

MINUTES OF THE MAY 22, 2017
LAVTA PROJECT AND SERVICES COMMITTEE MEETING

1. Call to Order and Pledge of Allegiance

Committee Chair Scott Haggerty called the meeting to order at 4:02pm.

2. Roll Call of Members

Members Present

Scott Haggerty, Supervisor, Alameda County
Karla Brown, Councilmember, City of Pleasanton
David Haubert, Mayor, City of Dublin

Members Absent

Steven Spedowfski, Vice Mayor, City of Livermore

After the welcome, roll call and introductions Agenda Item 11 was moved up on the agenda, due to not having a quorum.

11. Preview of Upcoming P&S Committee Agenda Items

3. Meeting Open to Public

David Haubert, Mayor from City of Dublin, arrived during the Meeting Open to Public.

Robert S. Allen

Robert Allen addressed the Project and Services Committee regarding his request for a freeway express bus between the Airway Park-N-Ride (at the planned future BART Isabel station) and the existing Dublin/Pleasanton station. Mr. Allen stated that the copy of the county Tri-Valley Park and Ride study report he had seen contained major errors. The most glaring are Figures 2 (Page 10) and 11 (Page 25), where the overlay screen showing transit is wrongly overlaid on the base map. He pointed out other major errors and hopes that when the study is finalized LAVTA will be ready to run the express bus.

Supervisor Scott Haggerty thanked Mr. Allen for all of his great ideas and service.

Lisa Rosare

Lisa Rosare addressed the Project and Services Committee regarding item 5 on the agenda. Dean (her son) and Rob (a friend's son) attend STRIDES in Castro Valley and started in December. Ms. Rosare stated that they were very excited that both Dean and Rob were able to attend STRIDES, due to few options for Adult Day Programs. The Regional Center provided the transportation to/from STRIDES via a contract with A-Para Transit. The children have difficulties making transfers safely and like consistency, and since December, they never arrive on time to STRIDES utilizing the service provided through A-Para Transit. Ms. Rosare stated that A-

Para Transit dropped them without notice and the kids missed at least a week of school. The contract has switched to DeSoto Access for transporting 12 kids to the Day Program, but there is no room for an additional person on the current van. Ms. Rosare is requesting LAVTA to step-up and provide service from Livermore to Castro Valley. Ms. Rosare noted that they did utilize Dial-A-Ride, but the transfer did not work for them.

4. Minutes of the April 24, 2017 Meeting of the P&S Committee.

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

5. Complaint about Regional Paratransit Service

Staff provided information on a complaint about regional paratransit service to the Project and Services (P&S) Committee. Staff said the complaint received related to the Regional Center of the East Bay's contracted transportation service to a day program in Castro Valley, and discussed complications LAVTA providing service to that area. The estimated cost to transport the students to the day program is at least \$150,000, but certainly it would open up the service area to other trips and greater expense.

Councilmember Karla Brown thanked LAVTA for bringing this to the P&S Committee for discussion. Councilmember Brown noted that there are promises by these organizations to provide transportation service, but then have difficulty with their budget and that makes them pull back on reliable service or their ability to provide transportation. Councilmember Karla Brown acknowledged that this makes clients then search for transportation from other agencies. Councilmember Karla Brown asked who permits/regulates these organizations and can LAVTA have leverage with the organization that provides approval for them to do business.

Supervisor Haggerty commented that there are many layers of involvement of agencies (Pleasanton Paratransit, LAVTA, AC Transit, BART, ACTC, and RCEB) in paratransit service. Supervisor Scott Haggerty questioned why LAVTA is being brought into this issue, since it is not our service area. Supervisor Haggerty stated that maybe LAVTA should consider servicing Castro Valley, using funding from ACTC.

Supervisor Haggerty asked staff is to approach ACTC to see if they will fund this new service area. Supervisor Scott Haggerty specifically stated requesting \$150,000 dollars a year from ACTC to fund paratransit service in Castro Valley. Supervisor Haggerty would like staff to give an update at the next P&S Committee or the June Board meeting of the outcome after speaking to ACTC. Supervisor Scott Haggerty also directed staff to speak to RCEB to see if LAVTA can pull something together with them.

