

**S T A F F   R E P O R T**

SUBJECT:    Go Tri-Valley Program Update

FROM:        Mike Tobin, Director of Operations & Planning  
                  Martha Nguyen, Senior Operations Analyst

DATE:        March 24, 2025

**Action Requested**

None – this is an informational update.

**Background**

Go Tri-Valley is a partnership between LAVTA and Transportation Network Companies (TNC) that offers a 50% subsidy up to \$5 dollars per trip for trips that start and end within the LAVTA service area. The program launched in 2017 as Go Dublin; it was originally designed to offer an alternative transportation service in the City of Dublin after LAVTA reduced or eliminated unproductive bus service in 2016. The program was expanded during the COVID pandemic to include Livermore and Pleasanton to offset temporary service reductions and mandated travel restrictions and was rebranded as Go Tri-Valley. Go Tri-Valley users are granted an unlimited number of uses each month across TNC partners.

In spring 2023, staff initiated a very successful Tik-Tok style marketing campaign which resulted in a significant increase in Go Tri-Valley ridership. To mitigate the increasing costs, staff presented several program alternatives and recommended a trip cap of 10 trips per month, per user on each TNC platform. The Board subsequently authorized the recommendation at their February 2024 meeting (Attachment 1). The cap was implemented April 1, 2024.

After monitoring the impacts of the trip cap, staff is returning to provide an updated ridership analysis.

**Discussion**

Below are the ridership and cost statistics throughout the life of Go Tri-Valley:

***Prior to Marketing Campaign***

Avg Monthly Ridership	1,218 trips
Program Growth	+2.3% average per month
Annual Cost	\$70k ( <b>47% increase</b> from previous year)

***Post-Marketing Campaign***

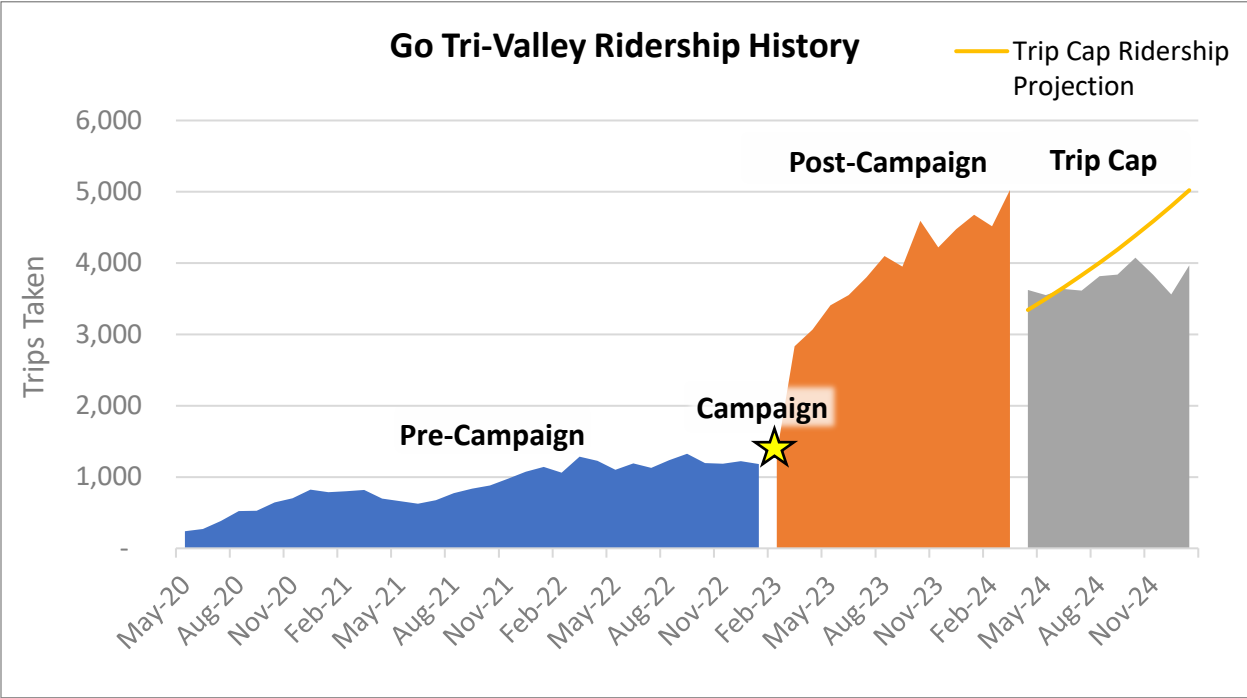
Avg Monthly Ridership	4,115 trips
Program Growth	+5% average per month (excluding initial spike)
Annual Cost	\$231k ( <b>230% increase</b> from previous year)

