LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
S T A F F   R E P O R T

SUBJECT: Go Tri-Valley Program Update

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

DATE: April 28, 2025

Action Requested
None – this is an informational update.

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.

Staff last provided an update on Go Tri-Valley in March 2025 to report on how introducing a 10-trip cap has impacted the program. The March 24, 2025 staff report is included as Attachment 1. Based on the Committee's feedback during that meeting, staff is returning to provide additional data requested by Committee members, as well as ridership and cost projections for further program modifications aimed at curbing the escalating financial costs.

Discussion
During the March Committee meeting, Committee members expressed an interest in de-coupling the heat map of Go Tri-Valley pick-up and drop-off locations.

Figures 1 and 2, below, provide a visual representation of ridership trends since introducing a program trip cap in April 2024.

Figure 1: Heat map of Origins since April 2024 *(red has the highest concentration of trips; only Uber data available)*
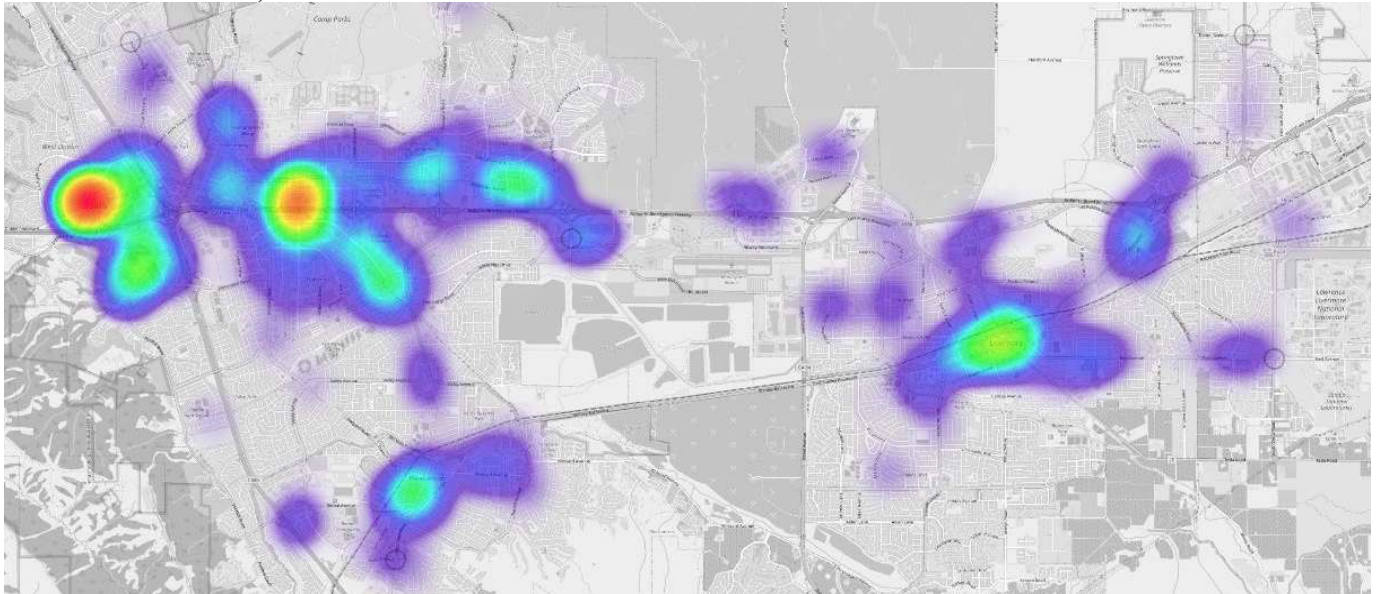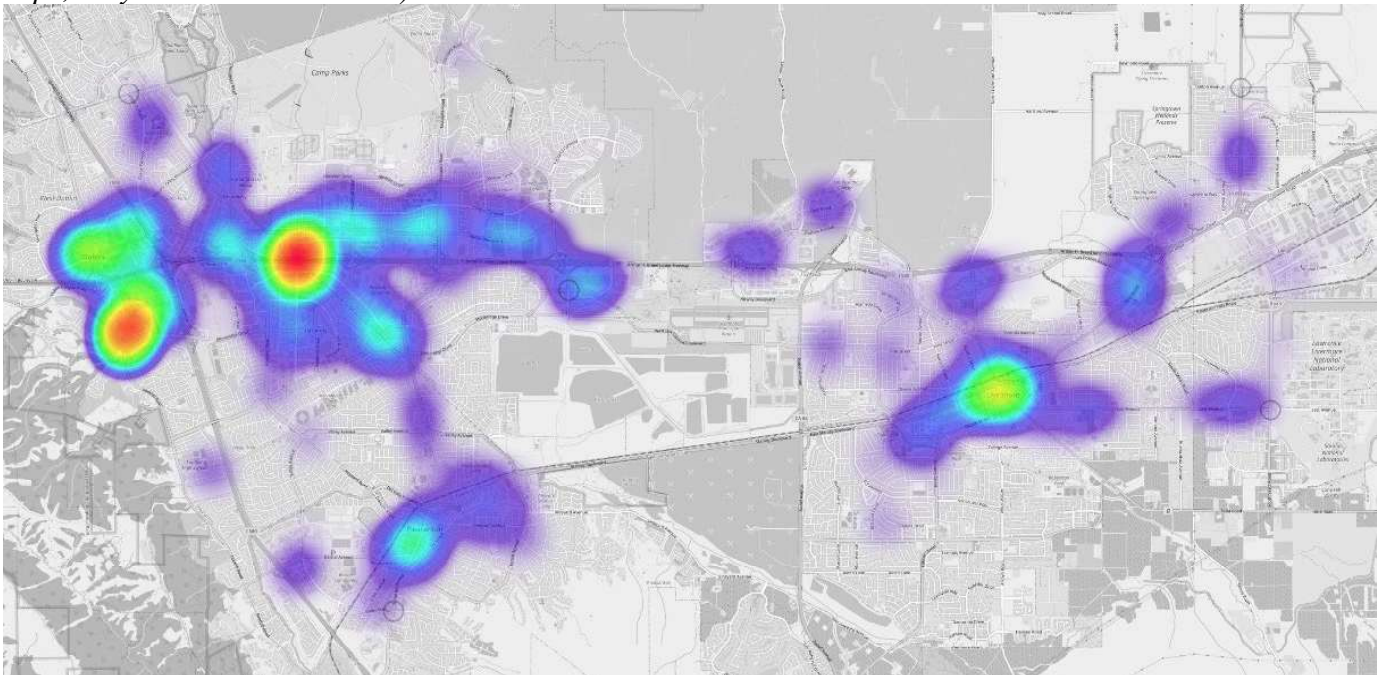

