

# FY2018 Goals, Strategies and Projects

Last Updated – September 21, 2017

# MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development						
Strategies (those highlighted in bold indicate highest Board priority)						
<ol style="list-style-type: none"> <li><b>1. 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><b>3. Optimize existing routes/services to increase productivity and response to MTC projects and studies</b></li> <li><b>4. 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	Apr 2018 May 2018 Jun 2018	→ Staff studying park and ride report, shared mobility and shared autonomous vehicle strategy. Strategic Planning Workshop for Board being planned for spring of 2018.	
Comprehensive Paratransit Assessment	<ul style="list-style-type: none"> <li>Award of Contract</li> <li>Public Outreach</li> <li>Approval of Recommendations</li> </ul>	DP	Projects/ Services	Nov 2016 Jun 2017 Feb 2018	→ Nelson/Nygaard awarded contract. Kick-off meeting held in February. Public meetings held in June. <u>LAVTA Board presentation made in September. Currently developing alternatives. Second workshop in Nov/Dec.</u>	X  X
Fare Study	<ul style="list-style-type: none"> <li>Draft Fare Study</li> <li>Public Hearing (proposed changes on fixed route)</li> <li>Board Approval</li> </ul>	DP	Projects/ Services	May 2017 Jan 2018 Feb	→ Draft Fare Study complete. F&A reviewed in May. Decision made to hold study results a few months to see ridership trends on fixed route. Paratransit fare changes to be considered with paratransit study.	X

<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>
				2018		
Three Queue Jumps On Dublin Blvd	<ul style="list-style-type: none"> <li>• Award contract for queue jump</li> <li>• Finish project</li> </ul>	DP	Projects/ Services	Jul 2016 Oct 2017	→ Board awarded contract queue jump project in March. Some delays in project. Currently 75% completed. <u>Queue jumps in testing phase. To be operational Oct 2<sup>nd</sup>.</u>	X X
Transit Signal Priority Project in Rapid corridors	<ul style="list-style-type: none"> <li>• Engineering Work</li> <li>• Finish Project</li> </ul>	DP	Projects/ Services	Oct 2017 Jun 2018	→ Grant by TVTAC approved. <u>Board approved MOU with Dublin. Board to consider approval of engineering contract with Kimley Horn in October.</u>	
Go Dublin Discount Program	<ul style="list-style-type: none"> <li>• Get clearance from FTA</li> <li>• Implement</li> <li>• Results of Program</li> </ul>	DP	Projects/ Services	Nov 2016 Dec 2016 Dec 2017	→ Program providing approximately 1,000 rides/month. Mailing to residents occurring in September. <u>Fehr &amp; Peers held kick off meeting to evaluate program and present results in December.</u>	X X

<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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O&M Contract Request for Proposals	<ul style="list-style-type: none"> <li>• Develop RFP</li> <li>• Award Contract</li> </ul>	DP	Project/ Services	Oct 2017  Mar 2018	→ RFP on track to be released in October. Bids due in December. Board to award in March.	
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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>
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Website Upgrades	<ul style="list-style-type: none"> <li>• Update w/Rebranding</li> <li>• Revise homepage for quicker access to commuter info</li> </ul>	MKT MGR	Projects/ Services	Nov 2017  Oct 2017	→ Button has been created for commuter area, landing page under construction. Rebranding of website with new Wheels logo to take place in November with Wheels bus design unveiling.	
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LAVTA Rebranding Project	<ul style="list-style-type: none"> <li>• Selection by LAVTA Board of name/rebranding scheme.</li> <li>• Public event to unveil rebranding</li> </ul>	MKT MGR	Projects/ Services	Jun 2016  Nov 2017	→ New design for buses approved. New logo approved. Unveiling event being scheduled for <u>November</u> 2017.	X
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					→ SDG awarded contract. Collateral	
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Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Individualized Marketing	<ul style="list-style-type: none"> <li>Award Contract</li> <li>Review of results</li> </ul>	MKT MGR	Projects/ Services	Oct 2016 Oct 2017	developed and distributed. Program completed. Post program surveys completed. Project report to P&S Committee in October.	X
N Canyons Parkway Rapid Bus Stop Project	<ul style="list-style-type: none"> <li>Engineering work</li> <li>Improvements to site</li> <li>Relocation of shelters</li> </ul>	DP	Projects/ Services	May 2017 Aug 2017 Jan 2018	→ FTA grant to upgrade stops in this corridor to Rapid style. Engineering work done. <u>Bids came in high. Board rejected all bids. Bid re-advertised. Board to consider award in November.</u>	X
Pleasanton SmartTrips Corridor Rapid Bus Stop Project	<ul style="list-style-type: none"> <li>Engineering work</li> <li>Award of construction contract</li> <li>Finish project</li> </ul>	DP	Projects/ Services	Nov 2017 <u>Apr 2018</u> <u>Jun 2018</u>	→ ACTC grant received to upgrade stops in this corridor to Rapid style. <u>Working on scope of work with Kimley Horn. Bus shelter type is next step. Project award in April.</u>	
Dublin School Tripper Bus Shelter Project	<ul style="list-style-type: none"> <li>Identify new locations for shelters</li> <li>Install new shelters</li> </ul>	ED	Projects/ Services	Sept 2016 Nov 2017	→ Five locations with high ridership identified. <u>5 art shelters delivered for mural projects. IFB being developed to release in Oct to install shelters in Nov.</u>	X
Replace Shelters Past Useful Life That Are On Current Routes	<ul style="list-style-type: none"> <li>Identify shelters</li> <li>Award contract</li> <li>Install</li> </ul>	ED	Projects/ Services	Nov 2016 Apr 2017 Dec	→ Shelters identified. Current plan in Livermore, where most shelters past useful life are located, is to replace them with flat roof art style shelters to accommodate murals. <u>5 shelters delivered. IFB being developed t release in Oct to install in Nov.</u>	X

