

# FY2019 Goals, Strategies and Projects

Last Updated – February 20, 2019

# MANAGEMENT ACTION PLAN (MAP)

| Goal: Service Development   |   |       |                    |                                      |  |            |
|---|---|-------|--------------------|--------------------------------------|--|------------|
| Strategies (those highlighted in bold indicate highest Board priority)  |   |       |                    |                                      |  |            |
| <ol style="list-style-type: none"> <li>1. <b>Provide routes and services to meet current and future demand for timely/reliable transit service</b></li> <li>2. Increase accessibility to community, services, senior centers, medical facilities and jobs</li> <li>3. <b>Optimize existing routes/services to increase productivity and response to MTC projects and studies</b></li> <li>4. <b>Improve connectivity with regional transit systems and participate in Valley Link Project</b></li> <li>5. Explore innovative fare policies and pricing options</li> <li>6. Provide routes and services to promote mode shift from personal car to public transit</li> </ol> |   |       |                    |                                      |  |            |
| Projects  | Action Required   | Staff | Board Committee    | Target Date                          | Status   | Task Done  |
| Short/Long Range Transit Plan   | <ul style="list-style-type: none"> <li>• RFP</li> <li>• Award of Contract</li> </ul>  | DP    | Projects/ Services | Mar 2019<br>May 2019                 | → <u>Scope of work being reviewed by P&amp;S Committee in March. On track for May award.</u>   |            |
| Network Integration Study   | <ul style="list-style-type: none"> <li>• RFP</li> <li>• Award of Contract</li> </ul>  | DP    | Projects/ Services | Mar 2019<br>May 2019                 | → New project 2019. Requirement of Dublin Parking Garage. <u>Scope approved by Caltrans. Being reviewed by P&amp;S Committee in March. On track for May award.</u>   |            |
| Comprehensive Paratransit Assessment  | <ul style="list-style-type: none"> <li>• Award of Contract</li> <li>• Public Outreach</li> <li>• Approval of Recommendations</li> </ul> | ED    | Projects/ Services | Nov 2016<br>Jun/Nov 2017<br>Jun 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. <u>Discussions continuing with City. Update to Committees in April.</u> | X<br><br>X |

| Projects   | Action Required  | Staff | Board Committee    | Target Date                       | Status   | Task Done   |
|--|--|-------|--------------------|-----------------------------------|--|-------------|
| Fare Study   | <ul style="list-style-type: none"> <li>Draft Fare Study</li> <li>Public Hearings</li> <li>Board Approval</li> </ul>                              | PD    | Projects/ Services | May 2017<br>Sept 2018<br>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. Public Hearings held in September. Board approved in October. Implemented in January.   | X<br>X<br>X |
| Hacienda Pass  | <ul style="list-style-type: none"> <li>Review Pass Program</li> <li>Work with Hacienda on Improving the Program</li> </ul>                       | ED    | Finance/ Admin     | Oct 2018<br>Jun 2019              | → Initial correspondence and meeting with Hacienda held. Upcoming meeting in <u>March</u> to continue discussions.   |             |
| Transit Signal Priority Upgrade Project in Rapid Corridors | <ul style="list-style-type: none"> <li>Engineering Work</li> <li>Finish Project</li> </ul>   | DP    | Projects/ Services | Oct 2017<br>Jun 2019              | → Grant by TVTAC approved. Board approved MOU with Pleasanton. Board approved engineering contract with Kimley Horn. Expect install of equipment in summer of 2019.  |             |
| Go Dublin Discount Program                                 | <ul style="list-style-type: none"> <li>Explore use of Uber WAV</li> <li>Secure additional funding</li> <li>Develop long-term strategy</li> </ul> | ED    | Projects/ Services | Nov 2018<br>Jun 2019<br>Jun 2019  | → Program continuing into FY2019. <u>Uber &amp; MV implemented Uber WAV in Dublin in December (MV provides wheelchair accessible rides through Uber). Final planning for Go Go Grandparent happening for concierge service if customer doesn't have a smart phone. <u>Legal review completed on concept of VISA debit cards with no loading fees through Walmart as option for those without a credit card. Grant application submitted for AQMD to consider funding for Go Dublin and potential expansion of program to Pleasanton and Livermore.</u></u> | X           |