Figure 2: Heat map of Destinations since April 2024 *(red has the highest concentration of trips; only Uber data available)*

April 2024 – March 2025

Avg Monthly Ridership	3,832 trips
Avg Program Growth	+2.3% trips per month from previous month
Avg Subsidy	$4.54
Actual Cost	$210,065.60

Cost Projections

We currently have a program trip cap of 10 on each TNC platform per user per month. Over the past year, the actual costs incurred were $210,065.60. Although anonymized, trip data for each unique user is available on both platforms. Using this data, we can see that if each user had been capped at 5 and 7 trips per month, the actual costs would have been reduced by 40% and 27% respectively. If the subsidy had been a flat $2 rate this past year (no trip cap), the program cost would have been 56% less than the actual cost.

Time Period	Actual Cost 10-Trip Cap	Projected Cost for 5-Trip Cap	Projected Cost for 7-Trip Cap	Projected Cost for Flat Rate $2 Subsidy
Apr 2024 – Mar 2025	$210,065.60	$126,341.29 (-40%)	$152,531.64 (-27%)	$91,968 (-56%)

Using the reduction percentages calculated above while applying a 3.2% average growth in trips per month (based on the past six months), we projected the costs for the next fiscal year based on no program modification, reduction to caps of 5 and 7 trips, or modifying the subsidy to a flat $2 per trip, shown below.

