

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

PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE
WHOLE

COMMITTEE MEMBERS

SCOTT HAGGERTY
DAVID HAUBERT

KARLA BROWN – VICE CHAIR
STEVEN SPEDOWFSKI – CHAIR

DATE: Monday, August 27, 2018

PLACE: Diana Lauterbach Room LAVTA Offices
1362 Rutan Court, Suite 100, Livermore

TIME: 4:00p.m.

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 June 25, 2018 Meeting of the P&S Committee.

Recommendation: Approval

5. Contract Award for On-Call Creative, Design and Media Strategy Services

Recommendation: Staff requests that the Project & Services Committee recommend to the LAVTA Board the award of contract for On-Call Creative, Design and Media Strategy Services to Celtis Ventures, Inc. for an initial two year term with three one-year options.

6. Fixed Route Passenger Satisfaction Survey 2018

Recommendation: None – information only.

7. Memorandum of Understanding between the City of Dublin and the Livermore Amador Valley Transit Authority for the Shared Autonomous Vehicle Testing Project.

Recommendation: Staff requests that the Projects and Service Committee recommend the approval of the memorandum of understanding between LAVTA and the City of Dublin to the LAVTA board.

8. BART Early-Morning Service Plan and Bus Bridge

Recommendation: Approve in concept the request by the BART District for LAVTA to operate an early-morning bus bridge route on weekdays between the East Dublin / Pleasanton and Bay Fair stations, and direct staff to negotiate a draft agreement with BART District that fully compensates LAVTA for the additional services rendered. It is anticipated that the draft agreement would be considered by the LAVTA Board at a future meeting.

9. Renaming of the Wheels Accessible Advisory Committee (WAAC)

Recommendation: Approve renaming the Wheels Accessible Advisory Committee (WAAC) to Tri-Valley Accessible Advisory Committee (TAAC), and forward this recommendation to the LAVTA Board of Directors.

10. Management Action Plan (MAP)

Recommendation: None – information only.

11. Preview of Upcoming P&S Committee Agenda Items

12. Matters Initiated by Committee Members

13. Next Meeting Date is Scheduled for: September 24, 2018

14. 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.

/s/ Jennifer Suda

LAVTA Administrative Services Department

8/23/18

Date

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*

AGENDA

ITEM 4

MINUTES OF THE JUNE 25, 2018
LAVTA PROJECTS AND SERVICES COMMITTEE MEETING

1. Call to Order and Pledge of Allegiance

Committee Vice Chair Steven Spedowski 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
Steven Spedowski, Councilmember, City of Livermore

Members Absent

David Haubert, Mayor, City of Dublin

3. Meeting Open to Public

Robert S. Allen

Robert Allen requested an express bus from Park-n-Ride to the BART station with stops at the stop signs to pick up passengers.

4. Minutes of the May 29, 2018 Meeting of the P&S Committee.

Approved: Haggerty/Brown

Aye: Brown, Haggerty, Spedowski

No: None

Abstain: None

Absent: Haubert

5. Contract Award for On-Call Creative, Design and Media Strategy Services

Staff provided the Projects and Services Committee the contract award for on-call creative, design and media strategy services. LAVTA issued a request for proposals (RFP) in April and received three responses. The proposals came from MHD Group, Inc., O'Rorke Inc., and Celtis Ventures, Inc. LAVTA evaluated the proposals and is requesting the contract to be awarded to Celtis Ventures, Inc.

The item was discussed by the Projects and Services Committee.

The Projects and Services Committee requested a detailed breakdown between Celtis Ventures, Inc. and O'Rorke before moving the item forward to the Board of Directors. Staff stated they will bring this agenda item back to the next Projects and Services Committee.

This agenda item is tabled for the next Projects and Services Committee.

6. Proposed Fare Policy Changes

Staff provided the Projects and Services a PowerPoint presentation on the proposed fare policy changes. The fare modifications would be the following:

- Eliminate transfers and replace with day pass.
- Eliminate 10-ride tickets and replace with a Youth Clipper Card fare at the same rate of \$1.60.
- Raise monthly senior/disabled pass price to 50% of the full-fare monthly pass. This would be a three year implementation period going up four dollars a year until it reaches 50% of the full fare monthly pass.
- Raise the paratransit fare to be double that of the fixed-route fare to \$4.00. This would be a two year implementation period going up \$0.25 each year to lessen the impact on riders.

For year one LAVTA's ridership impact is a loss of 51,000 rides (-3.1%) and revenue impact is a positive \$280,200 (+14.0%). LAVTA proposes three public hearings in Livermore, Pleasanton, and Dublin for public input. The public can also send public input by mail or email. When LAVTA receives all public input a final recommendation will come to the Board of Directors in October. The fare changes would be effective January 2019.

The item was discussed by the Projects and Services Committee.

The Projects and Services Committee forwarded the proposed fare policy changes to the Board for consideration, and recommends that the Board open the public comment period and direct staff to hold three public hearings, one each in Dublin, Pleasanton and Livermore in September 2018.

Approved: Haggerty/Brown

Aye: Brown, Haggerty, Spedowski

No: None

Abstain: None

Absent: Haubert

7. Executive Director's Report

Executive Director Michael Tree provided the Projects and Services Committee the Executive Director's Report. Executive Director Michael Tree highlighted capital projects, May ridership on fixed routes up 8.2% over last year. SmartTrips Program, kick-off/media event for the SAV Project, and the Triennial Audit. Executive Director Michael Tree announced that the Manager of Customer Service and Contract Oversight position was filled by Jonathan Steketee.

This was informational only.

8. Preview of Upcoming P&S Committee Agenda Items

9. Matters Initiated by Committee Members

Committee Member Karla Brown inquired if a staff report regarding Carmen Rivera-Hendrickson's seat belt concerns will be brought to the Projects and Services Committee first or directly to the Board of Directors meeting. Executive Director Michael Tree will address this in the Executive Director's Report for the Board of Directors meeting in July.

10. Next Meeting Date is Scheduled for: July 23, 2018

11. Adjourn

Meeting adjourned at 4:45pm.

AGENDA

ITEM 5

STAFF REPORT

SUBJECT: Contract Award for On-Call Creative, Design and Media Strategy Services

FROM: Tony McCaulay, Director of Planning and Marketing

DATE: August 27, 2018

Action Requested

Staff recommends that the Project & Services Committee forward to the LAVTA Board a recommendation for the award of a contract for On-Call Creative, Design and Media Strategy Services to Celtis Ventures, Inc. for an initial two-year term with three one-year options.

Background

On April 3, Staff issued a Request for Proposals for On-Call Creative, Design and Media Strategy Services. The RFP called for the selected firm to assist LAVTA marketing staff with a number of activities, including:

- Developing an integrated marketing and communications strategy focusing on promoting LAVTA as a viable transportation option
- Planning, managing, facilitating, and implementing coordinated and consistent marketing and branding initiatives related to LAVTA programs, projects, and events
- Project-based activities including strategic planning, copywriting, design, production, and marketing support
- Design, content, or user experience support for campaigns run on or tied to LAVTA's website (wheelsbus.com) as well as other digital media
- Developing concepts and designs for a variety of promotional and informational marketing materials
- Making recommendations on most effective media to use, based on target audience, project objectives, media analyses and available resources. Also provide insight and recommendations on potential partnerships and cross promotional opportunities, and
- Development of measures to assess the effectiveness of marketing and communications efforts as well as analysis and feedback on outreach activities

When staff initially brought this recommendation to the Projects and Services Committee in June, members of the committee asked staff to bring the recommendation back at the next committee meeting and include additional information: the score sheets from members of the evaluation team (with names redacted) and the examples of creative and design work that had

been include in the proposals of the two highest ranked proposers. The score sheets are included as Attachment 1 and the creative and design samples are included as Attachment 2.

Discussion

Three proposals were received in response to the RFP. The proposers were MHD Group, Inc., O’Rorke Inc., and Celtis Ventures, Inc. All three submitted solid proposals. The LAVTA staff review team included Executive Director Michael Tree, Director of Planning and Marketing Tony McCaulay and Marketing and Communication Specialist Christy Navarro. The review team evaluated the proposals on five criteria: Conformance with the terms and requirements of the RFP; agency background and range of services available; qualifications of proposed staff, experience with projects of similar scope and price.

All three members of the evaluation team rated the proposals in the same order:

1. Celtis Ventures, Inc.
2. O’Rorke, Inc.
3. MHD Group, Inc.

The Celtis proposal stood out from the others because of the vast amount of direct public transit experience of the agency and the agency’s CEO and staff. Before starting Celtis, CEO Matt Raymond spent 25 years leading the marketing efforts at LA Metro, DART in Dallas and RTD in Denver. Several of the key staff members at Celtis were also previously part of the LA Metro marketing staff. Celtis also presented a strong team of digital professionals, which is important given that several of our near-term marketing projects include web and other digital outreach efforts.

O’Rorke and MHD both have experience working with public agencies. MHD’s client list includes the South San Joaquin Irrigation District and Save the Stan, Tri-Dam project. Current and former clients of O’Rorke include the Bay Area Air Quality Management District, SamTrans, Contra Costa Transit, CalTrans and the City of Livermore. Celtis listed ten transit systems as current or former clients, including LA Metro, the Orange County Transportation Authority, Santa Barbara Metropolitan Transit District, Valley Express in Ventura County, Montbello Bus Lines and VIA Transit in San Antonio.

Fiscal Impact

Funds for these services were included in the FY 2019 budget and are estimated to total approximately \$100,000 for the coming year. Projects will be initiated using a negotiated Task Order process. LAVTA will issue a Task Order Proposal Request which will define the Scope of Work, deliverables and required schedule. The vendor will then submit a Task Order Proposal including the Consultant’s understanding of the Scope of Work, deliverables and schedule, include a cost proposal and the names of the Consultant personnel proposed under the Task Order. Celtis Ventures has proposed a blended rate of \$129 per hour for all personnel on the project.

Recommendation

Staff requests that the Project & Services Committee recommend to the LAVTA Board the award of contract for On-Call Creative, Design and Media Strategy Services to Celtis Ventures, Inc. for an initial two year term with three one-year options.

Attachments:

1. Evaluation Team Score Sheets
2. Examples of Creative and Design Work, Celtis Ventures and O'Rourke, Inc.
3. Resolution 19-2018 Awarding On-Call Creative, Design and Media Strategy Services

On-Call Creative and Graphic Design Services

Proposer: MHD Group

Evaluator: _____

Date: 5/21/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	20	Agency has been in business 30+ years. Experience with public agencies, but not transit. Proposal lacked detail of other two.
Qualifications of Proposed Staff (0-30 points)	20	The four key personnel have 10+ years experience. Hard to tell from proposal the similar work these individuals have worked on.
Experience with Projects of Similar Scope (0-25 points)	15	Public agency yes, transit agency or similar no.
Price (0-15 points)	10	Key personnel are among the highest hourly rate of any proposal.
Total Points	65	

On-Call Creative and Graphic Design Services

Proposer: MHD Group

Evaluator: _____

Date: 5/22/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	19	A few public agencies, I didn't see any specialists in digital media and no examples of maps, transit or bus advertising. Heavy on creatives not as much in media or digital. Artistic but not as commercial style.
Qualifications of Proposed Staff (0-30 points)	20	Hierarchy of staff was clear, but more strategists on creative side than may be necessary. Staff background listed but no former projects or companies listed.
Experience with Projects of Similar Scope (0-25 points)	15	Environmental agencies and public agencies as well as retail supermarket chains but no transit or samples of ability to provide mapping.
Price (0-15 points)	9	Because of the many executives on this project, the price is a bit higher than competitors.
Total Points	63	Not as much detail provided on qualifying projects.

On-Call Creative and Graphic Design Services

Proposer: MHD Group

Evaluator: _____

Date: 5/23/2018

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	15	
Qualifications of Proposed Staff (0-30 points)	20	
Experience with Projects of Similar Scope (0-25 points)	15	Good work. No transit.
Price (0-15 points)	10	Agency Principal - \$200/hour Creative Director - \$200/hour Account Executive - \$100/hour Graphic Designer - \$100/hour
Total Points	60	

On-Call Creative and Graphic Design Services

Proposer: O'Rorke

Evaluator: _____

Date: 5/22/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	24	Agency has been in business 30+ years. Great deal of experience in public sector marketing, including work with transit agencies and environmental issues.
Qualifications of Proposed Staff (0-30 points)	22	Strong team, most with 10+ years at agency. Subcontractor Gilbert has BART experience.
Experience with Projects of Similar Scope (0-25 points)	20	Best familiarity with local environment and key entities. Very detailed proposal.
Price (0-15 points)	12	Top staff (Keogh) lowest \$ of three proposers. Other staff lower than MHD, mostly similar to Celtis.
Total Points	78	

On-Call Creative and Graphic Design Services

Proposer: O'Rorke

Evaluator: _____

Date: 5/22/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	22	Strong backgrapund in environmental campaigns, informative, educational. Not as much in transit. Creative not as dynamic or clean as competitors.
Qualifications of Proposed Staff (0-30 points)	25	Qualified, balanced staff with many years of expertise in environmental, grassroots campaign management & creation. Less transit than desired, not much emphasis on digital strategies, examples and outcomes of campaigns.
Experience with Projects of Similar Scope (0-25 points)	20	Examples and ads for Spare the Air, a bit dated and stylistically not bad. Needs some adjusting or modernizing.
Price (0-15 points)	14	Lowest price average, fewer employees.
Total Points	81	

On-Call Creative and Graphic Design Services

Proposer: O'Rorke

Evaluator: _____

Date: 5/23/2018

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	20	
Qualifications of Proposed Staff (0-30 points)	20	
Experience with Projects of Similar Scope (0-25 points)	20	
Price (0-15 points)	12	Principal - 180 Account Exe - 150 Graphic Design - 150
Total Points	72	

On-Call Creative and Graphic Design Services

Proposer: Celtis

Evaluator: _____

Date: 5/22/2018

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	26	Celtis has been in business for 7 years. Agency clients are almost exclusively transit agencies in the LA/Orange County area. All work done in-house.
Qualifications of Proposed Staff (0-30 points)	25	Agency CEO has 25+ years transit marketing experience. Proposed staff have substantial experience at transit agencies.
Experience with Projects of Similar Scope (0-25 points)	25	Far above other proposers in directly relevant experience. Have worked on college transit pass programs, transit websites, transit rebranding, transit social media.
Price (0-15 points)	12	Rates very similar to O'Rorke. Celtis proposes using a blended rate.
Total Points	88	

On-Call Creative and Graphic Design Services

Proposer: Celtis

Evaluator: _____

Date: 5/22/18

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	29	Specialties in transit, public information campaigns, no environmental or other types of experience. Visually stunning ads and design.
Qualifications of Proposed Staff (0-30 points)	30	Detailed backgrounds and resumes provided with many well-known companies and skills.
Experience with Projects of Similar Scope (0-25 points)	25	Exactly the types of projects and experience we are looking for.
Price (0-15 points)	12	Higher prices/more positions but more people with specializations in their field.
Total Points	96	

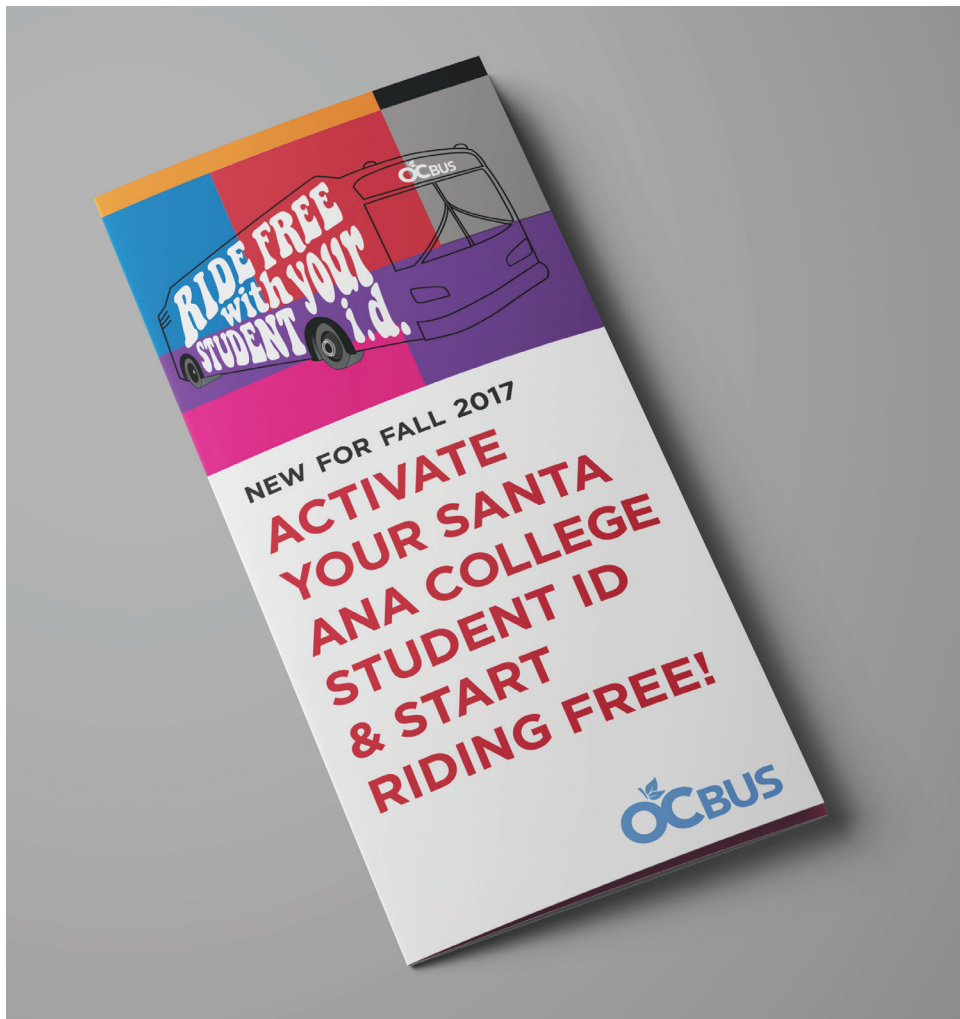
On-Call Creative and Graphic Design Services

Proposer: Celtis

Evaluator: _____

Date: 5/23/2018

Criteria	Score	Comments
Complete and thorough conformance with the terms and requirements of this RFP (Pass/Fail)	Pass	
Agency background and range of services available from the agency (0-30 points)	25	
Qualifications of Proposed Staff (0-30 points)	25	
Experience with Projects of Similar Scope (0-25 points)	25	
Price (0-15 points)	8	President/CEO - 225 Account Mgr - 150 Creative Mgr - 150
Total Points	83	



RFP No. 2018-05

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

On-Call Creative, Design and Media Strategy Services

Celtis

CELTIS VENTURES, INC.

