Report
February 2019

SmartTrips Tri-Valley Phase 2
Final Report

Livermore Amador Valley Transit Authority

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Executive Summary

SmartTrips Tri-Valley provided personalized transportation outreach to households and community near the Wheels 30R route. A team of trained Travel Advisors had conversations with residents and delivered to their door personalized information and support to help them try new ways of getting around.

Program Approach
SmartTrips Tri-Valley Phase 2 took a thoughtful and intentional approach to meeting residents in their neighborhoods and encouraging their awareness and enthusiasm for the high-quality transit services that run right through the heart of their communities.

It used an outreach approach based on a face-to-face conversation between a trained Travel Advisor and an individual resident. This technique, Personal Travel Planning (PTP), involves listening to the individual's needs, wants, and constraints and guides them towards a solution involving more active and environmentally friendly transportation choices. At the core of the Personalized Travel Planning method is the belief that the conversation between the Travel Advisor and the resident is instrumental in motivating individuals to commit to long term change in their travel behavior

A team of local outreach staff were hired for the on-the-ground implementation of door-to door PTP conversations. Travel Advisors were trained over a three-day period on PTP and the local transportation options.

Households within a 5-10 min walking distance from 30R stops were divided into zones and targeted for outreach. In Dublin, Travel Advisors focused on the residential units between Dublin Rd and Central Pkwy, and in Livermore two developments near the Las Positas College stop as well as the new Sage development.

There were twelve different transportation resources made available for the Travel Advisor team to promote to residents on the doorstep. Travel Advisors filled Smart Trips bags with the residents' requested resources and distributed the bags to household doorsteps.

Outreach
The team went door to door in the project area, first delivering a door hanger to inform each household of the upcoming visit, and then attempting to contact each household on up to three separate occasions at different times of the day and during the weekend.

Those who were found at home and agreed to speak with the team member were engaged in a short conversation, at the end of which the resident had the opportunity to request personalized transportation material to help them try different ways of getting around their neighborhood.

The SmartTrips team also did outreach to residents at the Dublin Farmer's Market and at the Dublin/Pleasanton BART Station. The team was also able to schedule one on-site event with a residential community.

Engagement Outcomes

Over 20% of households who received a door knock chose to participate in SmartTrips Tri-Valley, by holding a conversation with a travel advisor and requesting resources. An additional 1,409 people came into contact with the program through events held at BART, the Farmers' Market and one residential building event.

Participation varied by neighborhood, with some as high as 36% in Wexford at Irongate (Zone P) in Dublin and as low as 7% in Vineyard Terrance (Zone R) in Livermore. Dublin neighborhoods had an overall higher rate with 23% of contacted households participating as opposed to 15% in Livermore.

Project Results

To measure the impact that the SmartTrips Program had on bus ridership and broader travel behavior in the neighborhoods targeted for outreach, a post-program survey was administered to participants 3-4 months after the initial conversation with the Travel Advisor.

The survey demonstrated that program was very effective at encouraging residents to ride the 30R service. Key results include:

- 48% of SmartTrips participants tried the 30R Rapid Bus after speaking with a Travel Advisor;
- **Average bus trips among participants increased from 0.5 trips to 1.7 trips per week**;
- 70% of follow-up respondents indicated that they were somewhat or very likely to use the 30R in the future.
- Nearly 30% of post program participants increased the number of trips by bus they had taken in the past week. Those who did increase their bus usage took on average an additional 4 bus trips per week.
- **Boardings increased by 11% in the SmartTrips outreach zone from May-October 2017 to May-October 2018.**

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SmartTrips Tri-Valley

Our program aimed to increase ridership on the 30R Rapid Bus in Dublin and Livermore.

KEY STATS

2,687
Doors knocked

The team visited each door up to three times

1,168
Conversations

Travel Advisors spoke with residents about their travel options

545
Participants

20% of the doors knocked participated, receiving resources and information

KEY STATS BY CITY

Dublin

1,765
Doors knocked

411 (23%)
Participants

Livermore

922
Doors knocked

134 (14%)
Participants

RESOURCES DISTRIBUTED

We distributed...

404 30R Rapid Schedules

348 Neighborhood Maps

336 Clipper Cards

334 Wheels System Maps

An additional 1,327 30R Rapid Schedules & Neighborhood maps were distributed at East Dublin/Pleasanton BART Station.

OUTCOMES

48% of participants tried the 30R Rapid Bus after speaking with the SmartTrips team

70% of follow-up respondents indicated that they were somewhat or very likely to use the 30R in the future

Among participants, average bus trips increased from 0.5 to 1.7 trips per week

0.5
1.7

29% of respondents increased their weekly bus trips after speaking with a Travel Advisor

75% found the resources helpful

90% found the conversation helpful

WHAT WE HEARD

"My son started to take the bus every day to school after I spoke with the Travel Advisor. I drive less now because of it."

"I started using the bus because of my conversation with the SmartTrips team member. I really like the bus."

SmartTrips
Tri-Valley

1 Introduction

The SmartTrips Tri-Valley Program

SmartTrips Tri-Valley individualized marketing program provided targeted outreach to residents in the Tri-Valley area on behalf of the Livermore Amador Valley Transit Authority (LAVTA), with the key objective of increasing bus ridership along high frequency routes. SmartTrips aims to encourage residents living within walking distance of the Tri-Valley Rapid to take advantage of the improved bus service connecting to BART and make easy and convenient local trips in their neighborhood. Outreach is also an opportunity to inform residents of service improvements including increased frequency and new bus features such as WiFi and power outlets.

SmartTrips Phase 1, the past round of outreach, took place in 2017 and focused on the 10R Rapid route in Pleasanton. As a result of Phase 1, the average number of bus trips increased from 0.29 trips per week to to 1.5 trips per week. Bus ridership in Fall of 2017 had increased by 19% compared with the same time of year in 2015.

SmartTrips Phase 2 targeted communities within walking distance of the 30R Rapid bus route in Dublin and Livermore. SmartTrips outreach was delivered by a team of trained Travel Advisors (TAs) who held motivational conversations with residents, speaking with them about their current travel choices and transportation options. The SmartTrips team worked with participants to identify transportation options that could work for them and deliver to their door personalized information and support to help them try the bus. While conversations focused on promoting the bus services, the team spoke with residents about other ways of getting around such as walking and biking in their community; with the idea that these healthier travel behaviors can support openness to transit use, and more often than not are used by residents to connect from their homes to the bus stop.

SmartTrips Phase 2 Goals

The following project goals were set out for Phase 2 of the SmartTrips project:

- Increase 30R ridership by 15%
- Improve awareness of the 30R
- Reach out to 3,500 residents within the target area through either Household Visits, Events, or invitations to request information packets.

Report Structure

The purpose of this report is to lay out the development of the approach and examine the outcomes of that approach, both during implementation and the longer-term impacts of the conversations held within the community. Finally, recommendations are made for outreach to the Tri-Valley community in the future to more effectively engage with residents based on our team's experience on the ground. The report is organized as follows:

I. **Executive Summary:** a visual overview of the project.

II. **Project Approach:** outlines the process of project set-up including recruitment and training.

III. **Contact and Engagement Outcomes**: examines engagement rates for the project, the resources distributed, and success by neighborhood.

IV. **Project & Behavior Change Results:** measures the outcomes of the project in terms of bus ridership and self-reported behavior change from participants who complete a follow-up survey.

V. **Conclusions and Recommendations:** reflects on the experience of project implementation and makes suggestions for future rounds of outreach.

2   Project Approach

SmartTrips Tri-Valley Phase 2 takes a thoughtful and intentional approach to meeting residents in their neighborhoods and encouraging their awareness and enthusiasm for the high-quality transit services that run right through the heart of their communities. Understanding how conversation-based outreach could be most effective in these areas was at the core of developing the approach. During planning and implementation, the following factors were considered:

- *Where are the residents who have the most to gain from this service?*
    - A focus on households within walking distance of a 30R bus stop, and an examination of access to the stops when considering the street network.
- *Hiring a local team of outreach staff who are part of the community they are reaching out to.*
    - Leverage local knowledge, a staff who cares about the community, create long term local advocates.
- *Training in Motivational Interviewing techniques.*
    - Longer term impacts of the conversation encouraging residents to re-examine their habits.
    - Allows the team to learn from the community as they go and develop a stronger approach – identify reoccurring concerns / problems that can be addressed.
- *Timeline for the project.*
    - Shorten the implementation timeline to have a larger and more energetic outreach team.

The project team worked closely with LAVTA staff and consulted with City staff at both City of Dublin and City of Livermore to develop an approach that was responsive to each community. The Cities also supplied the team with letters of support, which were invaluable when dealing with inhospitable property managers or residents. Lessons learned from Phase 1 were used to improve the approach for Phase 2.

Target Area

The target areas for 30R outreach were neighborhoods in direct proximity to the route. Households within a 5-10 min walking distance from 30R stops on Dublin Blvd between Hacienda Dr and Fallon Rd in Dublin, and Portola Ave in Livermore. In Dublin, Travel Advisors focused on the residential units between Dublin Rd and Central Pkwy, and in Livermore two developments near the Las Positas College stop as well as the new Sage development.

An initial screening of the target neighborhoods in Dublin assessed how many residential units were expected in each area, given large scale new development, and which of those developments would be accessible for door knocks and which areas were inaccessible to the team.

Figure 1 Initial Target Area Map Showing Anticipated # of Households and Accessibility

In Phase 1 of the SmartTrips project, a key lesson learned was that residents within a ¼ mile buffer of the bus route were not necessarily a ¼ mile walk from the stops; in fact, the actual distance for bus access could be much further due to the circuitous nature of neighborhood streets. To be more aware of this barrier when approaching 30R communities, a network analysis was undertaken to determine the actual ¼ and ½ mile walksheds from the 30R stops. The results showed that only a small proportion of neighborhoods were within a ¼ mile walking distance (approx. 5 min walk), while many more of the target residents were actually within the ½ mile walking distance instead (approx. 10 min walk.)

Figure 2 Calculated Walkshed Based on Street Network
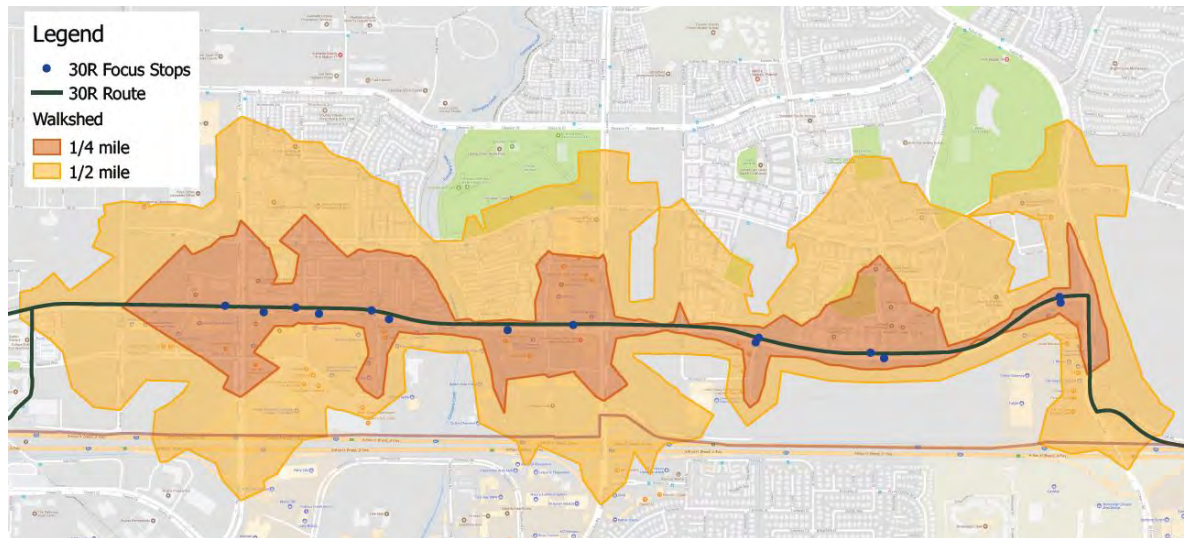
Understanding real walking distances was important to being able to provide residents with a genuine representation of their proximity to the bus, and also confirmed that the team would focus on neighborhoods in Dublin south of Central Pkwy.

What is Personalized Travel Planning?

At the core of conversations with Dublin and Livermore residents is the principle that the 30R bus is a highly valuable service that is not utilized to its maximum potential by the community members within its close proximity. Shifting the attitudes of community members to fully value and utilize this resource requires (a) awareness of the service, (b) acknowledgement of how the service can fit into their routine trips, and (c) taking action to try the service or change travel behavior to regularly use the service. Personal Travel Planning (PTP), which incorporates Motivational Interviewing (MI) into individualized conversations, asks participants to examine their transportation choices and helps residents recognize for themselves the value and potential of the 30R in their day-to-day trips.

How does it work?

Personalized Travel Planning (PTP) is an outreach approach based on a face-to-face conversation between a trained Travel Advisor and an individual resident. Within these conversations SmartTrips Travel Advisors use a Motivational Interviewing (MI) technique originally developed in the health sector to deliver information, incentives, and motivation to individuals to help them voluntarily make sustainable travel choices. This technique involves listening to the individual's needs, wants, and constraints and guides them towards a solution involving more active and environmentally friendly transportation choices.

These conversations were backed up with resources like maps, information about transit services, and bike routes. The SmartTrips approach recognizes that:

- Simply providing information is not enough to substantially influence travel behavior, most of which is ingrained into habitual patterns – it is also essential to tap underlying motivations for change, and then to support the process of change, which often involves something untried and unfamiliar.
- Every neighborhood is different and has its own opportunities and constraints. Within each community, individual circumstances and attitudes also vary – here, the face-to-face approach pays dividends since a skilled Travel Advisor can modify their approach 'on the fly' and in response to feedback they receive in real time during the conversation.

At the core of the Personalized Travel Planning method is the belief that the conversation between the Travel Advisor and the resident is instrumental in motivating individuals to commit to long term change in their travel behavior. The structure of these conversations provides a non-judgmental space for a resident to explore and reflect upon their travel habits and how or why they may wish to change them. The approach recognizes that participants are at different levels of readiness to change their behavior and asks them to explore that behavior rather than trying to 'sell' them on forced commitments they are not yet ready and unlikely to make. Ultimately, Motivational Interviewing attempts to have participants think differently about their behavior and consider what might be gained through change

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Travel Advisor Team

Recruitment

A team of local outreach staff were hired for the on-the-ground implementation of door-to door conversations. A Team Leader from Steer coordinated the team's day to day work, performed data entry and monitoring, and provided a daily communication link between the team on the ground and the project manager.

The need for a team of 8-9 outreach staff was anticipated to meet outreach targets within a short project timeline. The Travel Advisor job advertisements were disseminated through LAVTA contacts and stakeholders and posted to various online job boards. In-person recruitment was emphasized in response to difficulty hiring a smaller team for the past phase of the project. The position was distributed as follows:

- Indeed (with regular reposts)
- Tri-Valley Jobs Board
- Distributed to various colleges in the area
- Participation at the Las Positas College Jobs festival
- Announcements in Las Positas College classes
- Sent to stakeholders
- Posts to social media

There were 10 promising applicants who were interviewed. One-on-one interviews were conducted with each applicant and two staff members. Applicants were asked to respond to a mix of questions assessing understanding of project goals as well as general ability to communicate effectively with local residents. The team recruited was diverse and ranged in age and experience. Together the team spoke Mandarin, Farsi, and French, allowing the team to engage many non-English speakers. This diversity of perspectives and experiences allowed the TA team to better engage and connect with the diverse residential population.

Training

Travel Advisors were trained over a three-day period on Motivational Interviewing and the local transportation options. Training included:

- Background on the project
- 30R service improvement
- LAVTA background and services
- Motivational interviewing
- Forms, data entry, progress tracking, door-step protocol

The first two and a half days were classroom-based training at LAVTA's office and the second half of the third day of training was supported door-knocking. The team were also provided the opportunity to board a bus and tour the LAVTA facility providing the TAs with the opportunity to see the new features of the bus serving the project area including free WiFi, charging points and a smart interior.

Elements of the classroom-based training on motivational interviewing can be seen in Figure 3.

Figure 3 Training Structure for Motivational Interviewing

Theory
- Individualized Marketing
- Motivation Interviewing
- Advising vs Motivating

Building Blocks
- Opening Lines
- Open Questions
- Listening, reflecting, guiding
- Exploring motivations
- Responding to change talk

Applications
- Rolling with resistance
- Scenario cards

An essential part of the training was repeated role play, to give trainees the opportunity to apply what they are learning as they are building their understanding of it. Role play was used to practice general conversation, and as ability developed additional elements were added in such as resistance and use of the resources and Household Form.

Training was also used to ensure that that team understood how to use the Household Forms, Street Sheets, and visit outcome codes correctly.

Day-to-day protocol as well as health and safety training were included in training. It is policy for Travel Advisor staff to always wear an ID badge while out in the field. LAVTA was generous in providing staff with Wheels IDs that also allowed them to use the bus service during the implementation period. This greatly helped the team to travel to and from the neighborhoods and help them form a strong familiarity with the 30R bus to inform their work.

