

**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>KARLA BROWN – CHAIR</b>	<b>SCOTT HAGGERTY</b>
<b>TIM SBRANTI - VICE CHAIR</b>	<b>BOB WOERNER</b>

**DATE:** Monday, August 25, 2014

**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**

**2. 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.

**3. Minutes of the June 23, 2014 Meeting of the P&S Committee**

**Recommendation:** Approval

**4. Fixed Route Passenger Satisfaction Survey 2014**

**Recommendation:** None. This is an informational item only.

**5. Dial-A-Ride Passenger Survey 2014**

**Recommendation:** None. This is an informational item only.

**6. Comprehensive Operational Analysis Scope**

**Recommendation:** Endorse and forward to the Board of Directors for approval.

**6. Matters Initiated by Committee Members**

**7. Next Meeting Date is Scheduled for: September 22, 2014**

**8. 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/ Diane Stout*

*8/20/14*

*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 3**



**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY**  
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**Livermore, CA 94551**

**PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE**  
**WHOLE**

**COMMITTEE MEMBERS**

**SCOTT HAGGERTY**  
**TIM SBRANTI**

**KARLA BROWN - VICE CHAIR**  
**BOB WOERNER - CHAIR**

**DATE:** Monday, June 23, 2014

**PLACE:** Diana Lauterbach Room LAVTA Offices  
1362 Rutan Court, Suite 100, Livermore

**TIME:** 4:00p.m.

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**MINUTES**

**1. Call to Order**

Committee Chair Bob Woerner called the meeting to order at 4:02pm.

**Members Present**

Karla Brown, Councilmember, City of Pleasanton  
Tim Sbranti, Mayor, City of Dublin  
Bob Woerner, Vice Mayor, City of Livermore

**Members Absent**

Scott Haggerty, Supervisor, Alameda County

**2. Meeting Open to Public**

None.

**3. Minutes of the May 19, 2014 Meeting of the P&S Committee and revised  
Minutes of the April 28, 2014 P&S Committee**

**May 19, 2014 Minutes:**

Approved: Brown/Sbranti  
Aye: Brown, Sbranti, Woerner  
No: None  
Abstain: None

**April 28, 2014 Minutes:**

Approved: Sbranti/Woerner

Aye: Sbranti, Woerner  
No: None  
Abstain: Brown

#### **4. Rapid Ridership Plan**

Staff presented to the committee the proposed action plan developed to reduce costs and improve ridership on the Rapid. Staff will analyze the impact of short turning the mid-day Rapid at the Transit Center, eliminating the trips between the Transit Center and the Lawrence Livermore Lab during the middle of the day. Additionally, staff is developing plans to increase ridership by reaching out to employers along the Rapid alignment, and offering better connectivity with the BART system.

#### **5. Intelligent Transportation Systems Update**

Staff updated the committee on the ITS projects underway: the upgrade to the onboard CAD/AVL system to bring the system up to date, and the installation of the Trapeze Viewpoint reporting module. The update will make data collection and reporting more efficient and make service planning more pro-active. An analysis of the 511.org real time system specifications will be studied by a third party consultant to see what it will take for LAVTA to upload real-time bus arrival information into the regional 511 system. If the study determines that additional funding is required to upload the information, LAVTA staff will request funds through MTC.

#### **6. Matters Initiated by Committee Members**

Karla Brown and Jerry Thorne rode on the Rideo Bus in the Livermore Rodeo Parade. She said it was a lot of fun and asked that staff look into removing the windows of the bus so that VIPs onboard could be more visible to parade patrons. In addition, she requested that LAVTA Directors and the Executive Director ride along next year, and that LAVTA invite former Board members to attend as well.

Bob Woerner asked whether the other Committee members present had reached out to their respective City staff and asked them to work with LAVTA on the Comprehensive Operational Analysis (COA). The committee members each discussed their top priorities for a service redesign. Specifically, the Committee members mentioned school service, economic development, human services and overall quality of life. LAVTA staff will be reaching out to the cities this summer in advance of finalizing the COA scope.

#### **7. Next Meeting Date is Scheduled for: July 28, 2014**

#### **8. Adjourn**

Meeting adjourned at 4:56pm.

**AGENDA**

**ITEM 4**



STAFF REPORT

SUBJECT: Fixed Route Passenger Satisfaction Survey 2014

FROM: Cyrus Sheik, Senior Transit Planner

DATE: August 25, 2014

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**Action Requested**

This is an informational item only.

**Background**

LAVTA performs an annual on-board fixed-route passenger survey to gauge passenger satisfaction in order to continually improve service. The results of the surveys are also used to calculate service quality standard indicators on 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.

**Methodology**

This year's survey was conducted over four weekdays during the week of June 16, 2014. To complete the survey, LAVTA hired four temporary surveyors to ride the bus and administer the survey to passengers. These surveyors boarded mainline routes and asked each boarding passenger if they would like to complete a customer service survey. Surveyed trips were focused on the trunk routes, Route 10 and the Rapid, but also included surveying the local Livermore and Dublin/Pleasanton routes. A total of 328 completed surveys were received.

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

**Survey Results**

The full tally of the 2014 survey results is shown in Attachment 2. The core item in the survey related to quality-of-service aspects, such as schedule adherence, cleanliness of buses, and driver courtesy, while the remainder of questions addressed rider profile, such as age and household income. As the 2014 survey was identical to ones undertaken in recent years, a trend comparison can be made using the 2014 results.

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. All of the service quality aspects were given a 3 point grading or better by 90% of the respondents, a 4 point grading or better by 80%, and an excellent (5) rating by 42% or more of those surveyed.

The area that was given the highest share of excellence was whether passengers felt safe when riding the bus, while those related to on-time performance and bus stop cleanliness tied at the bottom end of the ratings. Passengers' opinion rating of the Wheels service across the board averaged a 4.2 point score on the 1-5 scale.

These results appear to be indicative of a high degree of customer satisfaction with the Wheels service overall, although every quality indicator received a lower average score than in last year's survey. The average across all quality-of-service scorings went from 4.4 last year to 4.2 this year; the average score was also lower within each of the nine individual quality areas probed in the survey, with the grades for customer service and safety, respectively, both seeing the biggest drop at 0.3 points (although safety still scores the best among the quality indicators).

