

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
1362 Rutan Court, Suite 100
Livermore, CA 94551

PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE WHOLE

COMMITTEE MEMBERS

DAVID HAUBERT – CHAIR
KARLA BROWN

JEAN JOSEY – VICE CHAIR
BOB WOERNER

Agenda Questions: Please call the Executive Director at (925) 455-7564 or send an email to frontdesk@lavta.org

Documents received after publication of the Agenda and considered by the P&S Committee in its deliberation will be available for inspection only via electronic document transfer, due to the COVID-19 outbreak. See the COVID-19 provisions outlined below. Please call or email the Executive Director during normal business hours if you require access to any such documents.

TELECONFERENCE

FEBRUARY 22, 2021 – 4:00 PM

**CORONAVIRUS DISEASE (COVID-19) ADVISORY
AND MEETING PROCEDURE**

On June 5, 2020 (updated June 18, 2020), the Health Officer of Alameda County issued an Order that will continue to be in effect until it is rescinded, superseded, or amended in writing by the Health Officer. The Order directed that all individuals living in the county to shelter at their place of residence except that they may leave to provide or receive certain essential services or engage in certain essential activities and work for essential businesses and governmental services.

Under the Governor’s Executive Order N-29-20, this meeting may utilize teleconferencing. As a precaution to protect the health and safety of staff, officials, and the general public. Councilmembers will not be physically in attendance, but will be available via video conference.

The administrative office of Livermore Amador Valley Transit Authority (LAVTA) is currently closed to the public and will remain closed for the duration of the Project & Services (P&S) Committee meeting. Consequently, there will be no physical location for members of the public to participate in the meeting. We encourage members of the public to shelter in place and access the meeting online using the web-video communication application, Zoom. Zoom participants will have the opportunity to speak during Public Comment.

If you are submitting public comment via email, please do so by 1:00 p.m. on Monday, February 22, 2021 to frontdesk@lavta.org. Please include “Public Comment 2/22/2021” and the agenda item to which your comment applies in the subject line. In the body of the email please include your name. Public comments submitted will be read during Public Comment and will be subject to the regular three-minute time restriction.

This P&S Committee meeting will be conducted on the web-video communication platform, Zoom. In order to view and/or participate in this meeting, members of the public will need to download Zoom from its website, www.zoom.us.

It is recommended that anyone wishing to participate in the meeting complete the download process before the start of the meeting.

There will be zero tolerance for any person addressing the Committee making profane, offensive and disruptive remarks, or engaging in loud, boisterous, or other disorderly conduct, that disrupts the orderly conduct of the public meeting.

How to listen and view meeting video:

- From a PC, Mac, iPad, iPhone or Android device click the link below:
<https://zoom.us/j/85868238171>
Passcode: PS1362Mtg
- To supplement a PC, Mac, tablet or device without audio, please also join by phone:
Dial: 1 (669) 900-6833
Webinar ID: 858 6823 8171
Passcode: 622062

To comment by video conference, click the “Raise Your Hand” button to request to speak when Public Comment is being taken. You will then be unmuted when it is your turn to make your comment for up to 3 minutes. After the allotted time, you will be muted.

- Livestream online at: [Livermore Amador Valley Transit Authority YouTube Channel](#)

No option to make Public Comment on YouTube live stream.

How to listen only to the meeting:

- For audio access to the meeting by telephone, use the dial-in information below:
Dial: 1 (669) 900-6833
Webinar ID: 858 6823 8171
Passcode: 622062

*Please note to submit public comment via telephone dial *9 on your dial pad. The meeting’s host will be informed that you would like to speak. If you are chosen, you will be notified that your request has been approved and you will be allowed to speak. You will then be unmuted when it is your turn to make your comment for up to 3 minutes. After the allotted time, you will be muted.*

To submit written comments:

- Provide public written comments prior to the meeting by email, to frontdesk@lavta.org

If you are submitting public comment via email, please do so by 1:00 p.m. on Monday, February 22, 2021 to frontdesk@lavta.org. Please include “Public Comment 2/22/2021” and the agenda item to which your comment applies in the subject line. In the body of the email please include your name. Public comments submitted will be read during Public Comment and will be subject to the regular three-minute time restriction.