The in-field half day training was aimed at easing the Travel Advisors into outreach and building their confidence and performance with the motivational conversations. This was approached through supportive techniques including shadowing, working in groups, debriefing, and transition of conversation leadership.

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Door-to-Door Outreach

Door-Knocking and Resident Engagement

The door-to-door engagement phase of the project ran for three weeks from May 12 to June 2nd. Travel Advisors worked between the hours of 11:00 a.m. and 7:00 p.m. Monday to Friday; and 10:00 a.m. to 6:00 p.m. on Saturdays. The team went door to door in the project area, first delivering a door hanger to inform each household of the upcoming visit, and then attempting to contact each household on up to three separate occasions at different times of the day and during the weekend.

Those who were found at home and agreed to speak with the team member were engaged in a 5-10 minute conversation, at the end of which the resident had the opportunity to request personalized transportation material to help them try different ways of getting around their neighborhood.

A conversation form was completed for each participant, and the forms were submitted to the Travel Advisor at the end of each work day. The conversation form example can be found in the appendix. Some of the questions asked of participants on the household conversation form include:

- Whether participant was aware of the 30R route and that it ran every 15 minutes throughout most of the day;
- How many trips had been taken by bus in the last week;
- If participant took BART, how they arrived at the station;
- Weekly commute trips by mode as well as number of non-commute trips per week by each mode;
- Which resources residents were interested in receiving based on interest expressed in certain modes;
- Which incentive the participant would like to receive;
- What type of trips the participant hoped to change and their reason for making the change;
- Contact information if they were comfortable providing.

Resource Fulfilment

Resource request stickers were filled out from household forms to indicate the address and materials requested. This sticker was transferred to a tote bag which would be filled with resources to the sticker's specification and sorted into streets within zones for fulfillment.

The design of the fulfillment and delivery process had two priorities:

– To deliver all the requested resources to the right household in a timely manner; and

– To make delivery of resources as quick and efficient as possible for Travel Advisors.

During fulfillment, packing slips and delivery bags were sorted by street and bundled together. Staff filled the bags with requested resources and attached the packing slips to each bag. On delivery days, staff spent a few hours distributing bags to households.

Events

The SmartTrips team also did outreach to residents at the Dublin Farmer's Market and at the key 30R destination, the Dublin/Pleasanton BART Station. The team was also able to schedule one on-site event with a residential community.

At the Farmer's Markets and residential event, the team would set up a table, engage people in the motivational conversations used during doorstep conversations and fill out participant forms.

During BART station outreach at peak hours, TAs would hand out information and resources to BART patrons as they entered/exited the stations and would offer to speak with folks more extensively if they had questions or needed assistance.

Table 1 Event Outreach List

| Date	Event
May 23rd	BART Station
May 24th	BART Station
May 30th	BART Station
May 31th	BART Station
May 31st	Farmer's Market
June 1st	BART Station
June 3rd	Waterford Apartments
June 7th	Farmer's Market
June 14th	Farmer's Market

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Resources

There were twelve different transportation resources made available for the Travel Advisor team to promote to residents on the doorstep. Program participants could request resources that were then delivered to their door. Resources included:

1. Route 30R schedule
2. Wheels system map
3. Wheels Fares and Policies
4. BART info
5. Clipper Card (loaded value of $18)
6. Neighborhood Map
7. City of Dublin Trails
8. Bicycling Guide
9. Alameda County Guaranteed Ride Home
10. GoDublin Flyer
11. Kids' Folding Rapid Bus

Figure 4 Resources Offered to Program Participants
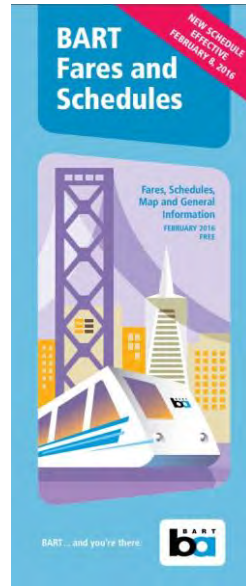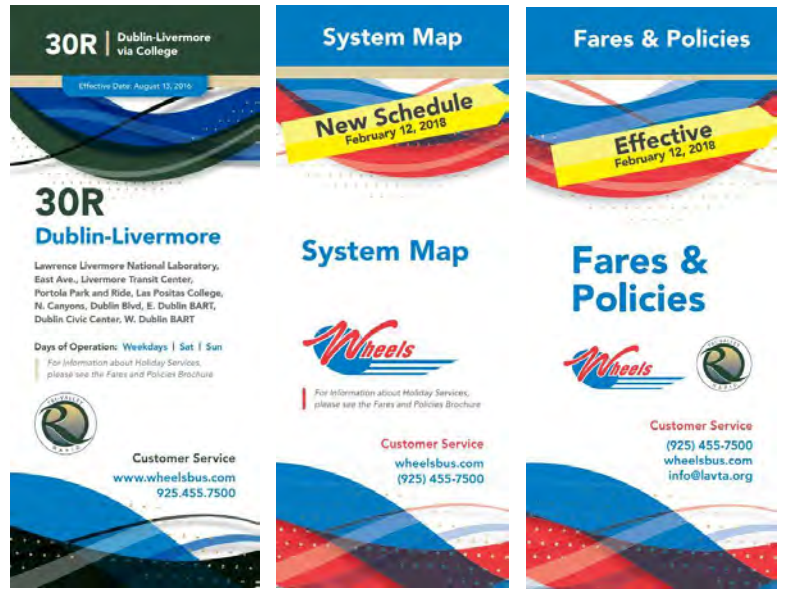
3 Contact & Engagement Outcomes

Door-to-door Engagement

Outcomes

There was a total of 3,173 anticipated accessible households for in-person outreach in the project area. An additional 1,000 inaccessible units were reached out to through the event at Waterford Apartments, and the email invitation to request resources or an in-person consultation with a Travel Advisor at Terraces at Dublin Ranch.

After sample loss, which is the number of households from the anticipated sample which were not available for door knocking, 2,687 households within the target area received door knocks. Of those households, 1,168 (43.5%) were spoken to at their doorstep by a Travel Advisor. Out of these households who spoke with the team, 545 (20.3%) agreed to participate in the SmartTrips program by having a conversation with the TA and requesting resources.

Table 2 Door Knocking Outcomes

Outcomes	Total Number	Total %	Dublin by #s	Dublin by %	Livermore by #	Livermore by %
Total households targeted (Spoken with, visited three times or sample loss)	**3,173**		2,046		1,127	
Sample loss	**486**	**15.3%**	281	13.7%	205	18.2%
Completed households[1] (targeted households minus sample loss)	**2,687**		1,765		922	
Households spoken with	**1,168**	**43.5%**	816	46.2%	352	38.2%
Participating households	**545**	**20.3%**	411	23.3%	134	14.5%
Non-participating households	**623**	**23.2%**	405	22.9%	218	23.6%
Households with no contact after three attempts	**1,519**	**56.5%**	949	53.8%	570	61.8%

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[1] Percentages are calculated using Completed Households as the total as it constitutes the real number of households who received attempted visits by Travel Advisors. The one exception is % sample loss which is calculated as Sample Loss ÷ Target Households.

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Figure 5 shows the outcomes from households that received door knocks by the SmartTrips Team.

**Figure 5 Household Outcome Chart**

HOUSEHOLD OUTCOMES
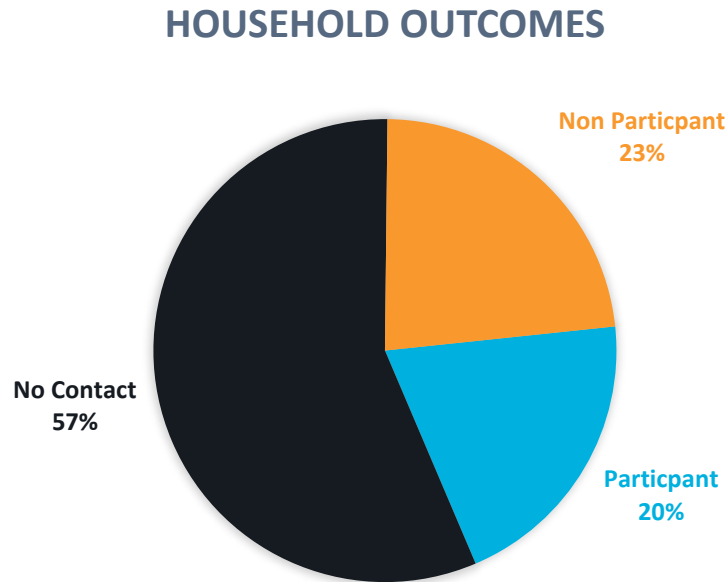
Project participation was higher in Dublin than in Livermore. Of the 1,765 households reached out to in Dublin, 411 participated in the program (23.3%), while in Livermore 134 of the 922 households who received door knocks participated (14.5%).

Neighborhoods

The project area was broken into 13 unique zones. Ten zones were in Dublin and three in Livermore. Zone boundaries were largely based on natural community breaks, including key dividing streets and grouping neighborhoods by development. Outcomes for each household are tracked by zone and are further split by individual street.

Figure 6 Map of Dublin and Livermore Outreach Zones
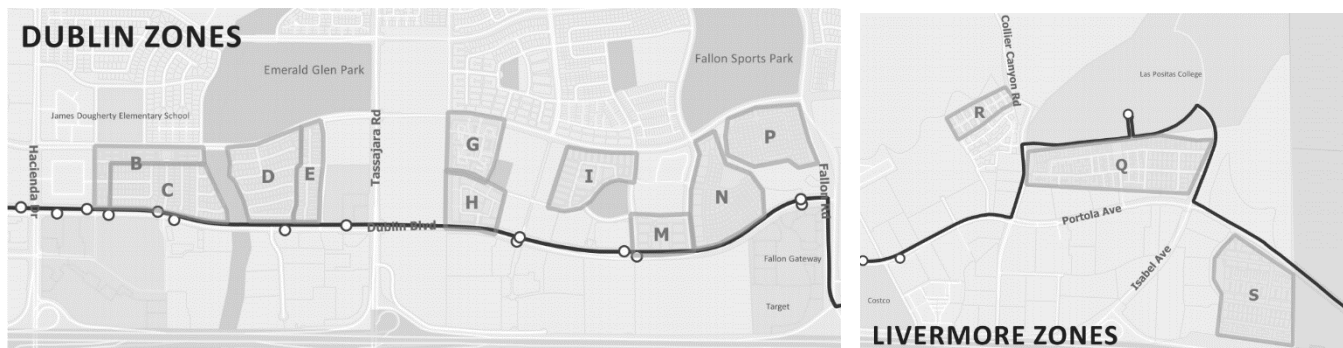
Dublin Zones

- **Zone B**: High density Apartments, new families, receptive of walking and biking, not as much busing. Would walk to BART on occasion.
- **Zone C**: Low density single-family homes, established families who had been in the neighborhood for many years. Aware of the bus, but not very interested.
- **Zone D**: Low density single-family homes, similar to Zone C. Southern border has little to no pedestrian access points, making accessing the 30R difficult.
- **Zone E**: High density rowhouses, older neighborhood with fewer families, HOA member was unhappy TAs were there, but accepted it after shown the City Support letter. Many non-English speakers.
- **Zone G**: High density row houses, new construction, three stories tall, farther from bus and not that interested.
- **Zone H**: High density row houses, new construction. Least-welcoming to TA team.
- **Zone I**: High density apartments. Many young families.
- **Zone M**: High density apartments. Closest bus stop closed for construction.
- **Zone N**: Mixed density townhomes. Large sections still under construction. Many families. High awareness, and easy access to stop.
- **Zone P**: Low density single-family homes. Newly moved in families. Far from 30R stop, but very receptive.

Livermore Zones

- **Zone Q**: High density apartments. Largest area. Gated off from 30R stop, though residents were provided a key to an access gate.
- **Zone R**: High density apartments. Secluded community on a hill, far from 30R stop. No nearby walking destinations, low precedent for using any mode other than car.
- **Zone S**: Mixed density homes. New construction with two sections still being built. Family oriented.

Results varied by zone. For example, Zone P (the Wexford at Irongate Community) had the highest participation rate per resident, with over 1 in 3 agreeing to participate in the program (35.7%). Zones B, C, D, E and N also had over a quarter of those spoken to choosing to participate. Zone R (Vineyard Terrace in Livermore) had the only participation rate below 10% with only 7 out of the 99 households participating (7.1%).
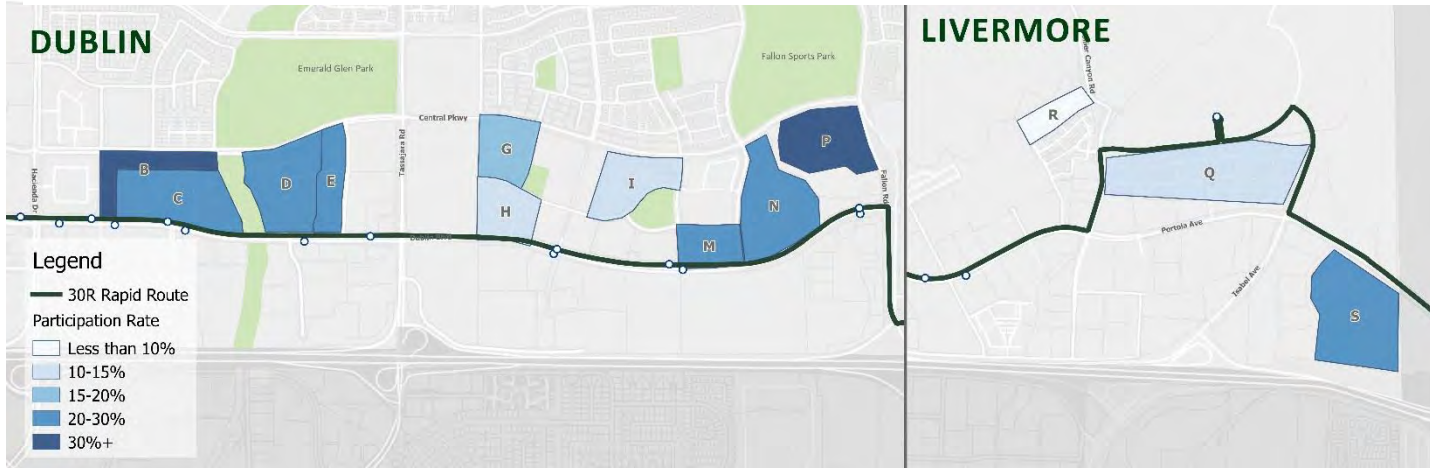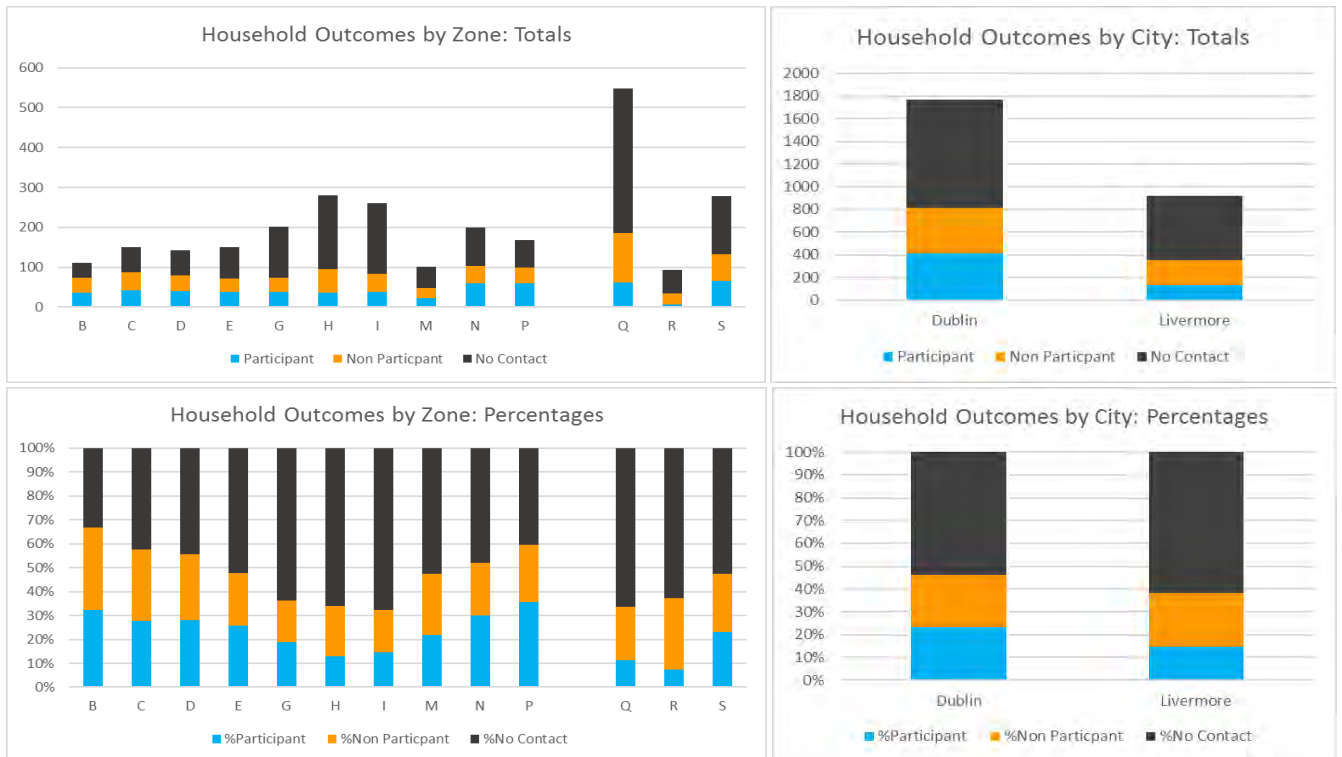
Figure 7 Participation Rate by Zone

Figure 8 Household Outcomes by Zone and City

Sample Loss

Sample loss is the households which were not available for door knocking when the TA tried to locate the address. Effort was taken at the beginning of the project to minimize the impact of sample loss through research to determine the number of units and the accessibility of units in different developments. Despite this effort, construction and vacancy still contributed to sample loss within the target area. The most common cause of sample loss was new construction. Several of the neighborhoods where Travel Advisors had addresses were still under construction. Other reasons for sample loss include vacant households, households for sale, or non-English speaking household. There was a total of 483 Sample Loss households, 15.2% of the total households.