Time Period	Projected Cost for Unmodified 10-Trip Cap	Projected Cost for 5-Trip Cap	Projected Cost for 7-Trip Cap	Projected Cost for Flat Rate $2 Subsidy
Jul 2025 – Jun 2026	$333,893.35	$219,679.92 (-40%)	$265,370.88 (-27%)	$147,132.04 (-56%)

From the above projections, reducing the subsidy per trip from a maximum of $5 to a flat $2 would yield the greatest cost-savings to the program. Something to note is that currently there is no way to prevent users of the program from creating multiple accounts on each TNC platform to circumvent the trip cap.

Attachment 2 shows a summary of responses received for the rider survey sent to a sample of (Uber) riders who signed up for Go Tri-Valley. A total of 53 responses were received and the consensus was in favor of the program. Some notable demographics were that the majority were employed and had access to a car. Approximately half of the riders knew of a Wheels route that

operated and had a bus stop less than ½ mile from their trip origin. Saving time was the most popular reason riders chose a TNC over Wheels Bus.

Despite fluctuations in ridership from month to month as well as a reduction in overall usage with the implementation of the 10-trip cap, usage of Go Tri-Valley has generally continued to grow over time and warrants further discussion of how the program ties into LAVTA's strategic goals. The draft FY26 budget for Go Tri-Valley is $225,600; with the current growth rate of the program at 3.2% per month, without further program modifications LAVTA may see program costs exceed the FY26 budget. Based on feedback received during the meeting, staff may return to the Committee with recommended changes to Go Tri-Valley at a future meeting.

Recommendation
None – this is an informational update.

Attachments
1. Go Tri-Valley Staff Report – March 24, 2025
2. Go Tri-Valley Rider Survey

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

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 in 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 (**47% increase** from previous year)

Post-Marketing Campaign

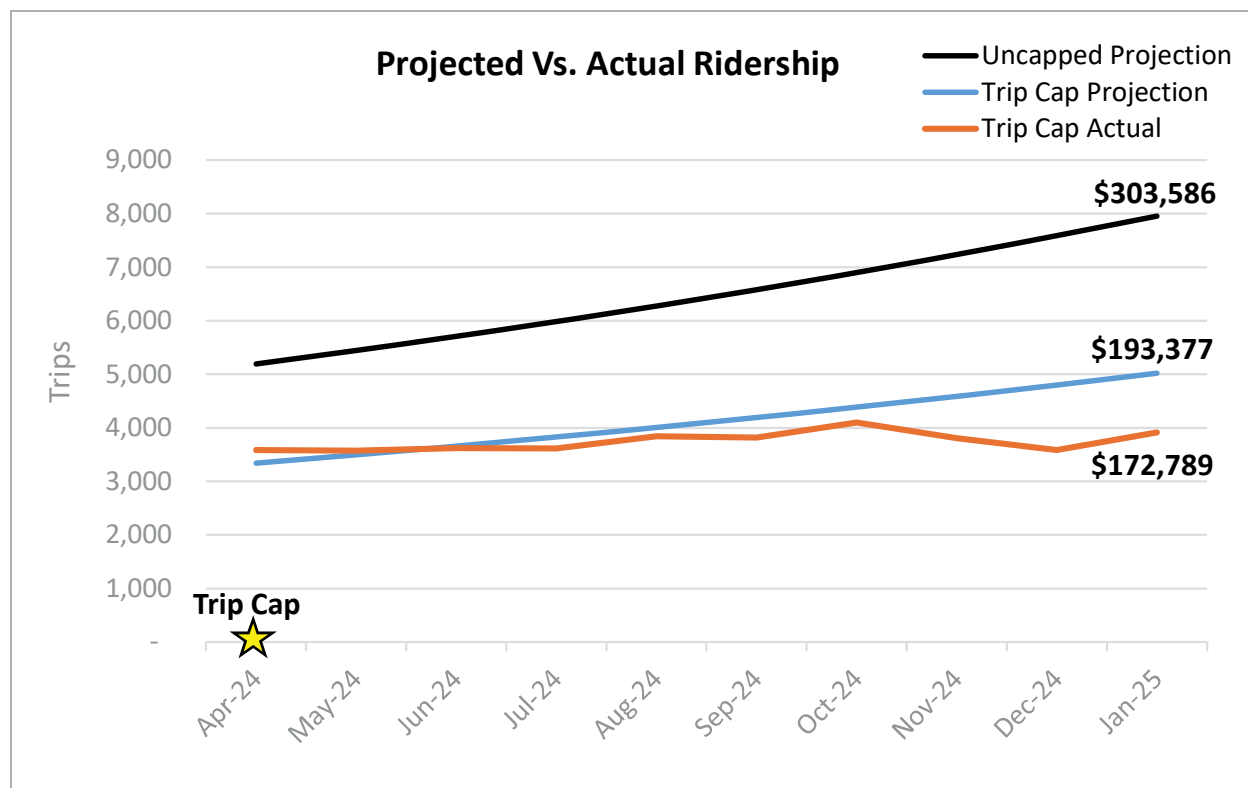| Avg Monthly Ridership	4,115 trips
Program Growth	+5% average per month (excluding initial spike)
Annual Cost	$231k (**230% increase** from previous year)