**Post-Trip Cap YTD (April 2024 – Jan 2025)**

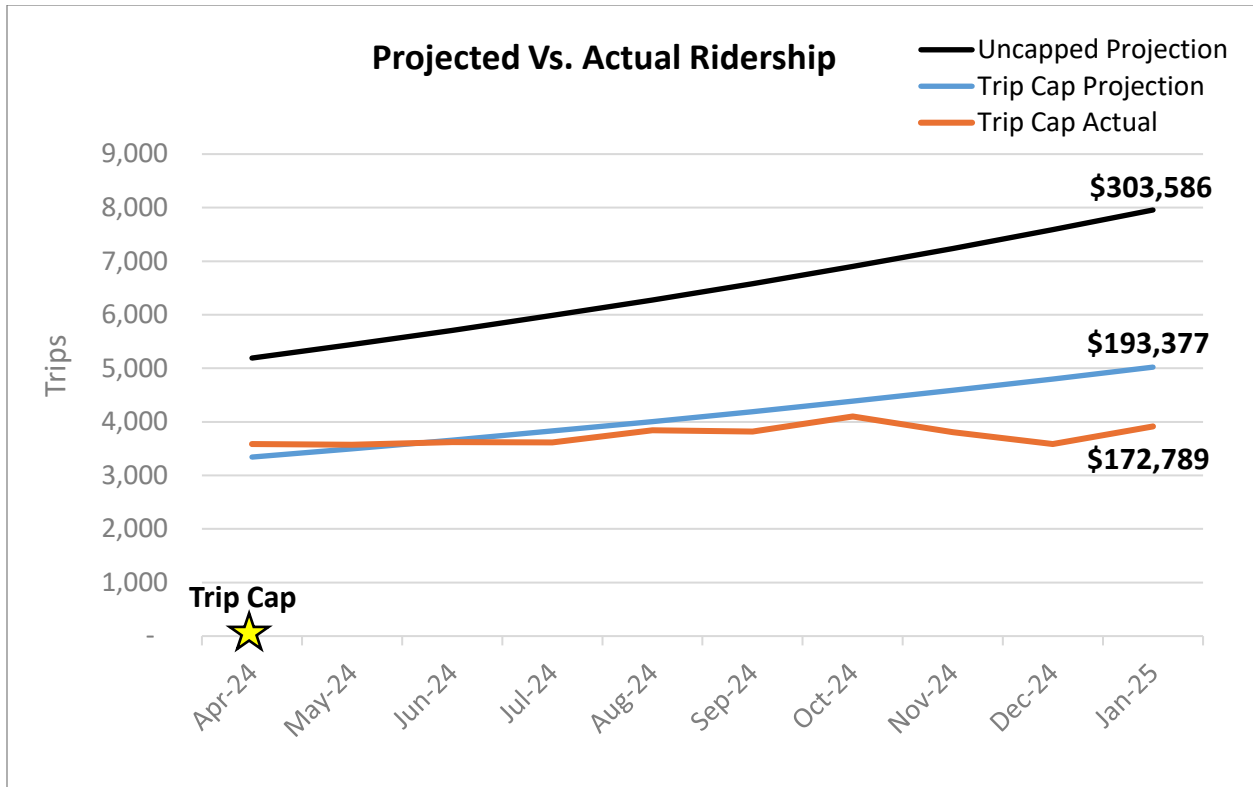
Avg Monthly Ridership	3,752 trips
Program Growth	+1% average per month (excluding initial drop)
YTD Annual Cost	\$173k
Projected Annual Cost	\$208k ( <b>10% decrease</b> from previous year)

Staff estimated a 38% reduction of program costs had there been a 10-trip cap in place the previous contract year. Immediately after implementation of the cap, the monthly cost dropped 29% and the growth rate of trips from month to month has decreased from 5% to 1%.

