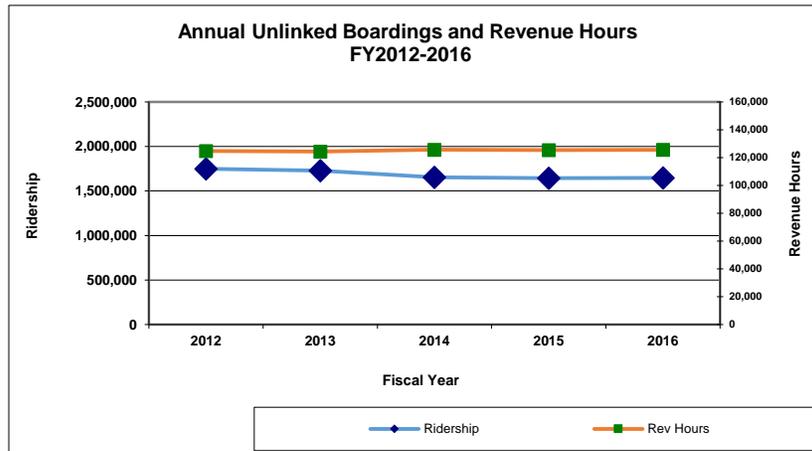
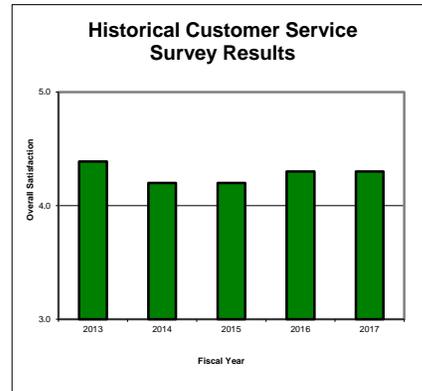
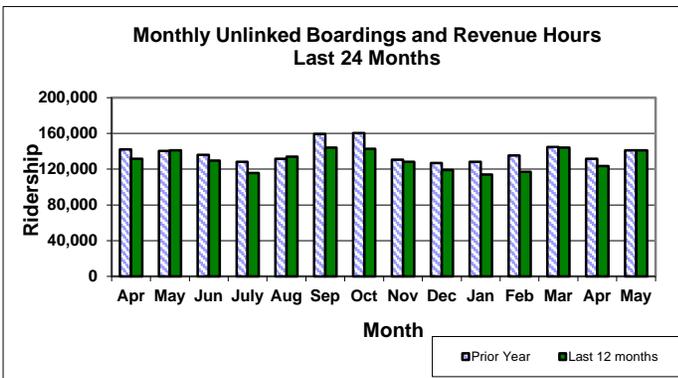
Underlined text indicates changes since last report.

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
SAV Project	<ul style="list-style-type: none"> Acquire funding to begin project Submit legislation to test SAVs. Purchase SAVs for testing. 	PD	Projects/ Services	Oct 2016 Dec 2017 Feb 2018	→ AQMD awarded LAVTA \$1 million over 3 years in funding in exchange for advertising. Governor signed legislation that will allow Bishop Ranch testing of SAVs. Staff is meeting with Dublin City staff and attending regular consortium meetings. LAVTA Board received a presentation on this project and next steps at Feb meeting. AB1444 approved by Assembly Transportation Committee, Communication and Conveyance, Appropriations and Assembly Floor. In Senate Transportation Committee on June 27 th . <u>Staff working with AQMD, CCCTA, CCTA on MOUs.</u>	X X
Replace Steam Bay Lift	<ul style="list-style-type: none"> Quotes/Award of Project Complete install 	DA	Projects/ Services	Nov 2016 May 2017	→ The bus lift in the steam room used to clean engines and undercarriage of buses recently failed. It is past its useful life and staff is evaluating budget to replace. Board awarded purchase of lift in January. Cement work completed. Lift installed in May.	X 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 August from new Gillig factory.	X

Monthly Summary Statistics for Wheels May 2017

FIXED ROUTE

	May 2017			% change from one year ago		
Total Ridership FY 2017 To Date	1,423,492			-6.2%		
Total Ridership For Month	141,164			0.1%		
Fully Allocated Cost per Passenger	\$8.23			6.8%		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Average Daily Ridership	5,816	1,619	1,345	-2.3%	-16.6%	-1.9%
Passengers Per Hour	13.6	10.6	8.8	-0.5%	2.7%	-26.7%
	May 2017			% change from last month		
On Time Performance	82.0%			-2.6%		



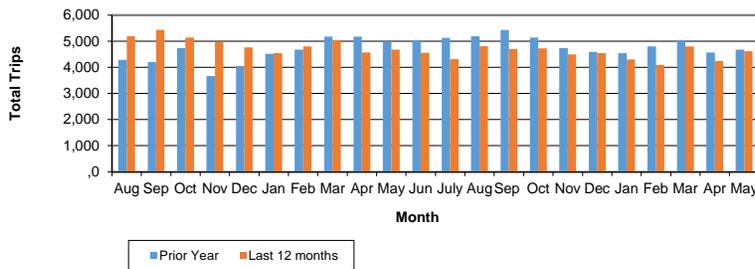
Monthly Summary Statistics for Wheels May 2017