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 (**10% decrease** 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.
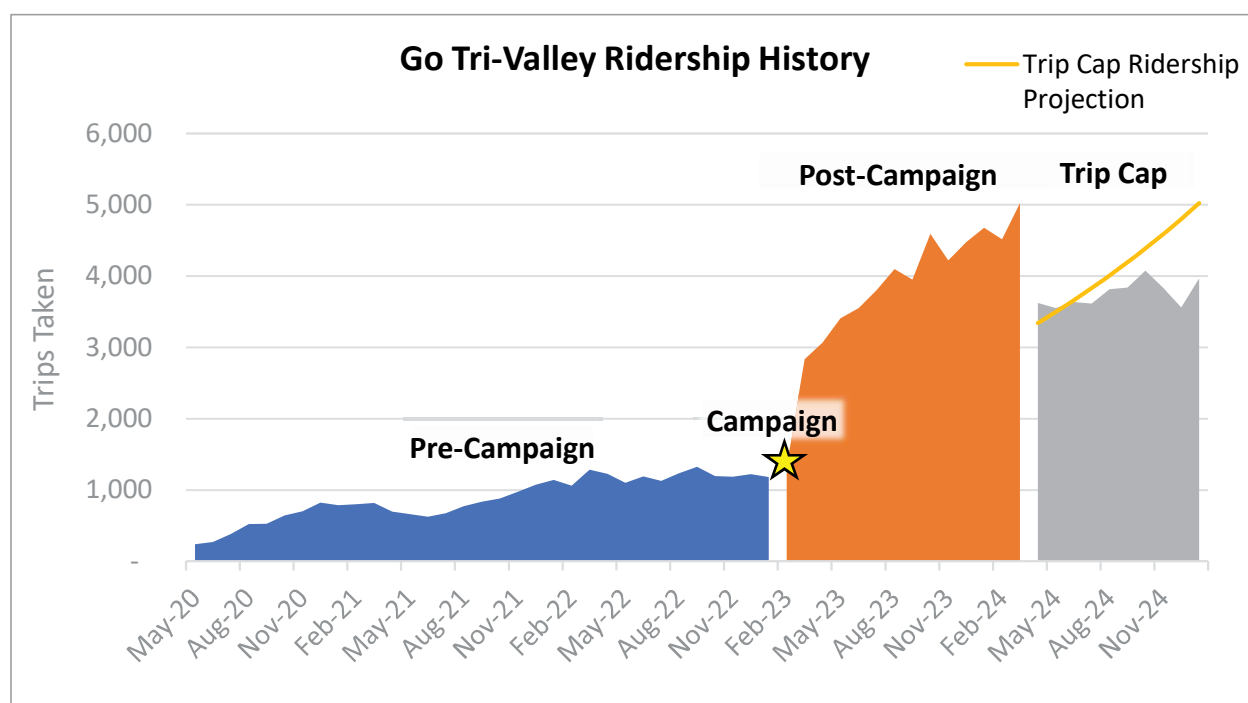
After implementation of the trip cap, the actual cost and ridership have been slightly lower than staff projected although they continue to grow over time.