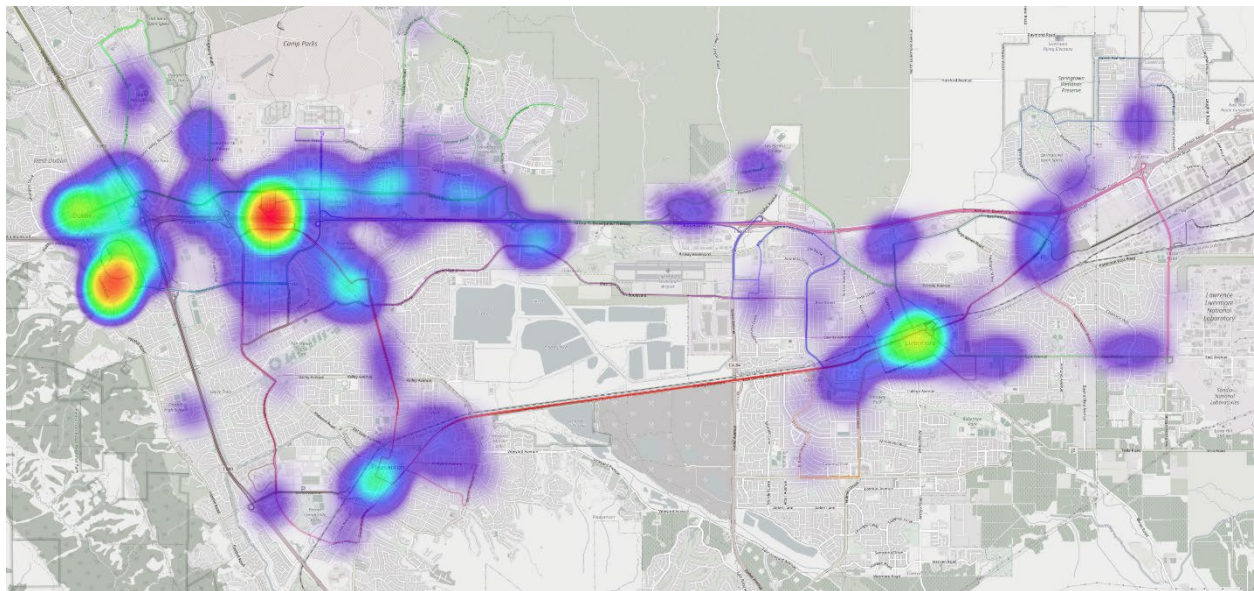
The following chart shows the growth and milestones of the program.



After implementation of the trip cap, the actual cost and ridership have been slightly lower than staff projected although they continue to grow over time.



Below is a heat map of trips taken since April 2024. The brighter red and yellow areas indicate a higher concentration of trips traveling to places such as Dublin/Pleasanton BART, Livermore Transit Center/ACE Station, Downtown Pleasanton/Pleasanton ACE Station, and Stoneridge Shopping Center/DaVita Dialysis.



***Current Ridership Statistics***

<b>TIME OF TRAVEL</b>	<b>% OF TRIPS</b>
Early AM 4 am – 6 am	1.06%
Peak AM 6 am – 9 am	14.40%
Late AM 9 am – 12 pm	19.70%
Early PM 12 pm – 3 pm	16.58%
Mid PM 3 pm – 5 pm	13.39%
Peak PM 5 pm – 8 pm	17.25%
Late PM 8 pm – 11 pm	11.67%
AFTER HOURS 11 pm – 4 am	5.94%

<b>TRAVEL WITHIN ¼ MILE OF LAVTA MAINLINE ROUTES</b>	<b>% OF TOTAL TRIPS</b>
Boardings	86.04%
Alightings	86.83%
Both Boarding and Alighting	74.42%

<b>RIDER USAGE</b>	
Average Subsidy per Trip	\$4.61
Average Trips per Rider	4-5
Riders Taking More than 6 Trips per Month	33%
Riders Taking 6 or Less Trips per Month	67%

As shown above, roughly 74% of trips both start and end within ¼ mile of a mainline fixed route, and 93% occur between 6 am and 11 pm, which generally falls within our span of service hours.

Staff is currently working on a survey to send a sample of riders to gather feedback on Go Tri-Valley usage and demographics and will report the results at a future date.

**Recommendation**

None – this in an informational update.

**Attachments**

1. February 5, 2024 Go Tri-Valley Staff Report

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

STAFF REPORT

SUBJECT: Go Tri-Valley Program Modification

FROM: Mike Tobin, Director of Operations

DATE: February 5, 2024

### Action Requested

Authorize the Executive Director to make programmatic modifications to the Go Tri-Valley Program and implement a monthly subsidized cap of 10 trips per user per TNC platform.

