

**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>SCOTT HAGGERTY – CHAIR</b>	<b>KARLA BROWN</b>
<b>DAVID HAUBERT – VICE CHAIR</b>	<b>STEVEN SPEDOWFSKI</b>

**DATE:** Monday, October 24, 2016

**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 and Pledge of Allegiance**

**2. Roll Call of Members**

**3. 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.

**4. Minutes of the September 26, 2016 Meeting of the P&S Committee.**

**Recommendation:** Approval

**5. Rebranding Project**

**Recommendation:** The staff recommendation is that the P&S Committee receives a report on the FY2017 Rebranding Project and provides a recommendation to the LAVTA Board on the preferred agency name and accompanying logo concept.

**6. COA Ridership and On-Time Performance Update**

**Recommendation:** None – information only

**7. Management Action Plan**

**Recommendation:** None – information only

**8. Preview of Upcoming P&S Committee Agenda Items**

**9. Matters Initiated by Committee Members**

**10. Next Meeting Date is Scheduled for: November 28, 2016**

**11. 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.*

<u>/s/ Jennifer Suda</u>	<u>10/20/16</u>
<u>LAVTA Administrative Services Department</u>	<u>Date</u>

*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 4**



**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>SCOTT HAGGERTY – CHAIR</b>	<b>KARLA BROWN</b>
<b>DAVID HAUBERT – VICE CHAIR</b>	<b>STEVEN SPEDOWFSKI</b>

**DATE:** Monday, September 26, 2016

**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 and Pledge of Allegiance**

Committee Chair Scott Haggerty called the meeting to order at 4:00 pm.

**2. Roll Call of Members**

**Members Present**

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

**Members Absent**

Steven Spedowski, Councilmember, City of Livermore

**3. Meeting Open to Public**

Robert Allen

Mr. Allen is requesting direct shuttle service from Park-N-Ride to BART, connecting with every daytime (Monday through Friday) BART train. Mr. Allen explained that the ABLE commute would save commuters about 40 minutes a day. Mr. Allen would like the ABLE commute agendized. Executive Director Michael Tree gave a status update regarding Mr. Allen's request and explained that ACTC is conducting a Park-N-Ride study that will be completed by the end of the year. ACTC is taking Mr. Allen's request into consideration. Mayor David Haubert would like LAVTA to notify Mr. Allen when the Park-N-Ride study is completed and when it will be agendized, so that he does not need to come to every meeting.

#### **4. Minutes of the August 22, 2016 Meeting of the P&S Committee.**

Mr. Allen requested that Agenda Item 3 on the minutes be corrected to say the following: Mr. Allen is requesting direct shuttle service from Park-N-Ride to BART connecting with every daytime (Monday through Friday) BART train.

Approved: Haubert/Brown

Aye: Brown, Haggerty, Haubert, Biddle

No: None

Abstain: None

Absent: Spedowfski

#### **5. Fixed Route Passenger Satisfaction Survey 2016**

Staff provided data on the latest Fixed Route survey results. The survey was conducted during the months of June and July 2016 prior to the COA changes and LAVTA received 215 responses to the survey. LAVTA's scoring went from 4.2 last year to 4.3 this year; the average score was also higher within all of the nine individual quality areas, except in the area of driver friendliness/helpfulness.

Mayor David Haubert asked if LAVTA noticed any comments made during the survey that LAVTA fixed and the comment should not be repeated on the survey next year. Christy Wegener pointed out that Las Positas College service was one area of comment that should not be on next year's survey, since LAVTA now has direct service there. Councilmember Karla Brown noticed a correlation between driver friendliness and the open ended comments made by passengers.

Councilmember Karla Brown wanted to know LAVTA's response to the comments made regarding driver friendliness. Executive Director Michael Tree said that not being friendly is unacceptable and that staff will work with the contractor to improve. LAVTA has been in discussions with the contractor regarding ways to improve customer service on the system and on-time performance.

Councilmember Karla Brown requested a response for bike racks need improvement. Christy Wegener responded that LAVTA's new buses have new bike racks and so will the next buses we order. Next year 40 out of 66 buses will have brand new bike racks that hold three bicycles. Councilmember Karla Brown pointed out a discrepancy with school ridership. Cyrus Sheik responded that the survey was completed during summer and that is why the numbers are skewed. Christy Wegener offered that the customer satisfaction surveys will be conducted twice this year. Supervisor Scott Haggerty requested to see the survey again during the school year.

This was informational only.

After the Fixed Route Passenger Satisfaction Survey 2016 report, Agenda Item 7 was moved up on the agenda for the convenience of the group in managing the balance of the meeting.

#### **7. Contract Award for Individualized Marketing Services**

The Project and Services Committee forward a recommendation to the Board of Directors the award of contract for purchase of individualized marketing services to Steer Davies Gleave in the amount of \$129,950 for the period of one (1) year, with an option to extend the contract one (1) additional year. Additionally staff requests a 15% contingency for the project and authorization for the Executive Director to execute the contract. Resolution 34-2016.

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

**6. 2017 Fiscal Year Marketing Plan Update and Rebranding**

Staff presented a PowerPoint to the Projects and Services Committee with the fiscal year 2017 Marketing Plan and Rebranding Project. LAVTA received 391 survey responses regarding the rebranding. The names that received the highest ratings was Wheels and TriGO. Councilmember Karla Brown wants the rebranding name to be simple and have a connection that you can get around our city or to BART easily (TriGO to BART; TriGO to the doctor; TriGO to school etc.). The direction of the Committee was to forward the information to the LAVTA Board for input.

