

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

BOARD OF DIRECTORS MEETING

DATE: October 3, 2016
PLACE: Diana Lauterbach Room LAVTA Offices
1362 Rutan Court, Suite 100, Livermore CA
TIME: 4:00pm

MINUTES

1. Call to Order and Pledge of Allegiance

Meeting was called to order by Board Vice Chair Karla Brown at 4:01 pm

2. Roll Call of Members

Members Present

Scott Haggerty – Supervisor, County of Alameda
Don Biddle – Councilmember, City of Dublin
David Haubert – Mayor, City of Dublin
Karla Brown – Councilmember, City of Pleasanton
Jerry Pentin – Councilmember, City of Pleasanton
Steven Spedowfski – Councilmember, City of Livermore

Members Absent

Laureen Turner – Councilmember, City of Livermore

3. Meeting Open to Public

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

Robert Allen

Mr. Allen provided information for the Board regarding Allen's BART-Livermore Express (ABLE) Commute. Mr. Allen explained that a few miles north of Livermore BART is building eBART and its track gauge would be that of freight railroads, but not of BART. BART's \$525 million project follows the median of Route 4 is now being widened. In order for BART trains to run there in the future that track must be taken out of service at great cost. Extending BART to Isabel and further east, we will be faced with a similar decision on mode and track gauge. BART to Livermore is being planned and has funding allocated, but it is at least 10 years off. Mr. Allen has urged an interim Monday through Friday all-day express freeway bus to/from every train in or out of the Dublin-Pleasanton BART station, which he calls ABLE Commute. ABLE Commute would stop at the Airway Park-n-Ride and possibly Airport/Golf Course en route to/from the station and would run every 15 minutes, making a 5 minute connection with every train in or out. It has been a week since Mr. Allen emailed ACTC and has not heard anything in reply. ABLE Commute would save Livermore BART users about 40 minutes per day, would open up many parking spaces at the station, and replace many freeway auto trips

with Wheels passengers. ABLE Commute would be a model on which to base planning for similar bus trips to Park-n-Rides (Vasco, Greenville, ACE, or over the Altamont). Mr. Allen urges the Board to agendize a session to study the role LAVTA might play in the interim until BART is extended to Isabel.

4. September Wheels Accessible Advisory Committee Minutes Report

No questions.

5. Consent Agenda

Recommend approval of all items on Consent Agenda as follows:

A. Minutes of the September 12, 2016 Board of Directors meeting.

Mr. Allen requested that a revision be made to agenda item 3 on the September 12, 2016 minutes to reflect that Mr. Allen is requesting direct shuttle service from Park-N-Ride to BART all-day Monday through Friday from the early morning through the evening commute.

B. Treasurer's Report for the month of August 2016

Recommendation: Staff recommends approval of the August 2016 Treasurer's Report.

Approved: Biddle/Pentin

Aye: Brown, Pentin, Biddle, Haubert, Haggerty

No: None

Absent: Turner, Spedowski

6. Contract Award for Individualized Marketing Services

Steven Spedowski, Councilmember, City of Livermore, arrived during the Contract Award for Individualized Marketing Services report.

Staff reported that LAVTA worked with MTC and acquired a grant to fund two years of Individualized Marketing. LAVTA issued a Request for Proposals (RFP) on August 15, 2016 for Individualized Marketing Services. LAVTA received two proposals from experienced firms to conduct marketing on Santa Rita/Owens Drive corridor in FY 2017. The RFP included a second year option for FY 2018 to conduct the same marketing on Dublin Boulevard. Both firms were interviewed and evaluated by the Executive Director and Marketing Manager. Staff concluded that Steer Davies Gleave from Los Angeles was found to be the most qualified and best value.

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

Approved: Biddle/Haubert

Aye: Brown, Pentin, Biddle, Haubert, Haggerty

No: None

Absent: Turner, Spedowfski

7. Rebranding Project

Staff presented a PowerPoint to the Board of Directors regarding the rebranding project. The marketing agency PAVLOV presented 8 potential names, including Wheels, to two focus groups which were asked to rank the list of names provided. LAVTA also received 391 survey responses from the public. After the survey and focus groups Wheels and TriGo received the highest ratings from the list of names provided. Staff asked for direction and feedback on the rebranding name options from the Board of Directors.

Councilmember Don Biddle likes the name TriGo and feels that Wheels is outdated. Corrine Reed commented that if the Wheels logo was updated with a new marketing plan there is a chance that we cannot overcome the hurdle of who we were prior to August 13th.