Event Engagement

The Travel Advisor team participated in several community events to complement the door-to-door engagement. During peak hours, Travel Advisors engaged with BART riders as they entered or exited the West Dublin/Pleasanton Station. During five morning and afternoon commuting periods TAs distributed over 1300 schedules and community maps.

Travel Advisors also attended the Dublin Farmer's Market. On three Thursdays, Travel Advisors engaged attendees of the Farmer's Market from a table in the heart of Emerald Glen Park. For this event Travel Advisors had coloring pages for children in addition to the standard resources. In all 1,388 impressions were made through event outreach. An impression constitutes speaking with or taking resources from the SmartTrips team, but not filling out the full household participation form. At events where household forms were collected that has been indicated in lieu of impressions in parenthesis.

Table 3 Outreach Events Log

Event Date/Time	Location	Impressions
May 23rd	BART Station	300
May 24th	BART Station	450
May 30th	BART Station	175
May 31th	BART Station	146
May 31st	Farmer's Market	(4 participants)
June 1st	BART Station	256
June 3rd	Waterford Apartments	28 (7 participants)
June 7th	Farmer's Market	~20[2]
June 14th	Farmer's Market	~30[2]
	Total	**1,409**

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[2] Conversations at the final two farmers markets distributed resources directly to those speaking with SmartTrips team rather than filling out a household form to have materials delivered.

Resources and Incentives

Travel Advisors recorded what resources every participant requested at the end of every door step conversation. Participants could request any of 12 different resources, with the Travel Advisor recommending certain items based off the conversation. The personalized resources were then delivered to the participants' door step in a Smart Trips tote bag during the following weeks. The most popular resource distributed was the Route 30R Schedule with 76% of participants requesting one. This was followed closely by the custom Neighborhood Map (65%) and the Wheels System Map (63%).

The least popular resources were the Alameda County Guaranteed Ride Home flyer (2%) and the GoDublin Flyer (2%). The Travel Advisors were provided with the GoDublin flyer but instructed to not actively promote the program as it should be prioritized for those without convenient access to a rapid bus service to BART.

61% of participants received a Clipper Card loaded with value, allowing them to try the 30R Rapid bus for free. Travel Advisors also gave the Kids' Folding Rapid Bus to 87 participants with children.

Table 4 Resources Requested

| Resources Requested	# of Households Requesting Item	% of Households Requesting Item
Route 30R schedule	404	76%
Neighborhood Map	348	65%
Clipper Card	336	63%
Wheels system map	334	63%
City of Dublin Trails	266	50%
Wheels Fares and Policies	218	41%
Bicycling Guide	197	37%
BART info	110	21%
Kids' Folding Rapid Bus	87	16%
Alameda County Guaranteed Ride Home	13	2%
GoDublin Flyer	8	2%

Engagement – What We Heard

In general, residents were willing to talk to the Travel Advisor team and seemed to be pleased overall at the service and the time taken to reach out to them. Some of the key reoccurring messages heard from residents at the doorstep are outlined in the table below:

Table 5 Summary of Participant Feedback

Topic	Feedback
30R Bus	• There was a small population who were very well acquainted with the 30R. • People who already had experience riding the 30R had concerns about timely connections to BART and the inconvenience of eastbound and westbound stop pairs being far apart from each other. • Those who were not familiar with the 30R were generally very open to hearing more. There was the occasional "I'm not a bus rider," but they were generally polite. • Those who were unaware were generally impressed by the 15-minute frequency on the 30R.
Wheels System	• Most people were aware of Wheels Bus. • Parents often brought up their children's commutes to school. Parents often asked for more school service, including later afternoon service. There was also some confusion among parents about which routes served the school, and how much it would cost their student. • Residents closer to Central Pkwy were also interested in more services on that street as opposed to having to walk to Dublin Blvd. There were also calls for increased weekend and night bus service.
BART	• Most people had taken BART before, but frequency varied greatly. Some nearly every day, some only once a year. • The BART station served as a good destination for starting residents to think about a trip they could take via bus. • Many current BART users indicated that they were interested in trying the bus to access BART.
Safety	• Residents' concerns about safety on BART sometimes bled into concerns about safety on Wheels.
Opportunities & Motivators	• Respondents who were new to the neighborhood typically requested more resources and were more open to exploring different travel options. • Some residents, despite living in the area for a while, had not heard of the bus before the visit from the team. • One resident currently drives to BART and hates it – he appreciates the program and will now try the bus.
Who is using the service now	• Frequently, respondents indicated that their relative ie. wife/husband/sibling takes the bus already. • Some already use the service to access BART.
Barriers	• Takes too long to get to BART, too many stops. • Paying off car and does not want to pay for bus. • Not convenient with small kids.

Notes from individual conversations the Travel Advisors had with residents were used to pull out key words that reoccur frequently throughout different conversations. Those key words are mapped below, with size of the word reflecting how frequently it was heard in conversations.

**Figure 9 Word Map of Key Feedback**
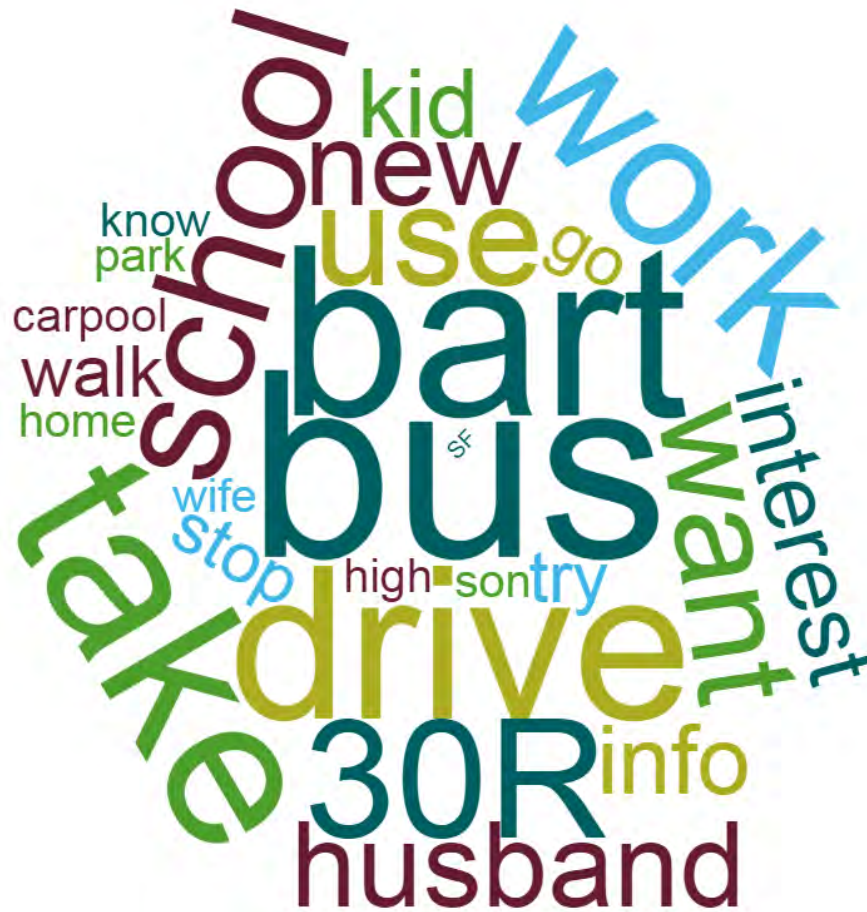
4 Project Results and Behavior Change

Baseline Survey Results

During the initial contact with survey participants, residents were asked a series of questions to better understand their travel behavior. This section lays out the baseline information gathered, and the subsequent sections compare this baseline to conversations with residents months later.

Residents in Dublin and Livermore who spoke with the SmartTrips team used a car to get around more than any other mode. 60% of those spoken with drove 5 or more times per week, and 80% drove at least 1 time per week. Over half (57%) of residents walk at least one time per week.

Figure 10 Mode Use Frequency

Frequency of Mode Use by % of Participants
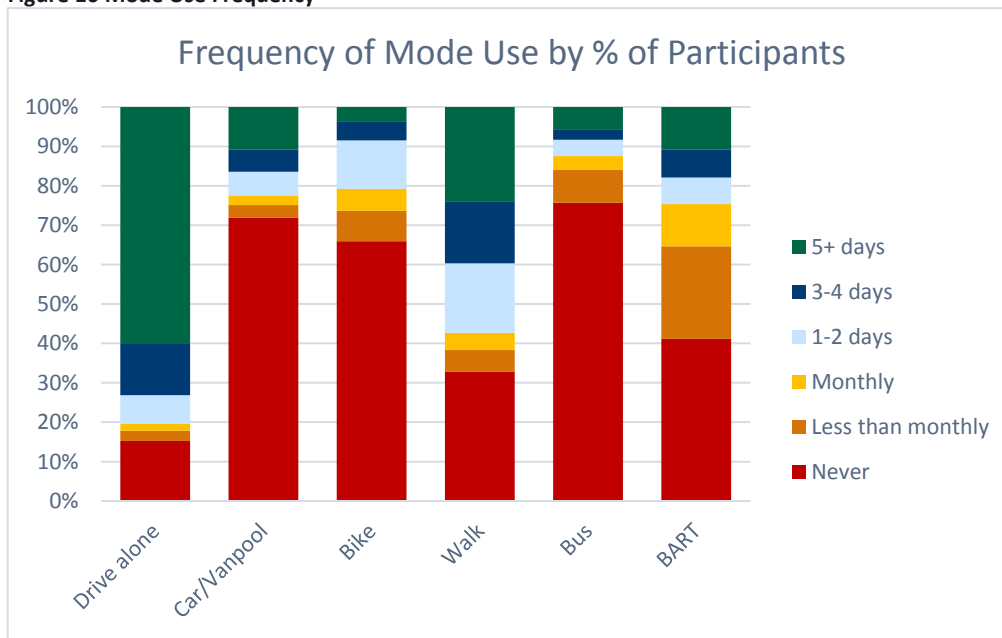
Bus was the least commonly used mode among participants, with only 12% using the bus at least 1 time per week. However, half of those riders who did take the bus weekly used the service 5 or more days per week. BART was used by a higher proportion of participants, with 25% using BART at least 1 time per week.

Figure 11 Transit Use Frequency
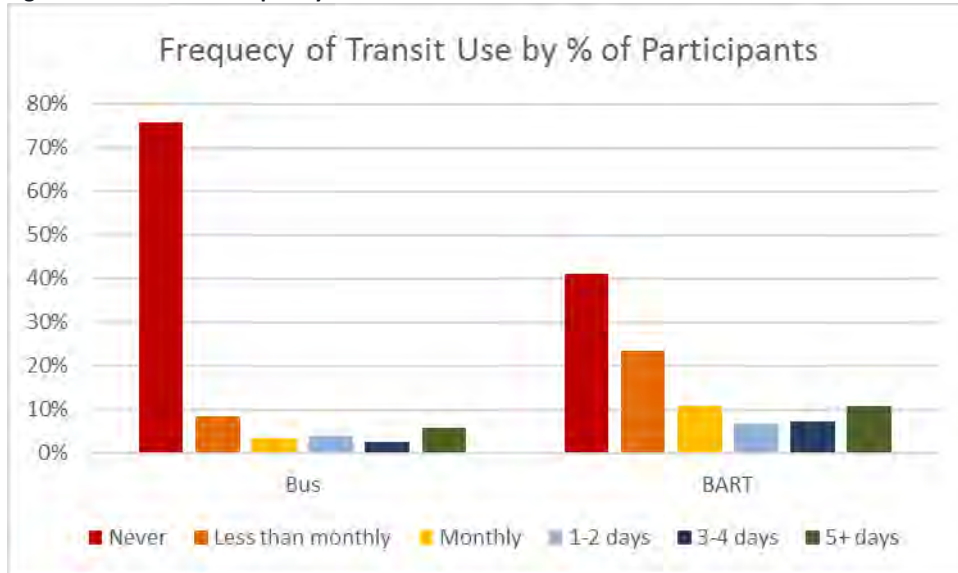
The majority of BART users that the TAs spoke to said they access the station by driving and parking. Intercepting BART station users in the morning at the station was an effective way to give away resources but conversations were not recorded on participant forms due to time pressures on the part of the participants. Further outreach at BART that focuses on 30R access over driving and parking may be an effective and easy long-term outreach activity.

Figure 12 BART Access Mode Distribution

steer
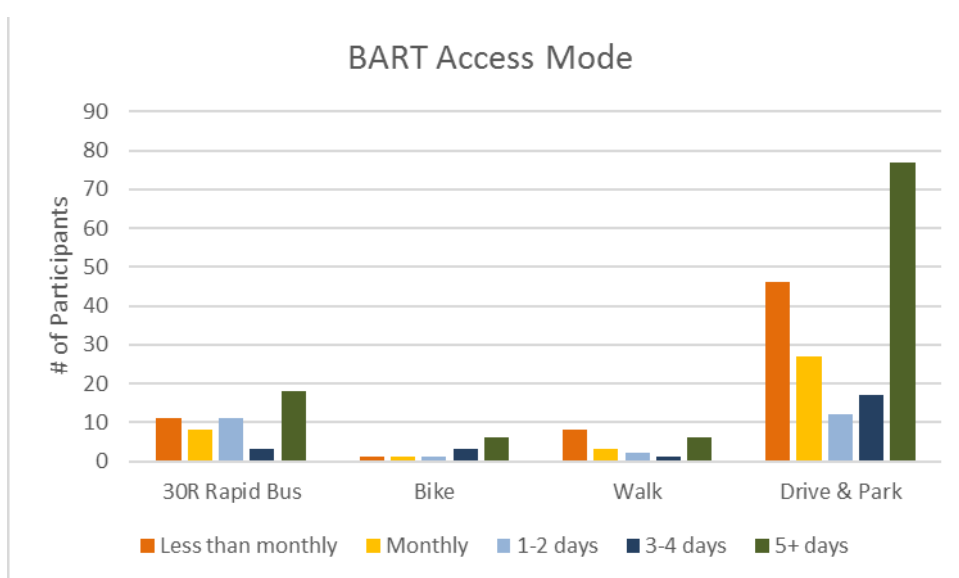
Program Impact Results

To measure the impact that the SmartTrips Program had on bus ridership and broader travel behavior in the neighborhoods targeted for outreach, a post-program survey was administered to participants 3-4 months after the initial conversation with the Travel Advisor. Those who had participated in the program were reached out to by phone, email and in-person, with multiple attempts made to get as many survey responses as possible. 18% of those who participated in the program provided responses for the follow-up survey.

The program was very effective at encouraging residents to ride the 30R service. Key results from the post program survey include:

- 48% of SmartTrips participants tried the 30R Rapid Bus after speaking with a Travel Advisor;
- Average bus trips among participants increased from 0.5 trips per week to 1.7 trips per week; and
- 70% of follow-up respondents indicated that they were somewhat or very likely to use the 30R in the future.
- Nearly 30% of post program participants increased the number of trips by bus they had taken in the past week. Those who did increase their bus usage took on average an additional 4 bus trips per week.

Bus Ridership Data

For each 30R stop in the SmartTrips project target area, monthly bus boardings were compared with boardings in those same months from the year prior to the implementation program.

