

FY2016 Goals, Strategies and Projects

Last Updated– September 20, 2016

MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development						
Strategies (those highlighted in bold indicate highest Board priority)						
<ol style="list-style-type: none"> 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	Jan 2017 Mar 2017 May 2017	→ <u>Awaiting the ACTC Park and Ride study to complete in December to move forward with Long Range Plan.</u>	
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	→ <u>Straightened out Route 14 in downtown Livermore in Sept. Also, added a run into the Livermore Labs on 30R to get workers into lab before 7am. Evaluating the linkage of Route 1 and Route 14. Evaluating 10R on-time performance and options.</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>
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 Apr 2017 Sept 2017 Jan 2018	→ <u>RFP being advertised. Interviews scheduled for October.</u>	
Fare Study	<ul style="list-style-type: none"> • Draft Fare Study • Public Hearing • Board Approval • Implementation of Fare Changes 	DP	Projects/ Services	Oct 2016 Jan 2017 Mar 2017 July 2017	→ <u>Nelson/Nygaard currently creating the draft fare study</u>	
Signalization Improvements And 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 Jan 2017 Jun 2017	→ <u>MTC providing planning on project. LAVTA Board awarded contract for signal control to WPS in July.</u>	

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>
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Wheels On Demand Discount Program	<ul style="list-style-type: none"> • Get clearance from FTA • Sign Agreements with providers • Implement 	ED	Projects/ Services	Sept 2016 Oct 2016 Oct 2016	→ <u>Project description sent to FTA for approval before signing agreements with providers</u>	
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Goal: Marketing and Public Awareness

Strategies (those highlighted in bold indicate highest Board priority)

- 1. Continue to build the Wheels brand image, identity and value for customers**
2. Improve the public image and awareness of Wheels
3. Increase two-way communication between Wheels and its customers
- 4. Increase ridership, particularly on the Rapid, to fully attain benefits achieved through optimum utilization of our transit system**
5. Promote Wheels to New Businesses and residents

<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>
Website V2.0 Upgrades	<ul style="list-style-type: none"> • Speed up website • Develop video library • Revise homepage for quicker access to commuter info 	MKT MGR	Projects/ Services	Nov 2016 Feb 2016 Feb 2016	→ <u>Currently negotiating contract with provider to speed up website.</u>	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
V2.0 of Timetables and Schedules With Route Changes	<ul style="list-style-type: none"> Create second version of timetables and route changes to implement new rebranding and fix route issues from COA implementation 	MKT MGR	Projects/ Services	Dec 2016	→ <u>This project will begin after rebranding study and after identification of significant route changes.</u>	
Social Media Engagement	<ul style="list-style-type: none"> Development of LAVTA goals with Facebook, Twitter, and other social media outlets such as LinkedIn, YouTube and Tumblr 	MKT MGR	Projects/ Services	Jun 2016	→Goals is to go from 550 likes to 1,000 during fiscal year and have 3% engagement. Also, set up YouTube library, and have 2-3 posts on facebook, linkedin, Twitter daily. This week agency broke the 600 barrier in likes on Facebook. Photo contest for Las Positas College on Facebook underway.	
Phone App w/Real Time Info	<ul style="list-style-type: none"> Advertise RFP Contract Award Introduce Phone App to public 	DP	Projects/ Services	Oct 2016 Dec 2016 Aug 2017	→ <u>RFP being reviewed by legal.</u>	
Wi-Fi Project	<ul style="list-style-type: none"> Install Wi-Fi on Rapid and Express buses Introduce Wi-Fi to the public through media 	DP	Projects/ Services	Oct 2016 Nov 2016	→ <u>Wi-Fi currently being installed on older Rapid buses. Software being configured.</u>	

