

EXECUTIVE DIRECTOR'S REPORT

October 2020

Fare Collection Resumed October 1st

As previously noted, we began collecting fares again and resumed front door boarding on October 1. A temporary barrier has been installed to separate the bus operator from boarding passengers. Hand sanitizer dispensers have been installed near the front of every bus. Both weekday and weekend ridership has remained steady, even with fare collection resuming. Our average weekday ridership thus far in October 2020 is 1,382 per day, compared to 1,348 in September of this year. By comparison, our average weekday ridership in October 2019 was 7,852.

APTA Virtual Award Ceremony

APTA held their annual award ceremony in a virtual setting on Wednesday, October 21. We were presented with our Outstanding Public Transportation System of the Year Award. Despite some technical glitches in the broadcast, it was a privilege to represent LAVTA and to be presented with this prestigious award. APTA is hoping to have a rescheduled in-person conference in March 2021 at which we would be recognized again in a more traditional setting. We have already installed decals on all of our buses noting our latest honor as well as our two California Transit Agency of the Year Awards.

Another APTA AdWheel Grand Award!!!

Each year, the American Public Transportation Association (APTA) conducts an AdWheel Awards competition to recognize the marketing and communications efforts of its members. Entries are judged by transit marketing professionals and the top scoring entries in each category receive First Place Awards. First place award winners are then judged a second time for the top honor of AdWheel Grand Award.

As we have previously notified the Board, we received a First Place Award for electronic media (to increase ridership) for our drive time radio ads that run on radio station KKIQ. Valley Link was selected for a First Place Award for electronic media (highlighting transit needs) for the Valley Link Informational Video. In addition, we nominated Gillig for an AdWheel in the educational initiative category for the passenger shelter they designed and installed on Jack London Drive near their facility. That entry was also selected to receive a First Place Award. The Grand Awards are typically presented at the APTA Annual Conference. Because that conference was postponed, the public announcement of the AdWheel Grand Award winners was postponed until the in-person conference in March. However, we have been notified that we will be announced as the Grand Award winner in the Electronic Media category. This is the second year in a row that LAVTA was selected as an AdWheel Grand award winner. We have also been told that our entry of the Gillig bus stop was selected as a Grand Award winner.

ViewPoint Power BI Pilot

LAVTA is currently piloting a new and improved version of ViewPoint, which leverages the business intelligence capabilities of Power BI in order to visualize and analyze fixed-route-related data. Previously the data has always been available in Transit Master and the old ViewPoint but there were many limitations to the reports available and any customizations required the vendor to program. Since the beginning of October, staff has been introduced to

the new application and undergoing training to create various interactive reports to show on-time performance, ridership, and more. Such reports offer advanced analytics of the service in order to proactively identify operational improvements. The pilot is slated to run through December, at which time staff will review and report findings on this tool.

Shared Autonomous Vehicle (SAV) Project

The testing phase of this project has gone well and staff is preparing to shoot a promotional video this week, which will be compiled into a press kit to be distributed to various media outlets. LAVTA plans to offer a promotional period to the public as part of marketing the SAV service.

Zero-Emission Bus Study

The Center for Transportation and the Environment (CTE) is in the process of completing the rest of the zero-emission bus (ZEB) study, including assessments on the infrastructure, maintenance, and total cost of ownership. CTE is scheduled to return in December to provide their final results.

Maintenance Shop Floor Resurfacing Project

A Notice to Proceed was issued to Servicon Systems, Inc. on October 12 for the resurfacing of the maintenance shop floor at the Rutan Facility. Work will commence on October 28 and is expected to be completed by late November.

Pleasanton Corridor Enhancement Project (Rapid Stops on Santa Rita)

Construction is under way on enhancements to 19 stops along the 10R corridor in Pleasanton, with the contractor performing deep excavations to install concrete footings for the new Rapid medallion signs along the corridor and assembling the 10 new shelters to be installed. Work is expected to continue throughout the fall months with completion scheduled for early 2021.

Transit Signal Priority Upgrade and Expansion Project

This project will upgrade 67 intersections on the 10R and 30R Rapid routes and 24 Rapid buses with an improved and more reliable GPS-based signal-priority system. All intersection and on-board equipment has been installed and is operational. Earlier this month LAVTA staff received training from the vendor on the operation and maintenance of the new system. Once all testing and configuration is complete the project will be ready for final acceptance.

Dublin Parking Garage Project

Alameda County serves as the Lead Agency on this project in partnership with LAVTA as project sponsor. On August 4, the Alameda County Board of Supervisors authorized issuance of the parking garage construction RFP, which the County expects to advertise later this month. Alameda County staff anticipates County awarding the construction contract in early 2021, with completion by early 2023.