A summary of the timeline over which residents would have been exposed to information promoting the 30R is included below:

| 2018 Outreach	May	June	July	August	September	October
Door knocks	■					
Resource delivery	■	■				
Radio/Mailer	■	■	■	■		
Follow up					■	■

steer

Ridership Impact

Boardings increased by 11% in the SmartTrips outreach zone from May-October 2017 to May-October 2018. Compared with 2016, boardings in this zone were up 17% in 2018

Figure 13 Comparison of 30R Boardings 2017 and 2018
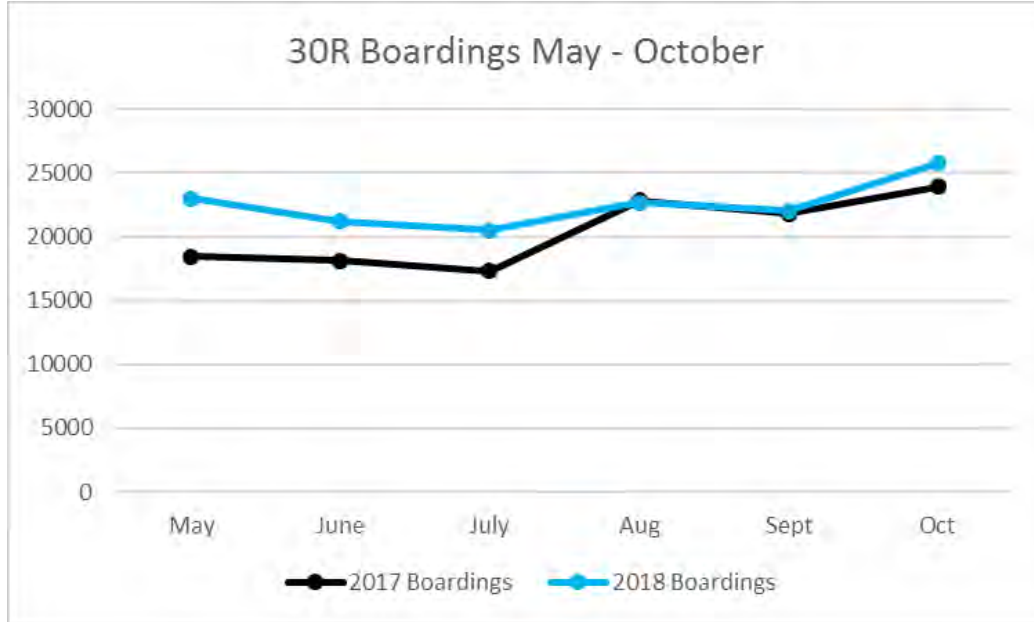
The greatest increase in boardings in 2018 was during and directly following the SmartTrips outreach period (ie May to July). Increase in boardings dipped in August but showed an upward trajectory as schools returned to session in September and October. Figure 14 shows there was a 25% increase in boardings in May 2018 compared with May 2017, but a 0% difference in August.

**Figure 14 Percentage Increase in Boardings in 2018**
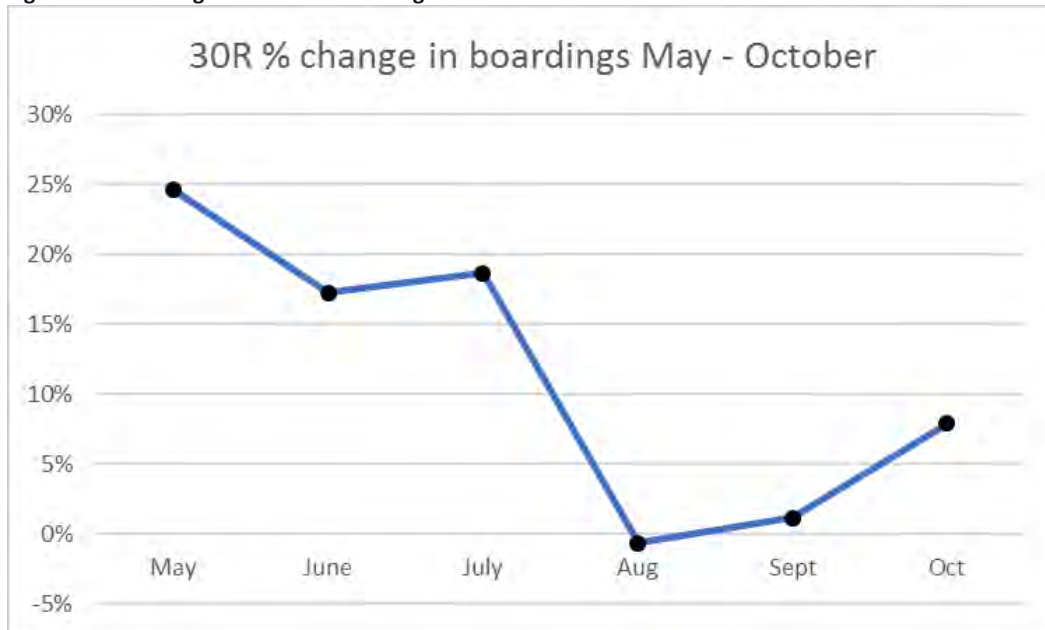
Distribution of Change in Boardings

The majority of stops within the outreach area saw an increase in boardings in 2018 from 2017, but the distribution of these new trips were not evenly distributed throughout the community. Westbound (towards BART) trips saw the greatest increase in bus boardings. Only two stops saw an overall reduction in bus boardings.

Due to closures of bus stops at Dublin & Keagan, stops at Grafton, Keagan and Fallon were analyzed as a combined stop to account for loss of trips during stop closure, and capture trips of residents who may have walked to the next stop. Despite the inconvenience of needing to walk to a further stop, these stops saw an overall increase of ridership in both directions.

Figure 15 Change in Bus Boardings by Stop
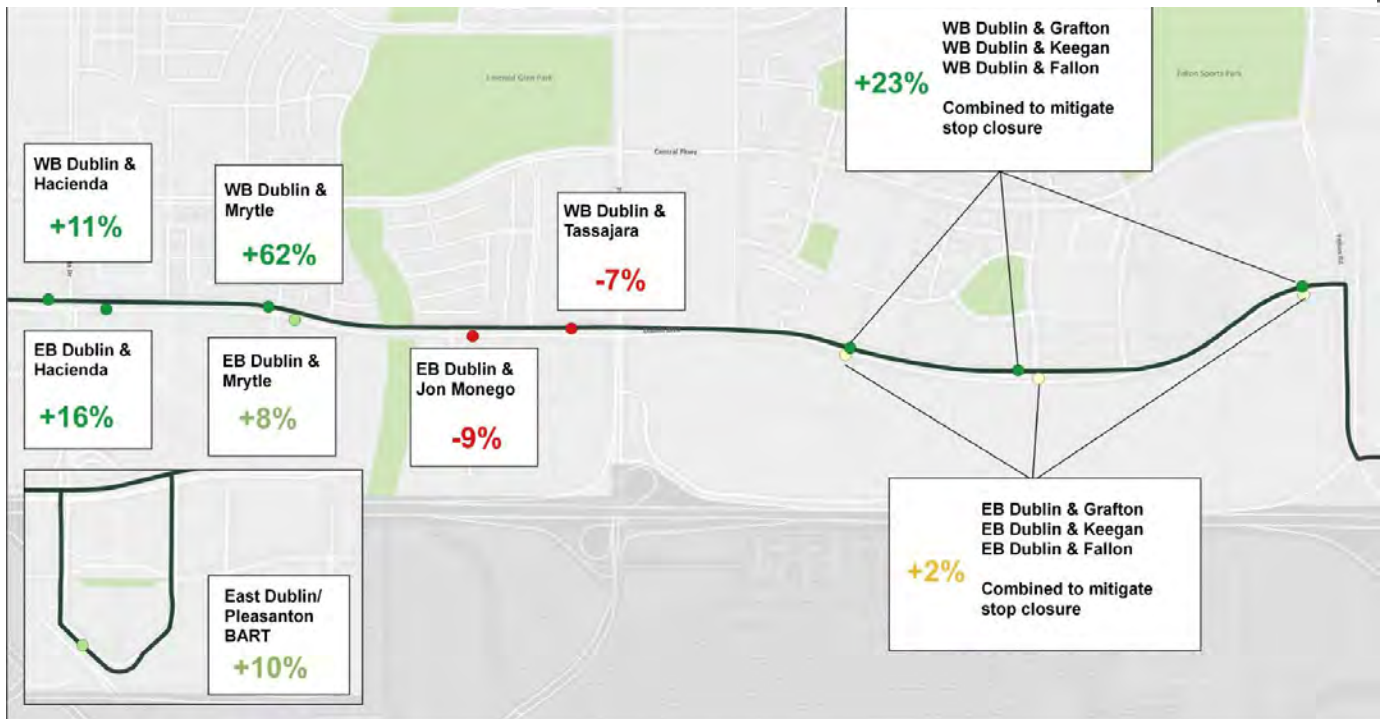
Change in ridership by stop was overlayed with participation rate and existing bus ridership in figures 16 & 17 below for further analysis.

Figure 16 considers existing bus ridership. It shows that the lack of lost ridership from bus stop closures may be explained by the strong existing ridership base in zones I, M and N. Relatively low existing ridership in areas west of Tassajara indicate SmartTrips outreach may have been able to add new riders in these neighborhoods where a low proportion of residents currently take at least 1 bus trip per week.

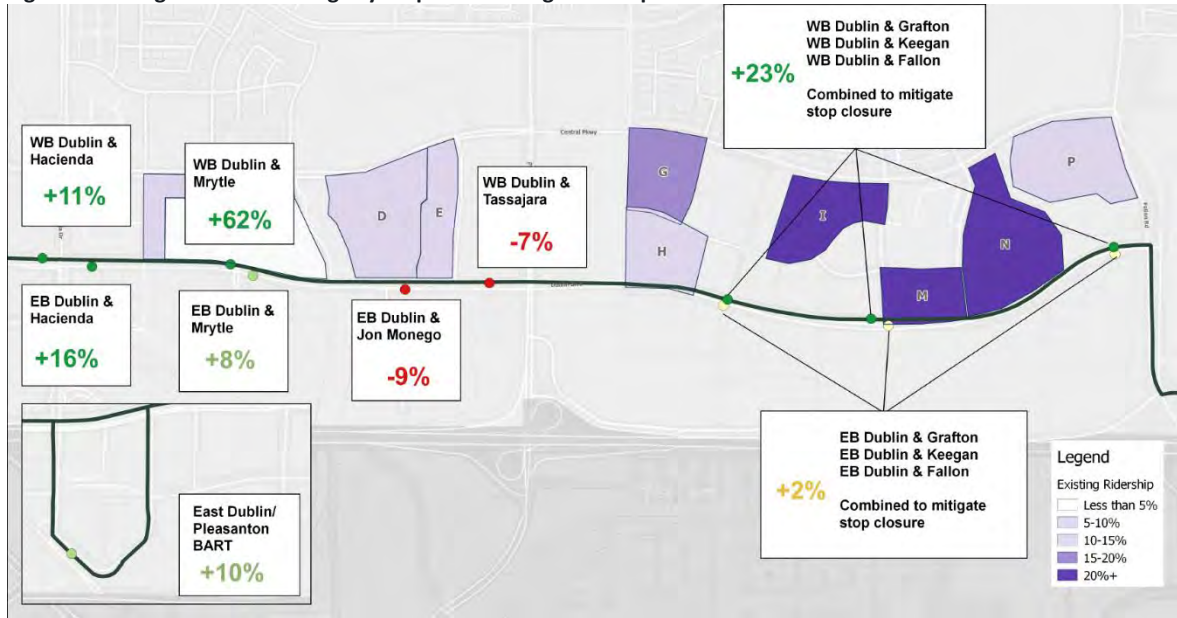**Figure 16 Change in Bus Boardings by Stop and Existing Ridership**

Figure 17 considers SmartTrips participation rates. High participation rates in neighborhoods B and C reinforce this narrative of new transit riders in these neighborhoods being reflected in the increase in boardings. Declining boardings at Tassajara and Jon Monego contradict this story however, with high participation rate in zones D & E coinciding with decreased transit use at adjacent bus stops. These residents could though have participated by being more interested in other forms of transportation (e.g. walking and biking), or may have expressed interest in the service but not yet taken the action to use it.

Figure 17 Change in Bus Boardings by Stop and SmartTrips Participation Rates

steer
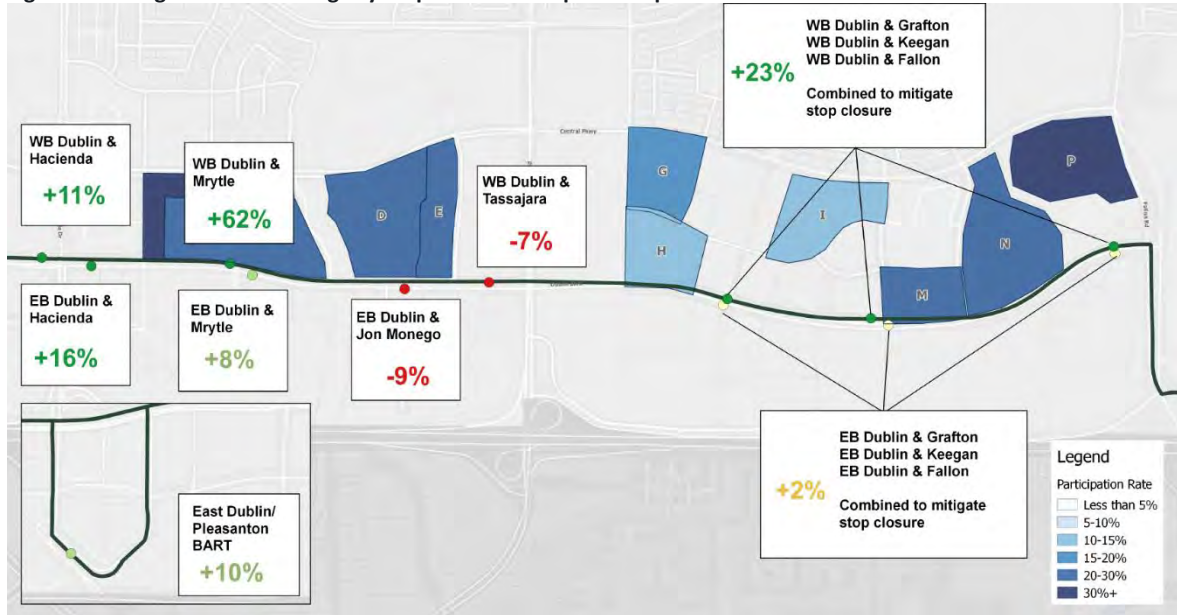
Post-Program Survey Behavior Change Results

When comparing the average trips by bus taken by participants in the past week before and after the TA conversation, there is a clear increase in bus use. At first contact, participants took an average of 0.5 bus trips per week. The follow up survey found that 1.7 bus trips per week were taken by participants, a 242% increase.

Figure 18 Average Trips by Bus Before/After Program

Average # of trips by Bus in the past week
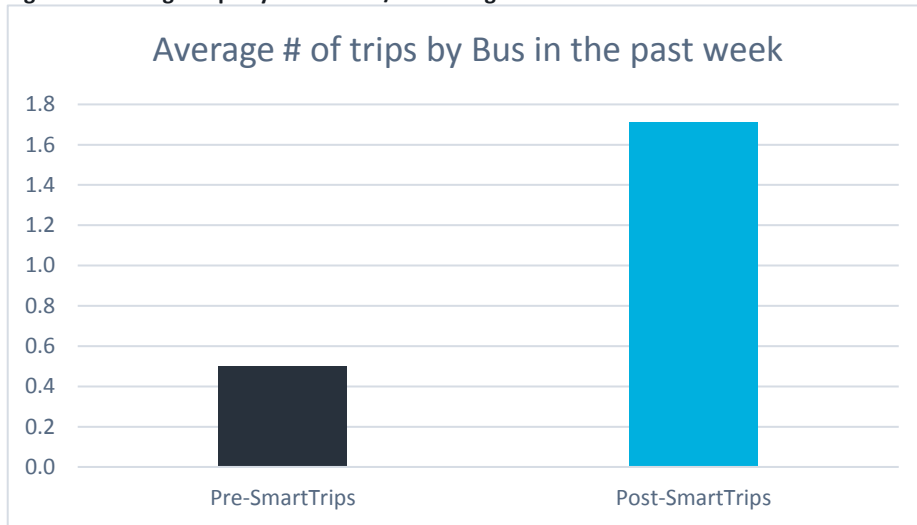
Across the post-program respondents, nearly 30% increased the number of trips by bus they had taken in the past week. Those who did increase their bus usage took on average an additional 4 bus trips per week.