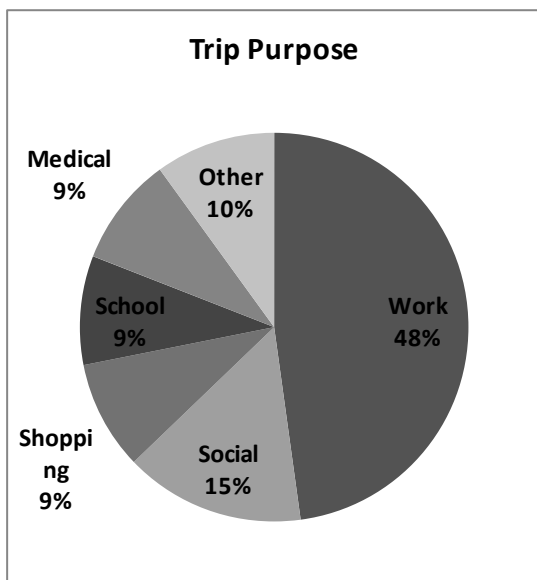
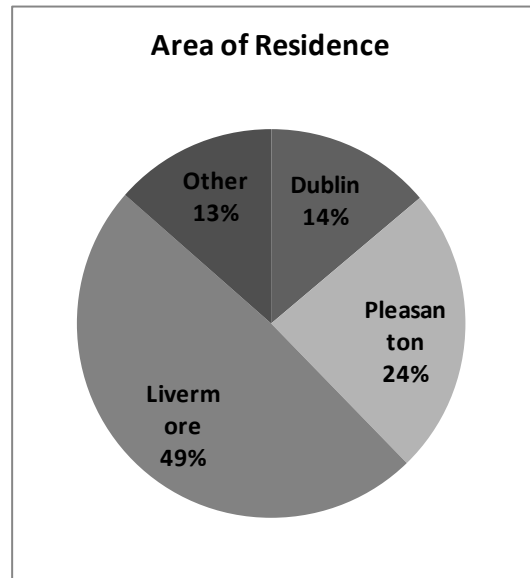
Despite these year-on-year trends, all quality rating areas continued to receive scores exceeding the agency-adopted goal of 4.0.

The adjacent table 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	2%	7%	17%	33%	42%	4.1	4.2
Feel safe when riding the bus	3%	4%	6%	21%	66%	4.4	4.7
Drivers are helpful and friendly	3%	4%	10%	24%	59%	4.3	4.4
Route / service information easy to use	3%	4%	12%	24%	57%	4.3	4.4
Buses are clean and well maintained	3%	4%	13%	28%	51%	4.2	4.4
Transit Center is safe and secure	2%	5%	13%	28%	52%	4.2	4.4
Bus stops clean and well maintained	3%	6%	18%	29%	45%	4.1	4.2
Customer service staff friendly and helpful	6%	4%	11%	24%	55%	4.2	4.5
Overall opinion of Wheels service	3%	3%	8%	38%	49%	4.3	4.4
<b>Total</b>						<b>4.2</b>	<b>4.4</b>

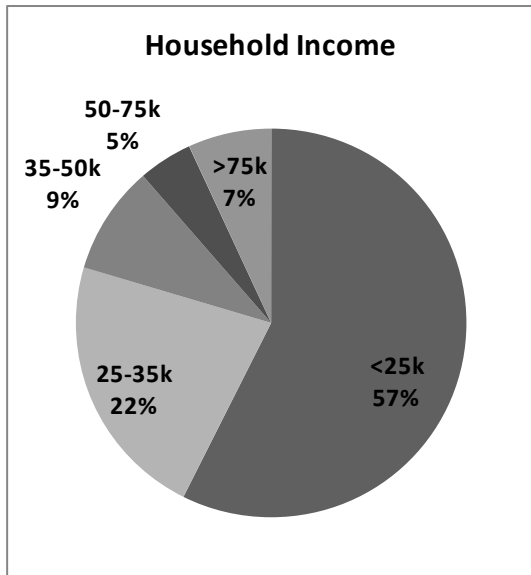
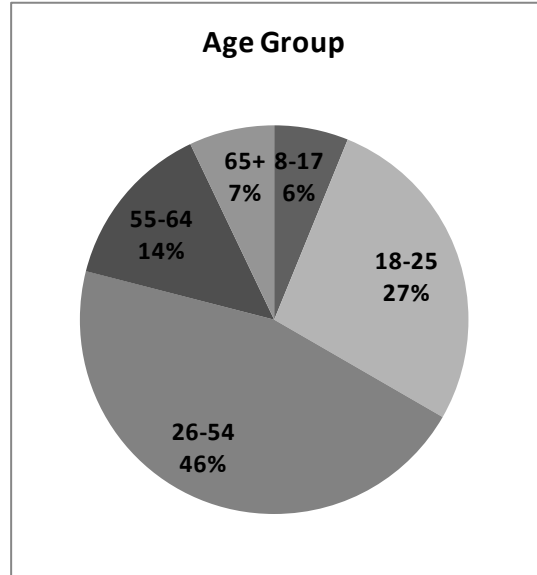


Area of residence: Turning now to the rider profile-related questions, almost half of respondents (49%) indicated Livermore as their primary residence, while 24 and 14 percent stated Pleasanton and Dublin, respectively, as their home. 14 percent indicated another municipality or city, broken down as follows as number of persons in alphabetical order: Castro Valley (2), Concord (1), Hayward (6), Oakland (12), Oakley (1), Pittsburg (1), Pleasant Hill (1), San José (1), San Leandro (7), San Ramon (3), Stockton (1), Tracy (4), Union City (1), and Walnut Creek (2).



