

STAFF REPORT

SUBJECT: Comprehensive Operational Analysis/Short and Long Range Plans

FROM: Michael Tree, Executive Director

DATE: August 24, 2015

Action Requested

This is an informational item.

Update

During the previous 60-days there has been significant activity with the agency's Comprehensive Operational Analysis (COA) study.

Board Retreat: On July 15th, a Board retreat was held at the Hilton Doubletree Hotel in Pleasanton. During the four-hour workshop, the consultant team covered introduction to transit planning, the current Tri-Valley transit market, initial findings from the existing conditions report/state of the system, and had an interactive discussion about service tradeoffs. The following is a summary of the Board's input on service tradeoffs:

Coverage vs **Productivity**. Lean more heavily towards productivity (more service, fewer areas)

Frequency vs Span. Focus higher frequencies during core/commute hours, with greater headways in off-peak as appropriate.

Weekday vs **Weekend**. Prefer seven day service, given existing conditions data.

One-Seat vs **Transfers**. General understanding of desire to simplify trips, but strong feeling that an improvement in reliability and the wait experience (real-time info, security, etc) can help mitigate concerns with transfers.

Route Directness vs Access. Less specialization. Prefer wider route spacing with passengers walking to the main road rather than having buses meet them at the front door.

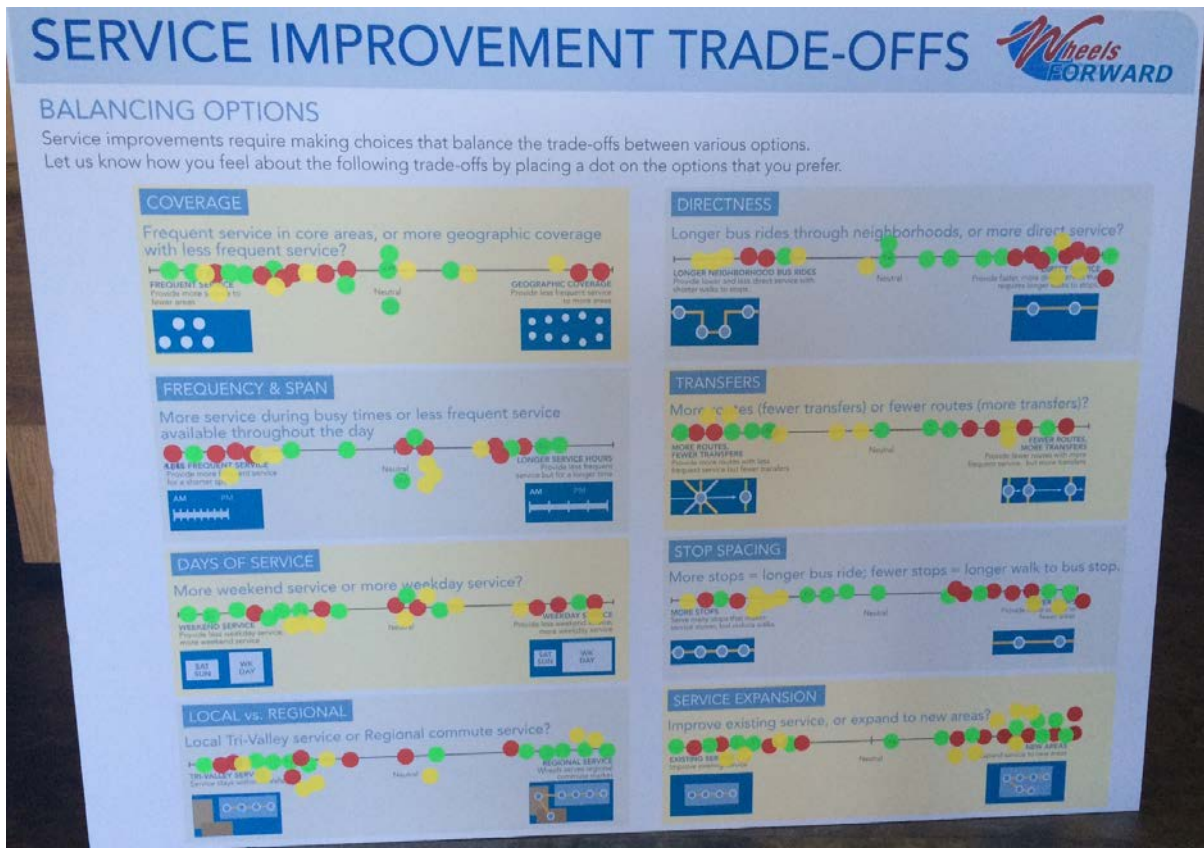
More Stops vs **Fewer Stops**. Feeling that the middle is best depending on the route, leaning toward fewer stops especially for the Rapid. General recognition that fewer stops would be better—especially paired with preference for more direct routes—but it should be situational based on land use and ridership.