Figure 19 Change in Bus Use by Participants Responding to Follow-Up Survey

Change In Bus Use By Follow-Up Respondents
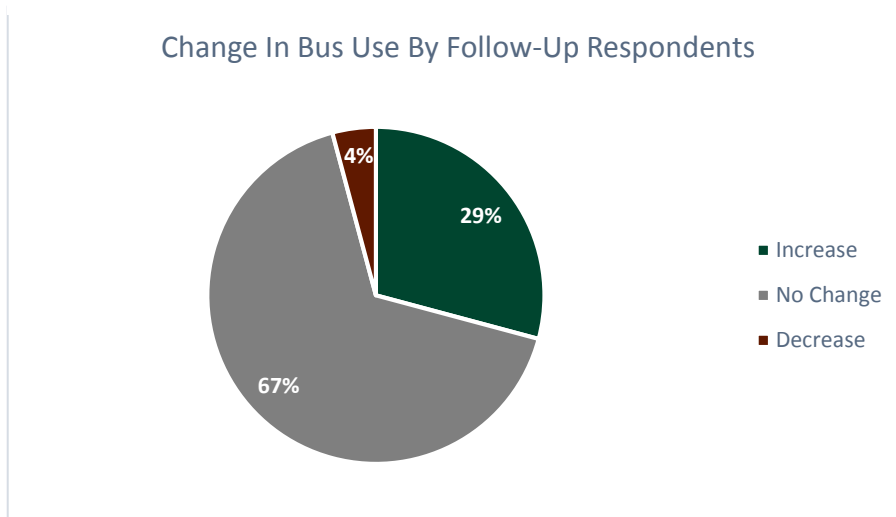
Where data allowed, pre and post program results were matched to investigate where the greatest level of change in bus ridership had occurred. For each respondent, trips taken by bus in the pre-survey were cross-referenced with trips made in the post-survey. Analysis shows that the greatest level of change came from individuals who never took the bus. In the post survey over 71 new additional trips were made by non-regular bus users. Individuals who were already using the bus in the pre-survey accounted for 17 or more additional journeys. For regular bus users a decrease of 12 trips was seen over the monitoring period. The matrix of trip change can be seen in Figure 20 where green indicates number of respondents making a positive change, red a negative change and grey, no change.

**Figure 20 Trip change in bus usage between pre- and post- surveys**

Before / Trips	After 0	1	2	3	4	5	6	7+	Additional trips
0	61	6	0	4	2	5	1	2	71+
1	1	0	0	0	1	0	0	0	3
2	0	0	0	1	0	0	0	1	6+
3	0	0	0	1	0	0	0	1	4+
4	0	0	0	0	0	0	1	0	2
5	0	0	1	1	0	0	0	1	2+
6	1	0	0	0	0	0	0	0	0
7+	0	0	0	0	0	0	0	2	0
Fewer trips	7	0	3	2	0	0	0	0	76

Despite the small sample, subsequent analysis was carried out of the 20 individuals who had reported over 71 additional bus trips. Of those making new bus journeys:

- 60% were not aware of the 30R prior to the team's visit
- 85% found the conversation very or somewhat helpful
- 75% of those making new trips were female
- 50% of those making new trips were aged between 31 and 40
- 65% received a Clipper Card
- 60% - 70% received a Wheels System Map or Neighborhood Map

steer

There was also a very significant increase in bus awareness among program participants, with fewer than half of participants aware of the service at first contact, but nearly 90% of respondents familiar with the service on follow up.

Figure 21 30R Bus Awareness
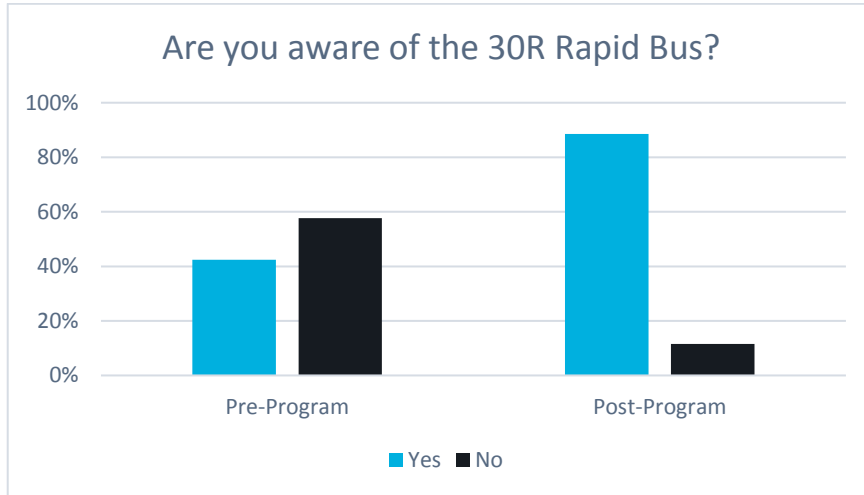
Just under half of program participants tried the bus after speaking with the travel advisor team. Through improving awareness of the service and encouraging participants to try the service at least once, a significant barrier to future use is removed.

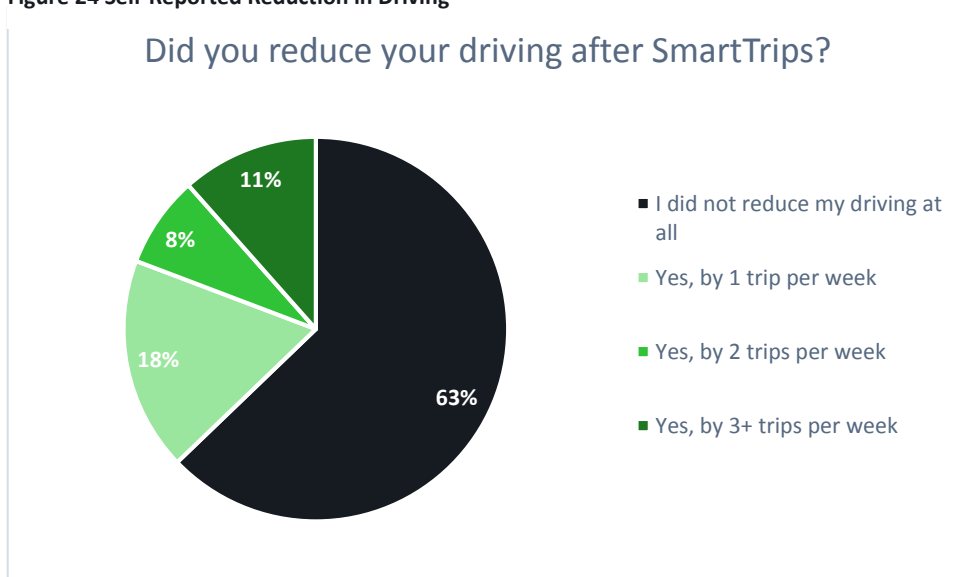**Figure 22 Participants Trying 30R Post-Visit**
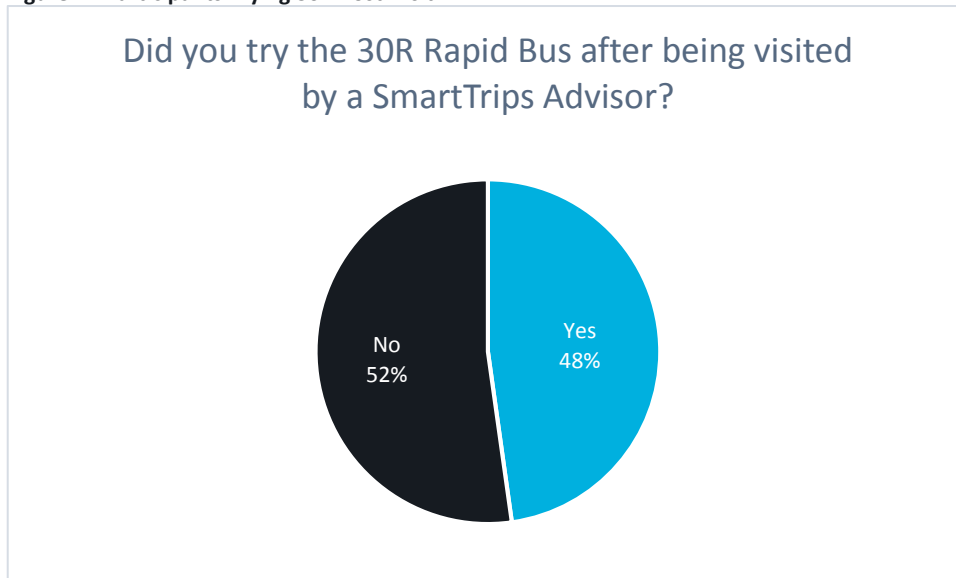
More than two-thirds (70%) of all post-program survey respondents were somewhat or very likely to use the 30R in the future, including those who had not yet tried the service. Anecdotally, some respondents indicated though they had not yet tried the service, they were happy to have the option and expected to use it sometime in the near future.

Figure 23 Likeliness of 30R Future Use

How likely are you to use the 30R in the future?
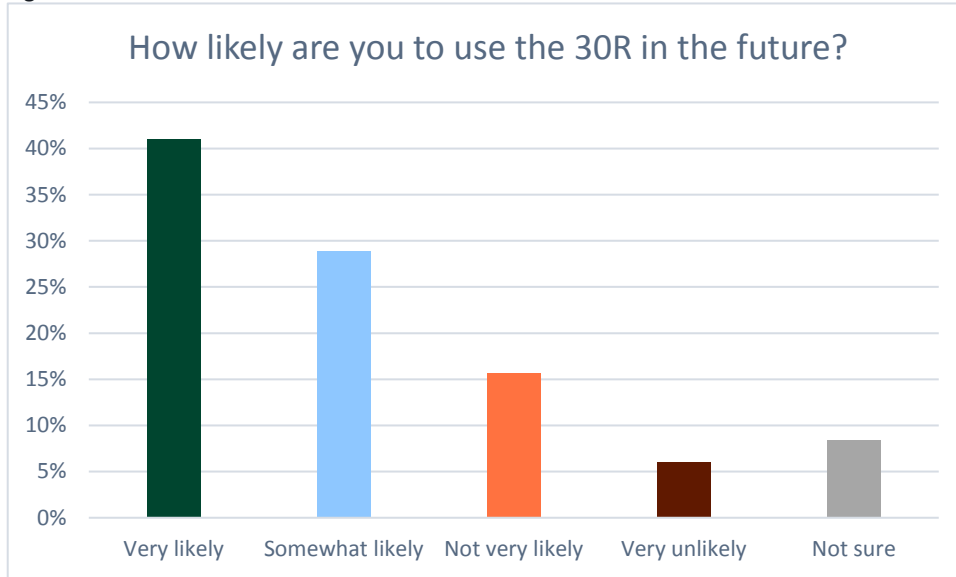
37% of respondents reported reducing their driving trips by at least 1 journey per week after speaking with the SmartTrips Team.

Figure 24 Self-Reported Reduction in Driving

Did you reduce your driving after SmartTrips?

- I did not reduce my driving at all
- Yes, by 1 trip per week
- Yes, by 2 trips per week
- Yes, by 3+ trips per week

Dublin and Livermore Results

Responses from participants and follow-up respondents were compared between Dublin and Livermore to better understand transportation choices by each community.

Regular Bus Riders (participants who use the bus at least 1 time per week)

Participants' pre-program survey responses were used to understand the distribution of those who are already taking the bus. Participants who indicated that they took at least 1 bus trip per week were analyzed. A higher proportion of residents in Dublin already took the bus regularly.

Figure 25 Regular Rider Dublin/Livermore Comparison
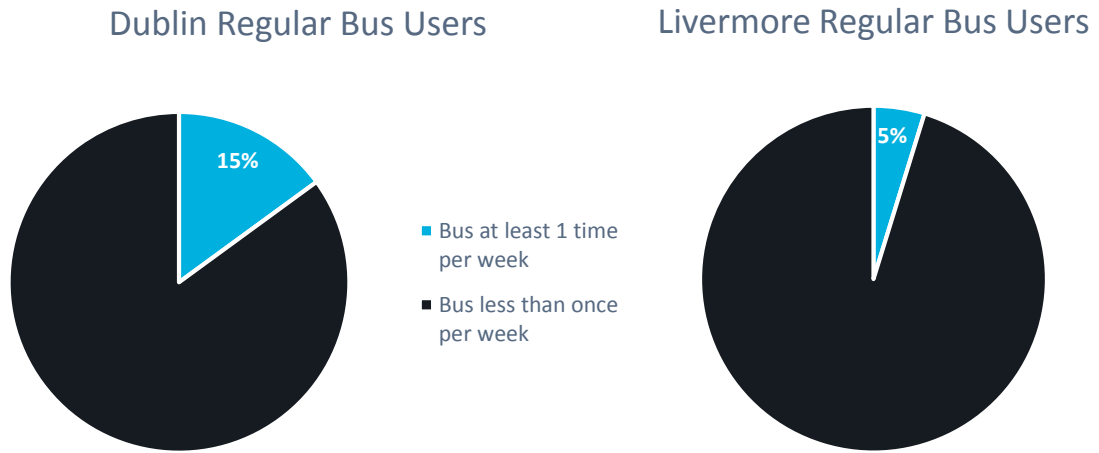
Regular bus riders were broken down by neighborhood. The newest developments in Dublin had the highest rates of existing bus users.

Figure 26 Regular Rider Neighborhood Comparison as a % of Participants

**Did you try the 30R Rapid Bus after being visited by a SmartTrips Advisor?**

The proportion of participants who reported trying the 30R bus after speaking with a SmartTrips Travel Advisor is comparable in Dublin and in Livermore, despite Dublin having a higher baseline for transit use.

Figure 27 Trying the Bus in Dublin and Livermore


Dublin - Trying the Bus

49% ■ Yes
51% ■ No
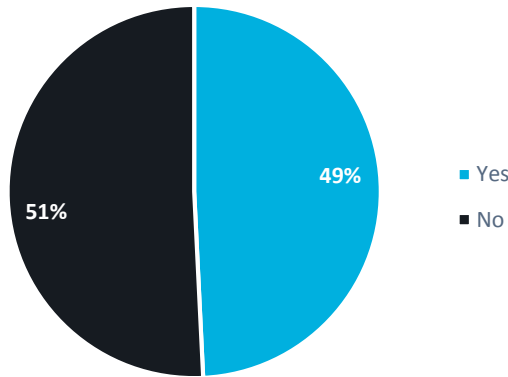
Livermore - Trying the Bus

42%
58%
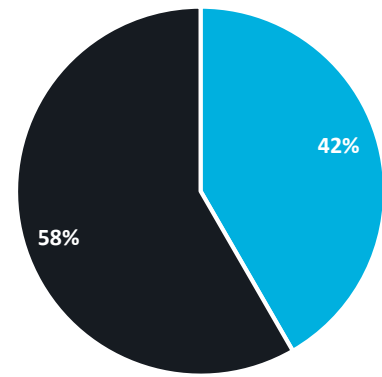
What did we hear?

Table 6 Feedback from Post-Program Survey Participants

Topic	Post-Program Survey Feedback
Happy participants	• "Thanks, the 30R bus is very convenient!" • "Didn't know about the bus before the travel advisor's visit. Frequency is great during peak hour, but usually take the bus off-peak. Really like the bus. Started using the bus because of the visit!"
Relatives using 30R	• Many respondents indicated that their child had started to take the bus to school every day as a result of the visit: – Son takes the bus every day. The son started as a result of the outreach. Mom reduced driving because of the son taking the bus. • Husband/Wife/Brother uses – common responses.
What keeps people from riding 30R?	• Driving is more convenient because trips are not always the same and schedule changes a lot. • Bus stops near to home but not near to work (ie. anyone working in South Bay). • Grocery shopping is hard to replace with bus trips.