**8. Management Action Plan**

Executive Director Michael Tree included a Management Action Plan for the Project and Services Committee review.

This item was informational only.

**9. Preview of Upcoming P&S Committee Agenda Items**

**10. Matters Initiated by Committee Members**

None.

**11. Next Meeting Date is Scheduled for: October 24, 2016**

**12. Adjourn**

Meeting adjourned at 5:00pm.

**AGENDA**

**ITEM 5**



STAFF REPORT

SUBJECT: Rebranding Project  
FROM: Corine Reed, Marketing Manager  
DATE: October 24, 2016

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**Action Requested**

The staff recommendation is that the P&S Committee receives a report on the FY2017 Rebranding Project and provides a recommendation to the LAVTA Board on the preferred agency name and accompanying logo concept.

**Background**

With major improvements made to the fixed routes in August to create an easier-to-use and more convenient bus system, and the near future introduction of premium improvements such as new buses, Wi-Fi on Rapid and Express routes, a new phone app, and an aggressive marketing plan, there has likely never been a more appropriate moment to contemplate a new brand for the agency.

LAVTA contracted with the marketing agency PAVLOV in April of 2016 to lead the rebranding efforts. PAVLOV has since conducted research and in June of 2016 presented to the LAVTA Board the findings for the Brand Discovery and Brand Strategy Development process. Through its research with the public, and inspired by the system changes that were launched in August, to include the concept of on-demand service and future driverless shuttles, PAVLOV recommended a guiding brand strategy built around the concept of the agency being a Rebel brand and Rider-Centric, meaning positive, ongoing improvement designed around people and their mobility needs.

Within the first two months of name explorations, PAVLOV provided the agency with 3 rounds of names attempting to better align with the LAVTA'S desired brand essence and strategy. Additionally, PAVLOV presented a list of 8 potential names, including Wheels, to two focus groups of which they were tasked to rank the list of names provided. Both focus groups and PAVLOV recommended the name of TRI-GO as the preferred name.

At the August 2016 Project & Services meeting, PAVLOV presented the short list of names to replace the Wheels brand. The Project & Services Committee expressed interest in a new name and directed staff to conduct a community survey to receive input. The community survey was conducted electronically and advertised thru several mediums, including Nextdoor, Facebook, Twitter, and surveying at Las Positas College.



There were a total of 391 surveys taken. A review of the survey showed that 44.2% voted in favor of keeping the Wheels brand, which is an understandable reaction given the Wheels brand has strong recognition in the Tri-Valley. When setting aside the current Wheels brand result in the survey and considering the other 14 names that were presented, names starting with TRI proved to have strong performance; over 67% of respondents resonated with names starting with TRI.

At the last Board meeting in October of 2016, an update to the rebranding project was provided. The decision of the Board was to eliminate the name TriGo from further consideration and to bring back names and multiple logo design concepts for three categories; a name that would reflect a transit agency, a name that contains the word Tri, and a name that represents a product such as Wheels.

### **Discussion**

At the P&S Committee meeting, staff will provide a brief presentation based on the names and logos that have been developed over the past few weeks (See Attachment #1). The three names explored are Tri-Valley Transit, Tri-Link and Wheels. For each name two black and white logos have been developed and an example of what the logo might look like on a bus provided (for various reasons, adding color to the logo is a subsequent step once the preferred logo has been selected).

Although all three names are strong contenders, the consultant and staff are recommending the name Tri-Link as the replacement for Wheels. Staff also views the logo designs for Tri-Link as strong and attractive, but has asked the consultant for a few more options that eliminate weaknesses, which will be presented at the Committee meeting.

### **Recommendation**

The staff recommendation is that the P&S Committee receives a report on the FY2017 Rebranding Project and provides a recommendation to the LAVTA Board on the preferred agency name and accompanying logo concept.

Attachment:

1. Wheels & alternative name logo designs

*FY 2017  
REBRANDING  
INITIATIVE*

# Tri-Link

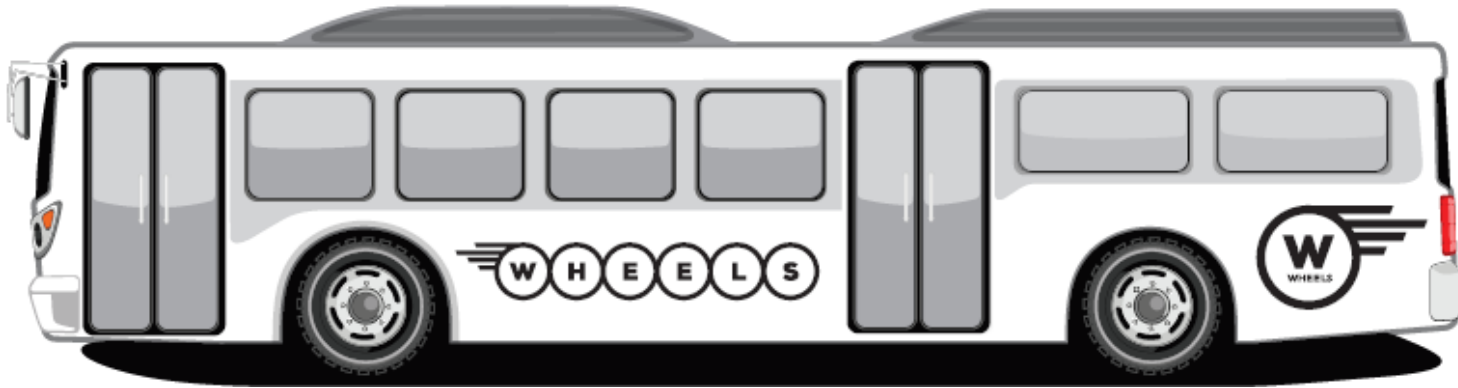
- *Timeless concept*
- *Logo represents connection with three cities or valleys*
- *Long logo and conflicting arrows need to be addressed*



