

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
JEAN JOSEY

KARLA BROWN – VICE CHAIR
EVAN BRANNING

DATE: Monday, August 28, 2023

PLACE: LAVTA Offices, Diana Lauterbach Room,
1362 Rutan Court, Suite 100, Livermore, CA

TIME: 4:00p.m.

TELECONFERENCE LOCATIONS

5852 Drakes Drive
Discovery Bay, CA 94505

Agenda Questions: Please call the Front Desk at (925) 455-7555 or send an email to frontdesk@lavta.org

Documents received after publication of the Agenda and considered by the Projects and Services 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.

MEETING PROCEDURE

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

We encourage members of the public to access the meeting online using the web-video communication application, Zoom. Zoom participants will have the opportunity to speak during Public Comment. It is recommended that anyone wishing to participate in the meeting remotely complete the download process before the start of the meeting.

Public comments will also be accepted via email until 1:00 p.m. on Monday, August 28, 2023 at frontdesk@lavta.org. Please include “Public Comment – 8/28/2023” and the agenda item 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.

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 on the Agenda item. 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 dial *6 to unmute 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, August 28 2023 to frontdesk@lavta.org. Please include “Public Comment – 8/28/2023” 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 and Pledge of Allegiance

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 June 26, 2023 Meeting of the P&S Committee.

Recommendation: Approval

5. Go Tri-Valley Contract Amendments

Recommendation: Staff requests that the Projects and Services Committee recommend the Board of Directors authorize the Executive Director to execute amendments to the Go Tri-Valley contracts with Lyft, Inc. and Uber Technologies, Inc. to extend the contract terms and accommodate the increased ridership and subsequent annual program costs.

6. Update on Start of School Service

Recommendation: Receive and file an update from staff on the Start of School service.

7. Preview of Upcoming P&S Committee Agenda Items

8. Matters Initiated by Committee Members

9. Next Meeting Date is Scheduled for: September 25, 2023

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 JUNE 26, 2023
LAVTA PROJECTS AND SERVICES COMMITTEE MEETING

1. Call to Order and Pledge of Allegiance

Committee Chair Evan Branning called the meeting to order at 4:01pm.

2. Roll Call of Members

Members Present

Jean Josey, City of Dublin
Evan Branning, City of Livermore
Karla Brown, City of Pleasanton

Members Absent

David Haubert, Alameda County

3. Meeting Open to Public

No comments.

4. Minutes of the May 22, 2023 Meeting of the P&S Committee.

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

5. Resolution in Support of Continued Participation in the Metropolitan Transportation Commission's Clipper START! Pilot Program

The Projects and Services Committee recommended forwarding to the Board of Directors, Resolution 18-2023, authorizing the Executive Director to provide the Metropolitan Transportation Commission (MTC) with a resolution indicating LAVTA's desire to continue to participate in MTC's Clipper START! pilot program.

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

6. Preview of Upcoming P&S Committee Agenda Items

7. Matters Initiated by Committee Members

Vice Chair Karla Brown requested a Gillig Tour for all Board Members and

Director Jean Josey requested a staff report on The Alameda County Pass Program.

8. Next Meeting Date is Scheduled for: August 28, 2023

9. Adjourn

Meeting adjourned at 4:23pm

AGENDA

ITEM 5



STAFF REPORT

SUBJECT: Go Tri-Valley Contract Amendments

FROM: Mike Tobin, Director of Operations

DATE: August 28, 2023

Action Requested

Recommend that the Board authorize the Executive Director to execute amendments to the Go Tri-Valley contracts with Lyft, Inc. and Uber Technologies, Inc. to extend the contract terms and to accommodate the increased ridership and subsequent annual program costs.