The key reason participants did not choose to ride the bus is that they perceived the service to not be convenient enough. The 30R Rapid service improvements have been made with the goal of making the service convenient; a focus on emphasizing the convenience of the 30R in marketing efforts will directly respond to this perception.
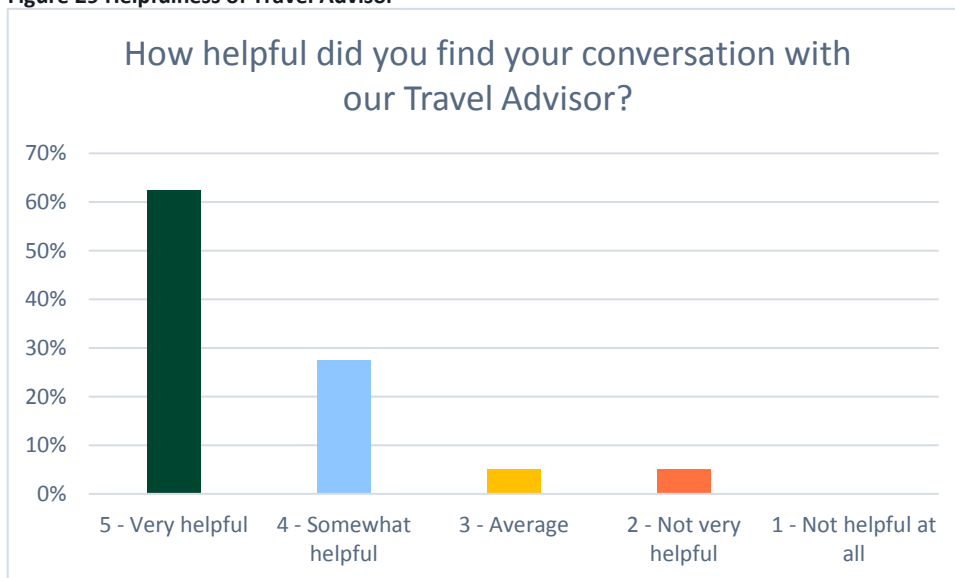
Figure 28 Barriers to Using the Bus
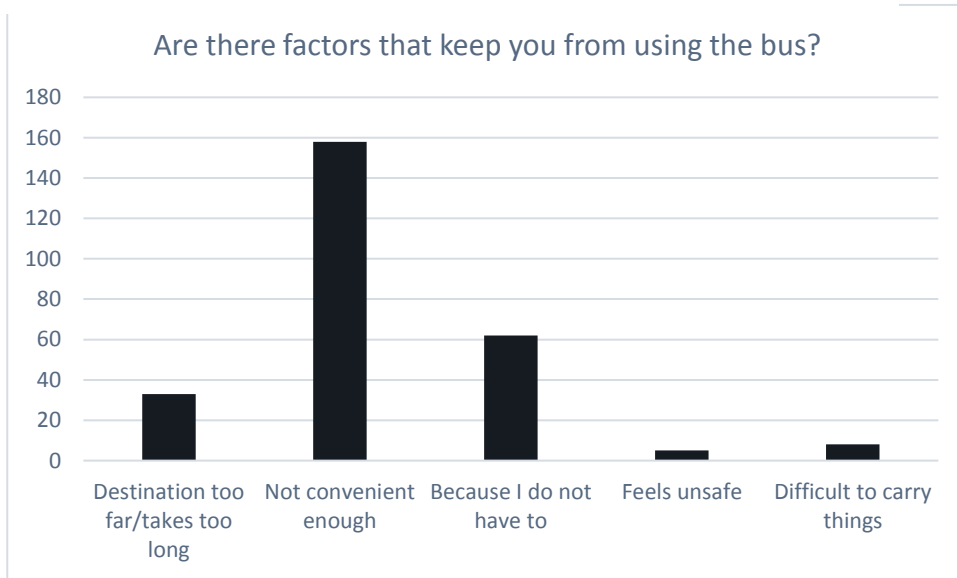
Program Satisfaction

The post survey also offered feedback on the quality of service provided by the SmartTrips team. 90% of participants found their conversation with a SmartTrips advisor somewhat or very helpful.
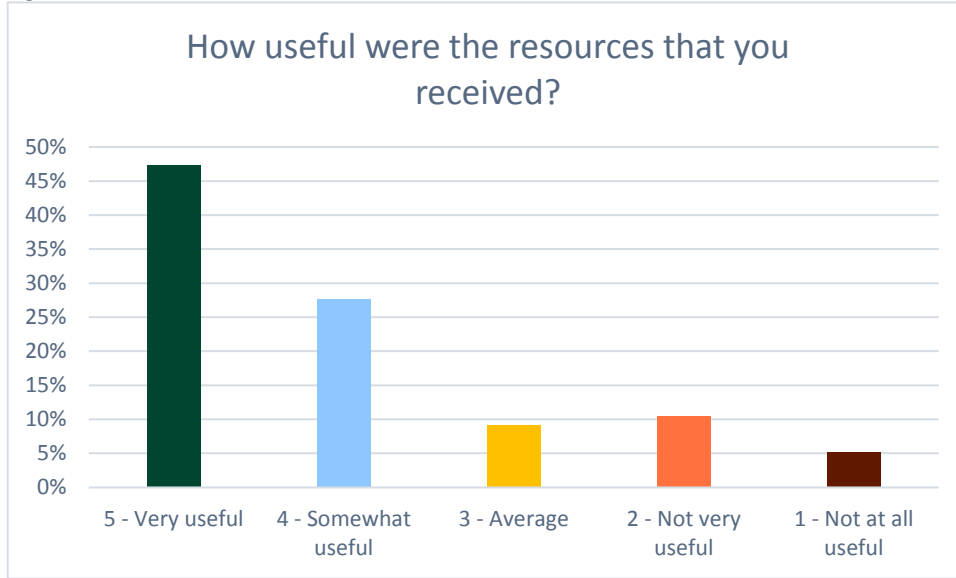
Figure 29 Helpfulness of Travel Advisor

Resource Usefulness

75% of respondents found the resources they received to be somewhat or very helpful.

Figure 30 Usefulness of Resources

How useful were the resources that you received?

5   Conclusion & Recommendations

Project Approach

Lessons learned from Phase 1 of SmartTrips outreach were applied to the Phase 2 approach and allowed the team to take a more informed approach to improve the success of outreach. By increasing the team size, shortening the implementation phase and having an experienced Steer staff member in the team leader role, the project was able to move smoother, meet outreach goals and achieve a participation rate of 20%. Challenges persisted that can be addressed and improved for the future including delays in resource delivery, and strain from understaffing.

Project Impact

Nearly half (48%) of program participants tried the bus after speaking with the SmartTrips team

The follow up with residents found an increase in bus usage across participants, a much-improved awareness of the bus, and a high propensity for those spoken with to use the system in the future. Residents generally had a good experience speaking with SmartTrips staff and with the resources they received. Successes included:

- Just under half of program participants tried the bus after speaking with a Travel Advisor.
- Bus trips increased from an average of 0.5 to 1.7 trips per person per week in the post program survey.
- Nearly 30% of post program participants increased the number of trips by bus they had taken in the past week. Those who did increase their bus usage took on average an additional 4 bus trips per week.

Recommendations for Future SmartTrips Tri-Valley Phases

Phase 2 of SmartTrips implementation incorporated recommendations and lessons learned from Phase 1, which helped this round of implementation run more effectively than the past round. From the experience of this most recent phase of SmartTrips, some key recommendations for next phase include:

- Focus outreach on new developments and new residents while forming relationships with property managers and HOAs to connect with residents as they move in. The data shows that newer developments had higher rates of participation and bus use pre-contact, and experience in the field revealed that new residents were the most open to learning about and trying different transportation services. Ongoing construction in Dublin provides opportunity for outreach to new residents in the near future.

- Expand SmartTrips outreach to employers who are along a Rapid route – identify employees who are travelling from BART to worksite.

- Even residents who did not try the bus themselves can benefit from the service by encouraging family members ie. their kids to use it. The 30R is not just for professionals accessing BART but for community members of all ages.

- Property managers and HOAs should be reached out to long in advance of program launch; in-person visits may be more effective to coordinate with these stakeholders.

- Having a letter of endorsement from the City is an invaluable asset.

- Events at the East Dublin/Pleasanton BART Station are effective ways to distribute materials. Setting up a booth with more engaging information during non-rush times may be a good way to engage this audience.

- Social media was not effective in engaging with community members but is a good way to notify of events such as presence at the Farmers Market.

Figure 31 Example Social Media Posts

6   Appendix

Collateral Materials

- Neighborhood Map (front)
- Neighborhood Map (back)
- Door Hanger – Pre-Launch
- Door Hander – Sorry We Missed you
- Conversation Form

Letters of Support

- City of Dublin
- City of Livermore

Follow Up Survey

- Survey Page 1
- Survey Page 2
- Survey Page 3

Demographic Analysis

Collateral Materials

Neighborhood Map (Front)

Rapid Bus

30R Rapid – Eastbound (Monday – Friday)

E. BART Station	Dublin & Fallon	Las Positas College
6:03 AM	6:12 AM	6:23 AM
6:33 AM	6:42 AM	6:53 AM
Every 15 MIN		
7:33 PM	7:41 PM	7:52 PM
Every 30 MIN		
9:03 PM	9:11 PM	9:22 PM
Every 1 HR		
12:03 AM	12:11 AM	12:22 AM

30R Rapid – Westbound (Monday – Friday)

Las Positas College	Dublin & Fallon	E. BART Station
5:27 AM	5:39 AM	5:50 AM
Every 15 MIN		
6:29 PM	6:38 PM	6:50 PM
Every 30 MIN		
7:59 PM	8:08 PM	8:20 PM
Every 1 HR		
12:10 AM	12:19 AM	12:31 AM

How to Ride the Bus

1 Arrive Early to Your Bus Stop
Try to get there at least 5 minutes early, wait near the bus stop sign

2 Be Prepared to Board Your Bus
Ready with exact fare/transfer/pass or Clipper Card

3 Stay Back and Wait
Stay clear of the curb as the bus pulls up to you

4 Check the Route on the Bus Before Boarding
Make sure the number and destination match yours, ask the operator if you are unsure

5 Board and Pay
Ask the driver for a transfer if you need one, move towards the back to sit or stand

6 Pay Attention for Your Stop Along Route
Ask your operator to announce your stop if you're not certain you will recognize it

7 Signal the Driver Before Reaching Your Stop
You can do this by pulling on the request cord next to the windows

8 Be Prepared to Exit Prior to Reaching Your Stop
Make sure you have all of your belongings and exit through the rear door

Tri-Valley Neighborhood Map

Travel Smarter

SmartTrips Tri-Valley

Find out more at www.wheelsbus.com/smarttrips

See you on the 30R!

(925) 339-6418
smarttrips@wheelsbus.com
wheelsbus.com/smarttrips

steer

Neighborhood Map (Back)
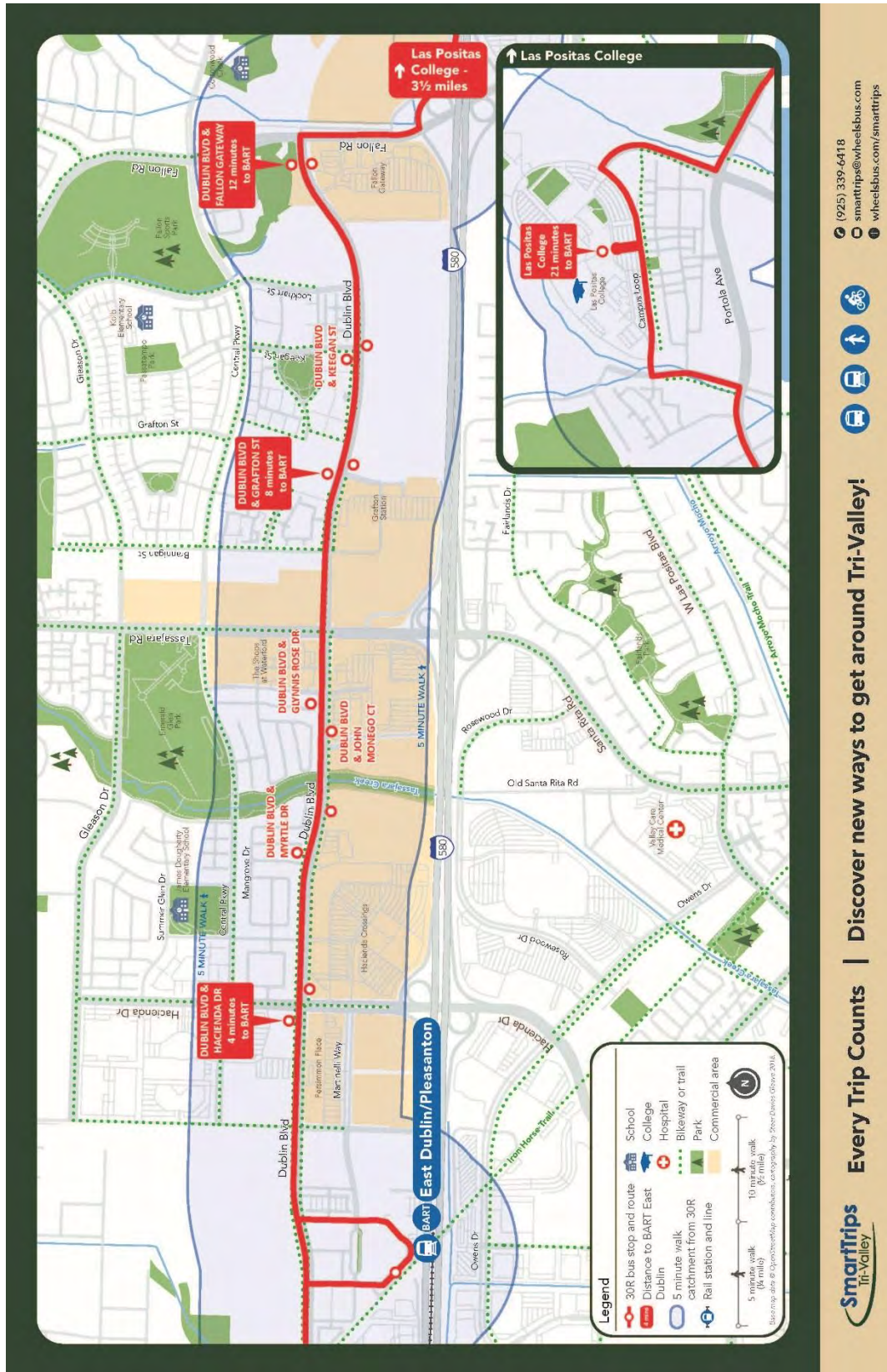
Door Hanger – Pre-Launch

How do you get around your neighborhood?

Learn more at
wheelsbus.com/smarttrips

The SmartTrips team can help!

In the next few days, we'll be visiting households in your community to discuss travel options with you and your neighbors.

Talk to your Travel Advisor about:

- Your opinions and experiences getting around your neighborhood
- Local transportation services, including 30 Rapid bus, train, carpool/vanpool, bike and walking options
- How to make the most of your local trips

Why have I been selected for a visit?

This project is brought to you by Livermore Amador Valley Transit Authority through grant funding to help residents make the most of the available transportation options. Your neighborhood has been selected as an area with access to many transportation options particularly the improved 30R Rapid bus service, as well as access to BART, biking and walking facilities.

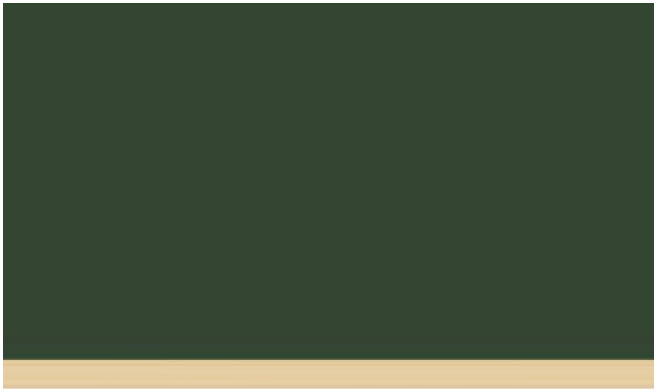What if I miss my visit or do not wish to be visited?

Our project team will attempt to contact you up to three times, but if we miss you, or you do not want to be visited, please let us know at:

(925) 339-6418
smarttrips@wheelsbus.com
www.wheelsbus.com/smarttrips

Door Hanger – Sorry We Missed You

Conversation Form

Participant Conversation Form

TA Initials:_____ Date:_____ 2018   Time (hh:mm) : ____:___   Visit Number: 1/ 2/ 3

SUMMARY COMMENTS ABOUT TRANSPORTATION IN AND AROUND AREA

HHID

RESOURCES

Public Transit		Walking and Biking and other modes	
Route 30R schedule		Neighborhood Map	
Wheels system map		City of Dublin Trails	
Wheels Fares and Policies		Bicycling Guide	
BART info		Alameda County Guaranteed Ride Home	
Clipper Card (CHOOSE ONE)		GoDublin Flyer (do not promote)	
FareBuster Ticket Pack (CHOOSE ONE)		Kids' Folding Rapid Bus	

PRE VISIT: USE OF DIFFERENT TYPES OF TRANSPORT

Days per week	5+ days	3-4 days	1-2 days	Monthly	Less than monthly	Never	Are there factors that keep you from using the bus?	
Drive alone							Destination too far/takes too long	
Carpool/Vanpool (circle one)							Not convenient enough	
Bike								
Walk								
Bus							Because I do not have to	
BART								
How do you access BART?							Feels unsafe	
30R Rapid Bus								
Bike							Difficult to carry things	
Walk								
Drive & Park							Other:	
How many trips did you take by bus in the last 7 days?			Were you aware the 30R bus route, along Dublin BLVD to the BART station, runs every 15 minutes most of the day?				Yes / No	

PARTICIPANT INFORMATION

First Name		Last name		Gender M / F	Approx Age	No. of persons in HH	No. of persons spoken to
Address		ZIP code		No. of cars in HH	No. of working bikes		

FOLLOW UP CONTACT

Participate in follow up survey? ☐ Yes – Phone   ☐ Yes - Online   ☐ No

Telephone		Email		Best time to call (circle)			
				AM	PM	Early Eve	Any

Letters of Support

City of Dublin

Livermore Amador Valley Transit Authority

SmartTrips
Tri-Valley

Hello,

We are happy to introduce the SmartTrips Tri-Valley program, a new opportunity for Dublin residents to explore their transportation options and try something new. A team of travel advisors will be out in Dublin neighborhoods over the next few weeks hoping to connect with residents to learn more about their transportation choices, and their experience using different ways of getting around the city. The SmartTrips team has a strong familiarity with transportation options in our city, and will be able to answer questions, bring residents information specific to their interests, and incentives to help them try different modes of their interest.

The goal of this program is to make Dublin an even nicer community to live in, through understanding the transportation preferences of residents, and in turn, providing residents with all the tools their need to take healthy and sustainable trips.