# TRILINK

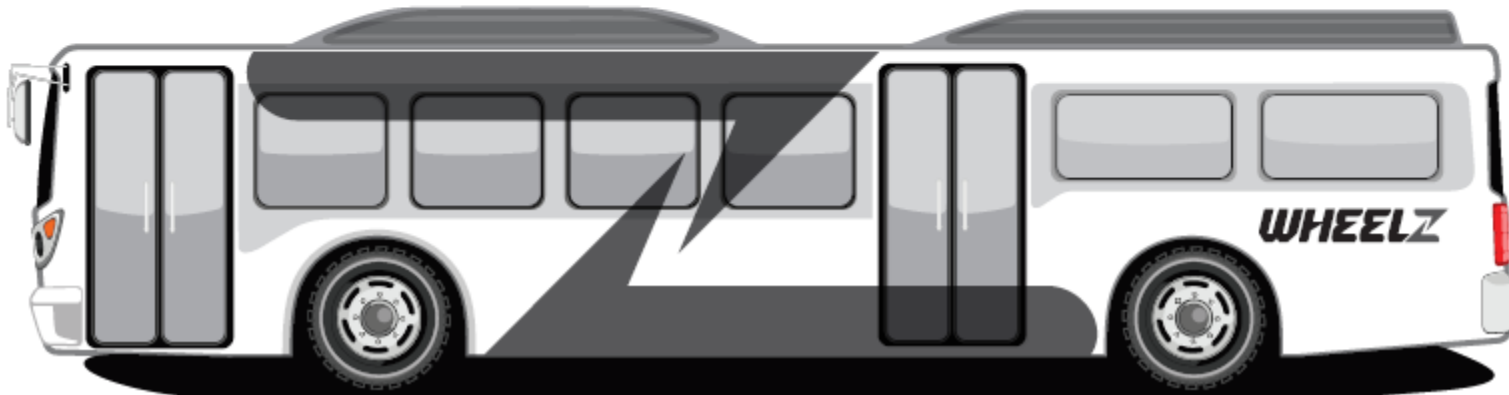


- *Swift, fluid, eye-catching*
- *Potential to become dated or cliché.*



- *New take on current logo*
- *Can be viewed as retro.*

# WHEELZ



- *Modern, speed inspired*
- *Arrows in Z signify options and are splashy*
- *Z as presented lends itself to juvenile crowd.*



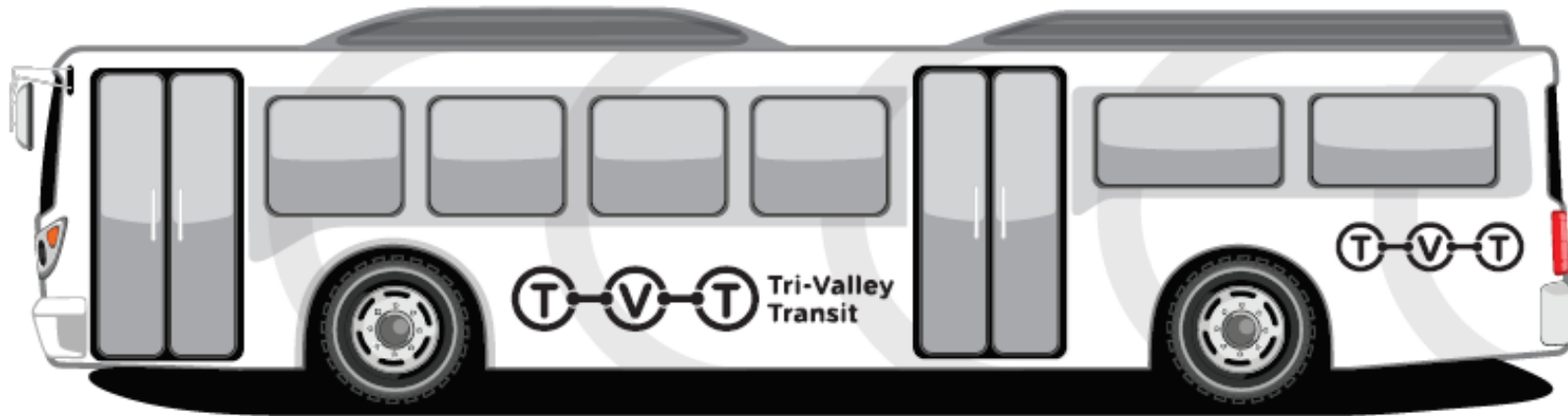
- *Established, trustworthy name*
- *Arrows signify three valleys*
- *May skew to other generations*





**Tri-Valley Transit**

- *Connect destinations*
- *Three circles play nicely with Tri*
- *Lengthy logo*





**AGENDA**

**ITEM 6**



STAFF REPORT

SUBJECT: COA Ridership and On-Time Performance Update  
FROM: Christy Wegener, Director of Planning and Communications  
DATE: October 26, 2016

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**Action Requested**

This is an informational item only.