1. Call to Order

2. Roll Call of Members

3. Meeting Open to Public

- Members of the audience may address the Committee on any matter within the general subject matter jurisdiction of the LAVTA Board of Directors.
- Members of the audience may address the Committee on items on the Agenda at the time the Chair calls for the particular Agenda item.
- Public comments should not exceed three (3) minutes.
- Agendas are published 72 hours prior to the meeting.
- No action may be taken on matters raised that are not on the Agenda.

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

Recommendation: Approval

5. Bus Exterior Advertising Contract – Execute Option Year 2

Recommendation: Staff recommends that the Project & Services Committee forward to the LAVTA Board a recommendation authorizing the Executive Director to execute the second option year of our contract with Lamar Transit Advertising for the sale and installation of exterior bus advertising and maintain the 50 percent split of net advertising sales.

6. Executive Directors Report

Recommendation: None – information only

7. Preview of Upcoming P&S Committee Agenda Items

8. Matters Initiated by Committee Members

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

10. Adjourn

Please refrain from wearing scented products (perfume, cologne, after-shave, etc.) to these meetings, as there may be people in attendance susceptible to environmental illnesses.

In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. In either case, any item acted upon by the Committee or the Committee of the Whole will require consideration and action by the full Board of Directors as a prerequisite to its legal enactment.

I hereby certify that this agenda was posted 72 hours in advance of the noted meeting.

On request, the Livermore Amador Valley Transit Authority will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. A written request, including name of the person, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service should be sent at least seven (7) days before the meeting. Requests should be sent to:

*Executive Director
Livermore Amador Valley Transit Authority
1362 Rutan Court, Suite 100
Livermore, CA 94551
Fax: 925.443.1375
Email: frontdesk@lavta.org*

AGENDA

ITEM 4



MINUTES OF THE JANUARY 25, 2021 ZOOM TELECONFERENCE
LAVTA PROJECTS AND SERVICES COMMITTEE MEETING

1. Call to Order and Pledge of Allegiance

Without objection the Committee nominated Karla Brown to be the Chair Pro Tem.

Committee Chair Pro Tem Karla Brown called the meeting to order at 3:01pm.

2. Roll Call of Members

Members Present

Bob Woerner, City of Livermore

Karla Brown, City of Pleasanton

Melissa Hernandez (Alternate), City of Dublin

Members Absent

Vacant, Alameda County

3. Meeting Open to Public

No comments.

4. Minutes of the November 23, 2020 Meeting of the P&S Committee.

Approved: Hernandez/Woerner

Aye: Brown, Hernandez, Woerner

No: None

Abstain: None

Absent: None

5. Evaluation of Paratransit Services

Staff updated the Projects and Services Committee on the Evaluation of Paratransit Services. Staff provided a PowerPoint presentation that recapped the last Board meeting and gave an overview of potential cost savings, branding, and management/governance. Staff informed that all Pleasanton Paratransit Services (PPS) will shift to LAVTA on February 1, 2021 and they do not anticipate capacity issues with Central Contra Costa Transit Authority (CCCTA). LAVTA and City of Pleasanton will coordinate outreach and educate existing PPS passengers of changes. Staff concluded the PowerPoint by pointing out key changes and benefits to a pilot program with CCCTA.

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 Executive Director to reject all proposals from RFP 2020-04 for Paratransit Operations and Maintenance, and enter into a Memorandum of Understanding (MOU) with Central Contra Costa Transit Authority (CCCTA) to

establish a 15-month pilot where LAVTA will share CCCTA's paratransit contractor in an effort to more efficiently achieve common goals toward a more seamless paratransit program.