### Background

Go Tri-Valley is a Transportation Network Company (TNC) rideshare program that offers a 50% subsidy up to \$5 dollars per trip for trips that start and end within the LAVTA service area. The program launched in 2017 as Go Dublin and was originally designed to offer an alternative transportation service to eliminated low-ridership bus service in the City of Dublin. The program was expanded during the COVID pandemic to include Livermore and Pleasanton to offset temporary service reductions and mandated travel restrictions and was rebranded as Go Tri-Valley. Go Tri-Valley users are granted an unlimited number of uses each month across TNC partners.

At the end of February 2023, a Tik-Tok style social media marketing campaign was released to advertise the program since many customers were still unaware of this supplemental transportation option. Ridership unexpectedly grew exponentially, and program costs were in danger of exceeding contract budgets with both service providers.

In September 2023, the Board authorized budget amendments to the Go Tri-Valley contracts to accommodate the sudden increase in ridership and annual program costs and Staff agreed to return to the Board with program modifications for consideration to reduce program costs.

### Discussion

Although the contract budgets were amended, the current level of Go Tri-Valley usage is not sustainable with unrestricted program parameters.

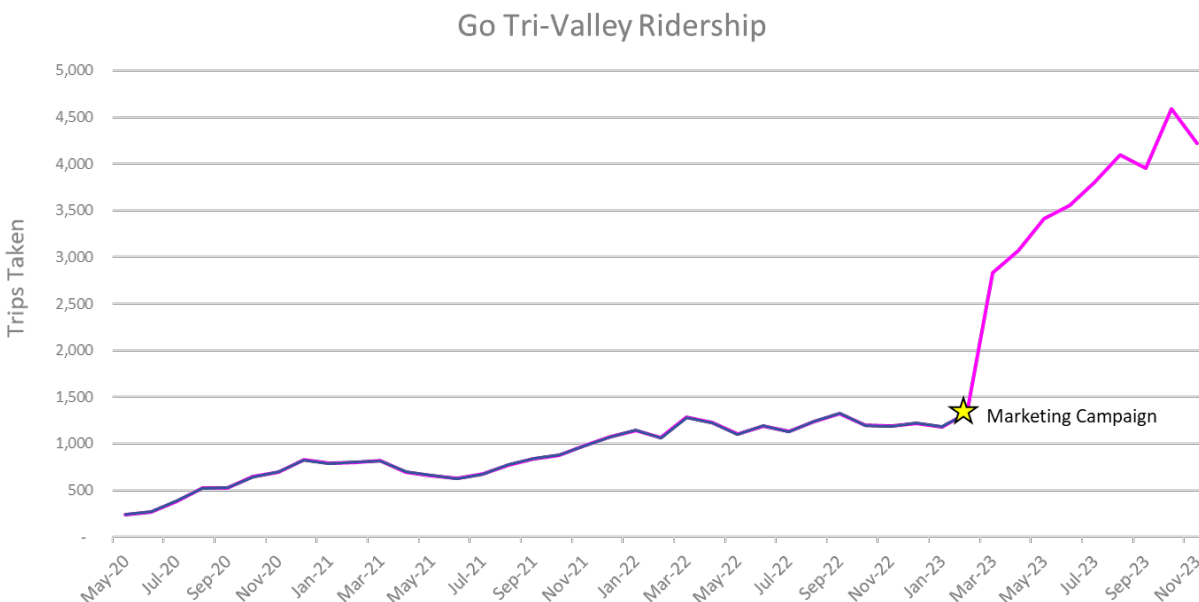
#### *Prior to Campaign*

Program Growth	+6% average every month
Annual Cost	\$70k (47% increase from previous year)

**Post-Campaign**

Program Growth	+17% average every month
Annual Cost	\$201k (91% increase from previous year)

The following chart shows the growth of the program since its inception.



Staff has continued to monitor Go Tri-Valley ridership closely and has been working with program partners to analyze customer travel patterns and gain insight on travel to and from transit hubs and outside of our fixed-route network. One notable observation is that there is a small percentage of “super users” responsible for at least 25% of the total ridership, due to taking over 30 trips per month each.

With the upcoming Wheels in Motion service change which will restore bus service coverage in Livermore and Dublin, it is an opportune time to consider modifications to Go Tri-Valley while promoting additional fixed-route offerings.