811 N. Catalina Avenue
Suite 3022
Redondo Beach, CA 90277
310.374.7570

Firm Profile: Celtis Ventures, Inc.

Celtis and its team have invigorated public awareness across Southern California, Los Angeles, Dallas, and Denver and contributed to unseen levels of performance, productivity and record growth in each market. Examples include marketing efforts in Los Angeles resulting in a 50% increase in discretionary transit use, a 40% increase in revenue, and passage of sales tax measures in 2015 and 2008; doubling system ridership and passage of the largest bond election in Texas history; award winning public education campaigns for VCTC, successful bus ridership campaigns for OCTA and reinvigorating brands for Access Services, San Bernardino County Association of Governments and Santa Barbara MTD.



Celtis will deliver...

CLEAR EXPECTATIONS

You'll have a dynamic team of professionals capable of exceeding all of the stated goals and worthy aspirations set forth in this RFP.

COLLABORATIVE ENGAGEMENT

A track record for launching nationally recognized branding programs. With results beyond awareness and recognition, our team will deliver highly desired organizational and operational performance metrics.

A PATH FORWARD

Unparalleled success moving the needle. Delivering results is what Celtis does best. Increasing awareness, improving perception, engaging potential customers, driving use or creating brand new markets, is exactly what Celtis is all about.

REAL-WORLD EXPERIENCE

Public Sector marketing experience second to none. Members of the Celtis team were directly responsible for establishing the LA Metro brand (a shift away from MTA), an effort that led to over 100 awards and was featured in the New York Times, the Los Angeles Times, Communication Arts, Creative Review, Fast Company, Print, STEP Inside Design, HOW and Los Angeles magazines. In 2008, LA Metro received a REBRAND Best Of Award that led to the passage of Measure R, a ½-cent transportation sales tax.

NO SURPRISES

In-depth understanding of building brand awareness. Celtis brings experience honed through actual effort. This means that all campaign concepts will be based on real problems and proven solutions, leading to a more effective result.

REGULAR REPORTING

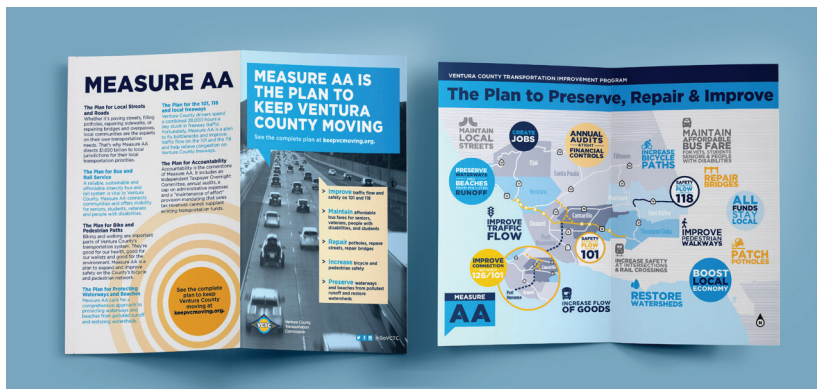
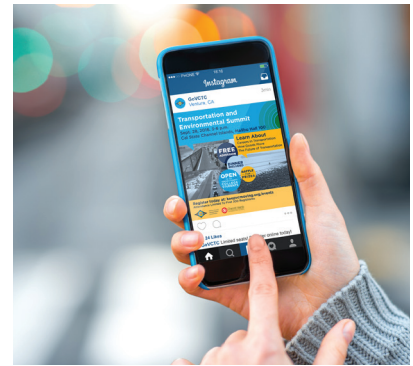
A constant exchange of ideas. We build off of engagement with our partners. The best idea wins – regardless of where it comes from. Celtis engages with its clients for optimal outcomes and regular reporting of progress.

RESULTS

Success at every level. The Celtis team is a strike force of marketing and communications executives and professionals who have worked side by side throughout the years to deliver unprecedented results.



VCTC's Branded Outreach Builds Support



Ventura County Transportation Commission

WHAT: Marketing; rebranding; public awareness

WHO: Ventura County Transportation Commission (VCTC), 2015

WHY: VCTC was interested in going to the public with an initiative to fund Ventura County's Long-Range Transportation Plan (LRTP). Previous attempts garnered 42% approval. VCTC needed a comprehensive communications and outreach effort to build support.

HOW: Celtis leveraged VCTC's most visible brand asset – its newly painted bus fleet – to construct a consistent research-based messaging platform that included direct mail, print advertising, website, digital marketing, radio, signs, and bilingual communications.

WOW: Garner's 48% initial favorability and 60% approval at the ballot box

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga, James Ewing

Going Bold on Measure M Nets Unprecedented Results

WHAT: Communications plan; design; implementation

WHO: Los Angeles County Metropolitan Transportation Authority (LA Metro), 2016

WHY: In 2012, (absent the Celtis team) LA Metro attempted but failed to pass Measure J (an extension of Measure R) by a very narrow margin. Heading into the 2016 presidential election, Celtis was hired by LA Metro to help guide them through the election process. An extension of Measure R and/or a completely new plan was being considered.

HOW: The first step was research to determine voter support. Conventional wisdom favored taking smaller, more measured steps (an extension) but research revealed that a bolder path was in order. In fact, the more we attempted to scale back or limit the proposed measure, the less support it received. The plan was to go bold – move forward with both a new permanent tax and a permanent extension – an approach that had never been undertaken before. It was daring but simple: create an easily identifiable and highly supported goal (ease traffic) and fly it under the banner of “Measure M.” The M symbol was used heavily in LA Metro marketing and gave the campaign immediate brand awareness. All materials highlighted the benefits with projects clearly identified.

WOW: Delivers an overwhelming YES – with 70% approval

KEY PERSONNEL INVOLVED: Matt Raymond, Susana Andres



Branded Outreach Lets People Know What's "In The Works"



WHAT: Outreach; public awareness; branding

WHO: Los Angeles Metropolitan Transportation Authority (LA Metro), 2009

WHY: LA Metro had 28 projects on the books. Each project was at a different stage in the delivery process; some projects were massive while other were more community-based. Inconsistency in communicating these project caused issues with equity and awareness in the community.

HOW: By standardizing the outreach approach for all projects, multiple issues were resolved and a best practice project branding platform was created. We created a suite of information materials and used the same illustrator for every project graphic. This, along with the brand line of "in the works" let Los Angeles County know how much LA Metro was transforming transportation for their benefit.

WOW: Project branding leads to greater awareness, improved perception and eventual passage of two transportation sales taxes

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga, Susana Andres

Dynamic Campaign Across Platforms Invigorates Ridership

WHAT: Marketing plan; design; implementation; video production

WHO: The Orange County Transportation Authority (OCTA; OC Bus), 2017

WHY: Like much of the nation, Orange County has endured several years of declining bus ridership. In response, OCTA launched OC Bus 360; a comprehensive effort to reverse the tide of declining ridership by improving bus service and the overall customer experience. Several target lines were identified for service improvements and new customer-oriented programs (mobile ticketing and real-time apps) were introduced. While declines in ridership slowed, a new branded bus ridership campaign was needed to jumpstart ridership.

HOW: Ride the SMART, FUN, STYLISH, FREQUENT, etc. Bus became the branding mantra for OCTA's OC Bus 360 Initiative. The objective was to increase ridership on targeted routes by actively and aggressively branding OC Bus and asking people to ride – for a variety of reasons. A comprehensive multi-media campaign, included digital marketing, direct mail, multi-cultural billboards, radio, cable TV, bus advertising, social media and promotional offers was designed to build an enticing, engaging and inclusive brand that invited everyone to Ride the awesome, cool, jolly, fun, fast OC Bus. The results were phenomenal. Ridership on target lines increased 19.5%! Over 5.5 million impressions generated nearly 13,000 respondents, 7,461 were new riders. Additionally, real-time bus app usage eclipsed 1 million per month; the new OC Mobile Ticket App was downloaded 67,000 times; and overall system revenue increased 7%.

WOW: Delivers a 19.5% increase in bus ridership

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga, James Ewing



More Projects with OC Bus



When Celtis client OCTA wanted a branded campaign to promote their partnership with Santa Ana College, our team of designers delivered a unique and eye-catching look for the various material needed. Celtis drafted an original illustration capturing the youthful, spontaneous feeling that OC Bus was looking for, and then translated the artwork across digital and print mediums for a plethora of displays. The designs took the form of brochures, flyers, kiosk posters, car cards, and even a complete bus wrap. At every step of the way, Celtis sought to deliver visuals that went above and beyond expectation, and created a larger-than-life public presence for the campaign.

An Evolving Brand Refresh Breathes New Life Into Trusted Local Agency



WHAT: Rebranding; communications plan

WHO: Santa Barbara Metropolitan Transit District (MTD), 2017

WHY: Santa Barbara's MTD operates a stable, long-standing transit service in the vibrant communities of Santa Barbara's South Coast. Despite these strengths, the agency functions under an aging brand and its ridership is in decline.

HOW: To improve awareness and perception, and attract new riders, the agency hired Celtis to conduct a brand refresh. Celtis kicked off the process by developing a new logo and color scheme for the agency. The brand needed to be inclusive of all constituents and not favor any single jurisdiction. The new logo (approved in 2017) draws inspiration from the region's most beloved assets: rolling waves, blue water and the winding Pacific Coast Highway.

Celtis is also working with MTD to develop and implement a comprehensive branding plan that extends the new look to every aspect of the agency, from vehicles and facilities to customer information and digital communications platforms. The goal is to strategically phase implementation to make as large an impact as possible.

WOW: New brand positions venerable transit operator for future growth

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga

Extending Santa Barbara MTD's Brand to a Web Redesign

WHAT: UX/UI development; design; branding

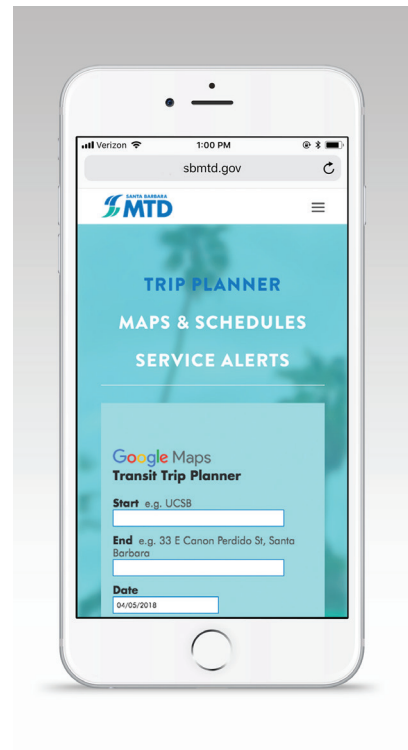
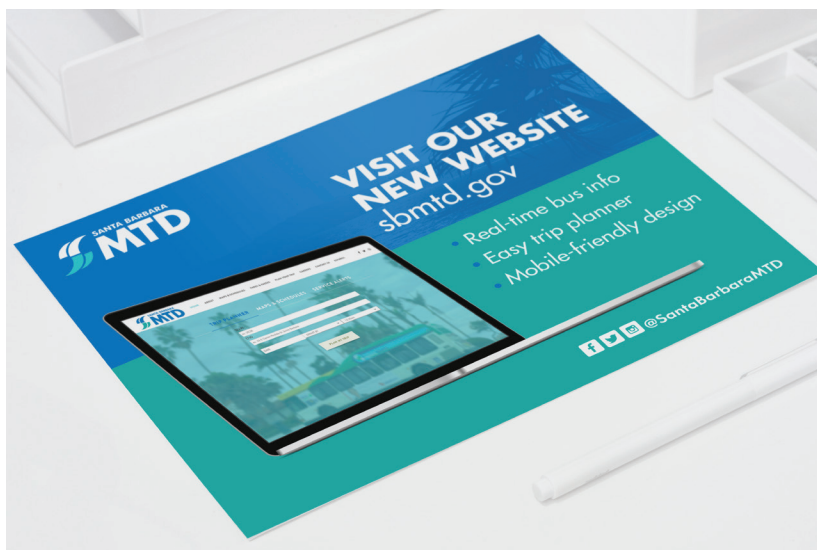
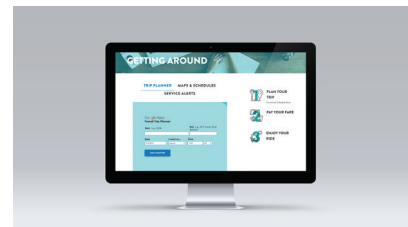
WHO: Santa Barbara Metropolitan Transit District (MTD), 2018

WHY: After Celtis finished a complete rebranding effort for MTD, the agency sought to update its website. The old site was visually outdated and organizationally cluttered. It was heavy with text and lacked a responsive, mobile-friendly design.

HOW: The Celtis web, design and project management teams worked with MTD to provide an aesthetically pleasing and easy-to-navigate website. Building the site from the ground up, Celtis incorporated a clean, modern design, mobile-responsive user interface and streamlined copy. The site integrates seamlessly with MTD's social media, email, and other digital marketing tools.

WOW: The new MTD site launched in February 2018, fully streamlining the look of the site to reflect the agency's refreshed brand

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga, James Ewing



Reinventing the Public Face of San Bernardino Agency Bridges Gap Between Awareness and Approval



WHAT: Public outreach; design; implementation

WHO: San Bernardino County Transportation Authority (SBCTA, formerly SANBAG), 2016

WHY: SANBAG, the San Bernardino Associated Governments, was the transportation planning agency for San Bernardino County. While it has been behind major improvements in the region, few people are aware of its activities or accomplishments. Research was conducted that revealed only 23% of residents were aware of SANBAG, yet their projects and programs received a favorable rating of 78%. The goal was to bridge that gap.

HOW: On January 1, 2017, SANBAG became SBCTA. Celtis created a brand for SBCTA to compete with major players in the region. The plan was to use the agency's new identity consistently across projects and programs and to position SBCTA as a major player in the region. The new brand was applied across all communication platforms and incorporated strict guidance for use among partner agencies. The goal was to accelerate the introduction to make as large of an impact as possible.

WOW: Rebranding to build support (from 23% to 78%) and become a major player in the region

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga

B2B Touchpoint Outreach Campaign Ushers in Celebrated Multi-Modal Santa Monica Gateway

WHAT: Public outreach; design; implementation; management; events planning and staffing

WHO: City of Santa Monica, 2016

WHY: Light rail was coming to Santa Monica. The Colorado Avenue Esplanade Project was designed to link rail, bike and pedestrian access to major Santa Monica tourist attractions and popular shopping areas (Santa Monica Pier and Third Street Promenade). The Esplanade promised a sophisticated cityscape along five blocks of Downtown Santa Monica to serve as a multi-modal gateway from the Expo Light Rail Line station to the heart of Santa Monica.

HOW: The plan to reach out to local residents, businesses and stakeholders was bold and direct. Larger than life images of what the Esplanade would look like upon completion were posted directly at the construction site. Frequent meetings with stake-holders, continual contact with local businesses and an extensive social media presence were effectively synced during the 14-month project. The Celtis team stressed the advantages of the project and why the inconvenience would be worth the final result. Celtis provided a brand for the project elements and delivered a vision for the final project outcome.

WOW: Results in 14-month major construction project with zero complaints

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga



Strategic Outreach Campaign Urges Angelenos to "LA UP"

WHAT: Outreach; implementation; public awareness

WHO: Los Angeles County Universal Preschools (LAUP), 2012

WHY: LAUP is a 10-year-old non-profit organization whose mission is to support the development of the whole child, grow a qualified and diverse workforce, and strengthen family engagement. The organization creates and sustains strategic partnerships and advocates for policies that promote access and program excellence. Since 2005, LAUP has prepared more than 115,000 children for kindergarten and beyond by funding, rating and raising the level of quality preschool programs throughout Los Angeles County.