**Background**

This is an update on the implementation of the Comprehensive Operational Analysis (COA) service recommendations, which took effect on August 13, 2016. Included is an analysis of the first two months of operating statistics including ridership and on-time performance (OTP), and an action plan to address concerns.

**Discussion**

The Board-approved COA service changes (Attachment 1), which included the realignment of nearly every fixed-route, elimination of whole routes or route segments, and retiming of all route schedules, have been in place for over 2 months. Preliminary ridership and on-time performance statistics are promising; however, there is still some work to accomplish.

Ridership

Historical information and transit ridership trends suggest that with the implementation of a major service change, ridership numbers should immediately dip 5-10%, increasing back to normal levels within 6-12 months of the change. The recommendations included in the COA project a 10% growth in existing Wheels bus ridership within a 12-18 month period.

Ridership statistics over the first eight weeks of operating (August 13-October 7, 2016) compared to the same eight weeks in FY2016 (August 22-October 16) suggest the total ridership is down -8.92%. When looking at the most recent four weeks of data (September 10-October 7, 2016) compared to the same four weeks in 2015, ridership is down -6.0%. This suggests that the ridership lost post-COA is already beginning to rebound.

Average daily weekday ridership by line (compared to FY2016) is available in Attachment 2. Many routes have experienced declining ridership, but some routes have already improved over last year's numbers. The 30R has seen an immediate increase of 16% over last year's

ridership numbers. This is due in no small part to the ridership generated at Las Positas College with the pilot Easy Pass available to the student body.

### On-Time Performance

On-time performance remains a challenge at LAVTA. A route by route comparison of OTP pre and post-COA is included as Attachment 3. The majority of the routes have seen improved OTP numbers since the implementation of the COA; however, there are a few routes that are struggling and staff is working diligently on a plan to reschedule/retime those routes.

### OTP Action Plan

As noted in Attachment 3, OTP has improved slightly over last year's metric. However, the system is still falling over 6 points short of the Agency's short-term 85% goal. Daily OTP is measured at over 3,100 daily timepoint crossings – the three routes that do the heaviest lifting in terms of number of timepoint crossings are routes: 30R (838), 10R (709), and 14 (330). If these three routes don't each achieve 85% OTP, there is no way the system average will meet the metric.

Route 30R is consistently averaging over 84%, so the OTP action plan primarily focuses on routes 10R and 14 and the steps necessary to achieve 85% on those two routes by summer 2017. Implementation dates/timeframes are in-line with the Operator bid times as many of these changes will require a new bid. For route changes that do not require a new bid, changes can be implemented more fluidly.

*September/October 2016:* Since the service began operating on August 13, staff has taken immediate steps to address OTP issues as they have arisen. This included a rescheduling of the AM service on Route 502, a reroute of Route 20X at BART, a reroute of Route 14 in downtown Livermore, and a peak period reblocking of Routes 1 and Routes 14. A strategic bus is being deployed at the Livermore Transit Center in the morning peak to cover late trips on Route 10R until a new schedule can be implemented. Three weeks of running time data has been collected and compiled for Route 10R and 14, and is currently being analyzed by Nelson Nygaard. Draft revised schedules for the 10R and 14 are expected in November.

*January 7, 2017:* New schedule on Route 10R will be implemented and it is expected to bring OTP up to at least 85% for the route; Route 53 schedule in the PM will be shifted up three minutes to account for early time point arrivals; Route 11 schedule will be adjusted to address early arrivals.

*May/June 2017:* Concurrent with the opening of the East County Hall of Justice, Route 1 will be rerouted to serve the new facility and reblocked; new schedule will be implemented on Route 14. With these two changes, Route 14's OTP is expected to improve to at least 85%.

*August 2017:* New schedule is projected to be implemented on Route 30R as a result of three new queue jumps on Dublin Blvd; Dublin High School service may be rerouted in the afternoons.

Additional ongoing schedule adjustments will be considered on an as-needed basis.

