

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
1362 Rutan Court, Suite 100
Livermore, CA 94551

PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE
WHOLE

COMMITTEE MEMBERS

SCOTT HAGGERTY – CHAIR	KARLA BROWN
DAVID HAUBERT – VICE CHAIR	STEVEN SPEDOWFSKI

DATE: Monday, May 23, 2016

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

TIME: 4:00p.m.

MINUTES

1. Call to Order and Pledge of Allegiance

Committee Chair Scott Haggerty called the meeting to order at 4:01pm.

2. Roll Call of Members

Members Present

Scott Haggerty, Supervisor, Alameda County
Steven Spedowfski, Councilmember, City of Livermore
Karla Brown, Councilmember, City of Pleasanton
Don Biddle, Councilmember, City of Dublin

Members Absent

David Haubert, Mayor, City of Dublin

3. Meeting Open to Public

Robert S. Allen

Robert Allen addressed the Committee requesting a bus between Park-N-Ride and the Dublin/Pleasanton BART station. This is to help avoid excessive crowding at the BART parking lot, so people in Pleasanton have good parking as well. Mr. Allen asked the Committee what the Park-N-Ride study will address. Staff explained that the Alameda County Transportation Commission is conducting the Park-N-ride study currently and that results should be in at the end of the year. Mr. Allen's proposal for fifteen minute bus service at this location is being considered.

Richard Fierro

Richard Fierro with Teamsters, Local 70 addressed the Committee on Agenda Item

8. Mr. Fierro spoke in opposition of TNCs, providing the following reasoning: First, Teamsters, Local 70 represent the Drivers of MV Transportation who currently do this work. They would like to increase and keep this work. Secondly, they feel it is bad public policy to use tax payer money to finance these TNC operations. TNCs operate as the middle man with no responsibility and have lawsuits that are not treating their driver's with fairness. Mr. Fierro also mentioned AB 2293 which Teamsters, Local 70 helped sponsor requiring Uber or Lyft to tell the driver's how much insurance is required, but it is not mandated that they carry it. If the driver's do not carry the mandated insurance amount there is no real penalty. The driver's that would be contracted with TNCs have no Department of Transportation (DOT) requirements like medical cards, drug testing, and background checks. All these requirements and others are met by MV drivers. Mr. Fierro believes that the traditional business model works and would like to see if alternative solutions could be looked into further. Mr. Fierro requested that Wheels on Demand does not go forward and more discussions take place.

4. Minutes of the April 25, 2016 Meeting of the P&S Committee.

Approved: Brown/Biddle

Aye: Brown, Biddle, Haggerty, Spedowski

No: None

Abstain: None

Absent: Haubert

5. Third Quarter 2016 Marketing and Outreach Activities

Staff provided an update on the 3rd Quarter Marketing and Outreach activities and a preview of upcoming events.

Councilmember Karla Brown asked staff about the outreach for the Livermore Wine Festival. Staff explained that it went well and that we shared a booth with the City of Livermore and that increased the traffic to the booth. In the future LAVTA plans to partner with the City of Livermore again. Councilmember Karla Brown also wanted to know if the outreach is effective and providing LAVTA with new bus riders. Staff said that we are not sure if we are generating ridership, but our booth did generate many questions and curiosity regarding the COA changes. LAVTA plans to measure marketing dollars and time spent on outreach events moving forward, so it is more effective.

This item was informational only.

6. FY 2016 3rd Quarter Report – Operations

Staff provided information on the 3rd Quarter FY2016 (January – March) Operation statistics. Discussed was the fixed route, paratransit, and operational performance metrics. LAVTA had a 0.6% decrease of ridership in the third quarter. LAVTA is expecting a reversal of this downward trend in ridership after the COA changes are implemented in August 2016. On-time performance increased slightly to 81.8%. Paratransit increased by 0.04% for passengers and increased 16.88% for number of trips. LAVTA's fixed route contractor recorded 10 accidents in the 3rd quarter,

seven were determined preventable, and three deemed non-preventable. Four accidents resulted in major damage, six with minor damage, and one resulted in bodily injury. Complaints were higher in the 3rd quarter, largely due to planning requests, rather complaints regarding service being delivered. Paratransit had a marked increase in valid complaints.