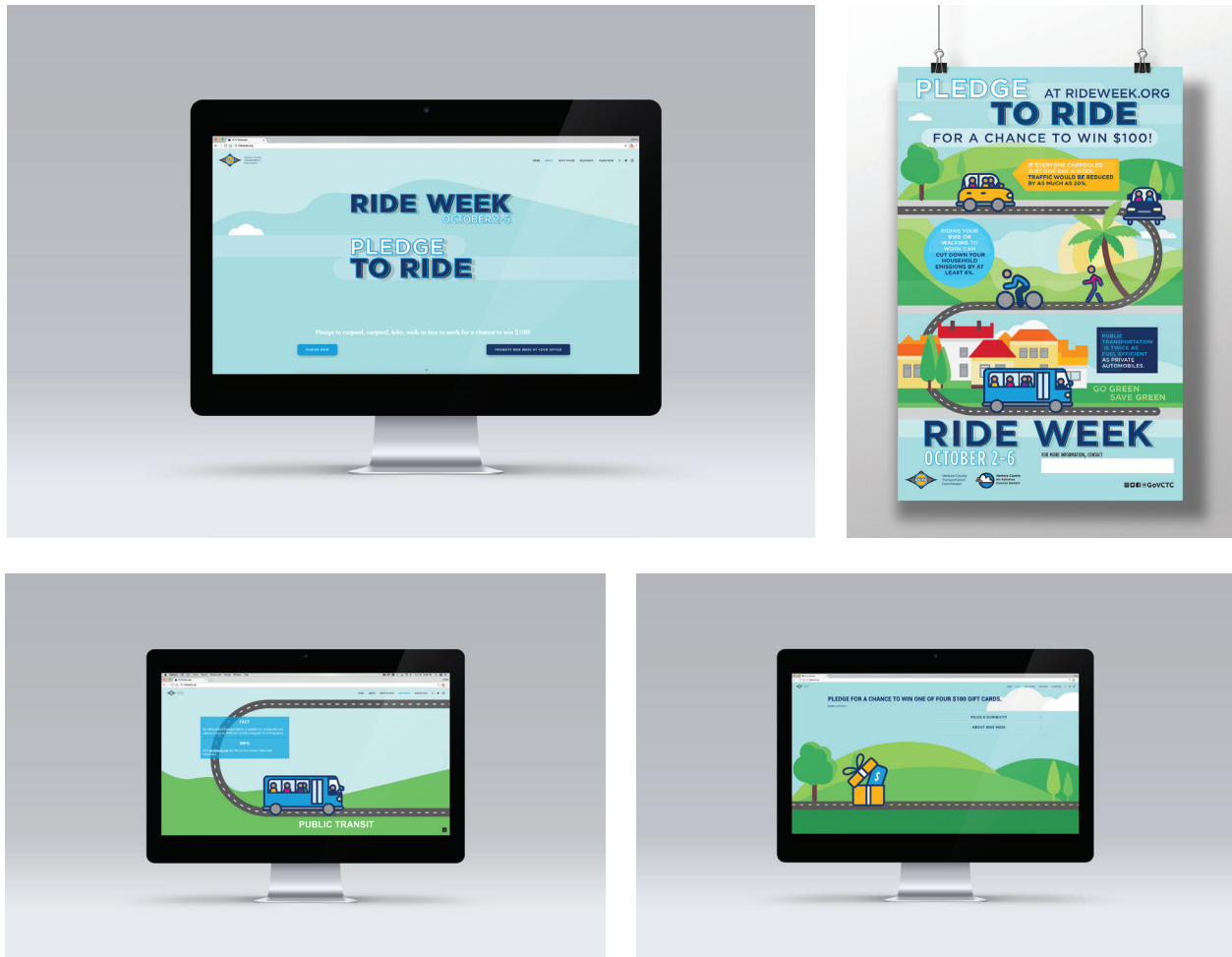
HOW: Celtis helped LAUP establish its brand through an aspirational, adaptive digital marketing campaign. The online campaign achieved over 10 million impressions with an extremely limited budget and drove 24,000 people to the LAUP website. The campaign associated the organization with "UP" – look up, stand up, grow up, speak up and more.

WOW: "LA UP" triples website engagement

KEY PERSONNEL INVOLVED: Matt Raymond



Original Website and Campaign Successfully Promote Ridesharing Initiative



WHAT: An original website and campaign built to promote VCTC's Ride Week campaign

WHO: Ventura County Transportation Commission (VCTC), 2017

WHY: Ride Week is a national initiative to encourage use of alternative modes of transportation. Celtis designed a website for VCTC that effectively encouraged visitors to pledge to rideshare during Ride Week. It provided a fast and easy platform for commuters to make pledges and for VCTC's partners to download promotional materials. Through consistent design and copy, the site seamlessly integrated with VCTC's social media and digital advertising. The data and analytics generated by the site helped VCTC to understand which modes and messages are most compelling to their audience.

HOW: Celtis team members worked collaboratively to generate a visually captivating website and collateral encouraging a call to action: "Pledge to Ride"

WOW: 67.5% of users who visited the site completed a pledge to rideshare

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga, James Ewing

Assessment Provides Insight for the Future of VIA

WHAT: Public outreach; communications; assessment

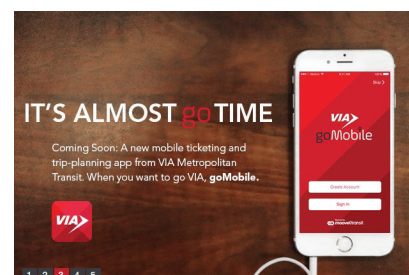
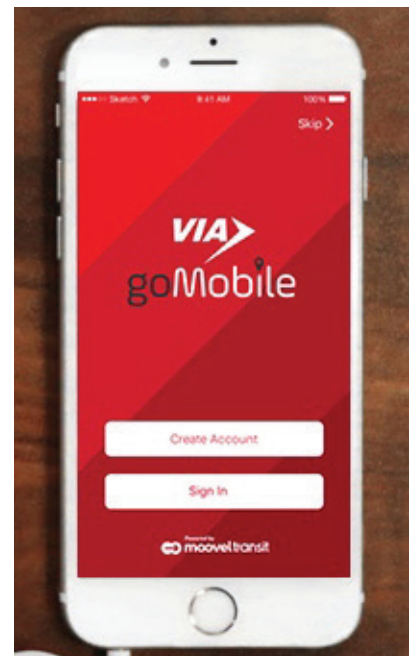
WHO: San Antonio VIA Metropolitan Transit (VIA), 2017

WHY: VIA Metropolitan Transit has a long-standing reputation for being a quality bus system. But VIA wanted to do things better: introduce new modes, update technologies and facilities and utilize best industry practices in outreach and communications. The goal was to best position VIA to increase awareness of services, build community support and grow ridership.

HOW: Celtis conducted a comprehensive assessment of all VIA customer and constituent touchpoints. Everything from vehicles to fare media was evaluated from a customer/constituent perspective. The process began internally with staff interviews representing the entire organization. A field assessment of every VIA facility was conducted as well as a complete review of all digital and traditional communications. Celtis simultaneously conducted an industry audit of best practices in the areas of outreach, customer service and communications. A final report of findings and recommendations was presented to VIA executive staff.

WOW: Establishes a path forward to build a strong brand

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga



Dynamic Video Projects Bolster Support and Build Awareness for VCTC



WHAT: Video production; marketing plan

WHO: Ventura County Transportation Commission (VCTC), 2016-2017

WHY: VCTC was providing free rides for U.S. military veterans on Veterans Day on its VCTC Intercity Transit bus service. It was part of a county-wide effort to honor local veterans. VCTC was in need of an effective way to promote this campaign and generate positive community engagement.

HOW: Celtis produced an emotional video featuring veterans by creating an environment that fostered positive community feedback. This video became the cornerstone of a digital campaign targeted to Ventura County that was featured on Facebook and Instagram. These platforms enabled VCTC to track community engagement as well as allow them to quantifiably measure and dissect the successful performance of the video.

WOW: Earners 22,170 video views and 14,888 clicks and engagements

KEY PERSONNEL INVOLVED: Matt Raymond, Georgina Artiga, Cristina Bonnici

Video Portfolio Available:

<https://www.youtube.com/channel/UCw84Esxw5GAo-TYmsNEpKdg/featured>

Relevant Campaigns and Projects



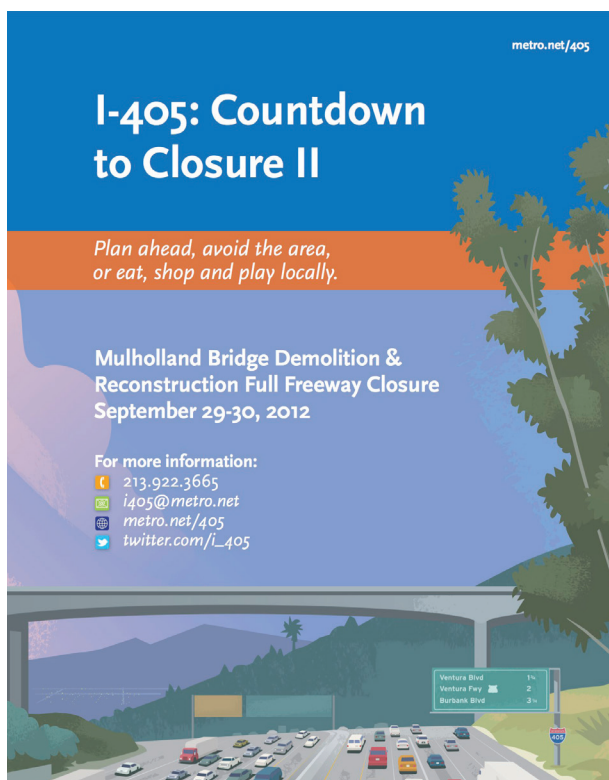
LA METRO ACHIEVES 20-YEAR RIDERSHIP GOAL BY MARKETING BUS LIKE RAIL

A new rapid transit concept was introduced: Bus Rapid Transit (BRT), which LA Metro would deliver in lieu of light rail. The strategy was to market "it" like rail. BRT possesses many of the same characteristics of rail, and we used that to our advantage. We communicated every feature and benefit "it" (BRT) had. The campaign launched in the planning phases and carried through into operations. The Metro Orange (BRT) line couldn't have been more successful.



OUTREACH CAMPAIGN INSPIRES THE PUBLIC TO "IMAGINE"

LA Metro had tested the waters by going to the voters to increase transportation via a local sales tax, but polling numbers didn't reach the 2/3 approval threshold. Heading into a presidential election (in 2008) presented a rare opportunity for high voter turnout. The process was transformed into an aspirational outreach campaign. We used elements of the plan to get people to "Imagine... more rail to more places; a faster commute; getting there faster; etc." The "Imagine" campaign included: outdoor, transit, radio, presentation materials, videos and more – and it increased support for sales tax by 25%.



A WARNING AGAINST "CARMAGEDDON" RESULTS IN MEASURABLE IMPACT

In 2011 and 2012, California Department of Transportation (Caltrans) and LA Metro asked Celtis staff (then LA Metro employees) to develop and execute a wide-ranging outreach program to reduce vehicle traffic on the I-405 Freeway while the Mulholland Bridge was demolished and the entire freeway was closed. The program used social media, videos, website content and extensive outreach to traditional news media and stakeholder organizations to reach local, state and national audiences. The campaign's message was "Stay Away, Shop and Play at Home." The outreach campaign resulted in a 50-70% reduction in traffic.

Other Success Stories



"OPPOSITES" POSITIONED LA METRO AS THE HERO THE AWARD-WINNING

The "Opposites" campaign was one of LA Metro's most popular and successful in terms of positioning transit as the solution to the problem of high gas prices and traffic. This campaign helped secure new riders and greatly contributed to a transportation sales tax victory in Los Angeles.



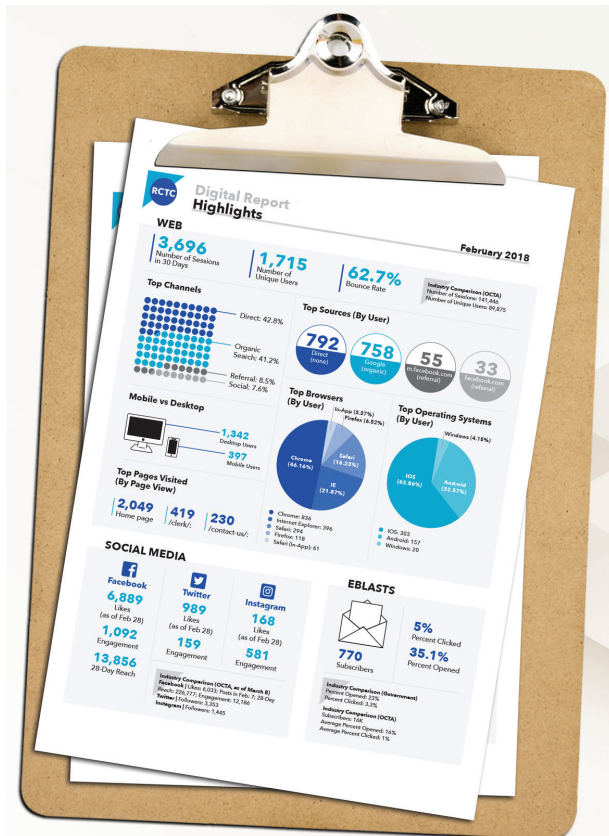
"MEASURE R" TRANSPORTATION SALES TAX WAS VICTORIOUS

Initiated and led the 68% passage of a transportation sales tax initiative (Measure R) in Los Angeles County. The public information campaign showcased a simple 5-point plan to relieve traffic congestion in the region. The Measure will generate \$40 billion over 30 years and fund over 24 projects the region.



MONTEBELLO BUS LINES MOBILE APP REDUCED PHONE CALLS BY 50%

The "Ride MBL" campaign launched a new AVL system that resulted in a 50% reduction in customer inquiries on the costly and labor-intensive telephone customer information service.



"DESTINATION" SERIES PROMOTED 50 LOCATIONS REACHABLE BY RAIL

"Destination" series continually featured popular attractions reached by system. Nearly 50 destinations were promoted; system connectivity touted; increases in reported attendance – by as much as 20%.

THOUGHTFULLY DESIGNED SCORECARDS PUT RESULTS IN PERSPECTIVE

The Celtis team knows analytics. Raw data is filtered through a creative lens in the generation of infographics, reports, and scorecards. Good graphic design does so much more than make the numbers look nice – it puts them into context and positions RCTC for growth and success.

The Celtis Approach to On-Call Creative, Design and Media Strategy Services

STEP ONE | IMMERSION

Celtis will fully understand the internal and external operating environment. Celtis will conduct a 360-degree review of issues, accomplishments, concerns, goals and objectives. Celtis will meet with staff and key constituents to gain a complete understanding and perspective of what matters most. We will review research, ridership data, media coverage and industry reports. We will combine our unique knowledge, experience and understanding of the industry, along with review of issues and opportunities specific to marketing, communications and the brand.

STEP TWO | ANALYSIS

Celtis will identify strengths, weaknesses, issues and opportunities. We will review performance and outcomes of past marketing and branding efforts to determine the optimal approach to communications. Celtis will analyze the brand to determine public and customer awareness, perception and understanding. We will identify key public and private audiences, organizations and opinion leaders to ensure all future communications are relevant, targeted and always hit the mark.

STEP THREE | PLANNING

Celtis will develop a comprehensive marketing and communications plan for each task. The plan will provide strategies and tactics to increase awareness and support, build the brand image and attract customers. Celtis understands how to market like no other in the industry. We will layout a clear path forward to achieve business and operational objectives; improve outreach and events; B2B/G2G relations; digital and social media engagement; constituent outreach; and general marketing and communications.



A comprehensive marketing and communications plan makes all the difference in the essential planning stages. Observations, objectives, and a road-map for brand success set up clients (like MTD, pictured here) for major growth and maximum engagement.





The Celtis creative team has ample experience in extending branding across platforms. Once a brand is established or refreshed, Celtis has the ability to apply the look, feel, and message to diverse media. On top of skillfully design print media, we are capable of producing compelling digital and social media graphics such as post-able content, Snapchat geofilters, and website artwork.

STEP FOUR | IMPLEMENTATION

Celtis will provide on-going creative support for communications, marketing and community relations programs. We will develop digital (static and video) content for all social and digital media channels and develop print ads based on campaigns, plans and strategies. Celtis will update and build the brand. We will create engaging graphics; augment and enhance marketing and collateral material in both print and digital format; create media and government relations kits; update the website; and develop comprehensive digital and social media engagement program..

STEP FIVE | TRANSFORMATION

Celtis will actively manage state-of-the-art information and engagement programs that will serve as examples for the industry to follow. On an ongoing basis, Celtis will provide copywriting, design, printing and distribution services; prepare and edit written materials; support community relations and social media efforts to secure "grass roots" and legislative support for initiatives and funding programs; and provide weekly status and "look-ahead" reports to keep staff well informed and integrated in every aspect of communications.

STEP SIX | DELIVERY

Celtis understands the operating environment and will provide marketing and communications support at every level. We will recommend broadcast, digital and print media buying strategy based on annual goals and budget. We will serve as an extension of staff and participate in annual agency campaign strategy sessions, meetings with appropriate staff and the CEO (as requested).

O'Rorke, Inc.

Request for Proposals # 2018-05

On-Call Creative, Design and Media
Strategy Services for Livermore
Amador Valley Transit Authority

May 11, 2018

O'Rorke Inc.