| <i>Projects</i>                              | <i>Action Required</i>  | <i>Staff</i> | <i>Board Committee</i> | <i>Target Date</i>                                | <i>Status</i>   | <i>Task Done</i> |
|--|---|--------------|------------------------|---|---|------------------|
| Dublin Service Plan                          | <ul style="list-style-type: none"> <li>Explore use of articulated buses</li> </ul>  | DP           | Projects/ Services     | <u>Apr</u><br>2019                                | → Nelson/Nygaard looking at merits of LAVTA operating articulated buses. Report received. Final questions/answers being made/received. Anticipate discussion with committees in <u>April</u> .      |                  |
| SAV Project                                  | <ul style="list-style-type: none"> <li>RFP for program management</li> <li>Work through first set of tests</li> <li>Seek long-term funding for project</li> </ul> | CM           | Projects/ Services     | May<br>2019<br><br>Jul<br>2019<br><br>Jul<br>2019 | → BART working on storage and electrical. <u>Negotiations being held with GoMentum to close out contract. RFP advertised for future program management.</u>   |                  |
| Advanced Intelligent Intersection Project    | <ul style="list-style-type: none"> <li>Install equipment on buses</li> <li>Evaluate performance of project</li> </ul>   | CM           | Projects/ Services     | Jun<br>2019<br><br>Jun<br>2020                    | → City of Dublin funded. MOU approved between City and LAVTA. Working through FCC issues on the project.  |                  |
| Install and Upgrade Video System on Vehicles | <ul style="list-style-type: none"> <li>Install video cameras on paratransit vehicles</li> <li>Upgrade 20 video systems on Wheels buses</li> </ul>                 | ED           | Projects/ Services     | Jun<br>2019<br><br>Mar<br>2019                    | → Staff installed demo video system in paratransit vehicle. Awaiting completion of 90 day trial. Working on wireless download capability of equipment.<br>→20 buses upgraded with new video systems | X                |
| Amendment with MTM for Paratransit Services  | <ul style="list-style-type: none"> <li>Amend MTM contract to potentially require on-site dispatches</li> </ul>  | ED           | Finance & Admin        | March<br>2019                                     | → Staff working on contract amendment. . Potential contact amendment going to Committee in April for consideration.   |                  |

| Projects | Action Required | Staff | Board Committee | Target Date | Status | Task Done |
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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

| Projects                 | Action Required   | Staff | Board Committee    | Target Date                           | Status  | Task Done |
|--------------------------|---|-------|--------------------|---------------------------------------|---|-----------|
| Website Upgrades         | <ul style="list-style-type: none"> <li>• More fully develop Better Way to BART section of website</li> </ul>  | PD    | Projects/ Services | Jun 2019                              | → Project under development with Celtis.  |           |
| App Development          | <ul style="list-style-type: none"> <li>• Mobile Ticketing App</li> <li>• Improve integration on CityMapper</li> <li>• Mobile Ticketing in Transit and CityMapper</li> </ul> | PD    | Projects/ Services | April 2019                            | → Working with City Mapper and Transit apps on requirements for integration of mobile ticketing. Creating RFP for mobile ticketing. In final evaluation period. Report to Board in <u>April</u> on mobile ticketing app strategy. |           |
| LAVTA Rebranding Project | <ul style="list-style-type: none"> <li>• Bus stop sign replacement with new branding.</li> </ul>  | PD    | Projects/ Services | Jun 2019                              | → Replace bus stop signs throughout service area with newly branded bus stop signs. Replace stencil stops with bus stop signs. Spring/early summer project.   |           |
| Individualized Marketing | <ul style="list-style-type: none"> <li>• Award Contract</li> <li>• Marketing</li> <li>• Review of Results</li> </ul>  | PD    | Projects/ Services | May 2019<br>Aug/Sept 2019<br>Nov 2019 | → Targeting Pleasanton's high density housing areas along Rapid near BART. <u>P&amp;S Committee presentation on 2018 results of program in March. RFP being prepared for fall implementation of program.</u>                      |           |