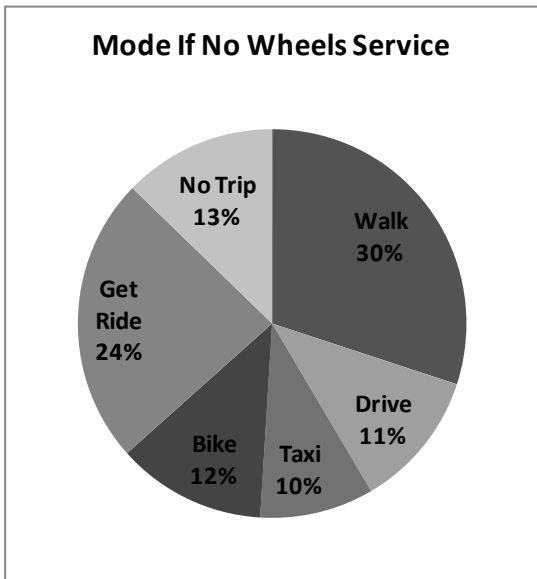
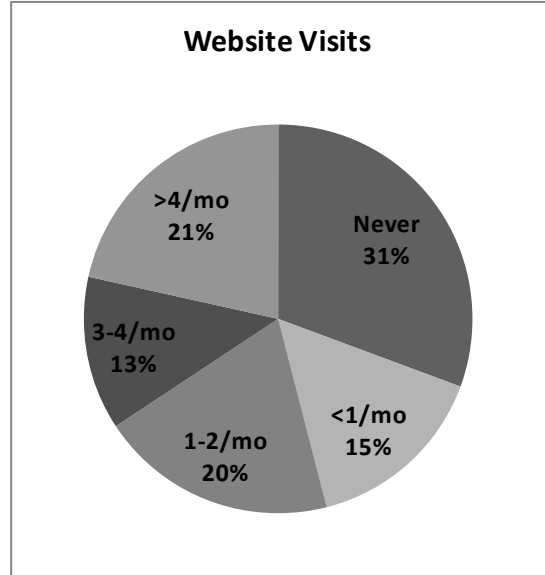
Trip purpose: Almost half of the passengers surveyed (48%) indicated “work” as their trip purpose – somewhat less than recent survey year findings. “Social” was indicated by 15% of respondents, while other trip purposes such as “school” and “shopping” each were cited by 10% or less of respondents. [It should be noted that school tripper routes were not surveyed as part of this effort, so these results will understate the overall school trip purpose to a certain extent.]

Age: The age distribution of respondents was relatively similar to that found in previous surveys, with individuals under 18 and over 65 each comprising small percentages of the overall ridership sampled (at 6% and 7%, respectively). The trend over the past decade has been that the 65+ Wheels ridership percentage is increasing. But seniors are still not a large rider group within LAVTA’s fixed route service – and the percentage of respondents in the 65+ category this year were actually fewer than what was seen last year (7% vs. 11%).



Household income: When asked about annual income, a majority of respondents (57%) indicated household earnings of under \$25,000 per year. 22% stated incomes in the \$25,000 to \$35,000 range, with only the remaining 21% indicating household incomes above the \$35,000 mark. Although the Wheels riders have traditionally been found to be from low-income households, this distribution is even lower than that found in last year’s survey, where 44% of respondents reported household earnings above \$35,000.

Wheels website visits: Up until last year's survey, the long-term trend – perhaps unsurprisingly – had been one of increased awareness and usage of the Wheels website. Last year, 74% of respondents indicated that they visit the Wheels website, albeit with varying frequency. In this year's survey, 69% indicated visiting the Wheels website at least on occasion, while 31% stated that they never visit the website.

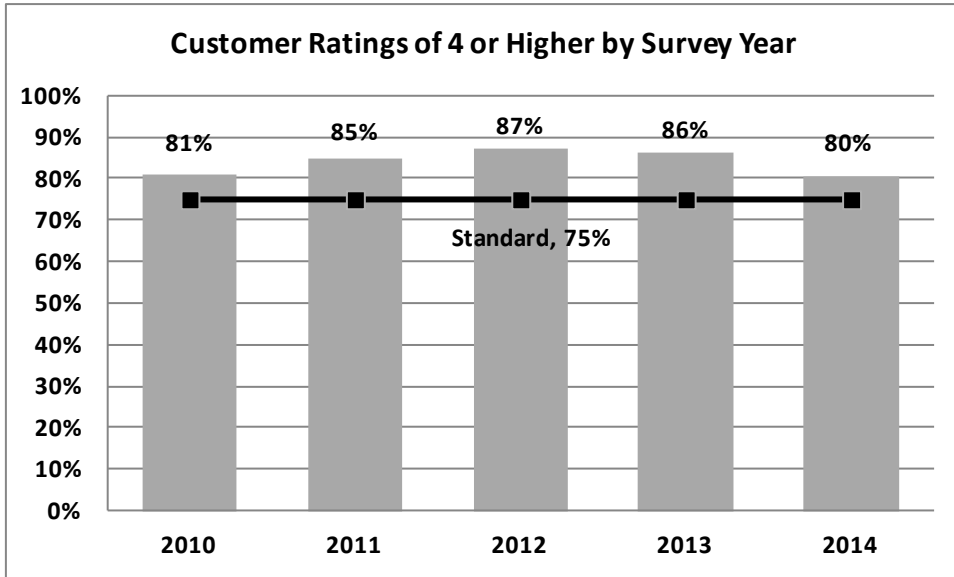


Trip without Wheels: Passengers were asked how they would have made their current trip without the bus. A large majority of respondents (87%) indicated that they would have been able to get around using other means of transportation, while 13% stated that they would not have made the trip. Of the 87% that indicated alternative means to get around, 30% said that they could have walked, 24% stated that they could have gotten a ride, and 10% stated taxi as an alternative. These results, which are similar to those of recent year surveys, indicate that while Wheels riders may depend on the service, relatively few riders consider themselves completely captive to it.

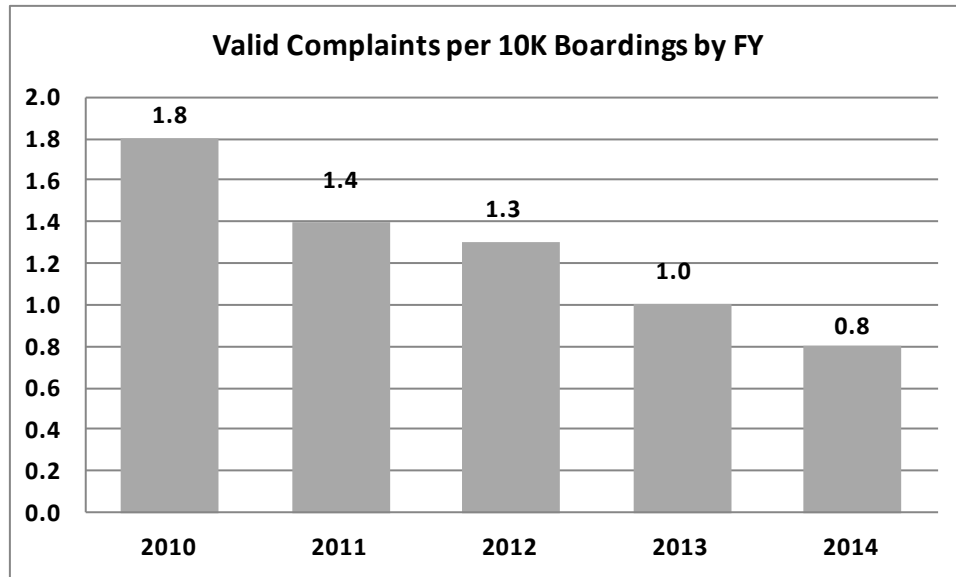
Open comments: 202 of the 328 passengers surveyed took the opportunity to provide open-ended comments at the end of the survey form. Most of the comments addressed a broad spectrum of issues, although some recurring themes were present, such as requests for longer service hours and improved passenger information. Common operational topics included issues about schedule adherence (late buses) and customer service. The entire set of open comments received is shown in Attachment 3.