Based on Staff analysis, the following program alternatives were presented:

*Alternative 1*

Action	No changes to Go Tri-Valley program
Rider Impact	No impact
Fiscal Impact	High impact – not fiscally sustainable due to the exponential growth of this program and lack of dedicated funds

*Alternative 2*

Action	Eliminate Go Tri-Valley program due to Wheels in Motion reintroducing service area coverage
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Rider Impact	Most if not all current riders will be impacted; a lot of communication is anticipated to explain elimination of the program
Fiscal Impact	High impact – current funding can go towards other services and endeavors

### *Alternative 3a (Recommended)*

Action	Introduce a cap of 10 trips per month, per user on each TNC platform
Rider Impact	Estimate 20% of riders impacted; technically riders will be able to receive a subsidy for up to 20 trips if they use both platforms; communication to explain trip cap to current and new riders should be straightforward
Fiscal Impact	Estimate 38% reduction in costs; post-campaign annual cost would have been approximately \$125k vs \$201k

### *Alternative 3b*

Action	Introduce a cap of 6 trips per month, per user on each TNC platform
Rider Impact	Estimate 28% of riders impacted; technically riders will be able to receive a subsidy for up to 12 trips if they use both platforms; communication to explain trip cap to current and new riders should be straightforward
Fiscal Impact	Estimate 52% reduction in costs; post-campaign annual cost would have been approximately \$96k vs \$201k

### *Alternative 4*

Action	Restrict Go Tri-Valley program hours to when fixed-route buses are not running (~11pm – 4am)
Rider Impact	Estimate 87-97% of riders impacted; would impede riders from potentially using Go Tri-Valley to connect to transit lines that operate during the day or riders traveling to/from areas that Wheels buses cannot accommodate
Fiscal Impact	Estimate 89% reduction in program costs but may shift some ambulatory rides of disabled riders to paratransit; post-campaign annual cost would have been approximately \$23k vs \$201k

### *Alternative 5*

Action	Restrict Go Tri-Valley service area to mirror fixed-route bus lines
Rider Impact	Estimate 88% of riders impacted; although there are some trip hotspots at transit hubs and shopping centers, most trips occur throughout the service area, including residential neighborhoods where buses cannot access; difficult to implement numerous

geofences but easy to circumvent since riders can still take trips to/from a bus stop solely using Go Tri-Valley

Fiscal Impact      Not enough data available to predict

On January 26, 2024, the Projects and Services Committee voted to advance the staff recommendation of Alternative 3a to the Board of Directors for consideration. In discussing the item, the Committee encouraged staff to return with performance metrics approximately six months after the change to reassess costs and demand. The Committee also directed staff to consider offering a trip-cap waiver for those using the program multiple times each day for commuting. Staff will continue to monitor the program and report on the outcome of this modification after six months.

### **Recommendation**

The Projects and Services Committee recommends the Board approve Resolution 05-2024, authorizing the Executive Director to make programmatic modifications to the Go Tri-Valley Program and implement a monthly subsidized cap of 10 trips per user per TNC platform in conjunction with the reintroduction of fixed-route coverage and for the program to remain fiscally sustainable.

### **Attachments**

1. Resolution 05-2024



**RESOLUTION NO. 05-2024**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY AUTHORIZING  
THE EXECUTIVE DIRECTOR TO EXECUTE A PROGRAM TRIP LIMIT TO  
GO TRI-VALLEY**

**WHEREAS**, in 2017 the Livermore Amador Valley Transit Authority (LAVTA) launched the Go Dublin rideshare discount program with Transportation Network Companies (TNC) 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**, in 2023, contracts with Lyft and Uber were amended to extend the program by one year with increased budgets to cover an unexpected growth in ridership; and

**WHEREAS**, after continuing to monitor the program and analyzing various service modifications to manage and contain costs, LAVTA wishes to implement programmatic modifications which include a monthly 10-trip cap per user per TNC platform; and

**WHEREAS**, this programmatic modification will be implemented in conjunction with fixed-route service restorations in Spring 2024; and

**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) Modify the Go Tri-Valley program to place a monthly cap of 10 subsidized trips per user per TNC platform.

**PASSED AND ADOPTED THIS 5th DAY OF FEBRUARY 2024.**

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Melissa Hernandez, Chair

ATTEST

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Christy Wegener, Executive Director