Our SmartTrips team will focus on the neighborhoods adjacent to the 30R bus, and go door-to-door to connect with residents. Some things the team will hope to speak with residents about include:

- Their familiarity and experience of the 30R bus
- How they walk and bike to get around their neighborhood
- Whether they use BART and how they access the station
- What destinations they want to access in the community

The SmartTrips team will be visiting residents of your community in the month of May 2018. The SmartTrips team is not soliciting or selling anything, rather they will bring your residents free and personally-tailored resources that the resident has explicitly requested. This program is a public service through the Livermore Amador Valley Transit Authority to provide residents with an in-person opportunity to ask any questions they have, request resources and pass on their ideas related to how they experience transportation in their community.

If you have any questions or concerns, please feel free to get in touch with our project manager, Sarah McMinimy at:

Tel: (925) 339-6418

Email: Sarah.McMinimy@sdgworld.net

Thank you for your cooperation in helping us bring better services and information to our community members!

David Haubert
Mayor, City of Dublin
Board Member, Livermore Amador Valley Transit Authority

Michael Tree
Executive Director
Livermore Amador Valley Transit Authority

1362 Rutan Court, Suite 100 · Livermore, CA 94551
(925) 455-7555 · (925) 443-1375 fax
www.wheelsbus.com

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City of Livermore

Hello,

We are happy to introduce the SmartTrips Tri-Valley program, a new opportunity for Livermore residents to explore their transportation options and try something new. A team of travel advisors will be out in Livermore neighborhoods over the next few weeks hoping to connect with residents to learn more about their transportation choices, and their experience using different ways of getting around the city. The SmartTrips team has a strong familiarity with transportation options in our city, and will be able to answer questions, bring residents information specific to their interests, and incentives to help them try different modes of their interest.

The goal of this program is to make Livermore an even nicer community to live in, through understanding the transportation preferences of residents, and in turn, providing residents with all the tools their need to take healthy and sustainable trips.

Our SmartTrips team will focus on the neighborhoods adjacent to the 30R bus, and go door-to-door to connect with residents. Some things the team will hope to speak with residents about include:

- Their familiarity and experience of the 30R bus
- How they walk and bike to get around their neighborhood
- Whether they use BART and how they access the station
- What destinations they want to access in the community

The SmartTrips team will be visiting residents of your community in the month of May 2018. The SmartTrips team is not soliciting or selling anything, rather they will bring your residents free and personally-tailored resources that the resident has explicitly requested. This program is a public service through the Livermore Amador Valley Transit Authority to provide residents with an in-person opportunity to ask any questions they have, request resources and pass on their ideas related to how they experience transportation in their community.

If you have any questions or concerns, please feel free to get in touch with our project manager, Sarah McMinimy at:

Tel: (925) 339-6418

Email: Sarah.McMinimy@sdgworld.net

Thank you for your cooperation in helping us bring better services and information to our community members!

John Marchand
Mayor, City of Livermore

Michael Tree
Executive Director
Livermore Amador Valley Transit Authority

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Follow-up Survey

SmartTrips Tri-Valley Follow Up Survey

Thank you for participating in our SmartTrips Tri-Valley program! Recently a SmartTrips Travel Advisor visited your household (in a blue t-shirt) and spoke with you about the transportation options in your community, including the Rapid 30R bus which stops in your neighborhood, just a short walk away.

The 30R Rapid bus connects Dublin to the BART station, Downtown Livermore and Las Positas College with many great destinations along the way. Now thanks to recent improvements, 30R Rapid buses arrive every 15 minutes. Along this route our brand new buses have Wi-Fi, air-conditioning and bike rack accommodations. Many Rapid bus stops also have real-time bus arrival information, so you always know when to expect your next bus.

More information on the 30R can be found here.

This survey asks a few follow up questions to let us know how the program helped and what we can do to improve for next time. **Submit your response for a chance to win a $50 Amazon Gift Card!**

* 1. Please provide the email address we contacted you at:

2. How many trips by bus did you take in the last 7 days?

1

3. Were you aware of the 30R Rapid Bus route to the BART station, and that it runs every 15 minutes most of the day?

◯ Yes

◯ No

4. How likely are you to use the 30R in the future?

◯ Very likely

◯ Somewhat likely

◯ Not sure

◯ Not very likely

◯ Very unlikely

5. How helpful did you find your conversation with our Travel Advisor? (Score out of 5)

◯ 5 - Very helpful

◯ 4 - Somewhat helpful

◯ 3 - Average

◯ 2 - Not very helpful

◯ 1 - Not at all helpful

6. How useful were the resources that you received? (Score out of 5)

◯ 5 - Very useful

◯ 4 - Somewhat useful

◯ 3 - Average

◯ 2 - Not very useful

◯ 1 - Not at all useful

7. Did you reduce your driving as a result of the SmartTrips Tri-Valley program?

◯ Yes, by 1 trip per week

◯ Yes, by 2 trips per week

◯ Yes, by 3+ trips per week

◯ I did not reduce my driving at all

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8. Are there factors that keep you from using the bus?

☐ Destination too far/ takes too long

☐ Not convenient enough

☐ Because I do not have to

☐ Feels unsafe

☐ Difficult to carry things

☐ Other (please specify)

[   ]

9. Is there anything else you would like us to know? If you have any additional feedback for us or would like to share your story of using the bus, we would love to hear from you!

[   ]

Thank you!

Press "Done" below to submit. Thank you for your time and responses, and for participating in the SmartTrips Tri-Valley Program!

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Demographics Analysis

Demographic Anaysis was performed for zones B, C, D, E, G, H, I, R and Q. Some zones were grouped because they fall into the same census block (red outlines shows areas of analysis)

Data from 2010 census was used as it was the most recent dataset with data at a block level. Developments at exlcuded zone are too new to be captured in this analysis but should be included in future rounds of analysis.

Demographics - Zone B & C

Race - Zone B & C

Other 2%
Mixed Race 5%
Asian 37%
American Indian 1%
Black 2%
White 53%
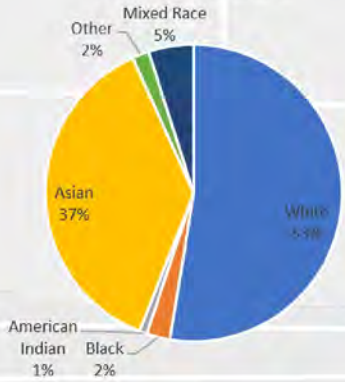
% Population under 18 - Zone B & C

Under 18 29%

Kay statistics:
Average household size: 3.22
Median Age: 35

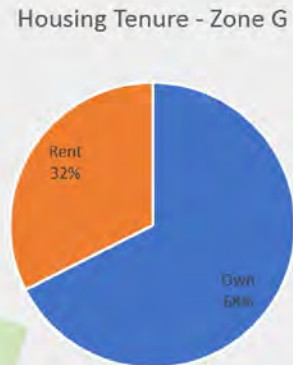## Housing Tenure - Zone B & C
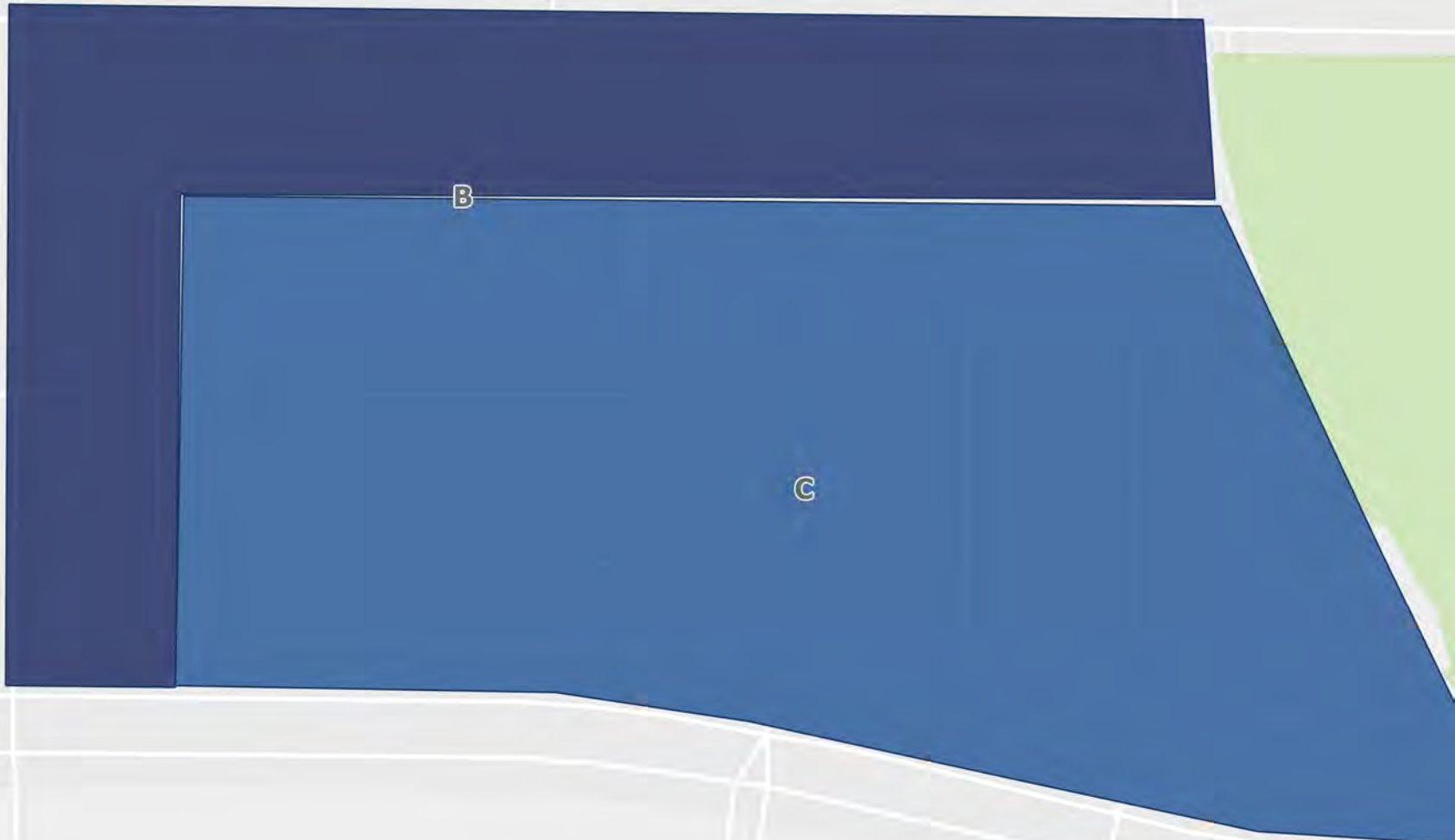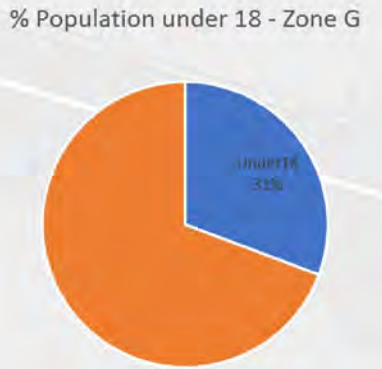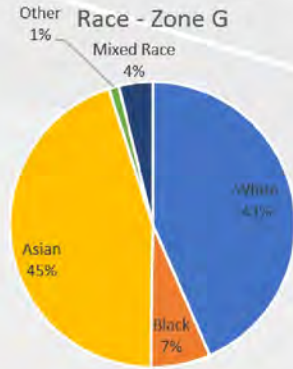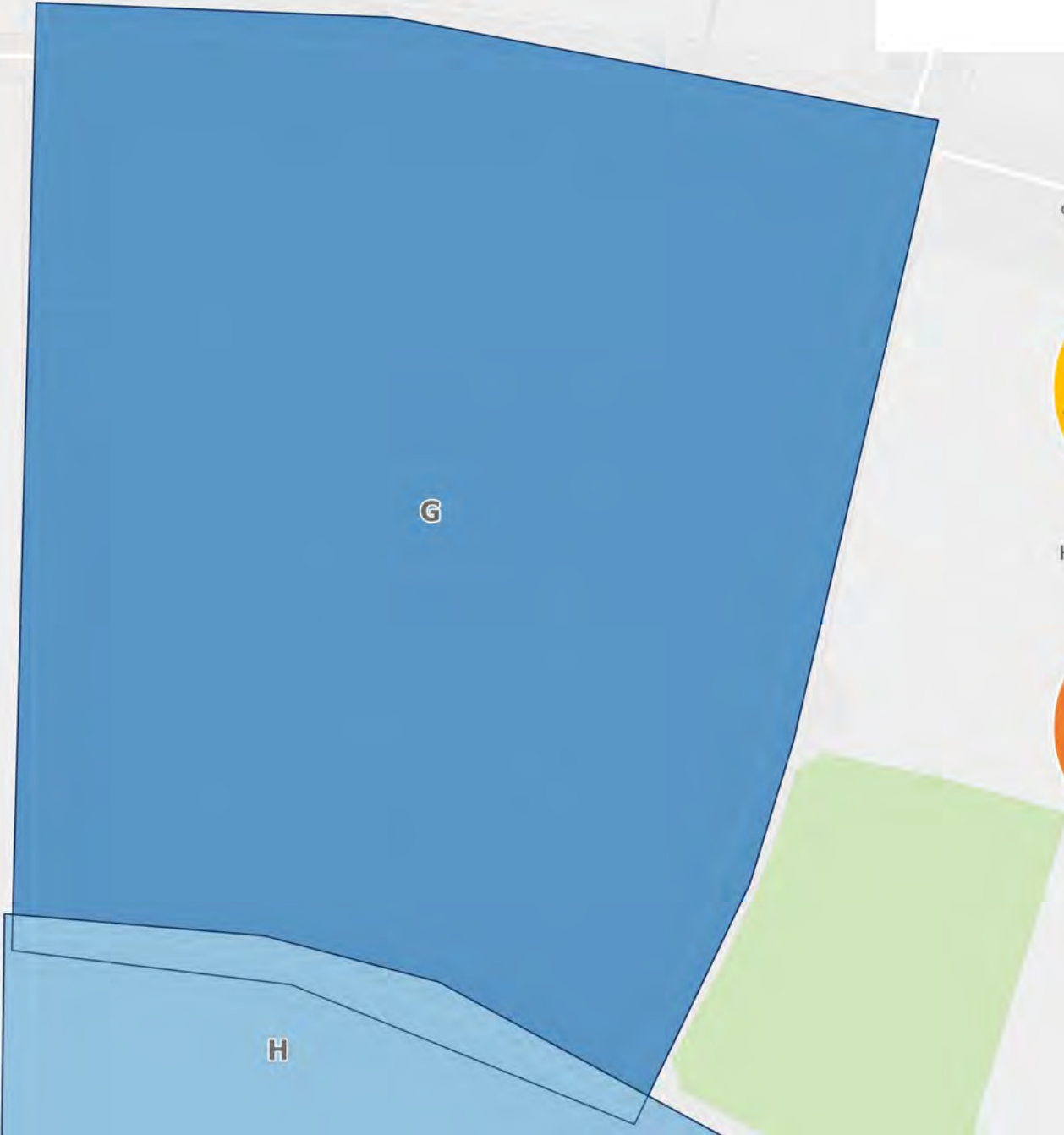

Rent 25%
Own 75%

Legend

Participation Rate

- Less than 5%
- 5-10%
- 10-15%
- 15-20%
- 20-30%
- 30%+

Demographics - Zone D & E

Kay statistics:
Average household size: 2.86
Median Age: 35

Race - Zone D & E

- Other 3%
- Mixed Race 4%
- Pacific Islander 0%
- White 39%
- Asian 45%
- American Indian 0%
- Black 3%
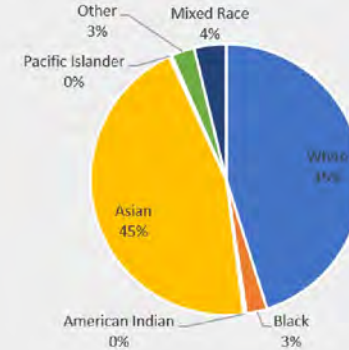
% Population under 18 - Zone D & E