### Recent-Years Trend Comparison

The current 1-5 scale for passengers to rate aspects of the Wheels service as part of the annual survey was introduced in 2010. The following chart shows the year-over-year trend for overall customer satisfaction. As illustrated, the results have each year since then exceeded the goal from the last short-range transit plan (SRTTP) of receiving a score of 4 or better from 75% of survey respondents. Staying within the 80s over the past five years, this score peaked with the 2012 survey, but then trended downward to 86% last year and to 80% this year.



Although not data collected from the annual onboard survey, for illustration purposes the next chart shows the number of valid customer complaints per 10,000 boardings for the past four fiscal years. Unlike the results from the onboard survey, this indicator shows a continuing trend of improvement from the last five years thru this year. It shows valid complaints going from a rate of 1.8 valid customer complaints per 10,000 boardings in FY2010 to 0.8 valid customer complaints per 10,000 boardings in FY2014. [Valid complaints often pertain to operational issues that can be verified, such as bypasses, early timepoint departures, speeding, and driver courtesy.]



### Remarks / Summary

As the results described above show, the Wheels fixed route service is getting nominally high remarks in all quality-of-service aspects that are probed in the annual on-board passenger survey, although the average respondent scored the service quality slightly lower across the board than last year. The item that received the highest rating this year was in the areas of passengers feeling safe while riding the bus, while two items that tied for the lowest (though still high) rating were the on-time performance of buses and the cleanliness of bus stops.

The rider profile results indicate that almost one half of those surveyed have Livermore as their primary residence. It is also known from other surveys and feedback channels, though, that many Wheels passengers work, shop, or transfer to/from BART in the Dublin/Pleasanton area whether or not they reside there.

The Wheels ridership base continues to be from low-income households. However, as the responses to the trip-without-Wheels question indicate, most riders stated that they might have had alternative means of getting to their destination – an indication that the Wheels

service levels and quality may not be unimportant in order to retain and build ridership even amongst a population sometimes regarded as “captive” or “choice” riders.

Past studies have indicated that the Wheels ridership base is relatively young, and has a high turnover rate in terms of ridership. The coarse scale used in the annual survey regarding riders’ age 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.

Attachments:

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

## WHEELS – PASSENGER SURVEY 2014

### 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 2014

## 1. Area of Residence

Dublin	Pleasanton	Livermore	Other	Tot resp
44	76	155	43	318
14%	24%	49%	14%	

## 2. Quality Rating

	1	2	3	4	5	n/a	Avg Score	Total Responses Received	Total Points
Service operates on time	6	20	51	100	126	25	4.1	303	1229
Feel safe when riding the bus	10	12	17	64	202	23	4.4	305	1351
Drivers are helpful and friendly	9	11	31	74	179	24	4.3	304	1315
Route / service information easy to use	10	11	35	74	174	24	4.3	304	1303
Buses are clean and well maintained	10	11	41	87	158	21	4.2	307	1293
Transit Center is safe and secure	6	15	40	83	154	30	4.2	298	1258
Bus stops clean and well maintained	10	17	54	88	136	23	4.1	305	1238
Customer service staff friendly and helpful	16	12	32	68	155	45	4.2	283	1183
Overall opinion of Wheels service	10	8	23	112	145	30	4.3	298	1268

## Quality rating from above as percentages:

	1	2	3	4	5	Avg Score	Last year	
Service operates on time	2%	7%	17%	33%	42%	4.1	4.2	303
Feel safe when riding the bus	3%	4%	6%	21%	66%	4.4	4.7	305
Drivers are helpful and friendly	3%	4%	10%	24%	59%	4.3	4.4	304
Route / service information easy to use	3%	4%	12%	24%	57%	4.3	4.4	304
Buses are clean and well maintained	3%	4%	13%	28%	51%	4.2	4.4	307
Transit Center is safe and secure	2%	5%	13%	28%	52%	4.2	4.4	298
Bus stops clean and well maintained	3%	6%	18%	29%	45%	4.1	4.2	305
Customer service staff friendly and helpful	6%	4%	11%	24%	55%	4.2	4.5	283
Overall opinion of Wheels service	3%	3%	8%	38%	49%	4.3	4.4	298

## 3. Trip Purpose

Work	Social	Shopping	School	Medical	Other	Tot resp
153	48	29	29	29	32	320
48%	15%	9%	9%	9%	10%	

## 4. Age

8-17	18-25	26-54	55-64	65+	Tot resp
20	88	148	45	23	324
6%	27%	46%	14%	7%	

## 5. Income

<25k	25-35k	35-50k	50-75k	>75k	Tot resp
166	64	26	13	20	289
57%	22%	9%	4%	7%	

## 6. Website Visits

Never	<1/mo	1-2/mo	3-4/mo	>4/mo	Tot resp
84	42	54	35	59	274
31%	15%	20%	13%	22%	

## 7. Trip without Wheels?

Walk	Drive	Taxi	Bike	Get Ride	No Trip	Tot resp
92	35	29	38	73	39	306
30%	11%	9%	12%	24%	13%	