Projected Vs. Actual Ridership

- Uncapped Projection
- Trip Cap Projection
- Trip Cap Actual

$303,586

$193,377

$172,789

Trip Cap

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.
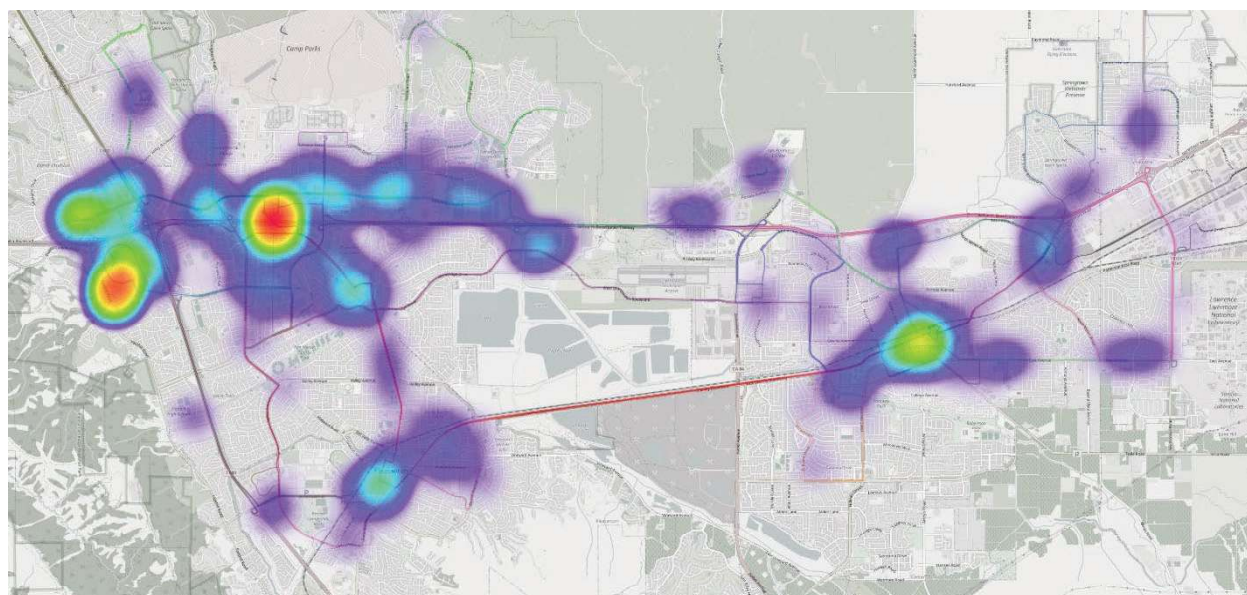
Current Ridership Statistics

TIME OF TRAVEL	% OF TRIPS
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%

TRAVEL WITHIN ¼ MILE OF	% OF TOTAL TRIPS
Boardings	86.04%
Both Boarding and Alighting	74.42%

Average Subsidy per Trip	$4.61
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

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.

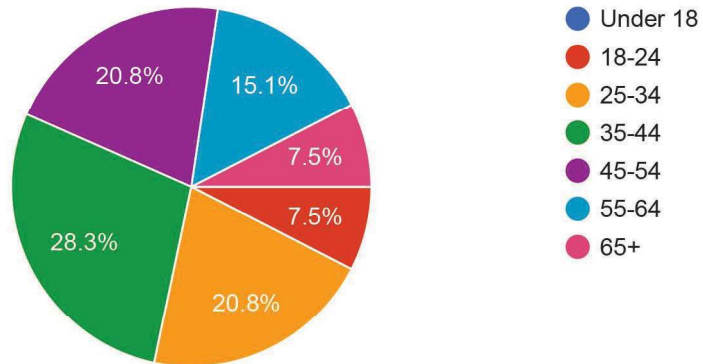**PASSED AND ADOPTED THIS 5th DAY OF FEBRUARY 2024.**
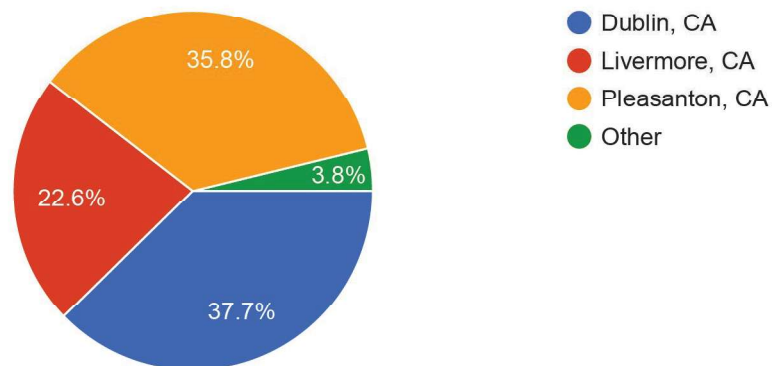
_____
Melissa Hernandez, Chair

