

## **MINUTES OF THE DECEMBER 4, 2017 LAVTA BOARD MEETING**

### **1. Call to Order and Pledge of Allegiance**

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

### **2. Roll Call of Members**

#### **Members Present**

David Haubert – Mayor, City of Dublin

Don Biddle – Vice Mayor, City of Dublin

Jerry Pentin – Vice Mayor, City of Pleasanton

Karla Brown – Councilmember, City of Pleasanton

Steven Spedowfski – Vice Mayor, City of Livermore

Bob Coomber – Councilmember, City of Livermore

Scott Haggerty – Supervisor, County of Alameda

### **3. Meeting Open to Public**

Robert S. Allen

Robert Allen provided the Board of Directors a letter. Mr. Allen stated that this largely has to do with item seven on our agenda. Mr. Allen requested that we don't bifurcate ACE. Running ACE to BART, whether along I-580 or via Radum, does that. This would degrade ACE service. Mr. Allen also urged LAVTA to get together with Alameda County Transportation Commission, BART and plan for expanding the Park-and-Ride at Airway and make it adequate for expansion for direct shuttle bus on I-580 between Airway, Livermore Airport, and the BART station.

### **4. November 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 November 6, 2017 Board of Directors meeting.**

**B. Treasurer's Report for the month of October 2017**

The Board of Directors approved the October 2017 Treasurer's Report.

**C. Fiscal Year 2017 Comprehensive Annual Financial Report (CAFR)**

The Board of Directors approved the Comprehensive Annual Financial Report (CAFR) to be submitted to the Government Finance Officers Association (GFOA) for award.

**D. Approval of Bus Advertising Service Contract with the Bay Area Air Quality Management District**

The Board of Directors authorized the Executive Director to enter into a funding contract with the BAAQMD for the wrapping of seven of LAVTA's buses in Spare the Air advertising for a period of up to three years in exchange for \$322,000 in revenue per year to support LAVTA's SAV project.

**E. Fourth Amendment to Employment Agreement with Executive Director**

The Board of Directors approved Fourth Amendment to Employment Agreement with Michael Tree.

Approved: Haggerty/Spedowfski

Aye: Biddle, Haubert, Pentin, Brown, Coomber, Haggerty, Spedowfski

No: None

Absent: None

**6. SmartTrips Pleasanton Report and Presentation**

Lisa Buchanan of Steer Davies Gleave provided a presentation to the Board of Directors regarding the SmartTrips Pleasanton project for a final report review. To provide public outreach this project held 10 events, visited 4,000 households for an in-person visit, and hand delivered 1,100 packs of information to households between ¼ and ½ mile from Santa Rita Road corridor. Route 10R service after the individualized marketing increased from 33% to 90% of people knowing about the service. 68% of people were very likely or somewhat likely to use the 10R service in the future. Ridership increased by 16% between October 2016 and October 2017, with 2,769 boarding's in the month. That extrapolates to a potential extra 33,000 boarding's per year. LAVTA plans to continue marketing outreach to reinforce and expand upon efforts of the individualized marketing project to potential riders in the future. A similar effort is planned for 2018 along the Route 30R Dublin Boulevard corridor.

Councilmember Karla Brown asked what the number one reason was for people not taking the bus. Lisa Buchanan stated that this neighborhood was a particularly challenging corridor and there were a number of people that were anti-transit. Further north on this corridor where there were more multi-family homes had more of a transit nature. There was an age related reason why these individuals would not use transit.

Vice Mayor Steven Spedowfski suggested doing a project like this for an underutilized route like 580X.

This was informational only

**7. Appointment of LAVTA Representative to the Tri-Valley – San Joaquin Valley Regional Rail Authority**

Staff provided the Appointment of LAVTA Representative to the Tri-Valley – San Joaquin Valley Regional Rail Authority to the Board of Directors. In 2017, Assembly Bill (AB) 758 (Eggman) created the Tri-Valley – San Joaquin Valley Regional Rail Authority. It is anticipated that the Board of Directors for the new Authority will meet monthly beginning in January 2018. LAVTA is requesting the Board of Directors appoint a LAVTA Board member to serve on the Tri-Valley – San Joaquin Valley Regional Rail Authority.

The Board of Directors appointed Steven Spedowfski as LAVTA's representative to the Tri-Valley – San Joaquin Valley Regional Rail Authority.

Approved: Haggerty/Pentin

Aye: Biddle, Haubert, Pentin, Brown, Coomber, Haggerty, Spedowfski

No: None

Absent: None

## **8. Set Board of Director Meeting Dates for 2018**

The Board of Directors adopted the meeting dates for 2018.

Approved: Haggerty/Pentin

Aye: Biddle, Haubert, Pentin, Brown, Coomber, Haggerty, Spedowfski

No: None

Absent: None

## **9. Executive Director's Report**

Executive Director Michael Tree highlighted the successful Stuff-A-Bus event at Lucky Supermarket on Saturday, November 18<sup>th</sup>. Supervisor Haggerty and other Board members supported this event. 2,400 pounds of food collected and \$455 in gift cards provided.

Executive Director Michael Tree announced the Las Positas College Transit Pass election results show 90% approved the student fee and the Board of Trustees at Chabot-Las Positas Community College District will consider the fee for final approval. The student fee would be \$9 per semester for full-time students and \$8 per semester for part-time students.

Executive Director Michael Tree stated that Go Dublin continues to do well and that LAVTA hired Fehr & Peers to evaluate the Go Dublin pilot. A formal presentation from the consultants will be made to the LAVTA Board in March 2018. Approximately 1,500 rides per month are being provided with the Go Dublin discount. Go Dublin pilot deadline will be extended to June 30, 2018. Supervisor Scott Haggerty asked if LAVTA is being provided data on where the 1,500 riders are going with the hope that in the future LAVTA can utilize a bus in that area. A heat map is being provided to LAVTA for the Go Dublin project, so that LAVTA can possibly evaluate bus routes.

Executive Director Michael Tree announced that the SAV MOU has been approved with Bay Area AQMD for the initial funding of the agency's SAV project. The ribbon cutting for the SAV project will be late March or Early April in Dublin with an SAV on the ground at this event.

Executive Director Michael Tree informed that LAVTA is also trying to find the right timing for the Wheels Logo and bus unveiling and is considering the Historic Depot ribbon cutting event in March 2018.

Executive Director Michael Tree noted that the Rideo and the Freedom bus were at parades over the weekend in Livermore and Pleasanton. Steven Spedowfski mentioned that the decorations on the Rideo bus were awesome and that he planned on putting this under matters initiated.

Executive Director Michael Tree also pointed out that there are some Route changes coming up or have just taken place.

**10. Matters Initiated by the Board of Directors**

None.

**11. Next Meeting Date is Scheduled for: January 1, 2018**

The Board of Directors meeting on January 1, 2018 will be rescheduled to January 8, 2018.

**12. Adjournment**

Meeting adjourned at 4:32pm