Approved: Woerner/Hernandez
Aye: Brown, Hernandez, Woerner
No: None
Abstain: None
Absent: None

6. Executive Directors Report

Executive Director Michael Tree informed that ridership continues to be low at 1,100 passengers compared to over 7,000 a year ago. Executive Director Michael Tree explained that the Stay at Home Order impacted ridership numbers and that staff is watching COVID-19 orders and tiers closely. The Director of Planning and Marketing is coordinating with Alameda County regarding vaccination plans.

Executive Director Michael Tree announced the Clipper START Program started on January 25.

Executive Director Michael Tree noted at the Board of Directors meeting on Feb 1 the state of the system, rider survey, and public input on COVID-19 emergency service changes will be presented.

Executive Director Tree explained that the Blue-Ribbon Task Force is moving towards a recommendation to establish a Network Manager in the Bay Area. Executive Director Michael Tree informed that the Board of Directors will see this on their agenda for discussion regularly moving forward due to potential impacts to LAVTA.

Executive Director Michael Tree also gave brief updates on the Zero-Emission Bus Study, Atlantis Transit Facility, Shared Autonomous Vehicle (SAV) project, Pleasanton BRT Corridor Enhancement Project, and Dublin Parking Garage Project.

The item was discussed by the Committee Members and staff.

This was informational only.

7. Preview of Upcoming P&S Committee Agenda Items

The item was discussed by the Committee Members and staff. Chair Bob Woerner requested Executive Director Michael Tree a meeting between the CEO of Gillig and the Mayors of the Tri-Valley to discuss hydrogen buses.

8. Matters Initiated by Committee Members

None.

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

10. Adjourn

Meeting adjourned at 3:42pm.

AGENDA

ITEM 5



STAFF REPORT

SUBJECT: Bus Exterior Advertising Contract – Execute Option Year 2

FROM: Tony McCaulay, Director of Planning and Marketing

DATE: February 22, 2021

Action Requested

Staff recommends that the Project & Services Committee forward to the LAVTA Board a recommendation authorizing the Executive Director to execute the second option year of our contract with Lamar Transit Advertising for the sale and installation of exterior bus advertising and maintain the current 50 percent split of net advertising sales.

Background

LAVTA currently contracts with Lamar Transit Advertising for the sale of advertising on our buses. The initial three-year contract period expired on June 30, 2020. In October 2019, the LAVTA Board approved exercising the first option year of the contract for July 1, 2020 through June 30, 2021, with Lamar providing annual revenue to LAVTA of 50 percent of net sales or a minimum annual guarantee of \$95,000, whichever is higher.

As a result of the COVID-19 pandemic, Lamar saw a drastic reduction in ad revenues beginning in March 2020 due to the following:

- Active advertising contracts were cancelled due to events and other social gathering restrictions.
- Revenue through new business development was virtually nonexistent.
- Delinquent and non-payment of invoices for services rendered increased.

Discussion

As a result of the above, Lamar approached LAVTA in May 2020 and requested that our contract for the year starting July 1, 2020 be amended to strictly a 50% revenue split of net sales. Staff felt this was a reasonable request given the circumstances and the LAVTA Board approved this contract amendment in June 2020.

During the first seven months of the current contract year, net advertising sales have averaged just over \$10,000 per month. For the same seven-month period from July 2019 through January 2020 (pre-COVID), monthly net sales averaged just under \$24,000.

This is the final option year in the current contract with Lamar. Staff feels that exercising this option year with Lamar is in LAVTA’s best financial interest. A Request for Proposals would be issued in late 2021 or early 2022, with a new contract start date of July 1, 2022, when improvements in economic conditions as a result of COVID-19 mitigation efforts are likely to result in much better financial proposals to the next RFP.