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Wayfinding at BART Stations	<ul style="list-style-type: none"> Plan new wayfinding signage Install signage 	MKT MGR	Projects/ Services	Oct 2016 Dec 2016	→ <u>Signage included in FY 2017 budget. Signage agreed to by BART.</u>	
LAVTA Rebranding Project	<ul style="list-style-type: none"> Award of contract Surveying and Focus Groups Draft naming of services to Board Approval final naming and rebranding 	MKT MGR	Projects/ Services	Jun 2016 Aug 2016 Nov 2016 Jan 2017	→ PAVLOV awarded contract. Community survey done. Focus groups done. <u>Additional community survey on narrow list of names done. P&S Committee to discuss in Sept and provide direction.</u>	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	→ Proposals and recommendation to be discussed at Sept P&S Committee and Oct Board meeting.	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
580X	<ul style="list-style-type: none"> • Direct Mailing #1 • Door Hangers • Direct Mailing #2 • Banner • Radio/Print 	MKT MGR	Projects/ Services	Sept 2016 Oct 2016 Nov 2016 Nov 2016 Ongoing	→ <u>Website slider and page created. Commuter coaches delivered. The first direct mailing was delivered. Ridership doubled to 5.9 rides per hour. Goal is 15 rides per hour.</u>	X
Wheels On Demand Discount Program	<ul style="list-style-type: none"> • Develop webpage slider and page • Direct mailing #1 • Direct mailing #2 • Radio and print adds 	MKT MGR	Projects/ Services	Aug 2016 Nov 2016 Jan 2016 Ongoing	→ <u>Webpage under development. Direct mailing under development. Awaiting FTA approval of program for implementation.</u>	
Relocated Rapid Shelters No Longer Served By Rapid	<ul style="list-style-type: none"> • Engineering work • Bid relocation work • Improvements to site • Relocation of shelters 	AS	Projects/ Services	Nov 2016 Dec 2016 Jan 2017 Feb 2017	→ <u>Engineering service proposals being received. Final relation plan being developed.</u>	

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Dispose of Shelters Past Useful Life No Longer Served By Route	<ul style="list-style-type: none"> Identify shelters Procure contractor Dispose of shelters 	AS	Projects/ Services	Sept 2016 Oct 2016 Nov 2016	→ <u>Awaiting burn in period with new routes to make sure no route modifications are needed. Staff has identified shelters past useful life that need to be disposed.</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. Signs will be removed in Sept and Oct.	
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 Make site improvements Relocate shelters 	AS	Projects/ Services	Sept 2016 Oct 2016 Jan 2017 Feb 2017	→ <u>Shelters identified. Staff awaiting ridership #s from route improvements to determine new locations for shelters. Currently, shelters have signage on them indicating that they are no longer served.</u>	X
Replace Shelters Past Useful Life That Are On Current Routes	<ul style="list-style-type: none"> Identify shelters Bid fabrication of new shelters Install 	AS	Projects/ Services	Oct 2016 Jan 2016 Apr 2016	→ <u>Shelters being identified. Current plan is to replace them with metro style shelters to accommodate artwork.</u>	

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Rehabilitate Rapid Benches (wood)	<ul style="list-style-type: none"> • Award contract • Finish contract 	AS	Projects/ Services	Nov 2016 Mar 2017	→ <u>There are more than 50 wood benches that need to be stained and clear coat applied. Working on bid specifications.</u>	
Rehabilitate Rapid Shelters And Signage With Rust	<ul style="list-style-type: none"> • Award contract • Finish Contract 	AS	Projects/ Services	Nov 2016 Apr 2017	→ <u>Correct rust issues on Rapid shelters and monument signage.</u>	
Purchase And Install Light Kits	<ul style="list-style-type: none"> • Identify shelters in need of light kits • Delivery of light kits • Complete Installation of light kits 	AS	Projects/ Services	Nov 2016 Nov 2016 Jan 2017	→ <u>Currently awaiting ridership numbers from route improvements to determine shelters to receive light kits.</u>	
Get Caught Up On Deferred Maintenance of Bus Shelters	<ul style="list-style-type: none"> • Monitor spreadsheet of deferred maintenance to ensure maintenance is completed by end of FY2017 	AS	Projects/ Services	Jun 2017	→ <u>Staff currently monitoring spreadsheet containing deficiencies.</u>	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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Goal: Community and Economic Development

Strategies (those highlighted in bold indicate highest Board priority)

1. Integrate transit into local economic development plans
2. Advocate for increased TOD from member agencies and MTC
- 3. Partner with employers in the use of transit to meet TDM goals & requirements**

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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	→ <u>Currently 66 passes sold. Staff monitoring opportunities to assist promotion.</u>	
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	→ <u>Installed shelters and implemented Easy Pass. First two weeks ridership doubled over previous year. Goal is to increase ridership 7X over last year and seek long-term funding for the pass. Marketing to date includes e-blasts, web slider/page, LPC web link, yard signs, ambassadors on campus weekly.</u>	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 2016	→ <u>High School recently moved to new location on 30R. Discussing with administration the Easy Pass.</u>	