Councilmember Steven Spedowfski commented that the name TriGo sounds like a disease and he is not a fan of the name. Councilmember Spedowfski mentioned that his neighbor was on the focus group and when asked about why the name TriGo was selected his neighbor said it was the best name out of the worst options available. Councilmember Spedowfski does not want to settle for a name just to make a change, but wants a name that makes sense. Councilmember Spedowfski asked LAVTA staff if other names have been considered or suggestions. Corine Reed responded that 3 rounds of naming concepts have been looked at and in total 20-25 names were considered. TriGo was ranked right behind Wheels and if Wheels is taken out the ranking the name "Tri" resonated significantly with participants.

Mayor David Haubert noted that the verbatim comments that stood out to him were "it's not really broken let's not fix it". Mayor Haubert does not see anything special with the name TriGo and questions if LAVTA needs a branding change. Mayor Haubert would like to fix the image of Wheels with tangible improvements and keep the name.

Councilmember Jerry Pentin is not excited about TriGo and would rather see either TriRide or Tri-Valley Transit as the name. Councilmember Pentin would like to see an expansion on names, graphics, and branding versus a black and white logo. Councilmember Pentin also requested that the Wheels logo be updated to compare to other options.

Councilmember Karla Brown noted that she is struggling that LAVTA has the name Wheels and Rapid. Councilmember Brown would like the two names blended somehow, so that she can get behind the rebranding. Councilmember Brown asked staff if one of the names (Wheels or Rapid) can be dropped. Michael Tree explained that you have an umbrella brand like LAVTA (public transit system) and then have LAVTA Rapid, LAVTA Local, LAVTA Express, etc. Councilmember Brown feels that LAVTA isn't big enough to have an umbrella name with categories and that it should be one name encompassing our brand. Corrine Reed commented that the logo style and colors will go through the same type of assessment with focus groups and surveys prior to a finalized logo.

During Board discussion the question arose if LAVTA could be changed to Tri-Valley Transit (TVT), so that it could be our umbrella brand. Then the sub brands would be TVT-Rapid, TVT-Local, etc.

Supervisor Scott Haggerty does not like the name TriGo and also does not like the Wheels logo. Supervisor Haggerty would like to concentrate on a new Wheels logo. Supervisor Haggerty also commented that Tri-Valley Transit would be better.

The Board of Directors provided direction to staff that the rebranding should be reviewed again by Project and Services Committee prior to the Board. The Board would like to concepts for the following categories a governmental agency name (Tri-Valley Transit), a name that incorporates a geographical area (TriGo, TriLink, and TriRide), and a product name (Wheels).

8. Executive Director's Report

The Executive Director's Report provided information on the Altamont Regional Rail Working Group (ARRWG), Shared Autonomous Vehicle (SAV) Project, Implementation of Bus System Redesign, Comprehensive Paratransit Study, and FY2017 Management Action Plan. Executive Director Michael Tree noted that MTC approved funding for the ARRWG Executive Consultant for two years and that LAVTA received three proposals from candidates. The candidate interviews will be conducted in October. Executive Director Michael Tree also stated that the governor signed legislation that authorized testing of SAVs at Bishop Ranch. The Mobile Source Committee looked at a project with LAVTA to provide a million dollars for the SAV project in City of Dublin over three years and LAVTA agrees to allow Spare the Air day advertising on LAVTA's fleet. Executive Director Michael Tree requested that Michael Conneran give the Board an update on Wheels on Demand. Michael Conneran has been working with the FTA regarding funding. Michael Conneran explained that as a recipient of federal funds LAVTA is required to implement the Department of Transportation's drug testing program. Taxi drivers are an exception to this rule, since the passenger chooses who they get a ride with. Michael Conneran felt strongly that Wheels on Demand could fall within that long standing exception. Michael Conneran noted we have been upfront with the FTA and that they agree we fall within this exception and spoke with the regional council's office Friday. This matter and Boston MBTA system is in front of the chief council of FTA right now. Every year we certify that we comply with all rules, so we want to make sure that we complying.

Meeting adjourned to closed session at 4:47pm.

9. Closed Session - PUBLIC EMPLOYEE PERFORMANCE EVALUATION (Gov't Code §54957)

Title: Executive Director

10. Reconvene to OPEN SESSION

Meeting reconvened at 5:00pm.
No reportable actions were taken.

11. Matters Initiated by the Board of Directors

None.

12. Next Meeting Date is Scheduled for: November 7, 2016

13. Adjournment

Meeting adjourned at 5:01pm