

EXECUTIVE DIRECTOR'S REPORT

May 2021

Ridership

During the month of May, we have continued to see slight increases in ridership. Our average weekday ridership thus far in May 2021 is about 1,630, compared to an average weekday ridership of about 1,500 in April of this year and 1,300 in March 2021. In April 2020, which marked our pandemic low point, our average weekday ridership was about 750. We have had five days thus far in May where ridership exceeded 1,700 for the first time in more than a year. When compared to our average weekday ridership of about 7,100 in the month prior to the start of the pandemic, we are now averaging just below 25% of our pre-COVID ridership.

Marketing Awards

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. We were recently notified that we were again selected to receive multiple First Place Awards.

LAVTA was selected for a First Place Award in the print media category for a brochure developed by our Operations and Innovation team that highlighted our Shared Autonomous Vehicle (SAV) project progress to date and Phase 2 opportunities for expanding the program. In addition, we were selected for a First Place Award in the special event category for the launch of public passenger service on our SAV.

The First Place Awards will be presented at the APTA Marketing and Communications Conference in Philadelphia in October. First Place Award winners are eligible for the overall AdWheel Grand Awards, which will be presented at the APTA TRANSform Conference in Orlando in November.

Update on Regional Transit Recovery and Seamless Integration Activities

LAVTA staff participates on two regional panels led by the Metropolitan Transportation Commission aimed at improving regional transit connectivity and integration, including advancement of various “Seamless Transit” principles that are gaining momentum across the region. The work of both groups is reaching their final stages in the coming months alongside development of a bill in the Legislature (AB 629, Chiu) to guide implementation of the work.

Blue Ribbon Task Force

The Blue Ribbon Task Force was established in May 2020 to guide the region’s transit system through the COVID-19 emergency and subsequent recovery. Since then, the panel comprising elected officials, transit agency staff, other public officials, and stakeholders including labor, business, and transit advocates, has adopted a set of equity principles and worked to deliver the Bay Area Public Transit Transformation Action Plan for MTC consideration by mid-2021. This month the Task Force aims to finalize recommended roles and responsibilities for a Regional Network Manager that would oversee fare integration policy, bus transit priority initiatives, and

branding and wayfinding across the region's transit systems. Additional responsibilities under consideration include network planning for both rail and bus, station hub design review, data coordination, marketing and public information, real-time information standards, paratransit, and mega-project delivery and oversight. A parallel legislative effort in AB 629 (Chiu) would require MTC to, among other things being explored by the Blue Ribbon Task Force, establish a regional transit priority network, and submit a progress report to the Legislature by the end of 2022 on implementation of recommendations from the Fare Coordination and Integration Study. The bill was not expected to pass out of the Assembly before the May 21 deadline, in which case it would become a two-year bill.

Fare Coordination and Integration Task Force

The Fare Coordination and Integration Task Force oversees the work of the Bay Area Fare Coordination and Integration Study being co-led by MTC and BART. The study launched in late 2019 with the goal of analyzing a business case for regional fare integration to determine whether better integration between operators would result in a more attractive system used by more riders. The study has proceeded in spite of the pandemic to finalizing a set of integrated fare policy options for modeling and analysis. Study leaders are now initiating outreach to transit boards as they begin the key task of conducting the Business Case Evaluation, including a May 26 Policymaker Webinar, with draft recommendations expected in July.

Valley Link Project

During the month of May the Valley Link Board certified the environmental work for the Valley Link project and adopted the preferred project, which includes selection of the Southfront station in Livermore and selection of the Stone Cut Alternative in the Altamont (straightening of track to improve train speed and reduce travel time). Next steps for the rail project include the federal environmental work and 30% design.