

MINUTES OF THE FEBRUARY 22, 2021 ZOOM TELECONFERENCE
LAVTA PROJECTS AND SERVICES COMMITTEE MEETING

1. Call to Order

Committee Chair David Haubert called the meeting to order at 4:01pm.

2. Roll Call of Members

Members Present

David Haubert, Alameda County
Bob Woerner, City of Livermore
Karla Brown, City of Pleasanton
Jean Josey, City of Dublin

3. Meeting Open to Public

No comments.

4. Minutes of the January 25, 2021 Meeting of the P&S Committee.

Approved: Haubert/Brown
Aye: Haubert, Brown, Josey, Woerner
No: None
Abstain: None
Absent: None

5. Bus Exterior Advertising Contract – Execute Option Year 2

Staff reported that the contract with Lamar Transit Advertising started in July 2017 for three years with two option years. Last year LAVTA exercised the first option year and is now requesting to exercise the second option year. Staff informed that last year advertising sales decreased and Lamar Transit Advertising approached LAVTA to change the contract terms from a minimum annual guarantee to a 50/50 split of revenues. The Board approved the new contract terms, so the current proposal is to continue these terms for the final option year. Staff noted that LAVTA will solicit proposals when the economy is better late 2021 or early 2022 for exterior bus advertising.

The item was discussed by the Committee Members and staff.

The Projects and Services Committee forwarded a recommendation to the Board of Directors to authorize the Executive Director to execute the second option year of LAVTA's contract with Lamar Transit Advertising for the sale and installation of exterior bus advertising and maintain the 50 percent split of net advertising sales.

Approved: Brown/Woerner
Aye: Haubert, Brown, Josey, Woerner
No: None

Abstain: None

Absent: None

6. Executive Directors Report

Executive Director Michael Tree informed that ridership continues to be at around 1,200 passengers daily versus over 7,000 pre-COVID-19. Schools are planning to reopen, so that will increase ridership and place pressure on LAVTA to make sure COVID-19 protocols are adhered. Director of Planning and Marketing Tony McCaulay informed that Pleasanton School Board voted to bring students back when Alameda County is in the red COVID-19 tier, so middle school students could start on March 8th and high school students on March 11th. Director of Planning and Marketing Tony McCaulay explained that LAVTA is expecting student ridership load to be around 25% of what LAVTA carried last year, so LAVTA should not have difficulty in maintaining social distancing requirements. Executive Director Michael Tree remarked that LAVTA has not heard from Dublin School Board. Vice Chair Jean Josey reported that Dublin School Board has an action item regarding returning to school. Vice Chair Jean Josey is hopeful a date will be determined and she reminded the School Board to include LAVTA in those discussions.

Executive Director Michael Tree mentioned that the Rapid Bus Stop on Santa Rita are almost completed and the bike fix-it station is starting to be used. Executive Director Michael Tree hopes to expand the bike fix-it stations to more bus stops throughout our system.

Executive Director Michael Tree also informed that the Center for Transportation and the Environment (CTE) is working on a draft Zero-Emission report that will be presented to the Board of Directors. Executive Director Michael Tree explained that there have been discussions regarding hydrogen opportunities that are emerging. Executive Director Michael Tree noted that Gillig has interest in manufacturing a hydrogen bus and acknowledged projects that are developing in Livermore that could provide hydrogen. Chair Bob Woerner met with the other Tri-Valley Mayors to discuss hydrogen with Gillig CEO Derek Maunus. Chair Bob Woerner and Committee Member Karla Brown provided an overview of the meeting with Gillig.

Committee Member Bob Woerner asked if LAVTA is factoring into our projections that the vaccine rollouts could be completed by end of summer. Executive Director Michael Tree informed that LAVTA is projecting ridership will increase and trying to figure out how many drivers are needed, since it takes about 6 weeks for a driver to be certified and trained to operate a bus. Currently, MV Transportation is in full hiring mode. Director of Planning and Marketing Tony McCaulay provided information on school tripper routes and how that will impact hiring needs. Director of Planning and Marketing Tony McCaulay pointed out that LAVTA contacted the Alameda County Office of Education regarding a provision in the education sector that school bus drivers qualify to receive COVID-19 vaccinations and that Wheels has the majority of school bus drivers in this area. Director of Planning and Marketing Tony McCaulay informed that the Pleasanton Unified School District has agreed to submit LAVTA's bus driver names to

Alameda County Office of Education, so that they are on the education tier for COVID-19 vaccines.

This was informational only

7. Preview of Upcoming P&S Committee Agenda Items

8. Matters Initiated by Committee Members

None.

9. Next Meeting Date is Scheduled for: March 22, 2021

10. Adjourn

Meeting adjourned at 3:33pm.