Total surveys received = 328



General Comments
Just carry on = Great Job!
Please provide service up to Alameda Co Fair Gate
The drivers be more friendly
Delays some times (not on time at times)
Friendly service and on time buses
Excellent and helpful
Provide info about bus schedule online along with GPS. I wasn't able to find any bus details on GPS.
On time
The General Service is good there is only one pair of conductors that them that work. *
It would be nice if the transfer piece of paper could be extended to an extra hour or so.
I would like to see more bus service/stops along Dougherty. It currently takes us 40 minutes to walk to the BART everyday. We live near Dougherty/Amador Valley Blvd/Wildwood area. Current service only comes 2 x's per day school hours. 20 min walk to Park Sierra is insufficeint. It is necessary to have the schedule better. More time in Transit Center when all buses present together in the same time.
For me the shuttle Wheels is very specific, just that it could be cut in serious time to better.*
The 8a and b routes are often confusing and it repeats certain segments of the route which I find to be inefficient
R bus really a waste. Cancel it and increase bus 10 for 20 mins, bus in week only
This service is a really great way to get to places on time!
The service is excellent. I'm glad we have a way to commute that is good for the environment and inexpensive.
The bus is obviously good getting places. The bus drivers need to stop passing by me while I'm sitting at the bus stop. If it's hot or rainy I'm not going to be standing on the sidewalk waving my hand especially with my baby.
I like the buses and their routes although I wish they went more towards the other side of Dublin. Also when I was first riding the bus I found the website hard to use.
Much improved over past, keep it up.
Overall I think it was great and the driver was very helpful.
Weekend bus schedule confusing for out of towners eg: #12 replaces #14 bus schedule yet bus stop does not indicate on weekend.
I ride the 53 from W Pleasanton BART station. Sometimes BART train is late so I call dispatch and they hold the bus going to ACE rail station. I really appreciate that and Linda that drives the 10 bus, she is a great lady and excellent bus driver.
The service suits my needs, it provides the transport to get to my school. I think the buses are a swell way to get around.
It's better for me, no bus - can't get home
Staff here is doing a wonderful job.
Service is good, so far so good on reliability. I have no complaints thus far. Only problem is online I don't know/can't tell which stops on which side of the street are for what direction. Thank you
Should take the BART Clipper card, improve website.
It is very good and their punctuality 9 10 of operators very good har bus not very often but this one good times. Thanks.*
Service needed more holidays than buses on time.*
I don't have comments.*
Be on time on Saturdays
More common courtesy & less smoking in Transit Center
You're doing good
The schedules.*
Your service is good. Please continure to expand your area of service, like service to connect Tracy & Brentwood
I would like more easy access to bus stop to Lindbergh - Axis Mental Health Behavior building. It is a far walk to the bus stop. I think it's the 12 line.
Improve the hours of routes to help the passengers. Crowded buses who are waiting to transfer to another bus can't do it when they're late. Need more courteous drivers like one that does the Route 9 instead of so miserable.*
The Rapid line is awesome; I guess you could try extending it somehow.
I would love to see route 12 be more frequent than once per hour. I would also like to see extended weekend service.
The 12 bus can run longer on Sunday.
More stops farther east, ie Mountain House.
Overall, I'm grateful to have your services.
I directly go to pass through Portola as near as to get to LPC in 20 minutes; a shift may be good.
Clearer bus routes, for example the direction to and from.
Some drivers seem to forget they are driving a bus, not their personal cars.
Add more buses to the 12 line to make it more accessible.
Should place more following buses. More in the morning and the leaving hour so don't have to wait long.*
Fix broken windows in Rapid terminals.
Like the expanded service to Alameda County Fair.
The 70X needs a later-running bus in morning from Dublin. There would be more ridership with buses if comfortable like 70X and more express buses out to Hayward and San Leandro would bring more clientele.
It's all good; no need for improvements needs at all.
Overall, it's better than most.
Wheels should improve their drivers to be a little nicer and cleaner.
I'd use it a lot if it didn't consume so much time.
More routes on the weekend and Sunday, extended hours for the commercial center in Livermore.*
I have to spend time driving fast to arrive on time at BART. If I take the regular trip, I arrive to work late and return late.*
Service is good. Best bus service in the East Bay.
Wheels works for me because it provides transportation from Bart to work.
Please maintain time synch with Bart time.
I love the service.
Better coordination on timing of transfer between the 10 & 15 on the weekends. Reinstate the 15B.
I love it.

More specific stop times on all stops. Stop times should coincide with Bart times; right now, no time between Bart and bus - always have to wait and can get really cold in winter morning.

Happy.

When you call the Transit Center, they put you on hold too long.

I haven't used the bus system for so long, but so far it has been a great experience.

Should wait at bus stop for awhile.

Service is great; they help me get to my job on time.

I couldn't find the Rapid map in the online pdf.

Clearer on the bus schedule.

Overall it works well for me.

Wheels app would be more helpful than just the website.

It works very well. Always on time.

Buses are late sometimes. The schedule was difficult to read at first.

Good employees always helped me when needed

The service is good and I have no complaints.\*

For me, the service is excellent.\*

Bus comes by every 15 minutes

Wheels is a well worked business. I have no opinions on how to improve its work.

It works for me and it gets me to work on time with minimal headaches and problems.

Allow courtesy rides to homeless

East/West on Portola

All good

I hope they spend more attention on driving and not talking with passengers.\*

More frequent service on route 12

work good

That the R bus stop at Dublin Blvd past Keegan in front of Target, Dick's Shopping Center, it's a must stop.

I like it as it is. It goes where I need to ride usually.

The service is fine the way it is. The time route is ok. Most of the bus drivers are friendly and nice.

No comment

Keeping good drivers

Please shorten the waiting time during weekend service

Have your drivers be more friendly also make room for strollers on Rapid buses. Drivers don't have professional, need to be more friendly.

Be more on time in the afternoons.

It's helpful to the community

I think the bus service is very helpful to the community

All is good.\*

Make sure the buses arrive on scheduled time

Need the 15 and 10 to meet better down east ave earlier

I am satisfied with the service

Enjoy the convenience for senior citizens, deeply appreciated, myself & my wife

More service to Springtown evening hours

Today's bus driver very courteous & helpful

Please fix time managing issues

Everything is great, most bus drivers are friendly and things are kept nice & clean. At the end of the day - some drivers are cranky but then again who wouldn't be.

Service is very good

You guys should make it less money but your service is good.

Overall, the operators are very nice.\*

It is not uncommon to find a bus 7-10 minutes behind schedule, so if this could be improved I think that would be helpful.

Changes my work day. Allows me not to have to drive. I can get most anywhere with bus & walking. Thank you!

The departure from BART must be aligned with BART timing rather than 10 minutes from BART arrival. Drivers sometimes start 2 minutes early and we miss the BART connection.

Always has on cold air even when it's cold.

More route service near Holmes & Concannon

Buses don't break down anymore. Keeping/retaining experienced staff is #1 priority.

Everyone is good on the buses and friendly. I'm more quiet on the bus.

Your service is perfect.

The overall service is good.

Better mobile access.

Just make more buses run longer.

I enjoy the service. Keep up the good work.

You guys are awesome.

You guys are great.

No one is perfect.

Bus should run late at night.

Change the bus fare.

Can use more space.

Be a little faster.

Your buses need to drive faster.

Needs a skateboard rack.

Try having an all-night bus.

I enjoy riding the bus every day.

Bus should come on time.

Overall highly satisfied.

I'm grateful for the bus.