PARATRANSIT

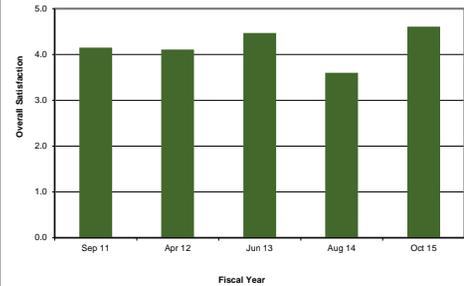
General Statistics	May 2017	% Change from last year	Year to Date
Total Monthly Passengers	4,611	-1.4%	49,632
Average Passengers Per Hour	2.00	28.2%	4
On Time Performance	96.8%	2.7%	2
Cost per Trip	\$31.72	-2.4%	64
Number of Paratransit Applications	28	21.7%	370
Calls Answered in <1 Minute	88.52%	2.3%	2

Missed Services Summary	May 2017	Year to Date
1st Sanction - Phone Call	6	69
2nd Sanction - Written Letter	0	4
3rd Sanction - 15 Day Suspension	0	2
4th Sanction - 30 Day Suspension	0	0
5th Sanction - 60 Day Suspension	0	0
6th Sanction - 90 Day Suspension	0	0

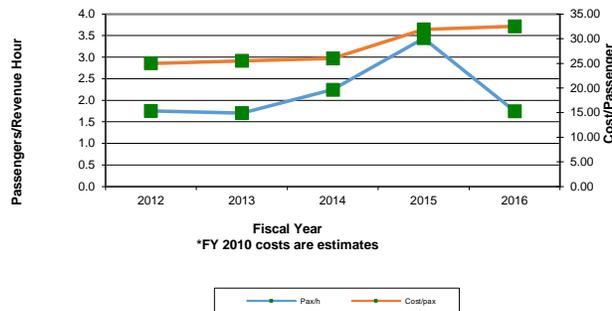
Paratransit Monthly Unlinked Boardings, Last 24 Months



Historical Customer Service Survey Results



Paratransit Full Cost Per Passenger and Average Passengers Per Hour FY2011-2015



Monthly Summary Statistics for Wheels
May 2017

SAFETY							
ACCIDENT DATA	May 2017				Fiscal Year to Date		
	Fixed Route		Paratransit		Fixed Route		Paratransit
Total	0		0		19		3
Preventable	1		0		12		0
Non-Preventable	1		0		14		3
Physical Damage							
Major	0		0		0		0
Minor	2		0		26		2
Bodily Injury							
Yes	0		0		2		1
No	2		0		23		2
MONTHLY CLAIMS ACTIVITY							
							Totals
Amount Paid							
This Month							\$214.93
To Date This Fiscal Year							\$94,745.74
Budget							
							\$100,000.00
% Expended							95%

CUSTOMER SERVICE - ADMINISTRATION		
CATEGORY	Number of Requests	
	May 2017	Year To Date
Praise	1	5
Bus Stop	9	42
Incident		2
Trip Planning	1	10
Fares/Tickets/Passes		11
Route/Schedule Planning	7	179
Marketing/Website	1	26
ADA		5
TOTAL	19	280

CUSTOMER SERVICE - OPERATIONS								
CATEGORY	FIXED ROUTE				PARATRANSIT			
	VALID	NOT VALID	UNABLE TO VALIDATE	VALID YEAR TO DATE	VALID	NOT VALID	UNABLE TO VALIDATE	VALID YEAR TO DATE
Praise	1			19				1
Safety	1	8	1	15			2	0
Driver/Dispatch Courtesy	1	2	3	20			5	0
Early	5			42				0
Late	4			73			1	2
No Show	1	1	1	26				1
Incident				4				3
Driver/Dispatch Training				14				3
Maintenance				5				0
Bypass	2	3	1	26			1	0
TOTAL	14	14	6	225	0	0	9	9
Valid Complaints								
Per 10,000 riders	0.99							
Per 1,000 riders					0.00			

LAVTA COMMITTEE ITEMS - July 2017 - November 2017

Finance & Administration Committee

July

	Action	Info
Minutes	X	
Treasurers Report	X	
Annual Org Review	X	

*Typically July committee meetings are cancelled

August

	Action	Info
Minutes	X	
Treasurers Report	X	

September

	Action	Info
Minutes	X	
Treasurers Report	X	
Conflict of Interest - even numbered years	X	
Financial Audit	X	

October

	Action	Info
Minutes	X	
Treasurers Report	X	
TDA Triennial Audit (last in '16)	X	

November

	Action	Info
Minutes	X	
Treasurers Report	X	
Quarterly Budget & Grants Report		X
CAFR	X	

LAVTA COMMITTEE ITEMS - July 2017 - November 2017

Projects & Services Committee

July

Minutes

*Typically July committee meetings are cancelled

Action

Info

X

August

Minutes

Quarterly Operations Report

Route Analysis

Draft Long Range Transit Plan

Action

Info

X

X

X

X

September

Minutes

Passenger Surveys

Action

Info

X

X

October

Minutes

Winter Service Changes (effective February)

Action

Info

X

X

November

Minutes

Quarterly Operations

Action

Info

X

X

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

STAFF REPORT

SUBJECT: FY 2018 Marketing Plan
FROM: Tony McCaulay, Marketing Manager
DATE: July 10, 2017

Action Requested

Review and approve proposed FY 2018 Marketing Plan.

Background

As a part of the annual planning for the upcoming fiscal year, staff has drafted the FY 2018 Marketing Plan. It was presented to the Projects and Services Committee on June 26. The committee voted to forward the plan to the full Board for approval.

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

Approve of the FY2018 Wheels Marketing Plan.

Attachment:

1. FY 2018 Wheels Marketing Plan

FY 2018 Marketing Plan

July 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 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