Local Market vs Regional Service. Strong desire to focus on the local market, with several Board members noting that regional connections should be served, though

perhaps through funding or operating agreements with partner agencies as appropriate rather than assuming LAVTA must serve them directly.

Existing Service Area vs Expansion Projects. Focus on improving existing service area, with some acknowledgement that the service area may change slightly to take advantage of new opportunities, e.g. land use developments.

Public Meetings: Three public meetings were held the week of July 27th and were widely attended by both riders and non-riders. Meetings were publicized via various channels (Attachment 1) and each meeting was attended by at least 30 people. The meeting format was open-house style with several boards set up throughout the room. Members of the consultant team and LAVTA staff were on-hand to answer questions and discuss the study with those in attendance. Attendees were also asked to weigh in on the service tradeoffs. The board below was present at all three meetings and represents the tradeoffs that meeting attendees were willing to make:



Stakeholder Meeting: The COA’s Stakeholder Advisory Committee, which is comprised of representatives of major employers, school districts, Las Positas College and opinion leaders in the Tri-Valley, met on July 28th. The agenda included a Transit 101 course, a “state of the system” review of Wheels, and a discussion on what was important for the community leaders moving forward with the Wheels bus system.

Technical Advisory Committee Meeting: The COA’s Technical Advisory Committee, comprised of staff from the three Tri-Valley cities, as well as staff from CCCTA, BART,

ACTC, and MTC met on July 29th. The agenda for the TAC meeting was similar to that of the Stakeholder Advisory Committee.

Project Deliverables: The consultant team has submitted several deliverables in draft form (Communications and Outreach plan, Existing Conditions Report and Service Standards) and staff is in the process of reviewing the documents and providing feedback.

Looking ahead to the Next 30 Days: The consultant team will finalize the Communications and Outreach Plan, the Existing Conditions Report and the Service Standards Report. The consultant team will be in the LAVTA service area the first week in September to complete their field work and will meet with LAVTA staff to discuss preliminary service alternatives. The dates of the next round of public outreach, as well as the SAC and TAC meetings, should be finalized within the next 30 days.

Attachments:

1. Outreach for Public Meetings

Wheels Public Outreach for Wheels Forward Meetings – July 28-30

The following is an outline of the outreach efforts to promote the Wheels Forward meetings:

1. Advertising

- a. KKIQ Radio – 40 - 30 second spots & additional Helping the Hometown spots – ran July 20-30th
- b. Newspaper ½ page ads - Tri-Valley Times/Contra Costa Times, The Independent, Pleasanton Weekly – ran July 23-26th

2. Press

- a. Newspaper stories – Tri-Valley Times, The Independent, Pleasanton Weekly
- b. Online Media – Livermore Patch
- c. Newsletters – Dublin, Livermore and Pleasanton Chambers included mention/flyer
- d. TV – Community Channel 30 interview

3. Public Outreach

Flyers in English/Spanish/Chinese delivered to:

- a. 15 Senior Centers
- b. 3 Libraries
- c. 10 Stores including Safeway, Raleys, & Walgreens
- d. 3 School Districts – Livermore emailed flyer to parents; Pleasanton posted flyer on website; Dublin High School and Middle School parents reached through Peachjar email blast

4. Business Outreach

112 Tri-Valley companies and government entities were contacted, with 52 receiving an employer tool kit to inform employees and customers of the planning efforts. 42,047 employees were emailed the flyer and information on the workshops.

5. Government/Stakeholder Outreach

- a. Cities – Presentations were made to Livermore, Dublin and Pleasanton City Councils in July
- b. Chambers – Flyers were delivered to each and every chamber either emailed or distributed flyers to their businesses; Presentation was made at the Pleasanton Economic Forum July meeting
- c. Livermore and Pleasanton Downtown Association distributed flyers
- d. Rotary – Presentation was made to Livermore Rotary

6. Wheels Riders

- a. Bus Interior Card
- b. Flyers distributed in Wheels buses
- c. Posters at Transit Center, Admin Office and major bus stops

7. Wheels Website

- a. Flyer posted in English and Spanish with link on homepage
- b. News release posted
- c. Meetings posted on calendar
- d. Updates daily during workshop week

8. Social Media

- a. Facebook – various posts on Wheelsbus page
- b. Twitter – 6 tweets on workshops; numerous retweets from local agencies
- c. Nextdoor – 7 posts to residents in Livermore, Dublin and Pleasanton including event posting and reminder posts