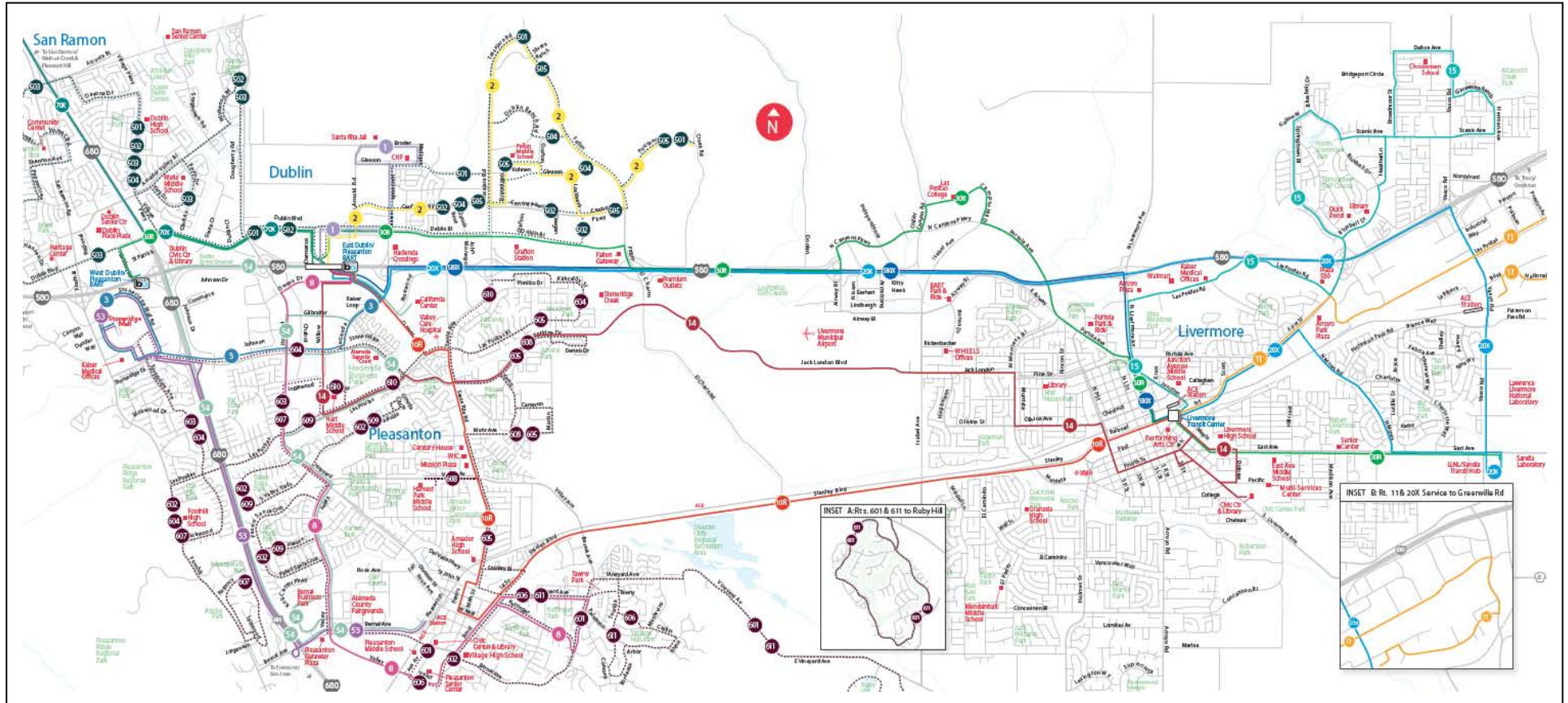
**Recommendation**

None – information only.

Attachments:

1. Updated Wheels System Map
2. Average Weekday Ridership by Route
3. OTP by Route

# Wheels Bus System Map – August 2016



Ridership By Route Pre-and-Post COA

Attachment 2

Route	Average Weekday Ridership			Explanation
	2016	2015	% difference	
1	41	97	-57.2%	Reduced service to 60-minutes midday (from 30-minutes); Removed service on Rosewood Drive
2	38	70	-45.2%	Started new Route 505 tripper service which now connects to Fallon MS
3	107	76	40.5%	Rerouted to serve the Mall
8	176	295	-40.3%	Removed service on Santa Rita Road, Case Ave
9	N/A	43	N/A	Eliminated Route
10/10R	1,547	1485	4.2%	Improved the frequency to 15-minutes; removed service from East Ave and the Mall
11	28	20	39.3%	Rerouted to serve Vasco ACE
12/12X	N/A	651	N/A	Eliminated Route
14	342	139	145.8%	New Route 14 covers former Route 12 territory, including the Outlets.
15	403	488	-17.5%	Removed service from Enos Way
20X	38	51	-25.5%	Eliminated several trips; rerouted to Vasco Road (from Greenville)
Rapid/30R	1,773	1528	16.0%	Rerouted to serve Las Positas College
51	N/A	13	N/A	Eliminated. Former Route 51 is now covered by Route 14
53	146	182	-19.5%	No Changes
54	75	114	-34.2%	No Changes
70X	163	206	-21.1%	Eliminated Route 70XV; also eliminated Route 9 which many 70X passengers utilized
580X	34	N/A	N/A	New Route
School Trippers	1,186	1,117	6.2%	Added new tripper service in Dublin.
<b>TOTAL</b>	<b>6,095</b>	<b>6,573</b>	<b>-7.3%</b>	

**On-Time Performance by Route**  
**Pre-and-Post COA**

<b>Route</b>	<b>Sep-16</b>	<b>Sep-15</b>	<b>Difference</b>
1	90.5%	88.4%	2.1%
2	84.8%	85.2%	-0.4%
3	80.6%	65.0%	15.6%
8	80.8%	77.5%	3.3%
9	N/A	71.3%	N/A
10/10R	73.2%	78.8%	-5.6%
11	82.2%	81.3%	0.9%
12/12X	N/A	78.7%	N/A
14	66.4%	86.5%	-20.1%
15	79.2%	75.3%	3.9%
20X	93.5%	76.8%	16.7%
Rapid/30R	84.2%	77.2%	7.0%
51	N/A	95.0%	N/A
53	92.2%	83.1%	9.1%
54	89.0%	76.1%	12.9%
70X	47.6%*	61.5%*	-13.9%
580X	91.5%	N/A	N/A
School Trippers	83.8%	82.7%	1.1%
Monthly OTP	78.5%	78.3%	0.2%