Councilmember Karla Brown requested that LAVTA staff bring back a report regarding accidents that compares past years and industry standards. Ms. Brown also requested an analysis of paratransit passengers versus the number of trips.

This item was informational only.

7. Wheels Forward - East Livermore Service Recommendations

Staff provided information to the Project and Services Committee of the express service to the Lawrence Livermore National Laboratory (LLNL). The Projects and Services Committee forwarded and recommended that the Board approve the service changes recommended as a part of this staff report, and recommends the Board to authorize staff to file a Notice of Exemption under the California Environmental Quality Act (CEQA)

Approved: Spedowfski/Biddle
Aye: Brown, Biddle, Haggerty, Spedowfski
No: None
Abstain: None
Absent: Haubert.

8. Wheels on Demand Demonstration Project

Executive Director Michael Tree presented the Wheels on Demand demonstration project to the Project and Services Committee and provided questions and answers that were raised by the Board. Wheels on Demand would operate in two project areas of Dublin. There would be no direct contractual relationship between the taxi companies or the TNC. Under federal transportation rules, if there is no contract between Wheels and the operator, no drug testing requirements apply. Since there would not be a contract with the providers, many of the issues relating to safety and liability would be governed by the agencies that regulate the particular provider (for taxis, the individual cities, for TNCs, the Public Utilities Commission).

Councilmember Steven Spedowfski thinks that Wheels on Demand is an innovative idea, but is nervous about utilizing TNCs and would like them to be held to higher standards.

Councilmember Karla Brown shares Councilmember Spedowfski's concerns regarding TNCs. Councilmember Brown would like to utilize taxi cabs only versus TNCs. Michael Tree responded that LAVTA would like to consider TNCs, due to the technology difference.

Supervisor Scott Haggerty does not want to leave Dublin without service and suggested that LAVTA restore the service until something is decided on.

Supervisor Haggerty is not prepared to approve Wheels on Demand.

The Projects and Services Committee forwarded the Wheels On Demand project to the Board with no recommendation.

Approved: Biddle/Spedowfski
Aye: Brown, Biddle, Haggerty, Spedowfski
No: None
Abstain: None
Absent: Haubert

Supervisor Scott Haggerty departed the Project and Services Meeting at 5:12pm.

9. FY 2017 Marketing Plan

Staff provided the Projects and Services Committee with the fiscal year 2017 Wheels Marketing Plan. FY 2017 marketing plan was developed in conjunction with the approved Wheels Forward system changes. The plan includes seven target market initiatives that focus on the goal of increasing ridership.

Executive Director Michael Tree expressed that Los Positas College Easy Pass will cost LAVTA \$80,000 in foregone fares for one year and that they received \$20,000 of partnership funds from the students to offset the cost. In the future the students would approve/pass a fee to continue funding the easy pass. Councilmember Steven Spedowfski thinks that this is a great idea and he will look into other partnerships to offset the cost.

The Project and Services Committee endorsed and forwarded to the Board of Directors for approval.

Approved: Brown/Spedowfski
Aye: Brown, Biddle, Spedowfski
No: None
Abstain: None
Absent: Haubert, Haggerty

Councilmember Steven Spedowfski departed the Project and Services Meeting at 5:29pm.

10. Management Action Plan

Michael Tree included a Management Action Plan for the Project and Services to review. Mr. Tree requested input from the Committee regarding limiting the exterior bus advertising to 50%, excluding buses that will be retiring in one year. Councilmember Karla Brown requested that the marketing be placed below the windows and that Wheels rebranding is above the windows. Councilmember Brown asked if the rewrap cost could be paid for by the marketing firm. Staff responded that currently LAVTA does a cost sharing of 50/50 split, and that the suggestion would be a point of negotiation.

This was an information item only.

11. Preview of Upcoming P&S Committee Agenda Items

12. Matters Initiated by Committee Members

None.

13. Next Meeting Date is Scheduled for: June 27, 2016

14. Adjourn

Meeting adjourned 5:37pm.