San Francisco Office

220 Montgomery Street, Suite 1950

San Francisco, CA 94104

Tel (415) 543-9119 Fax (415) 543-0566

Ms. Fishman is always on top of current media trends, and is as adept at negotiating and booking digital media as she is at identifying and booking traditional advertising. We regularly manage campaigns that include a mix of highly targeted digital ads for both online and mobile users, as well as digital streaming radio, social media advertising, digital retail and large format digital outdoor placements. We can also guide clients through the process of incorporating retargeting technology into their digital ad buys, and we are skillful at collaborating with client web development teams to track and analyze a variety of digital website traffic streams.

With over 20 years of experience working closely with regional media outlets, Ms. Fishman is consistently able to identify the most strategic advertising choices for specific audiences while negotiating the highest value possible for client budgets. She has successfully negotiated millions of dollars in media buys for O’Rorke’s clients with value-added bonuses in excess of 20 percent of the paid contract.

b) Experience

CLIENT:	City of San Mateo
REFERENCE:	Kathy Kleinbaum
TELEPHONE:	(650) 522-7153
EMAIL:	kkleinbaum@cityofsanmateo.org
ADDRESS:	330 W. 20th Avenue, San Mateo, CA 94403
WEBSITE:	ConnectSanMateo.com
CONTRACT DATES:	2015-2017
BUDGET:	\$125,000
SERVICES PROVIDED:	Graphic design, creative production, campaign strategy, media buying, grassroots community outreach and website development services for Connect Redwood City Campaign.

In 2015, the City of San Mateo in partnership with SanTrans and Commute.org tasked O’Rorke with developing and launching a pilot program based off of the successful Connect, Redwood City! program to offer various transportation options to encourage people to reduce single-occupancy driving and, subsequently, reduce greenhouse gas emissions. O’Rorke implemented a targeted strategy to promote the convenient, affordable, and stress-free travel options to residents, visitors, and commuters when travelling to, from, and around San Mateo.



O’Rorke designed the logo and all branding elements for the Connect San Mateo program to emphasize the program’s purpose—offering multi-modal transportation options to connect people to their destinations. The program highlighted the bike share, car share, vanpool, and multiple transit alternatives available to help residents, visitors and

commuters easily travel to their destinations. O’Rorke also secured further partnerships for co-branding and advertising opportunities with like-minded organizations to promote Connect San Mateo.

O’Rorke worked with Rocket Science Studio to develop and launch an innovative, yet cost-sensitive, landing page, **ConnectSanMateo.com**. The landing page was developed using responsive design for optimal viewing on desktop, tablet or mobile and included both a rotating banner, integration with Google Maps and a Trip Planner function.

Our targeted creative was used in TV, print, online, outdoor and transit advertising as well as non-traditional forms of outreach such as direct mailers, bumper stickers and recumbent bicycle outreach. O’Rorke also drafted and disseminated e-newsletter and social media content for partners to share about the Connect San Mateo program

CLIENT:	Marin Hazardous and Solid Waste Joint Powers Authority
REFERENCE:	Steve Devine, Program Manager
TELEPHONE:	(415) 473-2711
EMAIL:	sdevine@marincounty.org
ADDRESS:	1600 Los Gatos Drive, Suite 210, San Rafael, CA 94903
WEBSITE:	ZeroWasteMarin.org
CONTRACT DATES:	2013 - Present
BUDGET:	\$180,000 annually
SERVICES PROVIDED:	Graphic design, creative production, campaign strategy, media buying, grassroots community outreach and website development services for Zero Waste Marin Waste Reduction Campaigns.



To meet the statewide recycling goal of 75 percent by 2020, the Marin Hazardous and Solid Waste Joint Powers Authority enlisted O’Rorke to inform and educate Marin County residents about waste reduction practices, and to encourage them to take proactive steps to reduce waste in their homes and communities. In 2013, O’Rorke facilitated 32 stakeholder interviews and used the feedback gathered to design and implement a targeted “Leftovers get new life in Marin” campaign to educate residents about food scrap composting. The campaign ran from 2013 – 2015, with customized artwork for each city and town in Marin.

To help stretch the advertising budget, O’Rorke reached out to the San Francisco Department of the Environment and negotiated a gratis license for Marin County to adapt the popular “Green Cart” television spot for local use. As a result, visits to the ZeroWasteMarin.org website experienced a significant jump during the weeks that the TV spots aired in each subsequent campaign year.

In 2017, O’Rorke developed a new campaign for Zero Waste Marin to help residents pick the smarter alternative to put into their shopping carts to help reduce waste in their communities. “Shop Smart. Waste Less.” is designed to compare and contrast a smart choice, such as a reusable travel mug, with a more wasteful choice, such as single-use paper coffee cups. We recently orchestrated a photoshoot in a Marin County grocery store with refined “Shop Smart. Waste Less.” visuals scheduled to begin running in May 2018. **To ensure wide visibility, our media buy includes queen bus side ads with Golden Gate Transit, kiosk posters at the Larkspur Landing Ferry Terminal, and transit shelters throughout the County, along with shopping cart ads, local print, targeted digital, TV and movie theater ads.**

While paid advertising is an excellent method for reaching residents on a broader level, it often takes multiple, ongoing campaign touch points to ensure that residents do not forget key messages over time. We have developed e-newsletters for garbage bill inserts and articles for local schools with messages tailored to each hauler’s service area, designed posters for chambers of commerce, local grocery and hardware stores and all the local libraries in the county, distributed door-hanger surveys for multifamily residents to assess attitudes about composting and recycling services, and placed large outdoor street banners and posters in high traffic locations throughout Marin County. This combination of non-traditional outreach methods ensures that residents see Zero Waste Marin’s waste reduction messages in multiple locations and formats throughout the year.

Since we began working with Zero Waste Marin in 2013, O’Rorke has conducted over 40 community presentations, reaching thousands of residents across the County. These presentations are designed to target harder-to-reach audiences including community groups, rotary and volunteer clubs, faith-based organizations and homeowner associations. Resource haulers have been supportive of these outreach efforts, often sending a representative to lead a question and answer session for residents at the end of our presentations. Feedback from these and other community engagement methods has been extremely positive, with many organizations requesting follow up presentations and additional Zero Waste materials.



CLIENT:	Bay Area Air Quality Management District
REFERENCE:	Lisa Fasano
TELEPHONE:	(415) 749-5170
EMAIL:	lfasano@baaqmd.gov
ADDRESS:	375 Beale Street, Suite 600, San Francisco, CA 94105
WEBSITE:	SpareTheAir.org, BayAreaCommuteTips.org, EmployersSpareTheAir.org
CONTRACT DATES:	1998 – 2002, 2004 – 2018
BUDGET:	Annual budget of \$1.9 million
SERVICES PROVIDED	Graphic design, creative production, campaign strategy, media buying, media relations, multicultural outreach, event management, grassroots community outreach, website development services, business outreach, research and campaign evaluation services for Spare the Air Campaigns.

For nearly 20 consecutive years, O’Rorke has handled some or all aspects of the Spare the Air campaigns, including the collaboration with MTC and 30+ transit agencies on the Spare the Air Free Transit effort 10 years ago.

In 2017, O’Rorke developed the concept and managed the advertising for the Spare the Air Every Day campaign to encourage residents to carpool to work and featured visuals that emphasized the ease and multiple lifestyle and timesaving benefits of carpooling. O’Rorke provided guidance on the casting, coordinated the photoshoot and developed creative messaging for four different ads as part of the “brought to you by carpooling” campaign. The campaign included a large digital component in addition to ads placed with traditional media outlets. Geo-targeted online, mobile and tablet ads, social media ads, online and mobile streaming radio spots, and ads with digital television subscription services and digital on-demand cable all directed residents to visit the **BayAreaCommuteTips.org** website. O’Rorke also spearheaded the website design, content development and construction to consolidate a comprehensive database of commute programs and incentives into one streamlined location. O’Rorke worked with Rocket Science Studios to design and build the website using responsive design for streamlined viewing on mobile, tablet or desktop, and recently added new sections to promote carpooling.



O’Rorke also spearheaded the creative process and subsequent photoshoot for our most recent Winter Spare the Air campaign, “If your home’s smoking, it’s time to quit,” a visually provocative image of a cigarette chimney and cigarettes in a fireplace that make the connection between second-hand cigarette smoke and wood smoke. In Fall 2017, we shot a follow-up TV commercial that further emphasizes the impact

of wood smoke on indoor air quality. **For the last several winter seasons the campaign has included high impact placements with multiple transit agencies including Golden Gate Transit, West Contra Costa Transit, County Connection, AC Transit and LAVTA.** To support our paid advertising efforts, each fall since 2008 we have conducted door-to-door outreach to distribute information on the wood burning rule in key neighborhoods heavily impacted by wood smoke. To-date, we have reached approximately 16,000 households in 52 cities, including Dublin, Pleasanton and Livermore.

On behalf of the Air District, O'Rorke works with businesses in the Bay Area to promote commute alternatives to their employees. In 2017, O'Rorke coordinated three focus groups with large employers in the Bay Area — including one in the Tri-Valley — as well as two networking events for employers. O'Rorke was in charge of outreach and recruitment to encourage employers to promote carpooling, public transit, biking, walking and more commute options to their employees. As part of our work, we worked closely with ridesharing companies like Scoop, Carzac, Duet, and more.



O'Rorke has also worked with the Air District on many smaller projects to generate behavior change on a local level. To educate parents about the harmful effects of letting cars idle near schools, O'Rorke organized students at Pleasanton Middle School to pass out spray misters and encourage parents to turn off vehicles while waiting to pick up children. The event was organized in partnership with UCSF Benioff Children's Hospital and the City of Pleasanton, and was widely covered regionally, resulting in 374 stories worth over \$600,000 in publicity value.

In addition, because of our capabilities to deliver results on time and on budget, the Air District has tasked O'Rorke on five occasions to manage large-scale, regional climate conferences, with our most recent Climate Leadership Forum featuring keynote speaker Van Jones. We are currently in the early stages of planning a sixth Climate Conference for the Air District, tentatively scheduled for September 2018 in San Francisco.

CLIENT:	San Francisco Department of the Environment
REFERENCE:	Donnie Oliveira
TELEPHONE:	(415) 606-8039
EMAIL:	compostoliveira@gmail.com
ADDRESS:	1455 Market Street, Suite 1200, San Francisco, CA 94103
WEBSITE:	SFEnvironment.org
CONTRACT DATES:	Multiple contracts, 1990s -present
BUDGET:	Averages \$200k - \$300K per year
SERVICES PROVIDED:	Graphic design, creative production, campaign strategy, media buying, multicultural outreach, media relations, event management and grassroots community outreach for multiple waste reduction, energy efficiency, hazardous waste and pollution prevention campaigns in San Francisco.

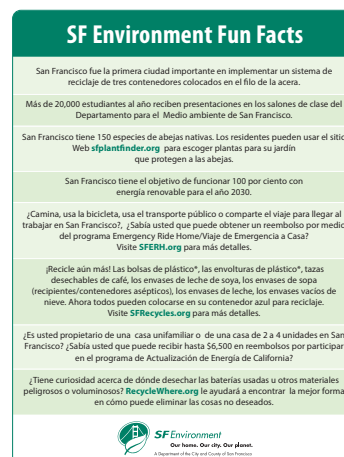
Over the past several decades, O’Rorke has conducted multiple social marketing campaigns for the San Francisco Department of the Environment. Recent projects include a wide variety of creatively executed events — ranging from large press launches to highly targeted community events — as well as more traditional educational outreach campaigns encouraging residents to adopt alternative modes of transportation in the Ingleside neighbourhood and to use the SF Property Assessed Clean Energy (PACE) program to fund energy efficient home upgrades. Across all programs, O’Rorke recommended and advocated for materials to be available in Chinese, Spanish, and other languages to reach all San Francisco residents.



Beginning in 2015 to present, O’Rorke has managed the Mayor’s Earth Day Breakfast, a celebration of the City of San Francisco’s dedication to environmental initiatives from zero waste, energy, transportation, biodiversity and more. In lieu of a traditional breakfast in 2015, we planned and executed the late Mayor Ed Lee’s Earth Day Climate Action Bus Tour, which included a press conference at AT&T Park followed by a bus tour to Boeddeker Park where the late Mayor participated in a tree planting with key partners and community members. In April of this year, we managed the logistics for the 2018 Mayor’s Earth Day Breakfast, a celebration that culminated in the announcement of San Francisco’s goal to be carbon-neutral by 2050.

In 2015 and 2016 O’Rorke was tasked with supporting the Department’s efforts to reduce drive-alone rates in the Ingleside neighbourhood. To reach this extremely small segment of the city, our campaign featured a series of mailings and door hangers followed by a digital advertising campaign with ads geo-targeted to residents via Maxpoint and Facebook.

In September 2017, O’Rorke was tasked with planning and executing seven community meetings to gather feedback on San Francisco residents’ environmental priorities. With only two weeks to plan, we spearheaded the recruitment of a diverse range of community members, organized facilitators, designed and produced worksheets and signage in English, Spanish and Chinese, and coordinated all event logistics for seven separate events. O’Rorke worked closely with staff and community organizations to tailor the meetings to each of the diverse audiences and supervised and staffed all seven events. In spite of the small timeframe to plan and execute these community meetings, O’Rorke successfully met and exceeded client expectations for the community meetings — our quick efforts in their time of need were even recognized by the San Francisco Commission of the Environment.



In addition to working on events in 2017, O’Rorke also assisted with a direct mail campaign to new San Francisco residents notifying them of their transportation options and an advertising and media relations campaign encouraging residents to use the SF PACE program to fund energy efficient home upgrades. Our graphic design team developed multiple creative comps that were then adapted to target homeowners in San Francisco in English and Chinese. We also worked internally and with multicultural outreach specialists to ensure that our messaging in Chinese was relevant and touched upon the community’s priorities. **Our media buy included highly visible placements on bus shelters throughout the city, Pandora online radio streaming audio and banners, in-language radio and Facebook ads.** Our campaign culminated in April 2018 with a press event in partnership with our non-profit partners and the City and County of San Francisco to announce the largest LED light bulb giveaway in history.

CLIENT:	Los Angeles County Waterworks Districts
PROJECT:	Water Conservation Campaigns
REFERENCE:	Melinda Barrett, retired
TELEPHONE:	(559) 580-0944
EMAIL:	barrett.melinda1@gmail.com
ADDRESS:	1000 South Fremont Avenue, Building A9-E, 4th Floor, Alhambra, CA 91803
WEBSITE:	LACWaterworks.org
CONTRACT DATES:	2007 - present
BUDGET:	246,000 annually
SERVICES PROVIDED:	Graphic design, creative production, campaign strategy, media buying, multicultural outreach, media relations, event management and grassroots community outreach for multiple water conservation campaigns in Los Angeles County.

O’Rorke’s relationship with the Los Angeles County Waterworks District began over 10 years ago with a bang. Our initial “Three Easy Ways” campaign for LA County was so successful that water conservation levels were exceeded a year ahead of schedule, and the results were impressive: residents had reduced water use by 24 percent since 2007, a decade ahead of the state’s 20 percent reduction goal by 2020.

In 2015, in response to the statewide drought declaration, O’Rorke launched a drought-focused water efficiency campaign that included both traditional and digital advertising elements and hyper-local messaging placements. O’Rorke coordinated a photoshoot in Malibu and secured a location of a home with drought-tolerant landscaping. Our artwork was featured throughout Southern California on outdoor and light pole banners, bill inserts, geo-targeted ads on Facebook, Division D and RTBiq ad serving platforms, posters placed at the library and local businesses, the County website and even on movie theatre screens. In an effort to maximize visibility for our campaign, we partnered with the Malibu Chamber of Commerce, the City of Malibu and Caltrans on separate efforts to showcase signage encouraging residents to reduce their water usage and to find and fix leaks.



Based on focus groups in English and Spanish that we conducted in 2017 with Antelope Valley and Malibu residents, O’Rorke will commence our next outreach campaign in 2018, which will focus on encouraging residents to adopt water conservation measures as a way of life. Our new artwork will highlight the journey that water takes to get to Southern California by way of the aqueducts and remind residents that water is a precious and limited resource. O’Rorke’s outreach plan is designed to increase public awareness of Waterworks’ services, quality and value; improve communications during water leaks, repairs, and outages; and improve communications channels for customers. Our new campaign is expected to kick off in Summer 2018 and will include traditional and digital advertising, community outreach to local businesses, institutions and schools, and website updates.

c) Resumes of Key Personnel

O’Rorke staff is always accessible and, as our references will attest, we are excellent stewards of our clients’ relationships with other agencies and the community. You will always have access to our team members and principal. The team described here is the team that will work on the project.

TRACY KEOUGH MANAGING PRINCIPAL **O’RORKE, INC., JUNE 2001 – PRESENT**

SELECTED CLIENTS

Bay Area Air Quality Management District—Provided strategy and oversight for all programs, including creative development. Managed all aspects of the Spare the Air and Winter Spare the Air campaigns to reduce automobile exhaust and wood smoke pollution. Conceptualized, planned and executed the 2006 Climate Protection Summit with keynote speaker Al Gore, and the 2009 Climate Action Summit in Oakland with keynote Thomas Friedman, and Attorney General Jerry Brown. Led strategy for the fall 2016 Climate Leadership Forum in San Francisco featuring keynote speaker Van Jones. Currently working with the Air District to plan a climate conference in Fall 2018 in San Francisco.

Caltrans—Managed immediate content development and helped develop the advertising plan for the five major closures of the San Francisco-Oakland Bay Bridge during the Labor Day Weekends of 2006, 2007, 2009, and 2013, and the Presidents’ Day Weekend of 2012.