Underlined text indicates changes since last report.

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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**

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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	→ Four schools in Livermore to have free pass via Clipper for Wheels access. Planning/Marketing Departments working with ACTC and school district to distribute and market Clipper Cards/bus system. <u>Over 660 enrolled with Clipper Card as of Sept 21<sup>st</sup>.</u>	X
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Las Positas College Student, Faculty, Staff Pass Program	<ul style="list-style-type: none"> <li>• Marketing campaign on campus</li> <li>• Student Vote to retain Transit Pass on campus</li> </ul>	MKT MGR	Projects/ Services	Ongoing  Nov 2017	→ Transit pass/marketing efforts ongoing. Students to vote on student fee to continue pass in November.	X
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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>	DP	Projects/ Services	Jan 2017  Jul 2017  Feb 2018	→ FTA clearance given to demo current building. City Council awarded contract. Temporary facility installed. Demo of LAVTA buildings done. Depot moved. <u>Foundation poured. Next step is moving of Depot onto foundation.</u>	X  X
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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>
Rehab of Shade Structure and Replacement of Furniture at Livermore Transit Center. Rehab of Custom Shelter adjacent to Livermore TC next to Parking Garage.	<ul style="list-style-type: none"> <li>• Bid Project</li> <li>• Project Completion</li> </ul>	DP	Projects/ Services	Nov 2017 Jan 2018	→In project planning stages.	
<p><b>Goal:</b> Regional Leadership</p> <p><b>Strategies (those highlighted in bold indicate highest Board priority)</b></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>
Alameda – San Joaquin Regional Rail Working Group	<ul style="list-style-type: none"> <li>• AB 758</li> </ul>	ED	Projects/ Services	Oct 2017	→ <u>AB 758 approved in legislature and sent to Governor for signatures.</u>	X
2017 Legislative Plan	<ul style="list-style-type: none"> <li>• Creation of 2017 Legislative Plan and review/approval by the Board and provide support for key legislation.</li> </ul>	ED	Finance/ Admin	Feb 2017	→ Staff monitoring legislation to choose optimal time for correspondence of support. <u>SB 595 approved in legislature and sent to governor for signature. Report to LAVTA Board on our legislative plan and how bills fared overall to be presented in November.</u>	X
State Legislation to Approve SAV Project in Dublin	<ul style="list-style-type: none"> <li>• Introduce SAV legislation</li> </ul>	ED	Finance/ Admin	Feb 2017	→ <u>AB1444 approved by legislature and sent to Governor for signature.</u>	X

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**Goal: Organizational Effectiveness**

**Strategies (those highlighted in bold indicate highest Board priority)**

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

<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>
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	Ongoing	→ Daily and weekly meeting to discuss key metrics at staff level. Baseline for key areas of routes established. OTP increasing into low 80%. Ridership increasing over last year.	

**Goal: Financial Management**

**Strategies (those highlighted in bold indicate highest Board priority)**

- 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

<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>
FY17 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>	DF	Finance/ Admin	Nov 2017	→ <u>Audit ongoing in September.</u> <u>Presentation to LAVTA Board in November.</u>	

Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
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*Other:*

Transit Center Bus Driving Isle Improvement Project	<ul style="list-style-type: none"> <li>Perform demo of asphalt and construction new base and asphalt in driving isle.</li> </ul>	PD	Projects/ Services	Feb 2018	→ Utilizing City pavement contract. Asphalt to be removed and construction completed after the Transit Center cement work is completed. This project to tie in closely with Historic Depot Relocation project. Will be final phase of Depot project.	
SAV Project	<ul style="list-style-type: none"> <li>Acquire funding to begin project</li> <li>Approve legislation to test SAVs.</li> <li>Enter into MOU for testing.</li> </ul>	ED	Projects/ Services	Oct 2016 Dec 2017 Feb 2018	→ AQMD awarded LAVTA \$1 million over 3 years in funding in exchange for advertising. LAVTA Board received a presentation on this project and next steps at Feb meeting. <u>AB1444 approved by legislature and sent to Governor. Staff working with AQMD, CCCTA, CCTA on MOUs.</u>	X  X
Triennial Audit	<ul style="list-style-type: none"> <li>Preparation for audit</li> <li>Audit and report to board</li> </ul>	DF	Finance/ Adm	Ongoing May 2018	→ Comprehensive audit on LAVTA from FTA	