Recommendation

Staff recommends that the Project & Services Committee forward to the LAVTA Board a recommendation authorizing the Executive Director to execute the second option year of our contract with Lamar Transit Advertising for the sale and installation of exterior bus advertising and maintain the 50 percent split of net advertising sales.

AGENDA

ITEM 6



EXECUTIVE DIRECTOR'S REPORT

February 2021

Ridership Update

Ridership thus far in February is up slightly over January. Average weekday ridership is currently about 1,200 compared to just under 1,100 in January. By comparison, our average weekday ridership in February 2020 was just under 7,100, so we are still down about 83% from pre-COVID numbers.

Schools Reopening

The Pleasanton Unified School District has announced plans to resume partial in classroom instruction. In anticipation of that reopening, we have had drivers out doing refresher training on the school routes in Pleasanton and are preparing schedules and other outreach material. We will finalize those materials when PUSD announces their final decision, start dates and bell time schedules. The school districts in Livermore and Dublin have not yet formally announced dates for resuming in classroom instruction.

Pleasanton BRT Corridor Enhancement Project (Rapid Stops on Santa Rita)

New equipment and amenities, including 10 new shelters with lighting, have been installed. Ongoing work continues at some locations to complete electrical installations, with substantial project completion by the end of this month, and final completion scheduled for mid-March.



Of note is the stop next to the Iron Horse Trail where staff has installed a bike fix it station. The station includes a mounting pedestal for bikes, tools for common repairs on bicycles that are suspended from secure cables and a tire inflator.

Dublin Parking Garage Project

Alameda County serves as the Lead Agency on this project in partnership with LAVTA as project sponsor. The County is in the process of advertising the design-build RFP for construction of the garage, with LAVTA staff participating as a member of the selection committee. Alameda County staff anticipates County awarding the construction contract in summer 2021, with completion in 2023.

Zero Emissions Bus Study

The Authority and consultant are working towards the draft Zero Emissions Plan for LAVTA. This will include future zero emission bus purchases and required infrastructure. On February 22, 2021 staff will be meeting with Mayors in the Tri-Valley and the CEO of Gillig to discuss the potential for Gillig to manufacture hydrogen buses in the near future. A report on this project will be provided at the March LAVTA Board meeting.

Shared Autonomous Vehicle Project

Staff is working with ACTC and MTC on the funding request for Phase II that will extend the route of the autonomous vehicle from the Dublin/Pleasanton BART station to the Ross Headquarters/Zeiss Innovation Center approximately 1 mile from the station. Staff is also meeting with representatives at business park to discuss the project. A report on this project will be provided at the March LAVTA Board meeting.

Future LAVTA Operations and Maintenance Facility

Staff continues to work with Kimley Horn of the preliminary design of the facilities at the Oaks Business Park, including infrastructure for zero emissions technology. A report on this project will be provided at the March LAVTA Board meeting.

APC Certification/ViewPoint Power BI Pilot

For the last few months LAVTA has been piloting a new and improved version of ViewPoint, which leverages the business intelligence capabilities of Power BI in order to visualize and analyze ridership data captured by automatic passenger counters (APC). Staff has been introduced to the new application and undergone 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 as well as which APC may need troubleshooting. Staff is continuing to work with Trapeze on improving the quality of data in order to meet NTD thresholds for receiving APC certification and providing NTD and riders with accurate ridership and passenger load information.

AGENDA

ITEM 7



LAVTA COMMITTEE ITEMS - March 2021 - July 2021

Projects & Services Committee

	Action	Info
March		
Minutes	X	
ZEB Rollout Plan	X	
Atlantis Transit Facility		X
April	Action	Info
Minutes	X	
May	Action	Info
Minutes	X	
Fall Service Changes (effective August)	X	
June	Action	Info
Minutes	X	
TAAC Appointments	X	
Fixed Route Customer Satisfaction		X
July	Action	Info
Minutes	X	
*Typically July committee meetings are cancelled		