Background

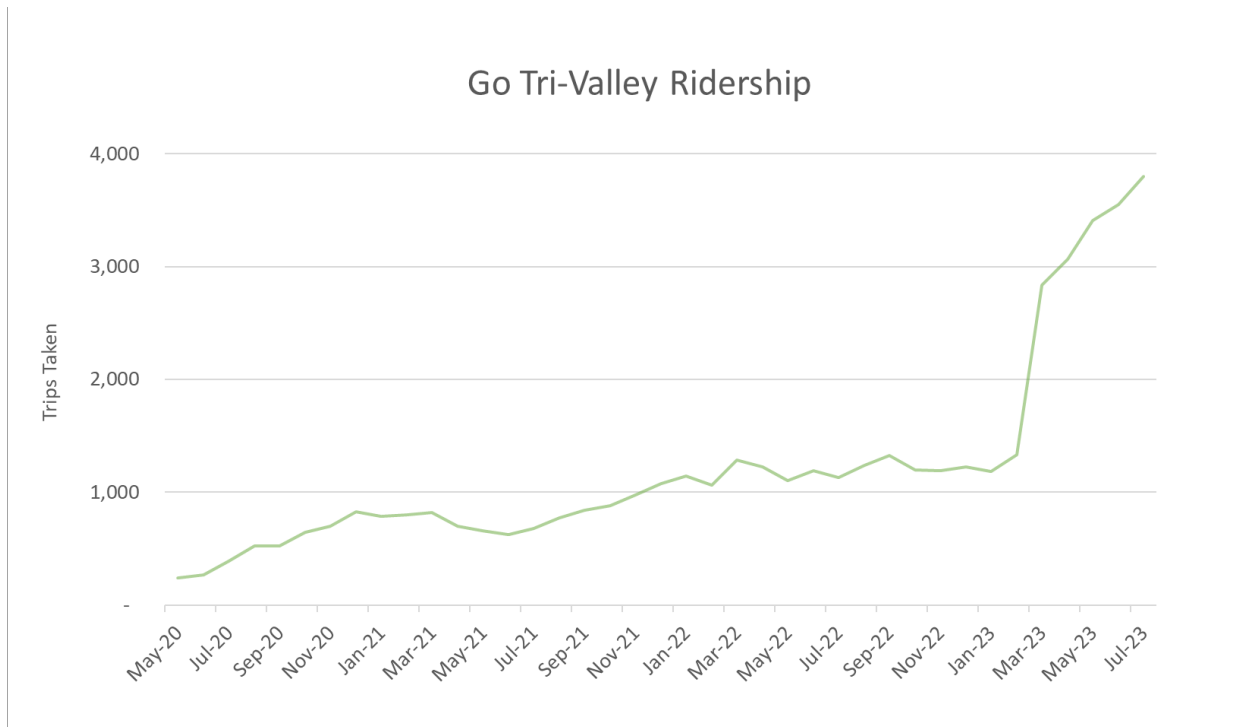
In May 2020, the Go Dublin shared-ride subsidy program was rebranded to Go Tri-Valley and the service area was expanded so that riders could travel throughout the Tri-Valley. The program offers a 50% subsidy up to five dollars for trips that both start and end in Dublin, Pleasanton, or Livermore. The goal of this program was to provide supplemental mobility services for areas with little to no fixed route coverage, as well as to provide first-mile/last-mile connectivity to Wheels' local service.

Due to the COVID-19 pandemic and shelter-in-place orders restricting non-essential travel, ridership started low and grew gradually over the next two years. There have been several amendments executed to the Lyft and Uber contracts to expand the service area to all the Tri-Valley as well as to renew the yearly terms. The current terms of the contracts expire on 10/31/2023 for Lyft and 11/3/2023 for Uber and may be renewed for additional twelve (12) month terms.

Discussion

Though ridership continued to grow in the beginning of CY 2023, many customers were still unaware of this supplemental transportation option. Therefore, at the end of February 2023, a social media marketing campaign was conducted to advertise the Go Tri-Valley program. As a result of this new marketing campaign, ridership more than doubled in March and continues to grow at an exponential rate. Due to increased costs, the program will need the not-to-exceed contract budgets increased.

The chart below shows the growth of the program since its inception in early 2020.



As can be seen from the graph, ridership rose precipitously following the media campaign in March, with the number of subsidized rides growing by an average of 8% month over month. At this rate, Staff projects that the not-to-exceed (NTE) amount for both contracts will be reached by the end of September 2023.

As a result of this increase in ridership, staff recommend that the contract with Uber be increased by \$170,000 for a total NTE amount of \$270,000 and that the contract with Lyft be increased by \$400,000 for a total NTE amount of \$600,000. The amendments will address the last annual term (for each Lyft and Uber contract) that started in November 2022, as well as future renewable terms.

Staff continues to monitor and analyze the Go Tri-Valley ridership closely. The granular data provided by LAVTA's program partners may provide useful insights into customer travel patterns that fall outside of LAVTA's current regular fixed-route coverage. Staff intends to evaluate the program and its utilization in summer 2024 and may make recommendations for program modifications as a result of the evaluation.

Recommendation

Staff requests that the Projects and Services Committee recommend the Board of Directors authorize the Executive Director to execute amendments to the Go Tri-Valley contracts with

Lyft, Inc. and Uber Technologies, Inc. to extend the contract terms and accommodate the increased ridership and subsequent annual program costs.

Attachments

1. Resolution 23-2023

RESOLUTION NO. 23-2023

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AMENDMENTS TO GO TRI-VALLEY CONTRACTS WITH LYFT, INC AND UBER TECHNOLOGIES, INC.