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Plan For TOD Project At Livermore Transit Center	<ul style="list-style-type: none"> • Tour of TC area by Projects and Services Committee • Apply for planning grant jointly with City 	PM	Projects/ Services	Sept 2016 Oct 2016	→ <u>Staff discussing with Council Members from Livermore</u>	
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	Nov 2016 Dec 2016 Oct 2017	→ <u>City in process of releasing bid documents for project. FTA clearance given to demo current customer service buildings.</u>	
<p>Goal: Regional Leadership</p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> 1. Advocate for local, regional, state, and federal policies that support mission of Wheels 2. Support staff involvement in leadership roles representing regional, state, and federal forums 3. Promote transit priority initiatives with member agencies 4. Support regional initiatives that support mobility convenience 						
<i>Projects</i>	<i>Action Required</i>	<i>Staff</i>	<i>Board Committee</i>	<i>Target Date</i>	<i>Status</i>	<i>Task Done</i>
Altamont Regional Rail Working Group	<ul style="list-style-type: none"> • Hire Executive Consultant • Strategic planning and implementation by Working Group 	ED	Projects/ Services	Oct 2015 Mar 2017	→ <u>Currently advertising for Exec position. MTC Commission to consider approval of funding on Sept 28th. On tract to hire position in October.</u>	

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2017 Legislative Plan	<ul style="list-style-type: none"> Research on common issues within regional planning agencies and transit agencies Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation. 	Exec Dir	Finance/ Admin	Dec 2016 Jan <u>2017</u>	→ <u>Research being done on emerging priorities at local, state and federal level. 2017 Legislative Plan to be approved by Board in January. Staff monitoring new legislative cycle.</u>	
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Goal: Organizational Effectiveness

Strategies (those highlighted in bold indicate highest Board priority)

- Promote system wide continuous quality improvement initiatives
- Continue to expand the partnership with contract staff to strengthen teamwork and morale and enhance the quality of service
- Establish performance based metrics with action plans for improvement; monitor, improve, and report on-time performance and productivity**
- HR development with focus on employee quality of life and strengthening of technical resources
- Enhance and improve organizational structures, processes and procedures to increase system effectiveness
- Develop policies that hold Board and staff accountable, providing clear direction through sound policy making decisions

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Install Updated Version Of Viewpoint Software	<ul style="list-style-type: none"> Install software update Training on Software 	DP	Projects/ Services	Sept 2016 Sept 2016	→ <u>Software installed and training to take place in third week of September. Software will allow staff to better monitor system performance.</u>	
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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	July 2016	→ <u>Staff to begin monitoring through Viewpoint. Weekly meeting to discuss key metrics at staff level.</u>	
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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	→ In process of creating monitoring plan.	
<p>Goal: Financial Management</p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> 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 						
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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 to be completed in Sept 2016. Final presentations to Board Dec 2016.	

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Other:						
Transit Center Concrete Project In Bus Driving Isle	<ul style="list-style-type: none"> Perform demo of asphalt and construction of concrete in driving isle. 	PM	Projects/ Services	Apr 2017	→ Utilizing City concrete contract. Asphalt to be removed and construction completed in April of 2017.	
Administrative Offices Asphalt and ADA Project	<ul style="list-style-type: none"> Award Contract Finish Improvements 	PM	Projects/ Services	Oct 2016 Nov 2016	→Project being rebid in September.	
SAV Project	<ul style="list-style-type: none"> Acquire funding to begin project Acquire legislation to test SAVs. Purchase SAVs for testing. 	PD	Projects/ Services	Oct 2016 Dec 2017 Feb 2018	→ <u>Staff is working with AQMD to acquire \$1 million in funding in exchange for advertising. Staff monitoring Governor and the pending legislation that will allow Bishop Ranch testing of SAVs.</u>	
Replace Steam Bay Lift	<ul style="list-style-type: none"> Bid project Complete install 	DA	Projects/ Services	Oct 2016 Jan 2017	→ <u>The bus lift in the steam room used to clean engines and undercarriage of buses recently failed. It is past it's useful life and staff is evaluating budget to replace. Estimated cost of \$175,000.</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>
2017 Gillig Bus Purchase (20 buses)	<ul style="list-style-type: none"> • Award contract for bus purchase • Board approval on bus purchases • Delivery of buses 	DA	Projects/ Services	Sept 2016 Nov 2016	→ Board approved contract with Gillig for future bus purchases. Board to consider purchase order for buses in October or November for a delivery date in May from new Gillig factory.	X