I never had a problem.
I have no complaints.
Everyone is so friendly when I call or ride the bus.
I have been riding this bus for years. I love it.
Just a little more clean at the bus stops.
Overall good, but women with strollers should be able to use the ramp.
Excellent service.
No complaints ever, you guys are great. I really enjoy using the bus system.
Keep schedules on all bus stops.
We need an all-night bus.
I need those buses to be on time, because my wheelchair won't fit in cars.
Keep up the good work.
Be on time.
Great service.
Great service.
Everyone is always friendly and nice.
The bus drivers are always so helpful when I get lost.
Let's get WiFi on the bus if possible.
I don't really like the bus like that.
I rely on these buses. Just run on time.
I have had some rude drivers in the past.
Sometimes it's hard to figure out which route to take.
Your staff is so helpful. Everytime I call, I get great customer service.
The website is so helpful.
Helps a lot. I live far. Take Bart then bus to work. So it really is my only way to work.
Update website.
Have it run later on weekends.
Thank you for being here for the people, I know it helps me a lot. Georgette Flores, 925-487-4129
Nothing much to say. Keep up the good work.
I would like the Rapid to go in front of Target & Dick's it's a major stops for all of those stores.*
At times, I have asked questions in my bad English and the operator didn't have any sympathy in his communication with me. On one exception, they don't show appreciation when they hear a different idiom. There needs to be more understanding for the tourists.
The buses could be more punctual.
I think you are doing very good.
Keep up the excellent work you are doing.
Please extend Sunday service on bus 12 route. It would be great if you could extend till 5 or 6.
Please put Rapid to Las Positas College.
When calling the Wheels line, the staff on the phone are not personable and not as helpful as I would expect, but I understand they deal with many customers bus they could be more friendly and helpful!
Making the drivers more friendly.*
Its good and friendly. Thanks*
Lights are much needed on some Pleasanton bus stops.
www.nextbus.com ... Why can't Wheels utilize this? It greatly helps to know when the next bus is coming wherever bus stop.
In general, give good service only that some drivers are late and some drivers are annoying.*
In general, the service is good.*
For me the service is good.*
Overall, it's good.
It works for me using the bus very well.
Your service is ok, but sometimes your bus is very slow.
Works fine.*
Some drivers don't need to flirt like they have in the past, asking passengers out on a date. It has happened so much.
The bus service works best for me because it is cheaper than Bart. I don't drive. Improve for me by having more #10 buses, and drivers being on time.
I like the service.*
I believe that the weekend service needs to be more constant and also all of the morning.*
Some drivers don't know how to help persons with disabilities, they might need a training about it.
The service is very long. You need more schedules at leaving time.*
This useful because it takes me around, but I don't feel safe.
It depends on the people that need it, it really helps me!
The rule regarding music needs to be enforced better.
Some drivers drive too fast :( unsafe.
It is needed that we extend more routes.*
I usually take the Rapid; I wish it ran on weekends.
I think the Wheels service is very reliable.
Staff and everybody is friendly but there needs to be better weekend services.
Your service is helpful because with no ride on Wheels I don't know how I'd get to my destinations if I didn't get a ride.
More routes and intercity buses and buses to have more frequent times to pick up.
Bus 4029 E Dublin very nice helpful patient bus driver helped me on the route, good employee. Route 12 west from the Transit Center at 11:27a 06/18/14, took his time to take other buses.
Need more air conditioning on hot days.
Good Service. Maybe you could improve if you added the use of the Clipper Card.*

\* Translated from Spanish

**AGENDA**

**ITEM 5**



STAFF REPORT

SUBJECT: Dial-A-Ride Passenger Survey 2014

FROM: Kadri Kulm, Paratransit Planner

DATE: August 25, 2014

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**Action Requested**

None. This is an informational item only.

**Background**

LAVTA performs annual Dial-A-Ride passenger surveys to gauge passenger satisfaction in order to continually improve service.

**Methodology**

The 2014 annual Dial-A-Ride customer satisfaction survey was conducted in late July and early August 2014 via telephone by randomly calling currently active Dial-A-Ride passengers. Active riders are those who have used Dial-A-Ride at least once within the last twelve months. LAVTA's staff administered the survey, and a total of 30 Dial-A-Ride surveys were completed, representing 3% of the total ridership.

The survey instrument was a simple one page survey (Attachment 1). The survey asked the passengers to rate Dial-A-Ride service on a 1-to-5 scale (5 being highest and 1 being lowest) on a variety of topics, including: the reservation process, pick-up experience, ride experience, drop-off experience, and their overall satisfaction with the service. Passengers were also asked what community they lived in and the main purpose of their most recent Dial-A-Ride trip.

**Discussion**

Dial-A-Ride Survey Results

The following table compares the average ratings of the September 2011, April 2012, June 2013, and July/August 2014 random sample surveys (it is important to note that LAVTA's new service provider for paratransit services began operation in May 2014).

Service Aspect	Sep-11 (ALC started provided service in Jul-11)		Apr-12		Jun-13		Jul/Aug-14 (MTM started provided service in May-14)	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
<b>Reservation</b>	4.11	4	4.29	5	4.67	5	3.67	4
<b>Pickup</b>	4.14	4	3.97	4	4.27	4	3.58	4
<b>Ride</b>	4.22	4	4.08	4	4.6	5	4.6	5
<b>Dropoff</b>	4.28	4	4.28	5	4.5	5	4.1	5
<b>Overall rating</b>	4.15	4	4.11	5	4.47	5	3.55	4

The median survey ratings in July/August 2014 were 4 (good) in three out of the five categories and 5 (excellent) in two categories. The average values have decreased in four out of the five categories when compared to the three prior years' survey results. The decline in the customer satisfaction has been in the areas of the reservations/scheduling process and late pick-ups, while respondents have consistently been happy with their drivers and ride experience. This confirms the data LAVTA has received through the customer service database as customer complaints/complements, and validates some of the anecdotal comments and observations of the current service provider.

In addition to the quantitative scores for different aspects of the Dial-A-Ride service, the surveyors also encouraged respondents to provide any verbal open-ended feedback/comments/suggestions about the service. The survey also provides a platform for a two-way dialog, and LAVTA staff was happy to be able to provide solutions/education to the passengers on numerous occasions, and received very positive feedback for doing so. The open-ended passenger comments are included in this staff report as *Attachment 2*. Several passengers reported that the service has improved considerably compared to when MTM first started providing service in May 2014.

Fifty percent of the 2014 survey respondents live in Livermore, 27 % respondents lived in Pleasanton, and 23% lived in Dublin. When asked to describe the purpose of their last ride on Dial-A-Ride, the most common category was medical purpose (40%). This demonstrates Dial-A-Ride's essential link between homes and medical services for community members with disabilities. Other trips were split between day programs, social visits, work/school, and chores/shopping.