WHEREAS, in 2017 the Livermore Amador Valley Transit Authority (LAVTA) launched the Go Dublin rideshare discount program with Lyft, Inc. (Lyft) and Uber Technologies, Inc. (Uber) that offered a discount of half the fare up to \$5 for rideshare trips taken in the City of Dublin; and

WHEREAS, in 2020, the program was rebranded as Go Tri-Valley and was expanded to cover rideshare trips that start and end throughout the Tri-Valley; and

WHEREAS, the current contracts with Lyft and Uber expire in Fall 2023 and each have included a not-to-exceed dollar amount; and

WHEREAS, due to significant increases in Go Tri-Valley ridership, the contracts with Lyft and Uber are nearing the not-to-exceed amount; and

WHEREAS, LAVTA wishes to amend the agreements with Lyft and Uber to extend the program by one year and increase the not-to-exceed amount to cover projected ridership.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Livermore Amador Valley Transit Authority that the Executive Director is authorized to:

- 1) Execute contract amendments with both Lyft and Uber to extend the Go Tri-Valley contracts for 12-months; and
- 2) Increase the not-to-exceed amount to \$270,000 for Uber and to \$600,000 for Lyft for these respective contract amendments.

PASSED AND ADOPTED THIS 11th DAY OF SEPTEMBER 2023.

Melissa Hernandez, Chair

ATTEST

Christy Wegener, Executive Director

AGENDA

ITEM 6



STAFF REPORT

SUBJECT: Update on Start of School Service
FROM: Mike Tobin, Director of Operations
DATE: August 28, 2023

Action Requested

None – Information only.

Background

LAVTA currently offers bus services to middle and high schools across the Tri-Valley area through various routes. In Dublin, these routes include 2, 30R, and 501 – 504. Pleasanton is served by routes 10R, 601-611, while Livermore is covered by routes 10R, 30R, 14, and 15. The majority of this service operates as "trippers", which are dedicated individual trips during the peak AM and PM hours specifically for schools. It's important to note that these "trippers" are not limited to students but are open to the general public as well.

Before each school year begins, LAVTA collaborates closely with its contractor staff to proactively address operational and logistical challenges that may arise from providing school services.

In addition, LAVTA recently conducted its inaugural joint meeting with Tri-Valley School leadership on August 4th. The purpose of this meeting was to discuss the upcoming school term and share crucial updates.

Discussion

This year, there were multiple schedule changes for the school routes, including the following:

- **Dublin:**
 - Schedules for **Routes 501, 502, 503, 504** were adjusted to better connect to the bell times.
 - **Route 502** (Emerald Glen) was rerouted off Wildwood for a faster connection to DHS and due to low ridership.
- **Pleasanton:**
 - Schedule for **Routes 602 (Del Prado Park)** and **604 (Fairlands)** was adjusted to better time with Foothill High School.
- **Livermore:**
 - **Route 15 (Springtown)** schedule adjustment to better connect with Christensen MS.

The Try Transit to School promotion runs from August 7-September 4, offering free rides for all middle and high school students throughout the Tri-Valley.

School service for Dublin and Pleasanton school districts began on August 10th, 2023. To help prepare, LAVTA management staff and MV management staff were positioned at various schools throughout the service area to act as ambassadors, which included answering questions from students, ensuring safe and proper boarding of buses, and addressing any student rider behavioral issues.

Staff also met on a daily basis to review any schedule issues and to review passenger counts of students from the day prior to address any concerns of passenger overloads on the buses. Nearly all the school routes experienced on-time performance challenges the first two weeks of the school year; staff expects on-time performance to improve as traffic normalizes after Labor Day. While most of the school-focused routes were seeing strong ridership, since the start of school, two routes (routes 501 and 604), have been experiencing very heavy passenger loads and may need additional resources if those passenger loads remain constant.

Staff are closely monitoring the loads on Route 501 and may add a later afternoon trip in the Fall to alleviate heavy loads if they remain constant. As a temporary adjustment, on Route 604 between Fairlands and Foothill High School, staff added an additional trip 15 minutes prior that began at the midpoint of the route and serviced the second half of the route, thereby reducing the number of students on each of the buses to a reasonable amount. This change was enacted on Monday, August 21st. Staff are monitoring the change and will make any additional changes as necessary.

Recommendation

Receive and file an update from staff on the start of school service.

AGENDA

ITEM 7



LAVTA COMMITTEE ITEMS - September 2023 - January 2024

Projects & Services Committee

	Action	Info
September		
Minutes	X	
Wheels in Motion Update		X
Fixed Route Customer Satisfaction Survey	X	
October		
Minutes	X	
SAV Project Update		X
Fleet Composition and Purchase Discussion	X	
November		
Minutes	X	
December		
Minutes	X	
*Typically December committee meetings are cancelled		
January		
Minutes	X	