ATTEST

_____
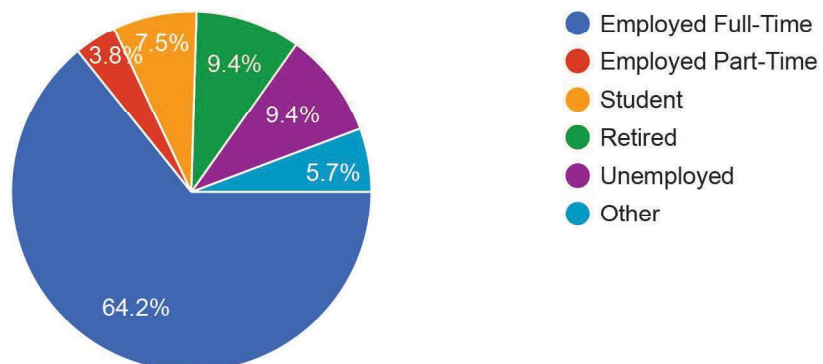Christy Wegener, Executive Director

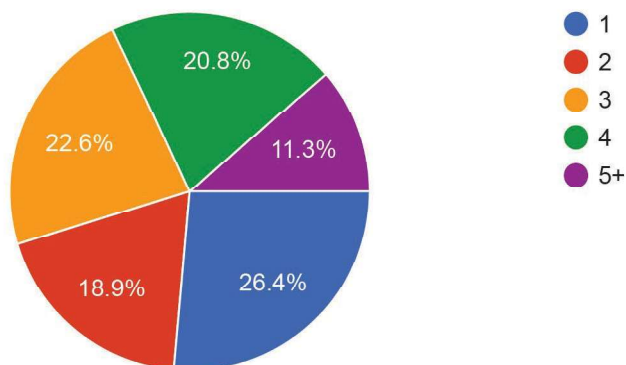# Go Tri-Valley Rider Survey

What age group do you belong to?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

20.8%, 15.1%, 7.5%, 7.5%, 20.8%, 28.3%, 20.8%

What city do you live in?

- Dublin, CA
- Livermore, CA
- Pleasanton, CA
- Other

35.8%, 3.8%, 22.6%, 37.7%

What is your current employment status?

- Employed Full-Time
- Employed Part-Time
- Student
- Retired
- Unemployed
- Other

3.8%, 7.5%, 9.4%, 9.4%, 5.7%, 64.2%

How many people live in your household?

Legend:
- 1
- 2
- 3
- 4
- 5+

20.8%
11.3%
22.6%
18.9%
26.4%

What is your annual household income?

Legend:
- $0 - $29,999
- $30,000 - $59,999
- $60,000 - $89,999
- $90,000 - $119,999
- $120,000 - $149,999
- $150,000+
- Prefer not to say
- Don't know

34%
1.9%
13.2%
5.7%
7.5%
7.5%
3.8%
26.4%
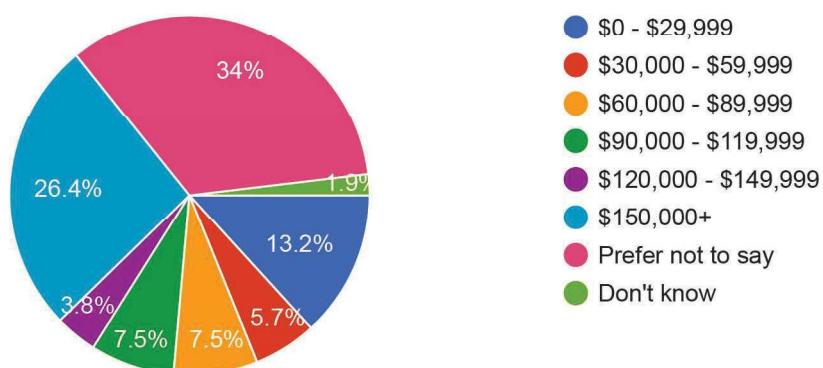
Do you have access to a car?