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> |
|---|---|--------------|------------------------|--|--|------------------|
| N Canyons Parkway Rapid Bus Stop Project  | <ul style="list-style-type: none"> <li>• Begin planning/engineering work</li> <li>• Improvements to site</li> <li>• Relocation of shelters</li> </ul> | FD           | Projects/ Services     | May 2017<br>Jun 2018<br>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. Construction completed.                         | X<br>X<br>X      |
| Pleasanton SmartTrips Corridor Rapid Bus Stop Project   | <ul style="list-style-type: none"> <li>• Engineering work</li> <li>• Award of construction contract</li> <li>• Finish project</li> </ul>              | FD           | Projects/ Services     | Nov 2017<br><u>May 2019</u><br><u>Aug 2019</u> | → 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. Awaiting 100% design incorporating city comments. |                  |
| Replace Shelters Past Useful Life That Are On Livermore Routes  | <ul style="list-style-type: none"> <li>• Identify shelters</li> <li>• Demo/Install</li> </ul>   | FD           | Projects/ Services     | Nov 2016<br>Apr 2018                           | → Shelters identified. 10 shelters delivered. <u>MV to demo eight shelters and construct/install 8 shelters in March and April.</u>  | X                |
| <p><i>Goal: Regional Leadership</i></p> <p><i>Strategies (those highlighted in bold indicate highest Board priority)</i></p> <ol style="list-style-type: none"> <li><b>1. Advocate for local, regional, state, and federal policies that support mission of Wheels</b></li> <li>2. Support staff involvement in leadership roles representing regional, state, and federal forums</li> <li>3. Promote transit priority initiatives with member agencies</li> <li>4. Support regional initiatives that support mobility convenience</li> </ol> |   |              |                        |  |  |                  |
| <i>Projects</i>   | <i>Action Required</i>  | <i>Staff</i> | <i>Board Committee</i> | <i>Target Date</i>                             | <i>Status</i>  | <i>Task Done</i> |

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|---|---|--------------|------------------------|--------------------|---|------------------|
| Valley Link   | <ul style="list-style-type: none"> <li>• Provide staff support</li> </ul>   | ED           | Projects/ Services     | Jun 2019           | → Staff continuing to provide support. Agency working on Phase II of Feasibility Report and environmental work/30% design of Valley Link. MTC approved \$10.1M request in September. Phase II and Environmental work underway. To be completed in summer of 2019. Key issues include UP agreement, I-580 planning, BART connection, track planning to speed up train, governance and funding. |                  |
| Dublin Parking Garage   | <ul style="list-style-type: none"> <li>• Complete grant paperwork</li> <li>• Procure consultant for inter-regional express bus service planning as per Caltrans grant requirement.</li> </ul> | ED           | Projects/ Services     | Jun 2019           | → Staff meeting with County and Caltrans and CalSTA to support the project. Ground breaking held. Grant work on track. County finishing EIR work and will report to County Board in March. Scope of work approved by CalSTA/Caltrans for megaregion express bus study. RFP to be advertised in March  | X                |
| Calendar Year Legislative Plan  | <ul style="list-style-type: none"> <li>• Creation of Legislative Plan and review/approval by the Board and provide support for key legislation.</li> </ul>                                    | ED           | Finance/ Admin         | Feb 2019           | → F&A committee looked at draft legislative plan in January 2019 and Board approved in February.  | X                |
| <p><b>Goal: Organizational Effectiveness</b></p> <p><b>Strategies (those highlighted in bold indicate highest Board priority)</b></p> <ol style="list-style-type: none"> <li>1. Promote system wide continuous quality improvement initiatives</li> <li>2. Continue to expand the partnership with contract staff to strengthen teamwork and morale and enhance the quality of service</li> <li><b>3. Establish performance based metrics with action plans for improvement; monitor, improve, and report on-time performance and productivity</b></li> <li>4. HR development with focus on employee quality of life and strengthening of technical resources</li> <li>5. Enhance and improve organizational structures, processes and procedures to increase system effectiveness</li> <li>6. Develop policies that hold Board and staff accountable, providing clear direction through sound policy making decisions</li> </ol> |   |              |                        |                    |   |                  |
| <i>Projects</i>   | <i>Action Required</i>  | <i>Staff</i> | <i>Board Committee</i> | <i>Target Date</i> | <i>Status</i>   | <i>Task Done</i> |

| <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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|--|--|----|-------------------|----------|--|--|
| Explore Quality of Life Opportunities for Workforce            | <ul style="list-style-type: none"> <li>Explore opportunities to enhance quality of life to retain workforce</li> </ul> | FD | Finance/<br>Admin | Jun 2019 | → RFP to be released in Apr/May to have on call assistance for organizational  |  |
| Continue Planning of Atlantis Operating & Maintenance Facility | <ul style="list-style-type: none"> <li>Review previous conceptual planning and recommendations.</li> </ul>             | FD | Finance/<br>Admin | Apr 2019 | → Currently LAVTA is out of office space/bus parking 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"> <li>Complete financial audit and all required reporting to Board, local, regional and state agencies.</li> </ul> | DF           | Finance/<br>Admin      | Nov 2018           | → Audit performed. No findings. Board reviewed in November. | X                |