6. Rebranding Project Update

Staff provided an update on the rebranding project to the P&S Committee. The bus wrap received favorable reviews at the last P&S Committee meeting and the logo needed revisions. The new logo incorporated suggestions given at the P&S Committee meeting in April. The new logo color was changed from red to blue, incorporated silver into the design, and the slant of the “W” was changed.

Supervisor Haggerty stated that both sides of the bus should have the logo and the word Wheels leaning backwards.

Councilmember Karla Brown noted that the Wheels font is different than the Rapid font and would like them to be the same. Councilmember Karla Brown also pointed out that the location of the wording is different and would like it to be in the same location. Staff responded stating that Gillig provided the wrap design and that the Wheels font can be changed to look the same as the Rapid font at no charge to us. Staff also explained that the location of the wording can be moved to look the same as well.

The P&S Committee requested that an American flag also be located on the bus somewhere. The Committee also would like “Proudly Built in the Tri-Valley” to be located at the box at the top of the bus, but only printed on the new buses.

The Projects and Services Committee reviewed the proposed new logo and vehicle design concepts for Wheels bus service and forwards a recommendation to the Board of Directors to adopt these designs. Should the Board of Directors desire additional major revisions to the logo, staff would recommend that the Board approve the vehicle design so that work can begin on procurement and installation of the design, with the final logo approval to be done at a later date.

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

7. Status of Exterior Advertising Contract

Staff provided information on the status of exterior advertising contract to the P&S Committee. In April LAVTA received one bid from Lamar Transit Advertising for LAVTA’s Exterior Advertising RFP. After looking at the financial component of the proposal LAVTA determined that it was not in LAVTA’s best interest to accept the single proposal. A revised RFP was issued on May 9, 2017 and proposals are due on Tuesday, May 30, 2017. Staff will make a recommendation to the LAVTA Board at the June 5th meeting.

Supervisor Scott Haggerty asked how much money per year LAVTA makes from exterior advertising. Staff responded stating that last year it was about \$175,000 and it appears that this year will be the same.

Supervisor Scott Haggerty asked if LAVTA still has a policy in place that all exterior advertising funds goes to the marketing department. Staff responded that the agency has historically an amount equivalent and much more into the marketing budget that is being generated by the exterior bus advertising revenues.

This was informational only.

8. Fare Policy Discussion

Staff provided a PowerPoint with information on fare policy to the P&S Committee. As part of the Comprehensive Operational Analysis (COA) there was an optional task to look at LAVTA's fares. The fare study report includes an analysis of agency trends, a snapshot of the current fare breakdown, an examination of potential fare policy adjustments and associated ridership/revenue impacts, and a package of recommendations. Included in the review was a comparison to other Bay Area transit properties of similar size and operating condition. The following potential fare modifications have been included as part of the fare study:

- 1.) Eliminate Transfers and Replace with a Day Pass
- 2.) Eliminate Farebusters and Replace with a Day Pass
- 3.) Monthly Pass price increase - senior/disabled
- 4.) Implement Youth Fare (\$1)
- 5.) Modify the Regional Express Fare
- 6.) Modify Transfer Policy (to one transfer every 2 hours)
- 7.) Demand Response: Increase Paratransit Fare to \$4

Staff discussed each of the potential changes, and the benefits and drawbacks of a fare increase (or decrease) at this time. Staff proposed holding off on an increase to the paratransit fare so that it can be evaluated as a part of the comprehensive paratransit study. For discussion purposes, staff proposed the following potential fare changes for discussion:

- 1.) Increase in the Senior/Disabled Monthly Pass from \$18 to \$20 or \$25
- 2.) Implementing a two-phased modification in the transfer policy: The first phase would include a shift to a one-transfer per two hour policy; the second phase would be to eliminate transfers and implement a cash day pass at \$4.00 when the fareboxes are upgraded.
- 3.) Increasing the Farebuster price to \$1.80.
- 4.) Increasing the express fare on Route 70X to \$2.25 or \$2.50.