Legend:
- Yes
- No

24.5%
75.5%
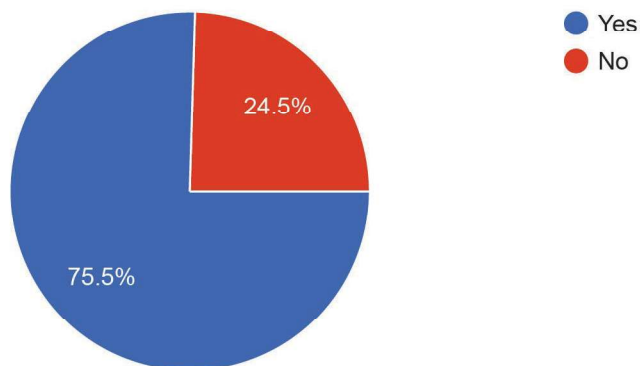
What is your primary mode of transportation?

- Walking
- Biking
- Personal Vehicle
- Carpool
- Public Transit
- Uber, Lyft, or other TNC
- Other

18.9%
22.6%
54.7%
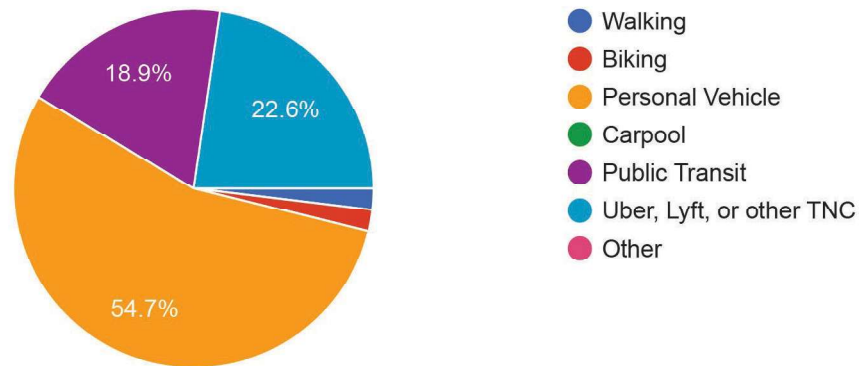
How often do you use public transportation in the Bay Area?

- Daily
- A few times a week
- Once a week
- A few times a month
- Rarely
- Never

34%
20.8%
22.6%
20.8%
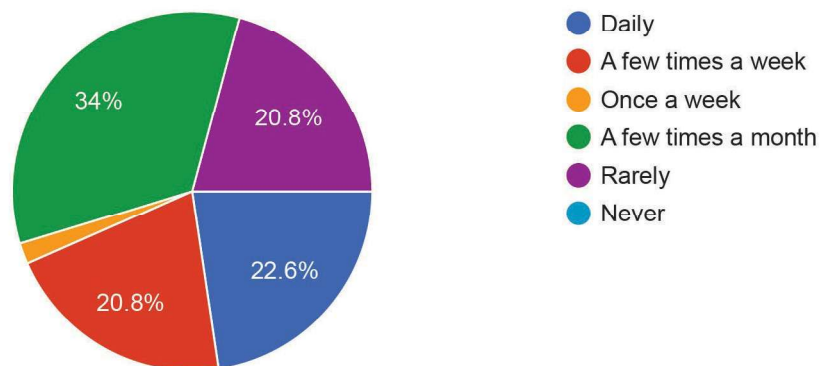
When was the last time you used the GOTRIVALLEY discount for a ride on Uber?