VI. Supporting Documentation

The following samples are highlights of the various creative campaigns O'Rorke has developed for transit-specific programs and events, as well as events we've managed in the Tri-Valley.

Transit Wraps



Spare the Air Train Wrap for Capitol Corridor



Spare the Air Bus Wrap for Oakland Broadway Shuttle



Mayor's Earth Day Climate Action Bus Tour Wrap for the San Francisco Mayor's Office



Spare the Air Bus Wrap for LAVTA

TV and Video



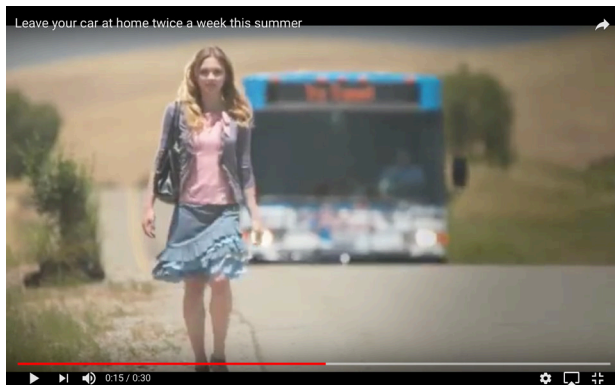
Blue Cart / Green Cart TV for Livermore Recycles



Andy Washburn Carpooling TV for Spare the Air



Spare the Air video, filmed at Fallon Middle School in Dublin



Ride Me TV for Spare the Air, filmed in Livermore at Poppy Ridge Golf Course



The Beard Carpooling TV for Spare the Air

Events



I Pool to School Event for Spare the Air, held in Pleasanton and featuring Wheels Bus



Idle Free Press Event for Spare the Air, held at Pleasanton Middle School



Bike Mobile / Bike Rodeo Event for Spare the Air and MTC, held at Green Elementary School in Dublin

GILBERTANDASSOCIATES — SAMPLES

BART— Misc. car cards



Capitol Corridor— Misc. rack cards and post card.

[illegible]

A promotional advertisement for Tuolahuut. The top half of the image has a solid orange background with white and blue text. The text reads: "NEXT STOP: FRIENDS & FAMILY" in large, bold, sans-serif font, followed by "50% OFF COMPANION FARES EVERYDAY UP TO 6 PEOPLE" in a slightly smaller, bold, sans-serif font. Below the text is a photograph of three young adults (two women and one man) sitting on a blue metal bench at a train station. They are all smiling and looking towards the camera. The man on the right is holding a smartphone up to take a selfie. They are dressed in casual, contemporary clothing. In the background, a white train with orange and blue accents is visible. A train conductor in a dark uniform and cap stands in the open doorway of the train. The word "Tuolahuut" is partially visible on the side of the train in orange lettering. The overall scene is bright and cheerful, suggesting a fun travel experience.

RESOLUTION 19-2018
A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
AWARDING AN ON-CALL CREATIVE, DESIGN AND MEDIA STRATEGY
SERVICES CONTRACT

WHEREAS, LAVTA requires the services of a qualified firm to provide on-call Creative, Design and Media Strategy Services on an needed basis; and

WHEREAS, the agency issued a Request for Proposals (RFP) for On-Call Creative, Design and Media Strategy Services #2018-05; and

WHEREAS, LAVTA has evaluated the proposals received and the evaluation committee determined the proposal received from Celtis Ventures, Inc. to be the preferred responsive and responsible proposer; and

WHEREAS, LAVTA intends to enter into contract with Celtis Ventures, Inc. to provide a range of marketing services including strategic planning, copywriting, design, production, marketing support, and other related marketing tasks requested in the RFP; and

WHEREAS, work shall be issued on a task order basis as outlined in the Request for Proposals #2018-05 and the vendor shall complete the services within the time frame and budget specified in each task order; and

WHEREAS, funds for this contract shall be within the annual Budget authority adopted by the Board of Directors;

NOW, THEREFORE BE IT RESOLVED, by the Board of Directors of the Livermore Amador Valley Transit Authority that the LAVTA Board authorizes the Executive Director to enter into a two-year contract with Celtis Ventures, Inc. for on-call creative, design and media strategy services, from the effective date of the contract; and

BE IT FURTHER RESOLVED that the Board authorizes the Executive Director to execute three optional extension years at LAVTA's sole discretion for on-call creative, design and media strategy services.

PASSED AND ADOPTED this 10th day of September 2018.

Scott Haggerty, Chair

Attest: _____
Michael Tree, Executive Director

AGENDA

ITEM 6

STAFF REPORT

SUBJECT: Fixed Route Passenger Satisfaction Survey 2018

FROM: Cyrus Sheik, Senior Transit Planner

DATE: August 27, 2018

Action Requested

This is an informational item only.

Background

LAVTA conducts an annual on-board survey to assess passenger satisfaction with respect to soft-product delivery in areas such as bus cleanliness and driver courtesy. Specifically, the results of the surveys are used to calculate service quality standard indicators upon which the operations contractor's annual incentives are based. Both fixed route as well as paratransit riders are surveyed; this report discusses the results from the fixed route survey.

Methodology

This year's survey was conducted during the months of May and June 2018, and was undertaken by the agency's own customer service staff as well as operations contractor staff. The surveyors rode various routes and asked each boarding passenger if they would like to complete a Wheels customer satisfaction survey. Surveyed trips were focused on the trunk routes #10 and #30, but also included surveying the shorter local routes. Also, for the second year in a row, school tripper routes were included in the surveying roster. A total of 400 completed surveys were received.

The survey questionnaire (Attachment 1) was based on the standard customer service survey LAVTA uses each year, and was provided to passengers in English and Spanish.

Survey Results

The full tally of the 2018 survey results is shown in Attachment 2. The core component in the survey is a series of quality-of-service aspects that respondents are asked to grade on a scale of 1-5, such as schedule adherence, cleanliness of buses, and driver courtesy. The remainder of questions addresses rider profile, such as age and household income. As the 2018 survey was identical to ones undertaken in recent years, trend comparisons can be made.

Quality of service: As in recent years past, respondents this year gave the Wheels service fairly high marks on quality-of-service aspects, as indicated by their scoring on a 1-5 scale where 1 is the worst and 5 is the best. From the total set, the service quality aspects were given a 3-point grading or better by 95% of the respondents, a 4-point grading or better by 84%, and a 5-point grading by 57% or better of those surveyed.

These results appear to be indicative of a high degree of customer satisfaction with the Wheels soft product overall. The average rating across all quality-of-service scorings was 4.35; the same as last year. The area that was rated the highest (4.6) was regarding feeling safe when riding the bus, while the lowest (4.0) was in the area of whether services operate on time. The average scores within the nine individual quality areas probed in the survey saw little trend change from last year, where out of nine aspects probed, two were positive, two were negative, and five were the same compared with last year.

As in all years that the current survey format has been used, all quality rating areas continued to receive scores equaling or exceeding the agency-adopted goal of 4.0. The table below summarizes the quality-of-service scores given by passengers in this year's survey about Wheels; an additional decimal was added to the total in order to illustrate the virtually exact overall average recorded in the survey of this year versus last year.

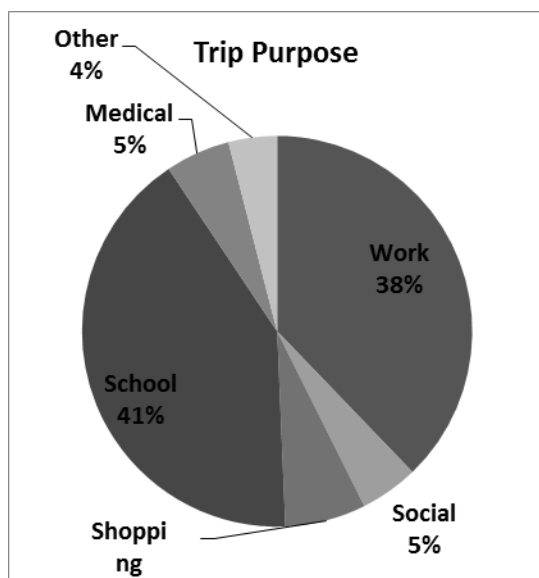
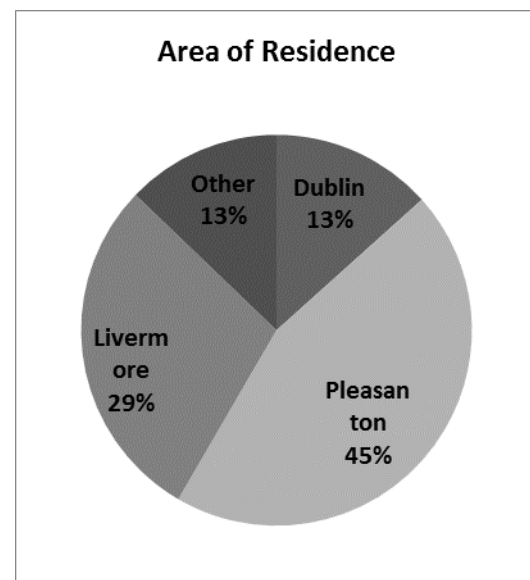
Quality Ratings	1	2	3	4	5	Avg	Last yr
Service operates on time	2%	7%	23%	29%	39%	4.0	4.0
Feel safe when riding the bus	1%	1%	6%	20%	73%	4.6	4.6
Drivers are helpful and friendly	2%	4%	12%	28%	55%	4.3	4.3
Route / service information easy to use	1%	3%	8%	22%	66%	4.5	4.3
Buses are clean and well maintained	1%	2%	8%	28%	61%	4.5	4.3
Transit Center is safe and secure	1%	4%	9%	26%	60%	4.4	4.4
Bus stops clean and well maintained	1%	5%	14%	32%	48%	4.2	4.3
Customer service staff friendly and helpful	2%	4%	11%	26%	57%	4.3	4.5
Overall opinion of Wheels service	1%	1%	9%	41%	49%	4.4	4.4
Total						4.35	4.35

Respondents' General Profile

As previously indicated, the main purpose of the survey is to obtain passengers' grading of the quality aspects indicated above. Staff's experience from years past is that the sample in general does not substantially affect what level of scores are obtained because most of the factors (driver courtesy, the cleanliness of buses and bus stops, the ease of using route information, etc) are systemwide issues and apply somewhat independently of route and time of day.

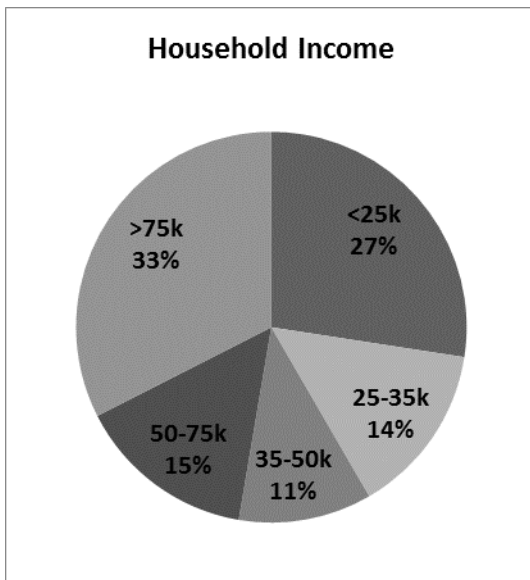
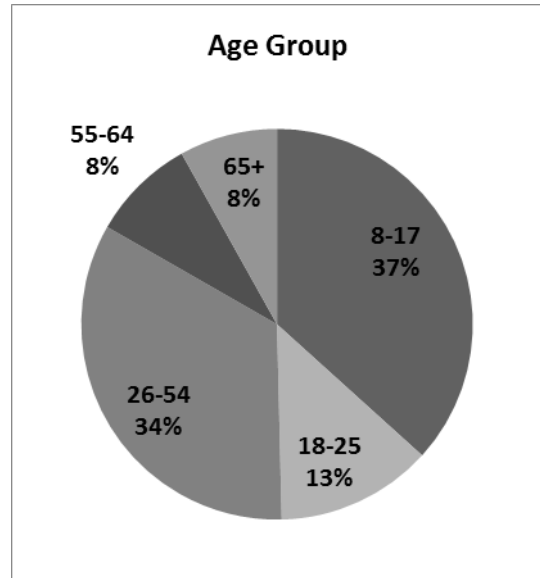
However, the survey also asks a few basic supplemental questions related to rider profile, such as age, household income, and area of residence. The results from those questions are more dependent on the routes surveyed, and as such are not to be interpreted to be from a statistically valid sample. For instance, the extent of surveying onboard the Wheels school-tripper routes may skew the overall results in areas such as respondent age and trip purpose. With this as an important background, here are nonetheless the total tally from all respondents' answers to the supplemental questions.

Area of residence: About 87% of survey respondents stated that they live in the Wheels service area. The distribution by city here likely reflects the routes that had a lot of surveys done on them, including Route 30R and several of the school tripper routes, especially in Pleasanton: the latter city was stated by 45% of respondents as their residence, while 29% and 13% stated living in Livermore and Dublin, respectively.



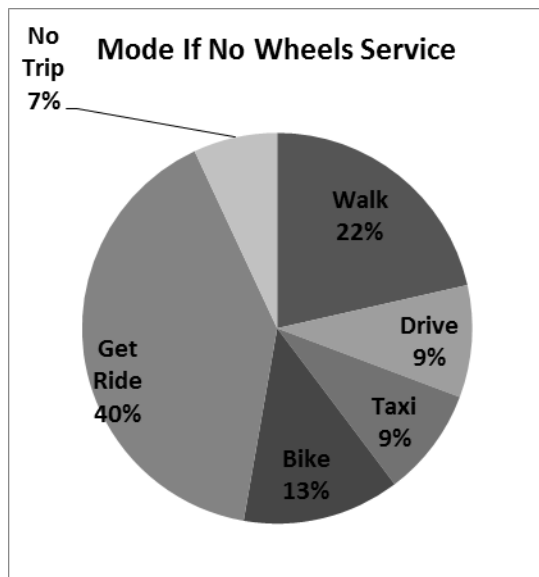
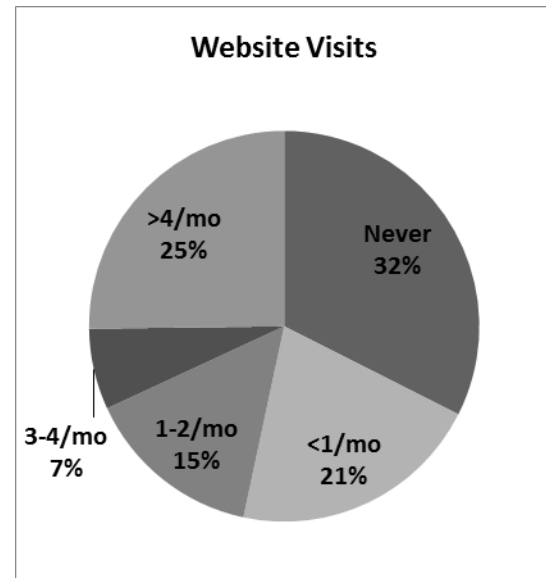
Trip purpose: About equal proportions of passengers surveyed indicated “school” and “work”, respectively as their trip purpose, at 41% and 38%, respectively. Other categories such as medical, social, or shopping were each indicated by 7% or less of respondents. This is an indication that the Wheels service is relatively little used for discretionary trips.

Age: Also likely due to the extensive surveying of the Wheels school-focused routes, respondents aged 17 or under were broadly represented among those surveyed; at 37% of all responses received, while 47% were of ages 18-54. Consistently with what has been observed in prior surveys, middle-aged and senior riders have a modest presence; this year, only 16% percent of respondents stated their age as 55 or older. And out of this group, only 8% of the total survey were age 65+.



Household income: When asked about annual income, about a quarter of riders indicated household earnings of less than \$25,000 per year, while a third indicated earnings of more than \$75,000, the highest bracket in the survey. It is likely that this is reflective of the average mainline Wheels rider being from low-income household, while riders on school-focused routes come from a cross-section of households more typical of averages in the service area. The remaining 40% of respondents stated that they fell within the middle \$25,000 to \$75,000 earnings categories.

Wheels website visits: About one-third of respondents stated that they never consult the Wheels website, while the remainder indicate using the website with at least some frequency. On the upper end of the spectrum, a core group of one-quarter of respondents indicated being frequent visitors to the website at more than four times a month. This general distribution has been steady for the past several survey years.



