

EXECUTIVE DIRECTOR'S REPORT

October 2019

Fixed Route Ridership

In the 1st Quarter of fiscal year 2020, fixed route ridership has increased significantly, with an 8.4% increase in July, an 8.0% increase in August and a 16.6% increase in September compared to the same months last year. Our average weekday ridership in September was 8,007, which was the first time we have exceeded the 8,000 mark since November 2008, 129 months ago. Ridership gains on our Dublin and Pleasanton school services account for approximately half of the increase and increased ridership by Las Positas students accounted for another 10% of the growth.

The 4th quarter of fiscal year 2019 included two months with slight ridership gains over FY18 and one month (June) with a decline in ridership compared to the previous year. Overall, ridership was slightly down by 2,459 rides (0.6%) over the quarter. Accidents increased by two, but featured no major physical damage or bodily injury. Finally, complaints saw a slight increase of 5 as compared the 4th quarter a year ago.

Mobility Forward

Staff continues to work with the City of Pleasanton on the recommendations from the Mobility Forward study that was completed in 4th quarter of 2019. Highest on the priority list is the implementation plan for LAVTA to assume all ADA paratransit service in Pleasanton from Pleasanton Paratransit. Study anticipates completing this transition by the end of the fiscal year.

Shared Autonomous Vehicle Project

The Authority received notice that the National Highway Transportation Safety Administration (NHTSA) has authorized the right for LAVTA to operate its shared autonomous vehicle (SAV) in Dublin. Staff is currently working with Transdev on final site preparations for testing of the SAV, which should occur over the next 60-90 days.

Award for LAVTA's Jonathan Steketee

Mass Transit Magazine has published its annual "Top 40 Under 40" list, which honors outstanding young individuals making a name in the public transit industry. The list recognizes individuals for their industry contributions, demonstrated capacity for innovation, demonstrated leadership, and a commitment to making an impact in transit. This year, our Customer Service & Contract Compliance Manager Jonathan Steketee made the list and will be featured in an upcoming issue of Mass Transit.

Veterans Day Ice Cream Social

This year, for the first time, we will be hosting an ice cream social to honor LAVTA's veterans. The event will take place on Wednesday November 6 from 11:00am-3:30pm in the drivers' break room. Board members are encouraged to attend.

New Customer Service Module for Wheels Operators

Recently our fixed route contractor acquired a new and improved customer service module for Wheels operators. The following is the vision of the program:

“We will deliver the Best Customer Experience with Industry-leading Safety, Reliability, and Innovation.”

The ***Best Customer Experience*** training has been provided to all current operators and is ongoing in the monthly safety meetings. Additionally, new operators receive 3-4 hours of training as part of the new hire and training process. The focus is on the following (flyers in use at Wheels facility to reinforce the program are provided as attachments to this report):

Attitude: Keep a positive attitude no matter the situation. A positive attitude allows you to handle stress better and be able to come up with solutions more effectively. When dealing with customers, it's important to remember to not take things personally and to not let it affect your attitude.

Choice: We can choose to be friendly, patient and accepting and provide excellent customer service or we can choose to be indifferent and grumpy or even rude and uncaring. The choice is up to us.

Empathy: The ability to understand and share the feelings of others. We are in the business of people, and that requires an increased openness and sensitivity on our part.

Welcoming New Interns at LAVTA

Simran Saraan in marketing

Roxanne Bullanday in paratransit

Mikaela Honeycutt in accounting

Attachments:

1. Attitude Flyer
2. Choice Flyer
3. Empathy Flyer
4. FY2019 3rd Quarter Operations Report
5. Board Statistics August 2019
6. FY19 Upcoming Items