\*Data is not reliable due to lack of radio coverage along the I-680 corridor

**AGENDA**

**ITEM 7**





# FY2016 Goals, Strategies and Projects

Last Updated – October 19, 2016

# MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development						
Strategies (those highlighted in bold indicate highest Board priority)						
<ol style="list-style-type: none"> <li>1. <b>Provide routes and services to meet current and future demand for timely/reliable transit service</b></li> <li>2. Increase accessibility to community, services, senior centers, medical facilities and jobs</li> <li>3. <b>Optimize existing routes/services to increase productivity and response to MTC projects and studies</b></li> <li>4. <b>Improve connectivity with regional transit systems and participate in BART to Livermore project</b></li> <li>5. Explore innovative fare policies and pricing options</li> <li>6. Provide routes and services to promote mode shift from personal car to public transit</li> </ol>						
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"> <li>• Receive draft Long Range Plan from Nelson/Nygaard</li> <li>• Present final draft to Board</li> <li>• Approval</li> </ul>	DP	Projects/ Services	<p>Jan 2017</p> <p>Mar 2017</p> <p>May 2017</p>	→ <u>Awaiting the ACTC Park &amp; 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"> <li>• Review ridership, passenger comments and on-time performance on a daily/weekly basis to determine issues that need to be resolved.</li> </ul>	DP	Projects/ Services	Jun 2017	→ <u>Straightened out Route 14 in downtown Livermore, rescheduled 502 for improved OTP, added a run into the Livermore Labs on 30R to get workers into lab before 7am. Changing 10R schedule in Jan, and 1 and 14 schedules in May.</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"> <li>• Award of Contract</li> <li>• Public Outreach #1</li> <li>• Public Outreach #2</li> <li>• Approval of Recommendations</li> </ul>	DP	Projects/ Services	Nov 2016 <u>Apr 2017</u> Sept 2017 Jan 2018	→ RFP advertised. Interviews held in October. <u>Expect City to award contract in November.</u>	
Fare Study	<ul style="list-style-type: none"> <li>• Draft Fare Study</li> <li>• Public Hearing</li> <li>• Board Approval</li> <li>• Implementation of Fare Changes</li> </ul>	DP	Projects/ Services	<u>Jan 2017</u> <u>Apr 2017</u> <u>May 2017</u> July 2017	→ Nelson/Nygaard currently creating the draft fare study	
Signalization Improvements And Three Queue Jumps On Dublin Blvd	<ul style="list-style-type: none"> <li>• Award contract for signal control</li> <li>• Award contract for queue jump</li> <li>• Finish project</li> </ul>	DP	Projects/ Services	Jul 2016 Jan 2017 Jun 2017	→ MTC providing planning on project. LAVTA Board awarded contract for signal control to WPS in July.	

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"> <li>• Get clearance from FTA</li> <li>• Sign Agreements with providers</li> <li>• Implement</li> </ul>	ED	Projects/ Services	Nov 2016 Nov 2016 Dec 2016	→ <u>FTA analyzing proposal. TNCs and taxicabs awaiting response.</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"> <li>• Speed up website</li> <li>• Develop video library</li> <li>• Revise homepage for quicker access to commuter info</li> </ul>	MKT MGR	Projects/ Services	Nov 2016 Feb 2016 Feb 2016	→ <u>Planeteria working on website to get page loading down to 2 seconds. Planning for video library and commuter pages.</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"> <li>Create second version of timetables and route changes to implement new rebranding and fix route issues from COA implementation</li> </ul>	MKT MGR	Projects/ Services	Jan 2017	→ <u>This project will begin after rebranding study and after planning for 10R OTP enhancements.</u>	
Social Media Engagement	<ul style="list-style-type: none"> <li>Development of LAVTA goals with Facebook, Twitter, and other social media outlets such as LinkedIn, YouTube and Tumblr</li> </ul>	MKT MGR	Projects/ Services	Jun 2016	→Goals are to go from 550 likes to 1,000 during fiscal year and have 3% engagement (currently at 621). Also, set up YouTube library, and have 1-2 on Facebook, LinkedIn, Twitter daily. Photo contest for Las Positas College on Facebook complete.	
Phone App w/Real Time Info	<ul style="list-style-type: none"> <li>Advertise RFP</li> <li>Contract Award</li> <li>Introduce Phone App to public</li> </ul>	DP	Projects/ Services	<u>Nov 2016</u> <u>Jan 2016</u> <u>Sept 2017</u>	→ <u>RFP being reviewed by legal.</u>	
Wi-Fi Project	<ul style="list-style-type: none"> <li>Install Wi-Fi on Rapid and Express buses</li> <li>Introduce Wi-Fi to the public through media</li> </ul>	DP	Projects/ Services	Oct 2016 Nov 2016	→ <u>Wi-Fi installed on all Rapid and Express buses. Software configured. Final terms and conditions for users being reviewed by legal. Awaiting a sponsor.</u>	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Wayfinding at BART Stations	<ul style="list-style-type: none"> <li>Plan new wayfinding signage</li> <li>Install signage</li> </ul>	MKT MGR	Projects/ Services	Nov 2016 Jan 2017	→Signage included in FY 2017 budget. Signage agreed to by BART. <u>Awaiting rebranding project.</u>	
LAVTA Rebranding Project	<ul style="list-style-type: none"> <li>Award of contract</li> <li>Surveying and Focus Groups</li> <li>Draft naming of services to Board</li> <li>Approval final naming and rebranding</li> </ul>	MKT MGR	Projects/ Services	Jun 2016 Aug 2016 Nov 2016 Jan 2017	→ PAVLOV awarded contract. Community survey done. Focus groups done. Additional community survey on narrow list of names done. P&S Committee and Board discussed. <u>Revised names/logos before P&amp;S in Oct.</u>	X X
Individualized Marketing	<ul style="list-style-type: none"> <li>Award Contract</li> <li>Development of collateral</li> <li>Public Outreach Campaign</li> <li>Review of results</li> </ul>	MKT MGR	Projects/ Services	Oct 2016 Mar 2017 Aug 2017 Oct 2017	→ <u>SDG awarded contract. Kick-off meeting held to discuss project and partners.</u>	X