### Summary

Overall, the rider satisfaction scores have decreased when comparing them to the scores from prior years. It is staff's observation that customer satisfaction scores are very closely correlated to on-time-performance and valid customer complaints per 1,000 rides metrics, which both have been on a negative trend in the recent two months. LAVTA will continue to

closely monitor customer satisfaction and following up on the comments/feedback received from the survey respondents. Additionally, because of the transition difficulties and lower satisfaction scores, staff will be following-up with these survey respondents in three months, to measure whether their opinion of the service has remained consistent, has improved or declined. Staff will return to the Committee with results from the follow-up survey in November.

Attachments:

1. Dial-A-Ride Survey
2. Dial-A-Ride Survey Comments

Survey Date \_\_\_\_\_ Time \_\_\_\_\_ Surveyor \_\_\_\_\_

### DIAL-A-RIDE

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

Question	Score
Overall, it is easy to make arrangements for your trip on the phone (able to reach customer service quickly, hold times not an issue, reservationists are courteous, knowledgeable, and able to arrange requests for rides)	
Overall, I have a high level of satisfaction with the pick-up experience (drivers are on-time, drivers arrive at correct address and pick-up spot, drivers are courteous, helpful, dressed appropriately and clean, vehicles that can accommodate me are sent, overall pick-up satisfaction)	
Overall, I have a high level of satisfaction with the riding experience (Drivers operate vehicles safely and follow traffic laws, vehicles are clean and in working order )	
Overall, I have a high level of satisfaction with the drop off experience (Drivers drop me off on time and in correct place, drivers offer me help during drop off)	
How would you rate your experience with the "Wheels Dial-a-Ride" service in general	

Which city do you live in?

Dublin \_\_\_\_\_ Pleasanton \_\_\_\_\_ Livermore \_\_\_\_\_

What was the main purpose of the last trip you took on Dial-A-Ride?

Work: \_\_\_\_\_ Social Visit: \_\_\_\_\_ School: \_\_\_\_\_ Medical: \_\_\_\_\_ Other: \_\_\_\_\_

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



## DIAL-A-RIDE PASSENGER SATISFACTION SURVEY 2014

### Comments

- \* Computers don't communicate with each other very well.
  - \* Drivers are excellent. Scheduling is not right. The service is getting better, but there is one dispatcher that is not good. She should not be doing her job until trained better.
  - \* A lot of confusion, not following instructions given at scheduling, wouldn't recommend, lot of confusion, too much work.
  - \* Drivers don't have apartment numbers. Dispatchers should give drivers apartment numbers. One time a driver had a lot of perfume, client couldn't take ride because of the smell bothering her so much
  - \* New provider worse than previous. Pick-up late, taking longest way possible to get to destination. Drop off not on time, pick-up worse.
  - \* Improved dramatically in the last couple of weeks.
  - \* Wrong spot and late numerous times.
  - \* Not getting calls back, 2 missed, coming to Kaiser on time, majority of the drivers are good
  - \* Reservations - 3 for music and 5 for reservationist, does not like the on hold music
  - \* She was once told the driver could come an hour after her pickup time.
  - \* Pick-up experience - 5 for drivers and 2 for equipment (needs ramp not lift sent)
  - \* The service has been very helpful and dependable.
  - \* It takes too long time for them to answer the phone. Drivers arrive too early or too late.
  - \* When the new contractor took over there were problems initially, but the service has now improved a lot.
  - \* Very happy with the service now. In the beginning there were problems, but now it's
  - \* More room in the van. It's hot, humid, constantly reminds to turn on AC in the van.
  - \* They are doing a good job. On time, drivers drive safe.
  - \* To pick up people on time. To call to say they are going to be late. Constantly late to pick up.
  - \* Satisfied. A couple of times they didn't pick her up.
  - \* Sometimes they cancel a trip, but the ride still shows up.
- Scheduling is terrible, they are overbooking. Long hold times on Sunday.
- \* Ladies in the front office are excellent. Juana is right on things, she helps a lot.
- Compliments to the dispatcher in LAVTA office - she was top notch.
- \* The most important thing - if they are going to be late, they should call and let the passenger know.
  - \* Difficult time getting through the phone for reservations, awful wait music, but love the drivers and service. Steve from ACE is very good.
  - \* Drop off has been long, long ride times, mix-ups with pick-up times.

**AGENDA**

**ITEM 6**



STAFF REPORT

SUBJECT: Comprehensive Operational Analysis Scope  
FROM: Christy Wegener, Director of Planning and Communications  
DATE: August 25, 2014

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**Action Requested**

Endorse and forward to the Board of Directors for approval.

**Background**

This staff report is intended to provide the Committee with the scope of work for the Comprehensive Operational Analysis (COA) study, and give the Committee the opportunity to review the scope before it goes to the full Board of Directors for approval.

**Discussion**

Included in the Fiscal Year 2015 budget is funding to conduct a COA of the Wheels fixed-route bus network.

This COA is an analysis of the design, coverage, operation and utilization of the Wheels fixed route bus system. The ultimate goal of the Wheels COA will be a recommendation for a system re-design that maximizes the efficiency of resources, minimizes disruption to existing passengers, and is an attractive, competitive bus service that appeals to choice customers and serves transit dependent customers as well. After the study is complete, the COA will produce a series of immediate recommendations to address any deficiencies with system design, service span, schedules, running time, frequency, bus stops, and system coverage. The draft scope of work (Attachment 1) is designed to elicit the most comprehensive and inclusive product.

The COA scope includes the following tasks:

- 1) Project Management/Coordination
- 2) Studies/Data Review
- 3) Data Collection/Analysis
- 4) Development of Service Standards
- 5) Market Analysis
- 6) Develop/Conduct Public Outreach Plan
- 7) Service Recommendations and Implementation Plan

Optional tasks, such as a fare study to determine the appropriate fare structure and rates for the Wheels system, as well as a task to develop the full schedules, may also be included as a part of the study if financial feasible.

**Next Steps**

If approved by the Board, a Request for Proposals (RFP) for the COA will be issued in October 2014.

**Recommendation**

Endorse and forward to the Board of Directors for approval

**Attachments**

1. COA Scope of Work - Draft

The Livermore Amador Valley Transit Authority (LAVTA) seeks a qualified consultant to conduct a Comprehensive Operational Analysis (COA) of its bus network. The selected consultant will analyze the LAVTA/Wheels fixed route bus network and recommend immediate modifications, including:

Changes to route alignment, frequency, service days, service span and segment/line spacing based on productivity and coverage;

Adjustment to running time, terminus times/locations and stop spacing to improve schedule adherence and customer satisfaction;

Identification of minimally used bus stops for potential removal or relocation;

Appropriate vehicle type by line and service;

Efficiency of run-cut, relief points and vehicle blocking;

Service standards (fleet assignment, load factor, performance metrics);

Identification of available technology that could further improve service delivery.