The potential next steps:

- 1.) Do nothing: Wait to see the full 18+ month implementation of COA and allow ridership to mature
- 2.) Direct staff to come back with an action-item at a later time, or as soon as June
- 3.) Take action now, but for a later or phased implementation

Councilmember Brown stated that increasing Route 70x fare makes a lot of sense,

due to length of trip and the route being outside LAVTA's service area. Councilmember Karla Brown pointed out that Hacienda Business Park rides on Route 70x for a flat rate, and wondered how an additional fare would be collected. Staff responded stating that LAVTA would have a fare differential for the Hacienda Business Park riders that that would have to pay in cash. Councilmember Brown also asked if the contracted employer fares, for example at Hacienda Business Park, were included in the fare study that was conducted. Staff responded that they did not get into depth on the ECO pass pricing, but it is outdated and needs updating.

Councilmember Brown stated that being in line with Clipper Card charges make a lot of sense.

Mayor Haubert does not want to nickel and dime passengers.

Supervisor Haggerty usually likes to see smaller incremental changes, but would like to know how many people are using Clipper Cards on our bus system. Staff responded that 10% use Clipper Cards on our buses and this may be due to low income and patrons that are resistant to change. Staff also explained that it is also still cheaper to purchase paper tickets to travel on LAVTA's buses. Supervisor Haggerty would like LAVTA to speak to MTC to discuss incentives to move people to Clipper Cards on our bus system. Supervisor Haggerty also asked if LAVTA has considered a low income pass. Staff stated that LAVTA has not considered a low income pass, but MTC is currently studying the "Means-Based Fare Study" to research low income passes. Supervisor Haggerty would like LAVTA to speak to MTC regarding the Tri-Valley low-income population and starting a low income pass on Clipper Cards for these specific riders.

The P&S Committee Meeting would like to revisit the Fare Policy in six months and currently not make any changes.

This was informational only.

9. FY 2017 3rd Quarter Report – Operations

Staff provided information on the 3rd Quarter FY2017 (January – March) Operation statistics. Discussed was the fixed route, paratransit, and operational performance metrics. LAVTA had an 8.2% decrease of ridership in the third quarter. Ridership trends at the individual route level were mixed, but also mostly followed the overall downward trend of the quarter. On-time performance increased slightly to 82.3%. Paratransit decreased by 8% for passengers and decreased 12% for number of trips, but On-Time Performance increased to 98%. LAVTA's fixed route contractor recorded two accidents in the 3rd quarter, one was determined to be preventable and one deemed non-preventable. No accidents resulted in major damage, and both resulted in minor or no damage to the vehicles. None of the fixed route accidents resulted in bodily injury. In the 3rd quarter there was one paratransit accident/incidents. Complaints were increased in the 3rd quarter. The top valid complaints for fixed route are in the areas of "late" (8 complaints), "early" (13 complaints), and "bypass" (9 complaints). Paratransit valid complaints decreased from this quarter last year.

This was informational only.

10. Management Action Plan

Executive Director Michael Tree provided the Management Action Plan to the Projects and Services Committee for review. Executive Director Michael Tree noted that the Historic Depot relocation is underway and after July 4th the relocation will occur. The Historic Depot move will cause some minor delays in service and LAVTA is keeping the public informed. Executive Director Michael Tree also stated that the 10% ridership increase that was set as the upper end goal for ridership within 18 months of the bus redesign implementation would be a challenge, and that the agency will likely not reach the goal. Staff is looking into where LAVTA is falling short on gaining the ridership increase and recognizes that there is a lot going on at the agency (Working Group, shared autonomous vehicle project, Go Dublin, rebranding, etc.). Executive Director Michael Tree is looking at possibly a 4-5% increase in ridership at the end of 18 months after the COA was implemented.

Supervisor Scott Haggerty stated that he feels that LAVTA staff is doing fine. He mentioned that LAVTA staff took on many tasks, we are getting a lot accomplished and are going in the right direction. Councilmember Karla Brown agreed that LAVTA is on the right track with generating ridership.

This was informational only.

12. Matters Initiated by Committee Members

None.

13. Next Meeting Date is Scheduled for: June 26, 2017

14. Adjourn

Meeting adjourned at 5:20pm.