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
580X	<ul style="list-style-type: none"> <li>• Direct Mailing #1</li> <li>• Door Hangers</li> <li>• Direct Mailing #2</li> <li>• Banner</li> <li>• Radio/Print</li> </ul>	MKT MGR	Projects/ Services	Sept 2016 Oct 2016 Nov 2016 Nov 2016 Ongoing	→ 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>Awaiting second wave of mailers/door hangers/media outreach until after elections. Banner for downtown TC/overpasses ordered.</u>	X
Wheels On Demand Discount Program	<ul style="list-style-type: none"> <li>• Develop webpage slider and page</li> <li>• Direct mailing #1</li> <li>• Direct mailing #2</li> <li>• Radio and print adds</li> </ul>	MKT MGR	Projects/ Services	Aug 2016 Nov 2016 Jan 2016 Ongoing	→ Webpage under development. Direct mailing under development. Awaiting FTA approval of program for implementation.	
Relocated Rapid Shelters No Longer Served By Rapid	<ul style="list-style-type: none"> <li>• Engineering work</li> <li>• Bid relocation work</li> <li>• Improvements to site</li> <li>• Relocation of shelters</li> </ul>	AS	Projects/ Services	Nov 2016 Dec 2016 Jan 2017 Feb 2017	→ Engineering service proposals being received. Final relation plan being developed.	

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>
Dispose of Shelters Past Useful Life No Longer Served By Route	<ul style="list-style-type: none"> <li>Identify shelters</li> <li>Procure contractor</li> <li>Dispose of shelters</li> </ul>	AS	Projects/ Services	Sept 2016 Oct 2016 Nov 2016	→ 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.	X
Remove Bus Stop Signage No Longer Served By Routes	<ul style="list-style-type: none"> <li>Removal of bus stop signs by MV</li> </ul>	AS	Projects/ Services	Oct 2016	→ Currently 72 stops have temporary no service signs affixed too bus signs/pole. <u>Signs being removed in Sept and Oct.</u>	
Relocate Shelters Not Past Useful Life That Are On Routes No Longer Served	<ul style="list-style-type: none"> <li>Identify shelters</li> <li>Identify new locations for shelters</li> <li>Make site improvements</li> <li>Relocate shelters</li> </ul>	AS	Projects/ Services	Sept 2016 Oct 2016 Jan 2017 Feb 2017	→ 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.	X
Replace Shelters Past Useful Life That Are On Current Routes	<ul style="list-style-type: none"> <li>Identify shelters</li> <li>Bid fabrication of new shelters</li> <li>Install</li> </ul>	AS	Projects/ Services	Oct 2016 Jan 2016 Apr 2016	→ Shelters being identified. Current plan is to replace them with metro style shelters to accommodate artwork.	

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



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"> <li>• Assist ACTC in promoting the student passes</li> <li>• Monitor effectiveness of the program and capacity issues</li> </ul>	DP	Projects/ Services	Ongoing  Ongoing	→ Currently 66 passes sold. Staff monitoring opportunities to assist promotion.	
Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> <li>• Relocate Rapid shelters</li> <li>• Implement Pass</li> <li>• Marketing campaign on campus</li> <li>• Review analytics and create long-term purchase plan from college</li> </ul>	MKT MGR	Projects/ Services	Aug 2016  Aug 2016  Ongoing  Jan 2017	→ <u>Installed shelters and implemented Easy Pass. Goal is to increase ridership 100% over last year and seek long-term funding for the pass. Currently at 90% achievement of goal. 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"> <li>• High School Relocation</li> <li>• Implementation of Pass</li> <li>• Promotion by HS</li> <li>• Review analytics and create long term funding plan</li> </ul>	MKT MGR	Projects/ Services	Sept 2016  Oct 2016  Ongoing  Mar 2016	→ <u>High School recently moved to new location on 30R. Easy Pass implemented. Monitoring usage.</u>	X  X