This project will be broken down into several core tasks, including:

- Project Management
- Study/Data Review
- Data Collection and Analysis
- Development of Service Standards
- Market Analysis
- Public Outreach
- Service Recommendations and Implementation Plan

Additional optional tasks may also be included in the study, depending on resources. Those tasks should be priced separately.

### **Project Management**

LAVTA's project manager for the COA will be Christy Wegener, Director of Planning and Communications.

LAVTA is requesting Requests for Proposals for services in the below listed tasks.

### **Task 1: Project Management and Coordination/Establish Work Program and Schedule**

- Establish project timelines, milestones and schedule;
- Establish schedule for meetings between the Project Manager (PM) for the contractor, and LAVTA;
- Develop Board of Directors outreach plan; Facilitate preliminary workshop and at least one follow-up meeting with the LAVTA Board of Directors;

- Identify stakeholders; establish and make recommendations for a Technical Advisory Committee (TAC). Establish meeting schedule, and facilitate TAC meetings.

*Task 1 Deliverables:* Final Work Scope, Project Work Plan and Timeline, Schedule of PM meetings, Schedule of TAC Meetings

### **Task 2: Studies/Data Review**

- Reviewing Bay Area, Alameda County and/or Tri Valley planning studies, data, and documents recently completed by LAVTA, Alameda County or the Metropolitan Transportation Commission (MTC), including but not limited to:
  - One Bay Area
  - LAVTA's Short Range Transit Plan (SRTP)
  - LAVTA's FY2015 Budget
  - Alameda County Transportation Plan
  - Other relevant planning studies in the Tri-Valley

*Task 2 Deliverables:* Technical memorandum detailing results of study reviews

### **Task 3: Data Collection and Analysis**

- Using data generated from LAVTA's onboard APCs systems, conduct review of existing data, including stop-level boarding and alighting data;
- Using data generated from LAVTA's CAD/AVL system, conduct review of allocated running time by segment, pattern and route. Compile running time information by time of day and day of week
- Review ride check reports, farebox reports
- Review rider surveys; develop and conduct new surveys of riders to determine origin/destination information
- Conduct field review of service area
- Develop baseline stop-level, segment level and time-of day ridership and operational data
  - Ridership activity for each route by direction, trip, and stop by service day
  - Ridership activity for each shared stop by route, direction, trip and service day
  - Run times for each route by direction, trip, segment and service day
  - Run times for each shared segment by direction, trip and service day

*Task 3 Deliverables:* Existing conditions report, PDF maps of relevant findings and GIS layer of stop-level ridership (backup provided in excel), summary of O/D data, baseline operational and schedule report.

### **Task 4: Develop Service Standards**

- Establish comparative route information by service type (local, express, feeder, etc.)
- Develop productivity indicators (i.e. passengers per hour, mile, trip, farebox recovery) by service type
- Conduct comparison of Authority performance indicators to comparable transit systems

*Task 4 Deliverables:* Service standards report, including classification of routes by service type, and productivity indicators by route/service type; comparable transit systems report.

#### **Task 5: Market Analysis**

- Using the 2007 Marketing Plan as a baseline, this project should include an update of baseline data for measuring the attitudes, awareness, and usage of Wheels bus service.
- This task should involve development and execution of a telephone, mail or online-survey instrument to households within the LAVTA service area, to include both users and non-users of the Wheels bus system. Specifically, this task shall collect pertinent information to measure changes in attitudes toward and awareness of the transit system and its services, as well as identify current and potential customer segments. This survey should be designed to gauge attitudes and awareness of the Wheels bus service and elicit responses to travel patterns, attitudes towards various transportation modes, demographic and socio-economic data, and other pertinent data.
- The survey should be administered to a statistically significant sample within the Wheels service area, and be representative of the demographics in the Tri-Valley.

*Task 5 Deliverables:* A report summarizing the changes in attitudes and awareness of Wheels bus service since 2007.

#### **Task 6: Develop Public Outreach Plan and Conduct Public Outreach**

- Develop a public outreach plan designed to obtain the most feedback from existing riders, as well as non-riders, in the Wheels service area;
- Facilitate public outreach/input meetings to include at least two rounds in each of the jurisdictions in the LAVTA service area;
  - The consultant shall be responsible for development of a plan to notify the public, regional partners and various stakeholder groups of the study and of the meetings;
- The consultant shall implement the public outreach plan, including:
  - Booking meeting locations, providing audio/visual support, meeting room set-up, meeting displays and handouts, and taking notes

*Task 6 Deliverables:* Public Outreach plan; Reporting detailing attendees and comments received at each public meeting; summary of comments received during each round; summary/analysis of input received from non-riders.

#### **Task 7: Service Recommendations and Implementation Plan**

- Consultant shall develop route and schedule recommendations for immediate implementation. These preliminary recommendations should be revenue-neutral and should be based on:
  - Analysis of existing operational conditions, including operational and performance data
  - Customer demand (origin-destination information)
  - Public comments
- Each recommendation shall estimate the operational requirements, including:
  - Revenue hours and miles

- Revenue trips
- Span of service
- Headways
- Ridership
- Operating cost
- The Consultant shall develop an implementation plan that considers all the service recommendations.
- The Consultant shall also develop a set of priority-recommendations should annual revenue hours contract or increase

*Take 7 Deliverables:* Final report with recommendations and an implementation plan for service adjustments.

### **Optional Tasks**

#### **Optional Task 8: Fare Study**

- Assess the fare structure and policies currently in place on LAVTA's fixed route and dial-a-ride system, including:
  - Determining the distribution of ridership/utilization by fare category;
  - Evaluation of fare pricing, discount and transfer policy, including inter-operator transfers;
  - Evaluation of employer-sponsored pass programs.

*Task 8 deliverables:* Analysis and evaluation of existing fare structure and utilization, and a recommendation for an ideal fare structure

#### **Optional Task 9: Schedule Development**

- Using the running time data collected in task 3, and based on the recommendations in Task 7, the consultant shall develop timetables for each of the Wheels routes, to include:
  - Time Points
  - Running time
  - Schedules
  - Blocks
  - Vehicle Assignments
  - Run Cut

*Task 9 deliverables:* Full schedules, blocks and a complete run cut for the COA recommended route modifications