Trip without Wheels: Passengers were asked how they would have made their current trip, if at all, without the bus. Notably, nearly all respondents (93%) indicated that they would have been able to get around using other means, while only 7% stated that they would not have made the trip. This continues a multi-year shift away from passengers that imply that they have no other options. Of the 93% that indicated alternative means to get around, 40% (percentage points) stated that they would have gotten a ride from someone, 22% stated that they would have walked, while the remaining responses were about 10% each for driving, biking, or using a taxi or ride-hailing service. The high percentage of “get a ride” responses came largely from

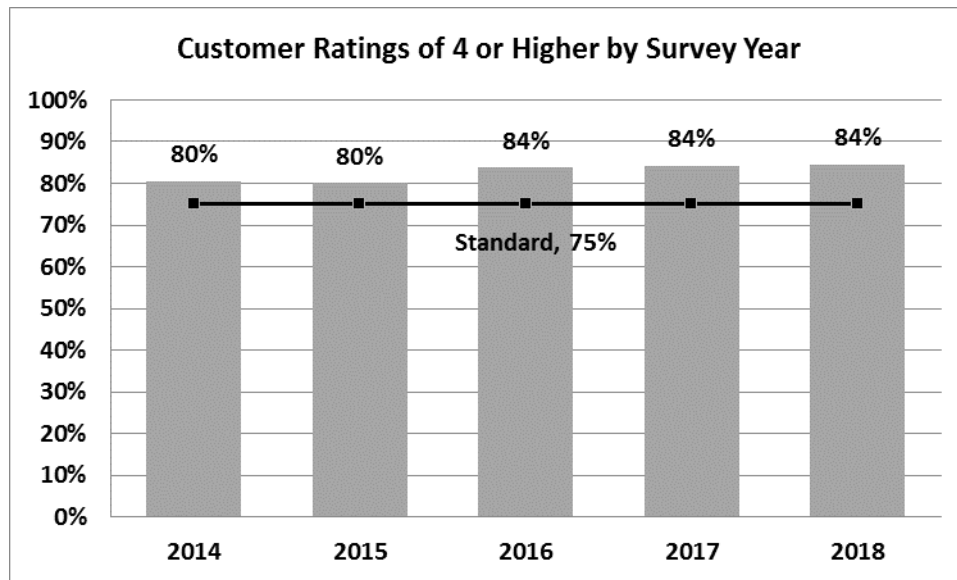
student respondents.

Open comments: 259 of the 400 passengers surveyed took the opportunity to provide open-ended comments at the end of the survey form, with respondents covering a large variety of topics. On the operational end, many commenters focused on the perceived lack of timely service and of drivers being discourteous or rude. On service-related comments, many respondents expressed a frustration with the weekend service; many also brought up issues about system/network connectivity and frequency.

The entire set of open-ended comments received is shown in Attachment 3.

Recent-Years Trend Comparison

The following chart shows the five-year trend for overall customer satisfaction, as well as compares it to the agency's standard of receiving an average score of 4 or better from 75% of survey respondents. In this year's survey, 84% of the total pool of scores received were 4 or 5. This is the same level as that seen in the two prior years, and higher than the level seen in the preceding two years prior to that. For all five survey years shown in the table, the agency standard of 75% has been met.



Remarks / Summary

As the results described above show, the Wheels fixed route service delivery is continuing to receive nominally high remarks in all quality-of-service aspects that are probed in the annual on-board passenger survey, and the average respondent this year scored the service quality very similarly across the board compared with last year. As indicated above, the item that received the highest rating this year was in the area of passengers feeling safe while riding the bus (4.6), while the item that received the lowest relative rating was the on-time performance of buses (4.0).

On the latter, Staff notes that the nominal improvement in the agency's on-time performance (OTP) metric does not appear to have moved the dial positively in terms of passengers' perception of the service's timeliness. Over the past two years, the measured systemwide OTP has increased from 80.2% to 84.3% (preliminary), yet passengers' average scoring in this category went down from 4.1 to 4.0 within the same timeframe.

The Wheels ridership base continues to a significant extent to be from low-income households, although not on the school-focused routes. Also, as the responses to the trip-without-Wheels question indicate, most riders stated that they would have had alternative means of getting to their destination and are not captive to the service.

Past studies have indicated that the Wheels ridership base is relatively young, and has a high turnover rate in terms of ridership. The conducting of this year's and last year's survey while schools were still in session (as opposed to previous years' surveys) makes it difficult to draw firm trend conclusions on age trends, but other surveys and observations indicate that the Wheels ridership base continues to be relatively young. And senior riders (individuals aged 65 or over) still represent a small ridership group in the Wheels fixed route system.

Recommendation

None – information only.

Attachments:

1. Survey form (English version)
2. Detailed summary of results
3. Open-ended comments

1. Which general area do you live? Check ONE.

☐ Pleasanton ☐ Dublin ☐ Livermore
☐ Other (please specify): _____

2. Please rate Wheels Service using a scale of 1-5, with 1 being the worst (strongly disagree) and 5 being the best (strongly agree).

Question	Score (1-5)
Transit services operate on-time	
I feel safe when riding the bus	
Drivers are helpful and friendly	
Route / Service Information is easy to use	
Buses are clean and well-maintained	
Transit Center is safe and secure	
Bus Stops are clean and well maintained	
Transit Center (& Telephone) staff are friendly and helpful	
Overall opinion of Wheels service	

3. What was the main purpose in making your trip today? Check ONE.

☐ Work ☐ School
☐ Social Visit ☐ Medical
☐ Shopping ☐ Other (please specify: _____)

4. What is your age?

☐ 8-17 ☐ 55-64
☐ 18-25 ☐ 65+
☐ 26-54

5. What is your annual household income?

☐ Under \$25,000
☐ \$25,000-\$34,999
☐ \$35,000-\$49,999
☐ \$50,000-\$74,999
☐ \$75,000+

6. How often do you visit www.wheelsbus.com?

☐ 5 or more times in the last month
☐ 3-4 times in the last month
☐ 1-2 times in the last month
☐ Less than once per month
☐ Never

7. How would you have made your current trip without the bus? Check ONE.

☐ Walk ☐ Bike
☐ Drive myself ☐ Get a ride
☐ Take a taxi ☐ I would not have made this trip

Please provide Wheels Management with your thoughts on how our service works for you and/or how we may improve our service.

WHEELS – ENCUESTA PARA LOS PASAJEROS

Ruta _____

1. ¿En qué área general vive usted? Marque UNA.

_____ Pleasanton _____ Dublin _____ Livermore
_____ Otra (por favor especifique): _____

2. Por favor califique el Servicio de Wheels usando una escala del 1 al 5, siendo 1 lo peor (completamente en desacuerdo) y 5 siendo lo mejor (completamente de acuerdo).

Pregunta	Puntuación (1-5)
Los servicios de transporte operan a tiempo	
Me siento seguro cuando viajo en el autobús	
Los conductores son útiles y amigables	
La información sobre la Ruta/el Servicio es fácil de usar	
Los autobuses son limpios y bien mantenidos	
El Centro de Transporte (Transit Center) es seguro y tiene resguardo	
Las paradas de autobuses son limpias y bien mantenidas	
El personal del Centro de Transporte (y del teléfono) son útiles y amigables	
La opinión general sobre el servicio de Wheels	

3. ¿Cuál fue el propósito principal al hacer su viaje el día de hoy? Marque UNA.

_____ Trabajo _____ Escuela
_____ Visita Social _____ Visita Médica
_____ De compras _____ Otro (por favor especifique): _____

4. ¿Cuál es su edad? Marque UNA.

_____ 8-17 _____ 55-64
_____ 18-25 _____ 65+
_____ 26-54

6. ¿Cuántas veces visito nuestra página web www.wheelsbus.com?

_____ 5 o más veces en el último mes
_____ 3-4 veces en el último mes
_____ 1-2 veces en el último mes
_____ Menos de una vez en el último mes
_____ Nunca

5. Su ingreso anual es:

_____ Menos de \$25,000
_____ \$25,000-\$34,999
_____ \$35,000-\$49,999
_____ \$50,000-\$74,999
_____ \$75,000 y más

7. ¿Cómo hubiera realizado este viaje sin el autobús?

_____ A pie _____ En bicicleta
_____ Conducir mi vehículo (carro) _____ Conseguir alguien que me lleve
_____ Taxi _____ No hacia este viaje

Por favor provea a la Administración de Wheels sus pensamientos sobre cómo trabaja nuestro servicio para usted y/o cómo podemos mejorar nuestro servicio.

1. Area of Residence

Dublin	Pleasanton	Livermore	Other	Tot resp
51	172	110	49	382
13%	45%	29%	13%	

2. Quality Rating

	1	2	3	4	5	n/a	Avg Score	Total Responses Received
Service operates on time	9	26	89	114	153		4.0	391
Feel safe when riding the bus	3	4	22	79	286		4.6	394
Drivers are helpful and friendly	6	15	47	109	217		4.3	394
Route / service information easy to use	2	12	33	85	260		4.5	392
Buses are clean and well maintained	3	7	30	111	241		4.5	392
Transit Center is safe and secure	4	15	33	99	230		4.4	381
Bus stops clean and well maintained	5	18	55	124	187		4.2	389
Customer service staff friendly and helpful	8	14	41	93	204		4.3	360
Overall opinion of Wheels service	3	4	33	154	185		4.4	379

Quality rating from above as percentages:

	1	2	3	4	5	Avg Score	Last year	
Service operates on time	2%	7%	23%	29%	39%	4.0	4.0	391
Feel safe when riding the bus	1%	1%	6%	20%	73%	4.6	4.6	394
Drivers are helpful and friendly	2%	4%	12%	28%	55%	4.3	4.3	394
Route / service information easy to use	1%	3%	8%	22%	66%	4.5	4.3	392
Buses are clean and well maintained	1%	2%	8%	28%	61%	4.5	4.3	392
Transit Center is safe and secure	1%	4%	9%	26%	60%	4.4	4.4	381
Bus stops clean and well maintained	1%	5%	14%	32%	48%	4.2	4.3	389
Customer service staff friendly and helpful	2%	4%	11%	26%	57%	4.3	4.5	360
Overall opinion of Wheels service	1%	1%	9%	41%	49%	4.4	4.4	379
						4.35	4.35	

3. Trip Purpose

Work	Social	Shopping	School	Medical	Other	Tot resp
141	18	25	154	20	15	373
38%	5%	7%	41%	5%	4%	

4. Age

8-17	18-25	26-54	55-64	65+	Tot resp
145	51	133	34	32	395
37%	13%	34%	9%	8%	

5. Income

<25k	25-35k	35-50k	50-75k	>75k	Tot resp
87	45	35	47	103	317
27%	14%	11%	15%	32%	

6. Website Visits

Never	<1/mo	1-2/mo	3-4/mo	>4/mo	Tot resp
121	78	55	25	94	373
32%	21%	15%	7%	25%	

7. Trip without Wheels?

Walk	Drive	Taxi	Bike	Get Ride	No Trip	Tot resp
74	32	31	45	139	24	345
21%	9%	9%	13%	40%	7%	

Total surveys received = 400

General Comments
Overall, it's good.
I would really appreciate if Wheels could schedule a later bus coming back from school. Currently, the later bus is 4:02, but 4:30 would work much better.
The way students don't have to worry about transportation really helps many families deal with their schedules.
Good
Good
The bus is very good, according to me*
There was a driver on the 4:06 bus on Friday the 11 that threatened to throw me and 5 other 14/15 year-olds off the bus for being too loud. While I agree some of the children were being disruptive, it was rude and unprofessional to threaten us using crude and vulgar language. Though we are teenagers, we are paying customers and should be respected as such.
Your service is pretty ok but I feel that the new 501 route leaving DHS is a bit unnecessary.
Maybe have backup drivers in case one is late and mark irregular school days such as finals week so the bus won't be 2 hours late.
The drivers need to leave on time even though people are late, screw them, same block.
Have more school buses per route so students won't have to stand.
It's pretty convenient, but the return trip takes significantly longer.
Have more buses so people don't have to stand.
I have the transit app but it doesn't really work so maybe keep that updated.
Bus is repeatedly late; misses stops.
If late by 10+ min, don't charge! This year, the bus has been late 10+ min for at least six times where I had to run home and wake up my sleeping parents! It only happened three times in middle school.
Just come on time.
Some of the drivers are horrible. You need a standard driver for each route.
The buses aren't often late but when they are, they're really late.
I've been using it for three years and never had a problem.
Just don't be a late.
It's great bus sometimes we are late to school because of the bus.
Bus not on time on Wednesday late-start days.
It does its job. It's constantly and reliably late, which is fine because it's predictable. But lately, it's been coming late enough to drop us at school after the bell once per two weeks or so. Also our bus stop (tennis park) is overgrown, and we sometimes have to walk through a small bush to get to the bus.
Wheels is perfect. Sometimes the bus comes 15-20 mins late, but only if there's traffic or another understandable reason.
Some drivers are rude. Sometimes really early or late.
The problem I have had multiple times was how late or how early the bus arrived. The time arrived or departed should be consistent but other than that everything was fine.
I can't check the accurate arriving time of my bus. It's too irregular.
The bus isn't usually late, but when it is, it's very late.
The bus comes really late pretty often, which delays students to school. And on some occasions, it is delayed to the extent when students reach only after school starts. The bus needs to be more punctual by picking us up b/w 7:20-7:30.
More time management.
Maybe have a bus that comes at 8am on Thursday as well Wednesday. (605)
This only happens rarely but some drivers have had bad attitude, so maybe a reminder of their work ethics.
Thursday is now a late day at Amador; it would be nice if the bus came later too. (605)
Bring turkey repellent. Turkeys are savage and hate the bus.
Very useful, and I use it a lot.
Buses arrive on time.
It's good but on Thursdays, Amador has a late-start day; it is the same as Wednesday but the bus doesn't accommodate this so we get to school an hour early.
Helpful and handy. If they could come a bit earlier in the morning. Right on time.
Maybe improve on your app because sometimes they don't work and I don't know when the bus will get to my stop.
Keep up the good work; thanks for the service.
Sometimes on our bus ride the kids do bad things and invade other people's space.
It works ok.
It works pretty well, but most of the time the bus is late.
I think that Wheels is safe and that some drivers are nice. It's also fun but sometimes it gets here late.
Because our 605 is not as good as Ruby Hill, and because it does not ride the bus at the time.*
Trash can in back.
It's good enough.
The service is fine but improvement is needed. Meanwhile, kids are misbehaving and inappropriate acts are being displayed on the bus.
Perhaps have your buses be slightly more punctual. Sometimes, they are too late or too early, which makes it somewhat unpredictable.
It gets me to school on time.
It comes on time most of the time and it gets me to school and takes me back. It is never on time the way back from school.
I think that taking the bus is efficient; however, it were on time more often.
This bus is okay.
Do a better job stopping horseplay on the bus.
It is good, but maybe the drivers could be a bit friendlier.
I like that it is simple to ride. But maybe it could be more consistent with time.
The bus is fine, it's just if comes late after school has ended.

Make the bus leave at 3:11 on Wednesday and Thursday. (611)
The Wheels program is great, and in my opinion there are no improvements.
I like it as is.
The school routes are very useful for students living far from the schools, but it would be even better if the am bus on route 611 would run on Thursday morning at the correct time. Other than that, I have no complaints about the bus!
Overall, it's efficient, but they're not always on time.
Everything is fine.
Service is good but drivers are rude sometimes.
Have the bus come on time every day.
Maybe just being on time more, although it doesn't affect me much.
Good.
The way Wheels Management service is, is it is very well clean; the drivers are friendly and they are almost always on time.
Try to come earlier. More space in bus. Air conditioning.
For the 610 line, make sure the bus doesn't arrive 45 minutes late. It has done this multiple times. Also, try using Febreze or some odor-cleansing product to freshen the air.
You can have a set time when you come.
Be on time after school.
It is good.
Buses are (?) even though pay full price or around 2\$, as well as that the bus has a 10+ more people on the way home than it can carry.
It is good overall but - no offense to the bus drivers - but they can get cranky.
Just improve bus stops.
Every once in awhile we have a bus driver that drives too fast.
Overall, service is great, however bus drivers could be friendlier.
I think you have good service.
Best service in the world.
The service is efficient. *
Service is good; wish bus ran more frequently, like on the weekdays for Saturday/Sunday service.
I like riding Wheels. *
Everything is alright!
The #580X bus needs to start at 4-4:15a. We need a bus or shuttle service to Livermore VA; I'm a veteran. Thank you.
Add more frequent service on weekends. More Clipper card adds.
Add arrows to ID bus stops at Livermore Transit Center. Or larger signs.
Everything is great; only complaint is that the bus drivers can be pretty rude occasionally, they should be polite always and remember that the riders are guests and should be treated with respect.
Let some drivers know to be aware to check if the commuter properly sat before starting / driving again.
The times I have used it I am comfortable, I use it for me it is good service. *
Doing good.
Extremely happy on the Wheels bus service. They are doing an amazing job.
Overall great service; keep up the good work!
All good.
It's great overall!
That it should run more often at night. *
It works fine.
Sometimes there are drivers who are not aware of the safety of their passengers. They start moving fast without seeing to it if their passengers are already in good sitting position. Or cause mild accident of falling down to floor.
Improve, in some cases. Since I have had some experiences 1) at times they are slow, 2) I have not gotten off at my stop (on two occasions). And of ani, I congratulate as two drivers who have always been friendlier. *
Keep up the good work. All positive.
Request 24-hour service.
Weekend service could be increased a bit more; that helps.
Love it; best bus service I have ever been on.
I wish we had the old system, going the 10 to the Mall.
More conv work stops in industrial work areas.
Expecting the transit service will operate on time; otherwise everything is good.
Can't complain; gets me to where I need to be.
For me the service is good; I have no complaints.
More 580X service late into the morning on weekdays.
The service is good and quality. If there were any discounts for girls larger than 6, it would facilitate the service to more families with fewer resources. *
Please make sure that the schedules are followed. Buses are usually late.
Mostly, the timing is very close to connecting trip.
I feel everything is good. Wheels giving better service than transit. I feel very comfort.
Need more service to Walnut Creek, San José, and Fremont.
It's expensive if I'm paying \$2 to ride 1-2 miles. It's the same price as riding all the way to Bart in Dublin, which is about 10 miles. Price should be per mile - ex, on Bart it charges you when you exit - price changes based on distance to destination.
Too expensive - no monthly discount for monthly pass. If two trips per day, and same price for any distance.
Increase frequency on weekends.
Excellent! Love the AC, rides are safe and on time!
In the weekends, we are getting too little service. Otherwise, everything is good.
I am thrilled with the addition of the 15-min 30R line! Wish it ran more often on weekends. Also, love the USBs + outlets in the newer buses. Drivers are very friendly and drive well.