- Under 18 30%

Housing Tenure - Zone D & E

- Rent 27%
- Own 73%

Legend

Participation Rate
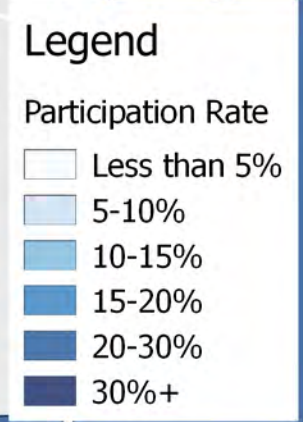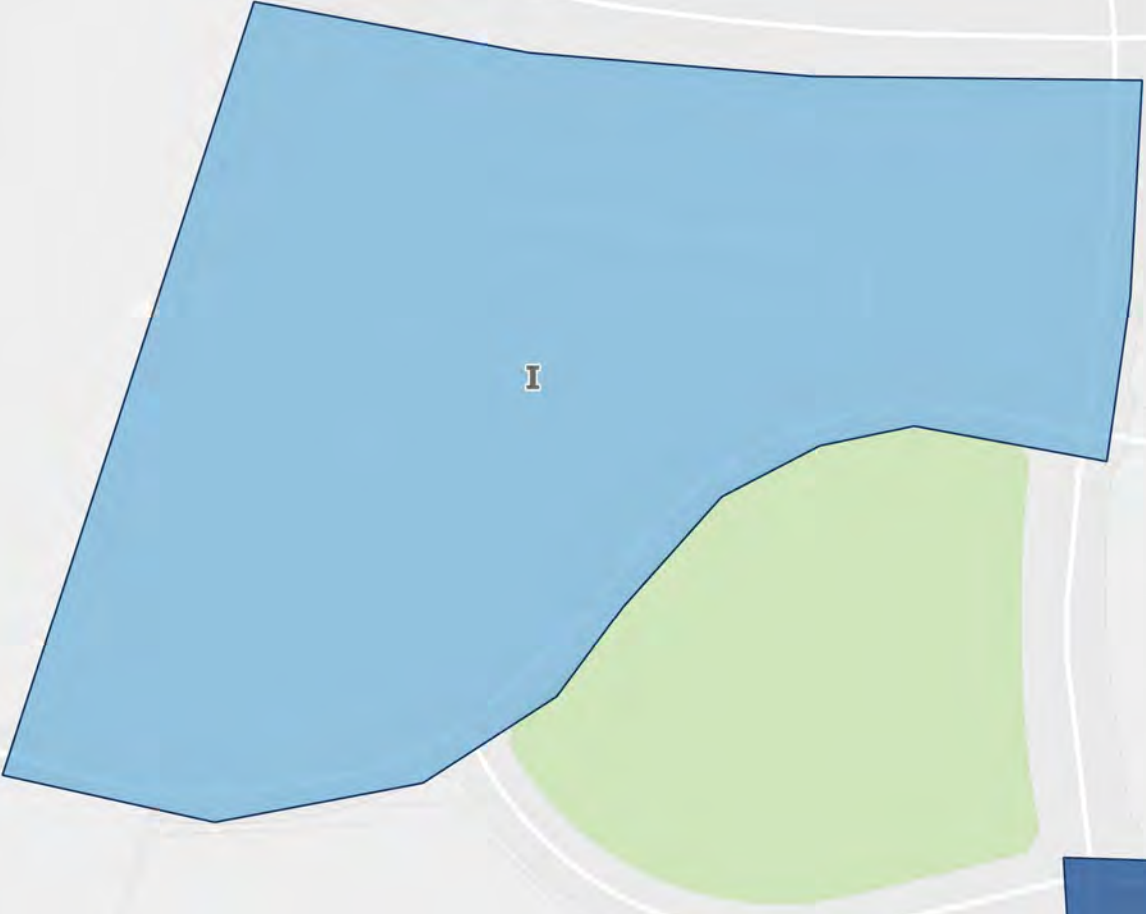
- Less than 5%
- 5-10%
- 10-15%
- 15-20%
- 20-30%
- 30%+

Demographics - Zone G

Kay statistics:
Average household size: 2.92
Median Age: 33

Central Pkwy
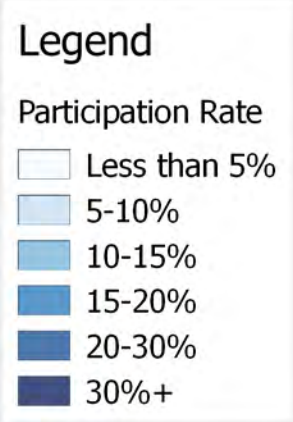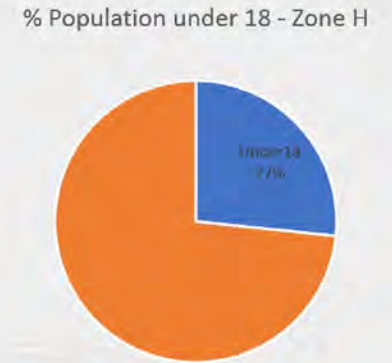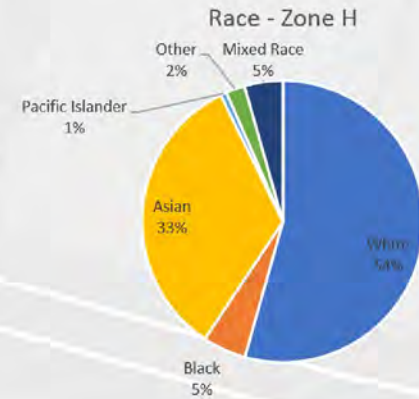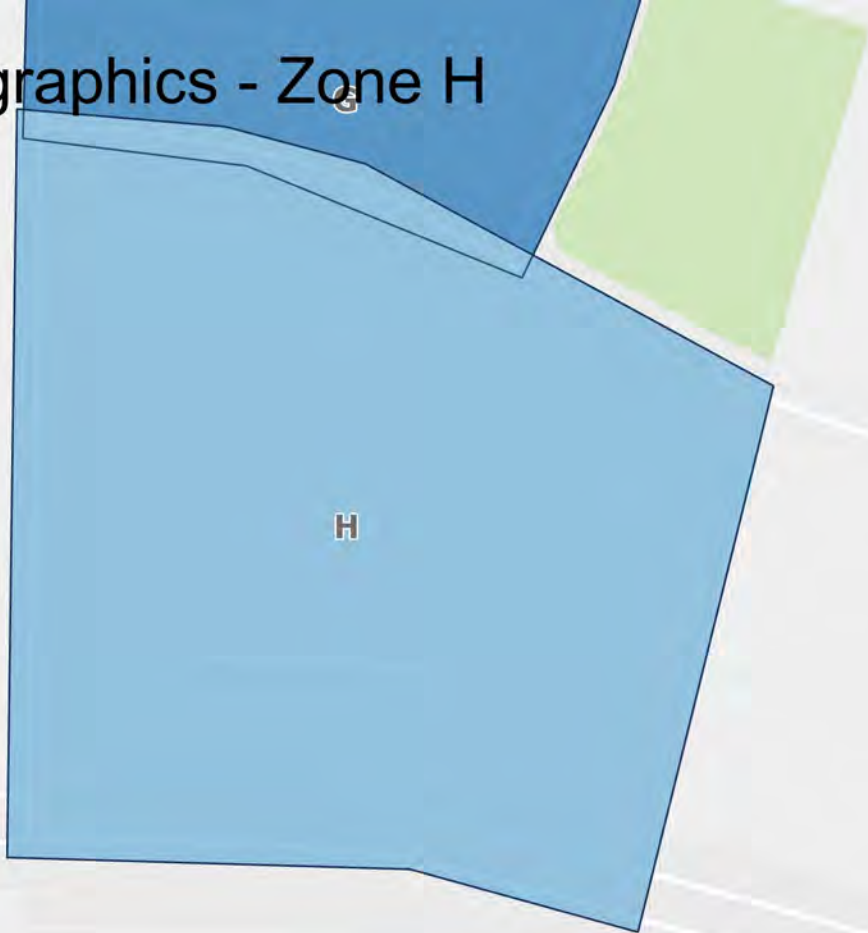
G

H

Race - Zone G

Other
1%

Mixed Race
4%

White
43%

Asian
45%

Black
7%

% Population under 18 - Zone G

Under18
31%

Housing Tenure - Zone G

Rent
32%

Own
68%

Legend

Participation Rate

	Less than 5%
	5-10%
	10-15%
	15-20%
	20-30%
	30%+

Demographics - Zone H

G

I

H

Dublin Blvd

Race - Zone H

Other
2%

Mixed Race
5%

Pacific Islander
1%

Asian
33%

White
54%

Black
5%

% Population under 18 - Zone H

Under 18
?%

Housing Tenure - Zone H

Rent
27%

Own
73%

Kay statistics:
Average household size: 2.35
Median Age: 34

Legend

Participation Rate

	Less than 5%
	5-10%
	10-15%
	15-20%
	20-30%
	30%+

Demographics - Zone I

Kay statistics:
Average household size: 2.5
Median Age: 34

Fallon Sports Park

Race - Zone I
- Other 3%
- Mixed Race 4%
- White 50%
- Asian 38%
- Black 5%

% Population under 18 - Zone I
- Under 18 31%

Housing Tenure - Zone I
- Rent 21%
- Own 79%

Legend

Participation Rate
- Less than 5%
- 5-10%
- 10-15%
- 15-20%
- 20-30%
- 30%+
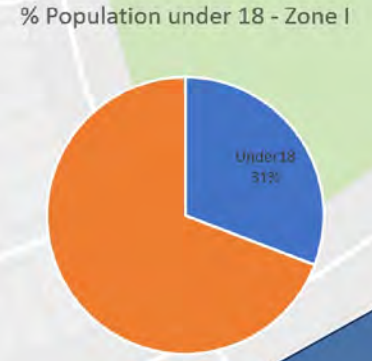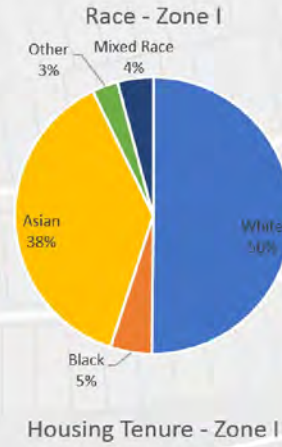
Demographics - Zone Q

Q

Race - Zone H
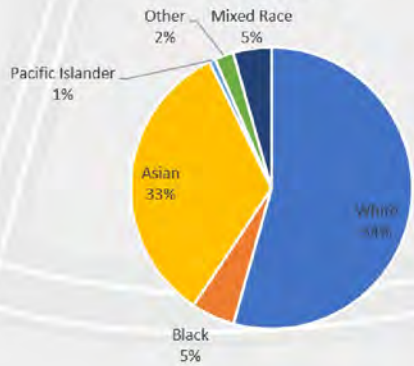
Other 2%
Mixed Race 5%
Pacific Islander 1%
Asian 33%
White 64%
Black 5%

% Population under 18 - Zone H

Under 18 27%
Portola Ave

Housing Tenure - Zone H

Rent 27%
Own 73%

Kay statistics:
Average household size: 2.35
Median Age: 34

Legend

Participation Rate

☐	Less than 5%
☐	5-10%
☐	10-15%
☐	15-20%
☐	20-30%
☐	30%+

Demographics - Zone R

R

Collier Canyon Rd

Race - Zone R

- Other 3%
- Mixed Race 3%
- Pacific Islander 1%
- Asian 17%
- American Indian 1%
- Black 5%
- White 70%

% Population under 18 - Zone R

- Under 18 28%

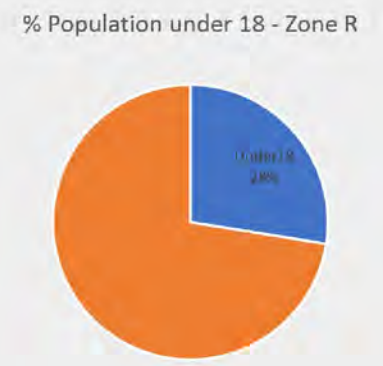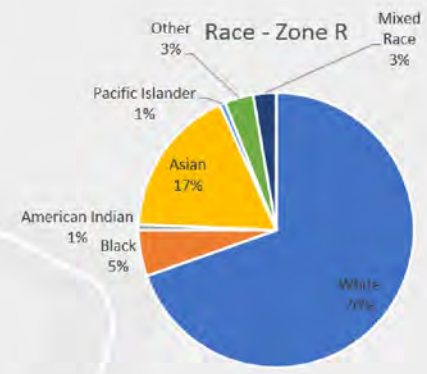## Housing Tenure - Zone R

- Rent 31%
- Own 69%

Key statistics:
Average household size: 2.2
Median age: 36

Legend

Participation Rate

- ☐ Less than 5%
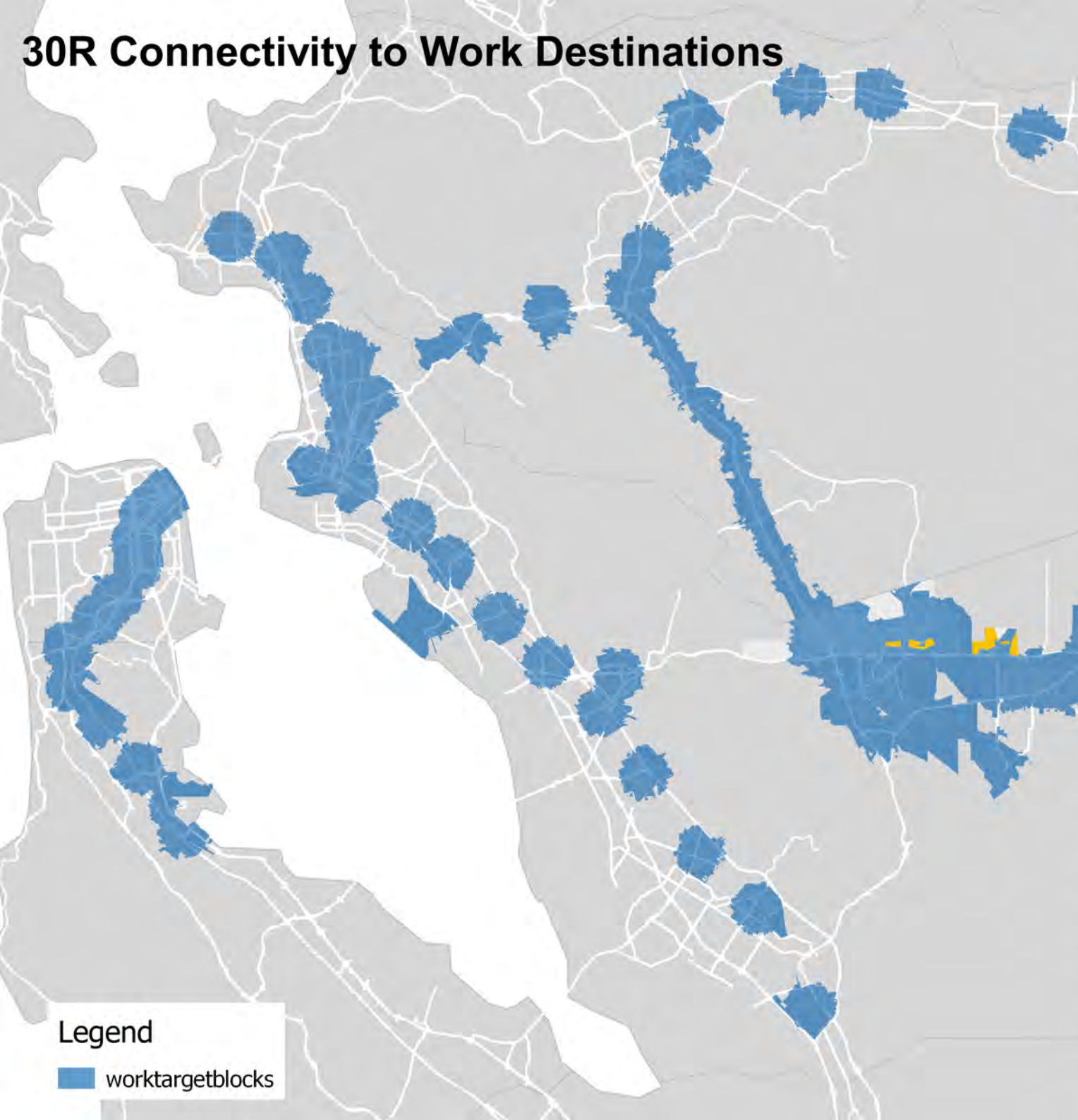- ☐ 5-10%
- ☐ 10-15%
- ☐ 15-20%
- ☐ 20-30%
- ☐ 30%+
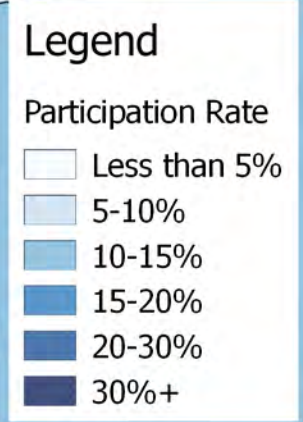
30R Connectivity to Work Destinations

The 30R provides convenient connections to BART and other Wheels bus routes. To evaluate potential for residents to use the 30R to connect to work, commute origin-destinations were used to understand the proportion of people living in the target zones who commute to areas that are within the network the 30R feeds into.

To evaluate this, blocks within a 1-mile radius of BART stops, and within a 1/2 mile walk-shed of Wheels buses were used to identify accessible zones to 30R users. These are shown in blue.

Origin-Destination data is from Census's LEHD LODES Data 2015.

It is important to note that this analysis does not take into account trip time only connectivity. Therefore, the % who work within the identified shed does not equate to the % who will find it convenient to commute via 30R.

Legend

 worktargetblocks

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