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>
Plan For TOD Project At Livermore Transit Center	<ul style="list-style-type: none"> <li>• Tour of TC area by Projects and Services Committee</li> <li>• Apply for planning grant jointly with City</li> </ul>	PM	Projects/ Services	Nov 2016 Dec 2016	→ <u>Staff to discuss with Council Members from Livermore</u>	
Historic Train Depot Relocation at Livermore Transit Center	<ul style="list-style-type: none"> <li>• City Award of Project</li> <li>• Demo of TC Customers Service Buildings</li> <li>• Finish Relocation/Renovation</li> </ul>	PM	Projects/ Services	<u>Jan 2017</u> <u>Feb 2016</u> <u>Feb 2018</u>	→ <u>City to release bid documents in Nov for project. FTA clearance given to demo current customer service buildings.</u>	
<p><i>Goal: Regional Leadership</i></p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> <li><b>1. Advocate for local, regional, state, and federal policies that support mission of Wheels</b></li> <li>2. Support staff involvement in leadership roles representing regional, state, and federal forums</li> <li>3. Promote transit priority initiatives with member agencies</li> <li>4. Support regional initiatives that support mobility convenience</li> </ol>						
<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"> <li>• Hire Executive Consultant</li> <li>• Strategic planning and implementation by Working Group</li> </ul>	ED	Projects/ Services	Oct 2015 Mar 2017	→ <u>Interviews for Exec position on Nov 2nd. Board to approve contract on Nov 7<sup>th</sup>. First meeting for Exec on Nov 9<sup>th</sup>.</u>	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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2017 Legislative Plan	<ul style="list-style-type: none"> <li>Research on common issues within regional planning agencies and transit agencies</li> <li>Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation.</li> </ul>	Exec Dir	Finance/ Admin	Dec 2016  Jan <u>2017</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.	
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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

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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Install Updated Version Of Viewpoint Software	<ul style="list-style-type: none"> <li>Install software update</li> <li>Training on Software</li> </ul>	DP	Projects/ Services	Sept 2016  Sept 2016	→ Software installed and phase I of training took place in third week of September. Software being tested. Focusing on custom reports.	X
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Performance Metrics Improvement	<ul style="list-style-type: none"> <li>Staff setting up aggressive monitoring of key performance metrics: on-time performance, accidents and customer service.</li> </ul>	DP	Projects/ Services	July 2016	→ Staff to begin monitoring through Viewpoint. Weekly meeting to discuss key metrics at staff level.	
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<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>
MTM Contract Oversight	<ul style="list-style-type: none"> <li>• Staff reviewing monthly statistics to ensure accuracy</li> <li>• Staff working with contractor on seven focus areas to ensure only those using service are those eligible</li> </ul>	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"> <li>• Create and Implement Monitoring Plan of Contract</li> <li>• Provide updates to Board on key trends</li> </ul>	AS	Projects/ Services	Oct 2016 Ongoing	→ Staff has begun meeting with MV weekly to monitor multiple elements of the contract.	
<p><b>Goal: Financial Management</b></p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> <li><b>1. Develop budget in accordance with strategic Plan, integrating fiscal review processes into all decisions</b></li> <li>2. Explore and develop revenue generating opportunities</li> <li>3. Maintain fiscally responsible long range capital and operating plans</li> </ol>						
<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>
FY16 Comprehensive Annual Financial Report	<ul style="list-style-type: none"> <li>• Complete financial audit and all required reporting to Board, local, regional and state agencies.</li> </ul>	DA	Finance/ Admin	Dec 2016	→ Audit completed in Sept 2016. Final presentations to Board in Nov 2016.	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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Other:						
Transit Center Concrete Project In Bus Driving Isle	<ul style="list-style-type: none"> <li>Perform demo of asphalt and construction of concrete in driving isle.</li> </ul>	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"> <li>Award Contract</li> <li>Finish Improvements</li> </ul>	PM	Projects/ Services	Oct 2016 Nov 2016	→ <u>Project being rescinded from contractor due to non-performance, with new project award for Board to consider in Nov.</u>	
SAV Project	<ul style="list-style-type: none"> <li>Acquire funding to begin project</li> <li>Acquire legislation to test SAVs.</li> <li>Purchase SAVs for testing.</li> </ul>	PD	Projects/ Services	Oct 2016 Dec 2017 Feb 2018	→ <u>AQMD awarded LAVTA \$1 million over 3 years in funding in exchange for advertising. Governor signed legislation that will allow Bishop Ranch testing of SAVs. Staff awaiting elections to determine path for testing in Dublin.</u>	
Replace Steam Bay Lift	<ul style="list-style-type: none"> <li>Quotes/Award of Project</li> <li>Complete install</li> </ul>	DA	Projects/ Services	Nov 2016 Dec 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. Need to replace in December.</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"> <li>• Award contract for bus purchase</li> <li>• Board approval on bus purchases</li> <li>• Delivery of buses</li> </ul>	DA	Projects/ Services	Sept 2016 Nov 2016 May 2017	→ Board approved contract with Gillig for future bus purchases. Board to consider purchase order for buses in December for a delivery date in May/August from new Gillig factory.	X

**AGENDA**

**ITEM 8**



# LAVTA COMMITTEE ITEMS - OCTOBER 2016 - FEBRUARY 2017

## Projects & Services Committee

### October

	Action	Info
Minutes	X	
Try Transit to Schools 2016 Results		X
COA Update		X
Relocation of Livermore Historic Train Depot		X

### November

	Action	Info
Minutes	X	
Paratransit Customer Satisfaction		X
Quarterly Operations		X
Quarterly Marketing		X
Award of Phone App.	X	
Recommended Service Changes Winter 2016/17	X	

### December

	Action	Info
Minutes	X	
Draft Fare Study Recommendations		X

### January

	Action	Info
Minutes (November)	X	
Draft long Range Transit Plan		X

### February

	Action	Info
Minutes	X	
Quarterly Operations		X
Quarterly Marketing		X
Final Long Range Transit plan	X	
Final Fare Study Recommendations	X	