In general, it's good. *
I ride the train, it works great for me.
Some sort of discount pass for people who are receiving state benefits. Music maybe.
Give drivers sensitivity training - most drivers are awesome but some are not.
I'm very thankful for the kind workers, buses / stops / transit center safer. There's a lot of drug use or shady people.
For me, it's good. The hours and the service. *
A toilet at Transit Center.
Very good service; recommend for everyone.
Drivers arriving to bus stops on time. I usually take the 10R and the 30R, and they run late often. Also, if they ran more often on weekends.
I enjoyed Wheels management because I really like how the service works, for me.
Your services are well appreciated by me, except the recent change in schedule at night on #15 from Springtown does not favor me, but thanks for your good service.
The service on the bus is great because it is always on time.
I think you can improve your service by adding more seats on every bus. And also more seats at the bus stops.
You have a good service; all I will say.
Most drivers are kind but the bus is never on time.
It is overall a pretty good experience.
Overall a great service, except the bus drivers can be not so friendly as the person driving today.
It works pretty good for me.
Works good for me.
You guys should have more friendly drivers.
Make the rule about "ladies first", not a rule the drivers can make. It does not change where everyone sits usually, and it seems rude to men.
It's ok.
Bus stops should have the times of when they are arriving so we know if it's delayed (not the times on paper).
It's pretty nice.
Sometimes you guys are early, sometimes not. But overall, nice job.
You're doing a great job, and I value your continued help in getting around town.
It's very convenient, thank you!
Please add more bus on weekend, thank you...
Please provide higher 10R service levels on weekends. *
The stops need to be cleaner, and staff should have a little more patience.
The buses can come faster, and the bus stops can be cleaner.
Grateful for the option. Loud passengers on their phone is my one complaint.
I work at night and I live on East Avenue, but I have to walk every day, from East Avenue to the Transit Center because they do not match the hours of 30R with 10R, for me at night it is as if there are no bus 30R this it happens to me when I come from my home to work it was better before the schedule is my opinion. *
Would like #10 to go to East Avenue like before. Weekend service every half-hour would be better.
Good service. Schedules are a little off sometimes.
We, our friends, and family ride the bus forever amen considered all a blessing. We have a lot to be thankful for. Love the bus and taxis and drivers. Be kind to one another.
Only thing I want you to do is to all our buses inside are good even though it is a small road and find difficult to walk because bus stop is far. Increase buses frequency, like bus #3 every 5 min.
There should be more stops with seating and cover from sun and rain. Also, there are a lot of times that I arrived late because of the bus running late.
Service is very useful, but some bus stops are very dirty.
Service comes late in the morning, which makes me miss Bart train and makes late to office.
Route #1 is always late coming --- in the afternoon. Miss connection w/Bart. Should coordinate with Bart.
They are great! Maybe buses every 15 min.
The #70X service in the evenings need to be improved. Can have better drivers and use shortcuts if possible to get through the traffic at peak hours. For ex, 530 bus show up till 540 in the evening.
My only complaint is that the services like Google maps think the #70X stop at Walnut Creek not Pleasant Hill, which makes them not helpful in my commute. I have to plan my route manually everytime.
Pick up at East County Hall of Justice seems erratic. --- schedule.
I believe everything is fine and well prepared for people in need of a ride.
Sometimes the Bart is late and the bus leaves before I arrive. If it possible to change the time from 9:02 to 9:05-07?
The bus should departure after the Bart arrived in 5 minutes. So we won't miss the bus. Thanks.
Wheels service is great! Keep doing the awesome job! Thanks.
Please, the schedule for the weekend, not enough hours.
I do not have any, everything is fine for me. *
Working on time, be nice.
To me if I like the service, the drivers are very friendly, before I passed Chabot Street and Yano passes, I would like it to happen again. *
Should have bus service at least every 15 mins; 30 mins is too long to wait when you miss a bus.
I want the route #70X to have a one early schedule in the afternoon to Pleasant Hill.
I like Wheels.
Good service, no need any improvement.
Service works for me but always finding to change ways to shop buses to mall keep changing too often.
If possible, would like to see bus frequency increased to every 15 mins on all routes during peak hours.
Hate the #8 bus. Working till 10pm. Not 8pm.
Wheels bus is great and always on schedule.

Weekend service needs to be same as weekdays.
I would like it if the #14 and #3 ran more often, it would make my commute to work easier. Also, the #14 is always late.
I think good service. *
Bus left without me one time. Either it wasn't supposed to stop or didn't care. Got left on hold when I tried to find out how.
Frequency of Route #2 [should] be increased to at least half-hourly. Thanks.
The buses run every hour late at night. I notice a number of riders wanting ---. They should run every half-hour to accommodate riders late into the night at Bart.
Maybe clocks and arrival estimates at all stops. Time is very important to me.
That # 30. Spend the weekends every 30 minutes, please.
It needs to be improved.
We wish better service on weekends.
Extend #11 route from Las Positas / First to Transit Center.
Works out great. I'm vision impaired so it is helpful and they accommodate my large service dog. :) The #8 is always late in the morning.
I've used this service before, and I'm comfortable with it.
Requesting a transfer with a student id should return.
I like the bus because it is easy to use.
I don't use it enough to assist with this info.
It is convenient to just hop on to and go places. Cheap, easy, and useful.
Rt #30R service is great, easy to use, very frequent, mostly on time. Keep up the great service. Thanks!
I really like to use the bus because I feel safe, and they are always on time. It is really comfortable to take Wheels transportation.
Very safe and well maintained.
Being on time.
The schedule could be more accurate and possibly have adjustments due to traffic.
There aren't any stops within walking distance to my house.
I don't take the bus often enough to suggest changes to service. Overall, very pleased when taking the R30; never taken any other line.
Previously they had angry drivers and now they are very kind or helpful. Thanks for improving your service. *
Bring back #15B, more service to Springtown. Route the #10 to the Mall or [provide] more Mall service. Make sure buses connect, example 30/10 run wait the -- once buses that don't -- to people who need to connect.
Give ticket pass at Bart station. Give concession for educational visits to Library to adults not in formal school bus still studying. Thank you.
Shelter at stops maybe put parties stops name at online not matching.
More info on connecting bus services.
Doing great. :)
It's very good.
Buses need to run on Saturdays and Sundays every 30 minutes because there are people who need them. *
Everything is good.
Better scheduling, maintenance of schedule accountability, better customer service.
It's fine, the people are nice. But I would like it if it was more on time at night during 730-930.
Maybe each bus stop says next arrival time digitally. Hold drivers accountable to the schedule via customer relations.
Until now, I haven't had a problem with the service.
I really like the fact that it runs every 15 minutes. It helps with times on school schedule. One less stress to worry.
I'm a new customer, but so far things have been great.
Thanks for asking, I'm not a driver. I was satisfied with the prior AllNighter 810 service to Livermore. Money meter. No drink. I'm a good customer and I'm AC Transit day.
Paper transfers are better than the new ticket transfers.
Make new routes for better access.
Need buses every 10 minutes.
More access to west Dublin.
It's good.
Keep on rolling!
Buses leave Bart early; drivers need to be more aware of passengers running to stops.
You guys do a great job! More frequency of buses on the weekend.
Route 15 buses that are more frequent on weekends. *
No issues.
Wheels have been very helpful.
More friendly drivers.
Would like Route 1 back to Rose Pavilion.
Please work on improving the 10R service.
Works pretty well! Some buses are late our early, though, which can make me late to work if I miss one or if the bus is late.
It is good service.
Keep it going, it seems to work.
First time using the service. So far, so good.
If the bus stops have the updated schedule for all buses in the route it will be great. A digital signage can also be helpful.
I take this, as parking at Bart is a problem. But I would say to advertise more this route so more people take the bus and avoid cars.
Thank you for your service.
Sometimes the bus is so late I miss my Bart train.
Just maintain service quality standards. *
Good service.

I use the service to make appointments and services for my business.
My survey answers are general. I don't have a car. I depend solely on the bus. The back seats of ten buses are gross. Positive note: notice cleanliness improvement of Route 15 buses. Timeliness is worse this survey period. This past week, for example: Three no-show buses. Many drivers are not checking bus at route's end. Some drivers are resting rather than driving to Dublin side. I have missed my connection several times.
Put more security at the Transit Center. *
It really help get from one place to another.
Would the #10 to go through East Ave like before. And weekend service more often, not just once an hour.
Drivers be more friendly.
If see old people away from stop.
I like to use the service regularly. I twice had an incident where driver passed --- me ---. I like it and use it almost daily.
I try to use the bus whenever I can. Weekdays are ok but weekends the buses run so infrequently that I resort to using my car.
Good.
Great!
I appreciate the bus service; just wish the stops weren't so far apart, especially bus #8 where a stop can be closer to Case & Valley.
Long walk to get to bus stop.
Great service but needs power plugs for phones and devices on bus.

*Translated from Spanish

AGENDA

ITEM 7

STAFF REPORT

SUBJECT: Memorandum of Understanding between the City of Dublin and the Livermore Amador Valley Transit Authority for the Shared Autonomous Vehicle Testing Project.

FROM: Jonathan Steketee, Customer Service and Contract Compliance Manager

DATE: August 27, 2018

Action Requested

Staff requests that the Projects and Service Committee recommend approval of the memorandum of understanding between LAVTA and the City of Dublin to the LAVTA Board.

Background

LAVTA is finalizing plans for testing of its shared autonomous vehicle (SAV) on City of Dublin public roadways. Recently, the City of Dublin received grant funds to improve infrastructure with the SAV testing area, to include improvements at six (6) traffic signals. The technology project will communicate with SAVs, LAVTA buses and other vehicles and will enhance bicycle and pedestrian safety in the testing area.

Discussion

The proposed memorandum of understanding coordinates our SAV project with the City of Dublin's infrastructure project and allows for testing of new technology on LAVTA buses.

Fiscal Impact

Funds for this project are included in a grant awarded to LAVTA from the Bay Area Air Quality Management District and an IDEA fund grant awarded to the City of Dublin.

Recommendation

Staff requests that the Projects and Service Committee recommend the approval of the memorandum of understanding between LAVTA and the City of Dublin to the LAVTA board.

Attachment:

1. Proposed Memorandum of Understanding between City of Dublin and LAVA in Regards to SAV Testing

**MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF DUBLIN AND THE
LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY FOR THE SHARED
AUTONOMOUS VEHICLE TESTING PROJECT**

THIS MEMORANDUM OF UNDERSTANDING (MOU) is entered into as of _____ 2018, by and between the CITY OF DUBLIN (CITY), a municipal corporation of the State of California, and the LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY (LAVTA), a joint exercise of powers authority established pursuant to California Government Code Section 6500 et seq.

RECITALS

- A. The California Legislature enacted AB 1444, which provided authority for testing Shared Autonomous Vehicle (SAV) in Dublin through May 1, 2018.
- B. The California Department of Motor Vehicles has adopted new regulations that have allowed further testing along public streets beyond the May 1, 2018 sunset date of AB1444.
- C. LAVTA is in the process of finalizing the testing plan for its SAV project and would like to initiate the testing.
- D. CITY and LAVTA have agreed to implement SAV testing along public streets in the general vicinity of the East Dublin/Pleasanton BART Station (the "TESTING SITE").
- E. CITY received grant funding in the amount of \$385,000 from Metropolitan Transportation Commission (MTC) through the Innovative Deployments to Enhance Arterials (IDEA) program to support the SAV testing and to enhance bicycle and pedestrian safety in the vicinity of the TESTING SITE.
- F. CITY and LAVTA, in cooperation with MTC, desire to implement SAV testing and coordinate on grant funded improvements at a total of six (6) signalized intersections ("PROJECT"). The PROJECT will allow signal equipment to communicate with SAVs, LAVTA buses, and other vehicles.
- G. The PROJECT will be implemented by CITY with coordination and support from LAVTA.
- H. LAVTA represents that it has \$966,000 in funds from the Bay Area Air Quality Management District committed and available for the implementation of the SAV testing in CITY and part of this funding will be used to acquire and make available the SAV for the PROJECT.
- I. MTC, in coordination with CITY, has prepared various PROJECT documents including a Scope of Work for a consultant to design and implement the PROJECT.

- J. LAVTA represents that it will support CITY in completing the PROJECT.
- K. City will waive encroachment permit fees associated with the PROJECT.
- L. LAVTA, as part of its participation in the PROJECT, is ready and able to contribute staff time and resources through the design, construction and operational phases of the PROJECT.

NOW THEREFORE, the Parties hereby agree as follows:

**SECTION I
PROJECT DESIGN, CONSTRUCTION AND ADMINISTRATION**

A. LAVTA AGREES:

- 1. To cooperate in reviewing PROJECT procurement documents, and the construction contract documents.
- 2. To designate a LAVTA representative, at its own expense, to work with CITY in coordinating all aspects of the PROJECT including planning, engineering, construction and installation work.
- 3. To cooperate in CITY's implementation of the MTC's IDEA grant, including any SAV vehicle testing data sharing as permitted by the law and as requested by CITY's SAV consultant for the sole purpose of implementing the PROJECT.
- 4. To acquire and make available a SAV for the PROJECT.
- 5. To assist in implementing communications between the PROJECT equipment and the SAV. This may include testing of equipment at off-site facilities used by LAVTA for the SAV testing in CITY.

B. CITY AGREES:

- 1. To pay for all costs associated with the design and construction of the PROJECT, except for the work that is being performed under MTC's contract relating to the development, design, and construction of the PROJECT.
- 2. To cooperate with LAVTA and its staff, agents, in planning, designing, constructing, testing, and implementing the PROJECT.

3. To designate, at its own expense, a CITY representative to work with LAVTA in coordinating all aspects of the PROJECT including planning, engineering, construction and installation work.

SECTION II MISCELLANEOUS PROVISIONS

PARTIES MUTUALLY AGREE:

1. Upon CITY completing and accepting all work on the PROJECT under this MOU, ownership and title to materials, equipment and appurtenances in relation to the PROJECT installed on LAVTA buses will automatically vest in LAVTA. No further agreement will be necessary to transfer ownership. LAVTA will be the sole owner and will be responsible for operation and maintenance of all PROJECT equipment installed on LAVTA buses as part of the PROJECT.
2. Nothing in the provisions of this Agreement is intended to create duties or obligations to or rights in third parties, or affect the legal liability of either party to the Agreement by imposing any standard of care with respect to the development, design, construction, operation, improvement or maintenance of public facilities different or greater than the standard of care imposed by law.
3. Neither LAVTA, nor its directors, officers and employees, shall be responsible for any damage, loss, expense, costs or liability occurring by any act or omission by CITY under or in connection with any work, authority or jurisdiction delegated to CITY under this Agreement. It is understood and agreed that, pursuant to Government Code Section 895.4, CITY shall fully defend, indemnify and save harmless LAVTA and its directors, officers and employees from all claims, suits or actions brought for or on account of injury (as defined in Government Code Section 810.8) occurring by reason of any act or omission by CITY under or in connection with any work, authority or jurisdiction delegated to CITY under this Agreement.
4. Neither CITY, nor its officers and employees, shall be responsible for any damage, loss, expense, costs or liability occurring by reason of any act or omission by LAVTA under or in connection with any work, authority or jurisdiction delegated to LAVTA under this Agreement. It is understood and agreed that, pursuant to Government Code Section 895.4, LAVTA shall fully defend, indemnify and save harmless the CITY, and its officers and employees from all claims, suits or actions brought for or on account of injury (as defined in Government Code Section 810.8) occurring by reason of act or omission by LAVTA under or in connection with any work, authority or jurisdiction delegated to LAVTA under this Agreement.
5. The PARTIES shall work together in the spirit of good faith and cooperation to successfully implement this Agreement. To the extent there are disagreements between the CITY and LAVTA, those disagreements shall immediately be raised between the parties. Prior to initiating any legal action, the parties hereto agree to meet in good faith to attempt to resolve any dispute.

6. If any term or provision of this Agreement, or the application of any term or provision of this Agreement to a particular situation, shall be finally found to be void, invalid, illegal or unenforceable by a court of competent jurisdiction, then notwithstanding such determination, such term or provision shall remain in force and effect to the extent allowed by such ruling and all other terms and provisions of this Agreement or the application of this Agreement to other situations shall remain in full force and effect. Notwithstanding the foregoing, if any term or provision of this Agreement or the application of such material term or condition to a particular situation is finally found to be void, invalid, illegal or unenforceable by a court of competent jurisdiction, then the parties hereto agree to work in good faith and fully cooperate with each other to amend this Agreement to carry out its intent.
7. Either the CITY or LAVTA may terminate this Agreement upon 60 days prior written notice to the other party.
8. This Agreement and all work performed thereunder shall be interpreted under and pursuant to the laws of the State of California.
9. Neither party may assign or delegate any of its rights or obligations hereunder without first obtaining the written consent of the other.
10. This Agreement shall commence as of the date entered and shall continue in effect until the parties reach a mutually agreeable date for termination of the Agreement after all work required by this Agreement has been completed.
11. All of the terms, provisions and conditions of the Agreement hereunder, shall be binding upon and inure the parties hereto and their respective successors, assigns and legal representatives.
12. This Agreement represents the entire agreement of the parties with respect to the subject matter hereof, and all such agreements entered into prior hereto are revoked and superseded by this agreement, and no representations, warranties, inducements or oral agreements have been made by any of the parties except as expressly set forth herein, or in other contemporaneous written agreements. This Agreement may not be changed, modified or rescinded except in writing, signed by all parties hereto, and any attempt at oral modification of this Agreement shall be void and of no effect.

LIVERMORE AMADOR
VALLEY TRANSIT
AUTHORITY

CITY OF DUBLIN

Chris L. Foss
City Manager

RECOMMENDED FOR APPROVAL

RECOMMENDED FOR APPROVAL

Gary Huisingh
Public Works Director

APPROVED AS TO FORM

APPROVED AS TO FORM

General Counsel

John Bakker
City Attorney

Dated:

Dated:

AGENDA

ITEM 8

STAFF REPORT

SUBJECT: BART Early-Morning Service Plan and Bus Bridge

FROM: Cyrus Sheik, Senior Transit Planner

DATE: August 27, 2018

Action Requested

Approve in concept the request by the BART District for LAVTA to operate an early-morning bus bridge route on weekdays between the East Dublin / Pleasanton and Bay Fair stations, and direct staff to negotiate a draft agreement with BART District that fully compensates LAVTA for the additional services rendered.

Background

The San Francisco Bay Area Rapid Transit District (BART) has embarked on a multi-year program to rehabilitate aging infrastructure, including track replacements and seismic upgrades to the Transbay Tube and other line sections. In order to be able to carry out the necessary work, the District plans to increase its night time out-of-service window by starting the service day on weekdays one hour later in the morning, systemwide. The change, which is anticipated to take effect in February 2019 and to last for 3 ½ years, would see the train service ramp-up begin at 5AM as opposed to the current 4AM.

Discussion

The BART District estimates that approximately 2,900 riders would be impacted across its system by starting the weekday service one hour later. Although this number is small compared with total BART ridership, the profiles of the early-morning riders tend to be that of lower-income commuters who lack alternative means of getting to their jobs. With that in mind, the District has reached out to all BART-connecting bus transit operators and asked for their potential participation in a regional bus bridge network.

The early-morning bus bridge network would serve 9 of the 48 BART system stations, including *one* of the two Tri-Valley stations – (East) Dublin/Pleasanton. Most, but not all, routes would operate to the new Salesforce Transit Center (STC) in downtown San Francisco, and would be point-to-point express service with no intermediate stops. The map on the following page shows the conceptual network:



The BART District staff has proposed two routes from the East Dublin/Pleasanton station – one that would go nonstop to the STC in the City, and one that would go nonstop to the Bay Fair BART station in San Leandro. The route to the STC would operate eight (8) inbound trips and no outbound trips, while the route to Bay Fair would operate two (2) inbound and two (2) outbound trips each weekday morning.

Of those two routes from Dublin/Pleasanton, *BART would only be asking LAVTA to provide the operation of the service to Bay Fair*, while AC Transit would be asked operate the longer route to SF/STC. Details are subject to finalization, but the basic assumptions are for the Bay Fair service running approximately between 3:40a and 5:40a each weekday morning, requiring two buses to operate. This service is not anticipated to add to the peak vehicle requirement for LAVTA, as it occurs in the early hours prior to ramp-up of the local Wheels and Rapid service, to which the buses can then be linked (interlined).

The following table outlines the basic parameters of the proposed route between East Dublin/Pleasanton and Bay Fair:

POTENTIAL LAVTA-OPERATED BUS BRIDGE TO BAY FAIR	
General service parameters	
<i>Days operated</i>	Weekdays, starting February, 2019
<i>Hours of operation</i>	3:40a--5:40a
<i>Frequency / # trips</i>	30 min, 2 roundtrips
<i># Buses</i>	2
<i>Termini</i>	E Dublin/ Pleasanton BART Bay Fair BART
<i>via</i>	(nonstop freeway express)
<i>Fare</i>	Regular Wheels fixed route local fare

Budget

BART has stated that it will draft proposed agreements with bus bridge operators such that they cover the full cost of providing the service. In order to keep agreements simple and manageable, no separate fare structure would be required; rather, LAVTA would be able to apply its own local fare, the revenues from which would be credited back to BART.

LAVTA staff's internal estimate shows that the service would require approximately 4.3 gate-to-gate vehicle hours per day – or 1,100 hours annually – to operate. Typically, a LAVTA billable service rate would be based only on revenue time; however, due to the large proportion of deadhead time involved with this type of service, the regular revenue hour rate would likely not be suitable; rather an agreement would entail a blended rate of revenue and deadhead time that represents fair compensation to LAVTA.

Next Steps

Should the Committee approve in concept LAVTA's participation in the early-morning bus bridge as outlined above, Staff would proceed to discuss a business agreement with BART for this purpose, and return to the full Board with a final recommendation. Due to the relatively limited time remaining for an 02/2019 start, BART staff is planning to go to their Board in September to request authorization for the General Manager to enter into agreements with the bus operators, with signing targeted for November.

Recommendation

Approve in concept the request by the BART District for LAVTA to operate an early-morning bus bridge route on weekdays between the East Dublin / Pleasanton and Bay Fair stations, and direct staff to negotiate a draft agreement with BART District that fully compensates LAVTA for the additional services rendered. It is anticipated that the draft agreement would be considered by the LAVTA Board at a future meeting.

AGENDA

ITEM 9

STAFF REPORT

SUBJECT: Renaming of the Wheels Accessible Advisory Committee (WAAC)

FROM: Kadri Klm, Paratransit Planner

DATE: August 27, 2018

Action Requested

It is requested that the LAVTA Projects and Services Committee recommend renaming the Wheels Accessible Advisory Committee (WAAC) to the Tri-Valley Accessible Advisory Committee (TAAC), and forward this recommendation to the LAVTA Board of Directors for approval.

Background

In the past the Wheels Accessible Advisory Committee (WAAC) has discussed renaming of the committee at their meetings in 2006 and 2010, and at both times the committee members chose to retain the current name.

Discussion

In light of the recent rollout of LAVTA's new logo that states "Tri-Valley Wheels" WAAC members recommended the name of the committee to be revisited to see whether there was any interest amongst the committee members in changing the name. The WAAC members discussed renaming the committee at their May meeting and voted to change the name at their July, 2018 meeting. The name Tri-Valley Accessibility Advisory Committee with the acronym TAAC received the most votes.

Prior to the creation of the WAAC, LAVTA's Accessibility Committee was known as the Paratransit Technical Advisory Committee (PTAC)

The neighboring agencies' accessibility committee names are:

- East Bay Paratransit - Service Review Advisory Committee (SRAC)
- Central Contra Costa Transit Authority – The County Connection Advisory Committee
- AC Transit – Accessibility Advisory Committee (AAC)
- SF Muni – Paratransit Coordinating Council (PCC)
- BART – BART Accessibility Task Force

Recommendation

Approve renaming the Wheels Accessible Advisory Committee (WAAC) to Tri-Valley Accessible Advisory Committee (TAAC), and forward this recommendation to the LAVTA Board of Directors.

AGENDA

ITEM 10

FY2019 Goals, Strategies and Projects

Last Updated – August 20, 2018

MANAGEMENT ACTION PLAN (MAP)

Goal: Service Development Strategies (those highlighted in bold indicate highest Board priority) 1. Provide routes and services to meet current and future demand for timely/reliable transit service 2. Increase accessibility to community, services, senior centers, medical facilities and jobs 3. Optimize existing routes/services to increase productivity and response to MTC projects and studies 4. Improve connectivity with regional transit systems and participate in Valley Link Project 5. Explore innovative fare policies and pricing options 6. Provide routes and services to promote mode shift from personal car to public transit						
Projects	Action Required	Staff	Board Committee	Target Date	Status	Task Done
Strategic Plan/Long Range Transit Plan (Agency's 30 Year Plan)	<ul style="list-style-type: none"> RFP Award of Contract Consideration of Changes 	DP	Projects/ Services	Nov 2018 Feb 2019 May 2019	→ New Project	
Review of Fixed Routes	<ul style="list-style-type: none"> RFP Award of Contract Consideration of Changes 	DP	Projects/ Services	Nov 2018 Feb 2019 May 2019	→ It's been 24 months since the Wheels system redesign. This project will review the performance of the system since the redesign and recommend changes. New project	

<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"> Award of Contract Public Outreach Approval of Recommendations 	ED	Projects/ Services	Nov 2016 Jun 2017 Feb 2019	→ Nelson/Nygaard awarded contract. Public meetings held in June. LAVTA Board presentation made in September. Second round of workshops completed in November. City of Pleasanton analyzing data with near future meeting set on May 11th. <u>City cancelled meeting. Awaiting new date to meet.</u>	X X
Fare Study	<ul style="list-style-type: none"> Draft Fare Study Public Hearings Board Approval 	PD	Projects/ Services	May 2017 Sept 2018 Oct 2018	→ Draft Fare Study for fixed route complete. F&A reviewed in May. Decision made to hold study results to see ridership trends on fixed route and paratransit study fare recommendations. <u>Nelson/Nygaard updated Fare Study. Board set Public Hearings in September. Board to consider in October.</u>	X
Hacienda Pass	<ul style="list-style-type: none"> Review Pass Program Work with Hacienda on Improving the Program 	ED	Finance/ Admin	Oct 2018 Jun 2018	→ New Project	
Transit Signal Priority Upgrade Project in Rapid Corridors	<ul style="list-style-type: none"> Engineering Work Finish Project 	DP	Projects/ Services	Oct 2017 Mar 2019	→ Grant by TVTAC approved. Board approved MOU with Pleasanton. Board approved engineering contract with Kimley Horn. <u>Design done. Submitted to Cities for review. Equipment purchase in Nov and install in Feb/March.</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>
Go Dublin Discount Program	<ul style="list-style-type: none"> • Explore use of Uber WAV • Secure additional funding • Develop long-term strategy 	ED	Projects/ Services	Nov 2018 Jun 2019 Jun 2019	→ <u>Program continuing into FY2019. Contact made with Uber and MV to discuss Uber WAV in Dublin (MV provides wheelchair accessible rides through Uber). City of Dublin to provide funding for FY2019. Looking to obtain additional funding sources.</u>	
Dublin Service Plan	<ul style="list-style-type: none"> • Explore use of articulated buses 	DP	Projects/ Services	Nov 2018	→ Nelson/Nygaard looking at merits of LAVTA operating articulated buses.	
SAV Project	<ul style="list-style-type: none"> • Complete storage facility/electrical • Work through first set of tests • Seek long-term funding for project 	CM	Projects/ Services	Nov 2018 Jun 2019 Jun 2019	→Working with BART on storage and electrical. Also evaluating options should BART not work out. LAVTA Contract Manager up-to-speed on project and scheduling first of monthly project meetings with partners to evaluate 12-month plan of work.	
Advanced Intelligent Intersection Project	<ul style="list-style-type: none"> • Install equipment on buses • Evaluate performance of project 	CM	Projects/ Services	Jun 2019 Jun 2020	→City of Dublin funded. Working with City and MTC on scope of work and procurement of equipment.	

<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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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 Upgrades	<ul style="list-style-type: none"> More fully develop Better Way to BART section of website 	PD	Projects/ Services	Dec 2018	→ Board considering creative design/marketing contract in September	
App Development	<ul style="list-style-type: none"> Mobile Ticketing App Improve integration on CityMapper Mobile Ticketing in Transit and CityMapper 	PD	Projects/ Services	Feb 2019	→ Working with City Mapper and Transit apps on requirements for integration of mobile ticketing. Creating RFP for mobile ticketing.	
LAVTA Rebranding Project	<ul style="list-style-type: none"> Bus stop sign replacement with new branding. 	PD	Projects/ Services	Jun 2019	→ Replace bus stop signs throughout service area with newly branded bus stop signs. Replace stencil stops with bus stop sign.	

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>
Individualized Marketing	<ul style="list-style-type: none"> Award Contract Marketing Review of Results 	PD	Projects/ Services	Jan 2019 May 2019 Jun 2019	→ Targeting Pleasanton high density housing areas along Rapid near BART	
N Canyons Parkway Rapid Bus Stop Project	<ul style="list-style-type: none"> Begin planning/engineering work Improvements to site Relocation of shelters 	FD	Projects/ Services	May 2017 Jun 2018 Aug 2018	→ FTA grant to upgrade stops in this corridor to Rapid style. Engineering work done. Bids came in high. Board rejected all bids. Bid re-advertised. Board awarded project in November. <u>Construction near completion.</u>	
Pleasanton SmartTrips Corridor Rapid Bus Stop Project	<ul style="list-style-type: none"> Engineering work Award of construction contract Finish project 	FD	Projects/ Services	Nov 2017 Apr 2018 Jun 2018	→ ACTC grant received to upgrade stops in this corridor to Rapid style. Board awarded engineering to Kimley Horn in November. Bus shelter type is next step. Project award in April. 35% design completed. <u>65% design completed. Awaiting approval by City.</u>	
Replace Shelters Past Useful Life That Are On Livermore Routes	<ul style="list-style-type: none"> Identify shelters Install 	FD	Projects/ Services	Nov 2016 Apr 2018	→ Shelters identified. 10 shelters delivered. No bids for install received. Rebid. Board approved contract with Hammercraft Construction in March. Contract signed. <u>Negotiating task order for North Canyons Parkway project to install/refresh Rapid</u>	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>
					<u>shelters.</u>	
Security Cameras On Paratransit Vehicles	<ul style="list-style-type: none"> Award Bid Install 	ED	Projects/ Services	Dec 2018 Feb 2019	→ New Project	
<p>Goal: Community and Economic Development</p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> 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 						
<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>
TMA Development in Dublin	<ul style="list-style-type: none"> Develop guidelines in partnership with City of Dublin 	PD	Finance Admin	Oct 2019	→ Working with TMAs to draft program and agreements for City of Dublin to consider	
TOD Development	<ul style="list-style-type: none"> Assist City in creating a master plan for the area around transit center in City of Livermore 	PD	Project/ Services	Jun 2018	→ After finishing Historic Depot project staff will schedule a meeting to continue discussions with City staff on this future project.	
<p>Goal: Regional Leadership</p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> 1. Advocate for local, regional, state, and federal policies that support mission of Wheels 2. Support staff involvement in leadership roles representing regional, state, and federal forums 3. Promote transit priority initiatives with member agencies 4. Support regional initiatives that support mobility convenience 						
<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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<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>
Valley Link	<ul style="list-style-type: none"> • Provide staff support 	ED	Projects/ Services	Jun 2019	→ Staff continuing to provide support. Board consideration of what level of ongoing support to be ongoing discussion throughout fiscal year.	
Dublin Parking Garage	<ul style="list-style-type: none"> • Provide staff support in administering the grant • Provide support for evaluation of bus circulation near project for inter-regional connections 	ED	Projects/ Services	Jun 2019	→ Staff meeting with County and Caltrans and CalSTA to support the project.	
Calendar Year Legislative Plan	<ul style="list-style-type: none"> • Creation of Legislative Plan and review/approval by the Board and provide support for key legislation. 	ED	Finance/ Admin	Feb 2018	→ F&A committee looked at draft legislative plan in January 2018. Board approved 2018 Legislative Plan in February. <u>Session concluding. Report to be made to Board. Prop 6 watch.</u>	

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>
ViewPoint Software	<ul style="list-style-type: none"> • Staff to complete development of software w/Trapeze. 	ED	Projects/ Services	Mar 2019	→ Meeting with Trapeze in September to evaluate current status of software development	

<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>
Contract Management	<ul style="list-style-type: none"> Implement quarterly and annual contractor audits Develop staff field observation reports and process Implement regular reviews of system performance 	ED	Projects/ Services	Sept 2018 Oct 2018 Oct 2018	→ New project for Contract Compliance Manager. Audits and reports and review procedures under development.	
Explore Quality of Life Opportunities for Workforce	<ul style="list-style-type: none"> Explore opportunities to enhance quality of life to retain workforce 	FD	Finance/ Admin	Feb 2019	→ New project. Report to be made to the Board in February for implementation.	
Continue Planning of Atlantis Operating & Maintenance Facility	<ul style="list-style-type: none"> Review previous conceptual planning and recommendations. 	FD	Finance/ Admin	Apr 2019	→ Currently LAVTA is out of office space. Review of plans to take place in late fall early spring for recommendations to the Board in April	
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>
FY18 Comprehensive Annual Financial Report	<ul style="list-style-type: none"> Complete financial audit and all required reporting to Board, local, regional and state agencies. 	DF	Finance/ Admin	Nov 2018	→ Anticipate audit in September. Review of audit at F&A in October and presentation to LAVTA Board in November.	X

AGENDA

ITEM 11

LAVTA COMMITTEE ITEMS - August 2018 - December 2018

Projects & Services Committee

August

	Action	Info
Minutes	X	
On-Call Creative, Design and Media Strategy Services	X	
MOU SAV Testing Project	X	
FR Passenger Survey		X
Early-Morning Bus Bridge	X	
Renaming the WAAC	X	

September

	Action	Info
Minutes	X	
Quarterly Operations Report		X
Passenger Surveys	X	

October

	Action	Info
Minutes	X	
Winter Service Changes (effective February)	X	
Fare Policy Final Recommendation	X	
Mobility Forward Draft Recommendation	X	
DAR Customer Satisfaction Survey		X

November

	Action	Info
Minutes	X	
Quarterly Operations		X
Mobility Forward Final Recommendation	X	

December

	Action	Info
Minutes	X	

*Typically December committee meetings are cancelled