- Within the last month
- More than 1 month ago
- More than 3 months ago
- More than 6 months ago
- More than 1 year ago
- I've never used this discount

11.3%
9.4%
5.7%
73.6%
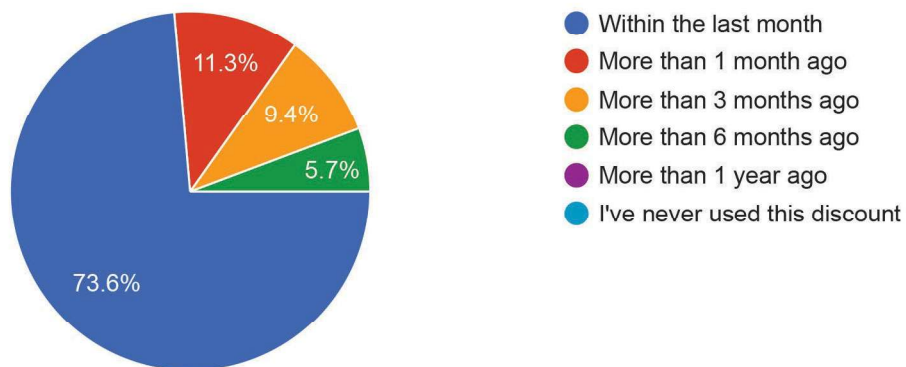
On average, how often do you use Uber or Lyft within the Tri-Valley?

Legend:
- Once a day
- More than twice a day
- Several times a week
- Several times a month
- Once a month
- Less than once a month

Pie chart values: 17%, 11.3%, 3.8%, 7.5%, 17%, 43.4%
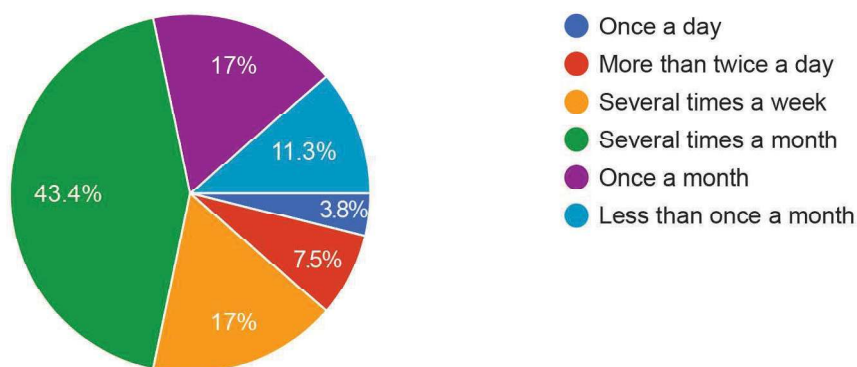
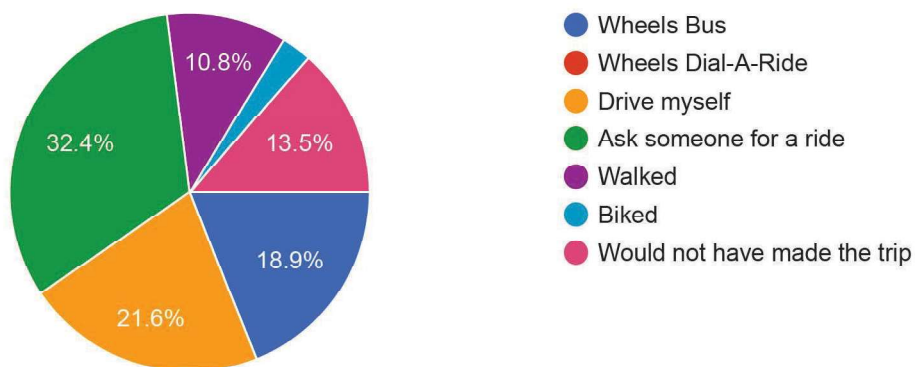## What is the purpose of the majority of your trips using the GOTRIVALLEY discount? (Check all that apply)

Category	Percentage
Work	(43.4%)
Shopping	(34%)
Entertainment	(37.7%)
Medical	(22.6%)
School	(9.4%)
Connect to other transit	(41.5%)
College	(1.9%)
When personal car is not…	(1.9%)
Pick up rental car	(1.9%)
Taking kids to hobbies / c…	(1.9%)
When I cannot use my ca…	(1.9%)
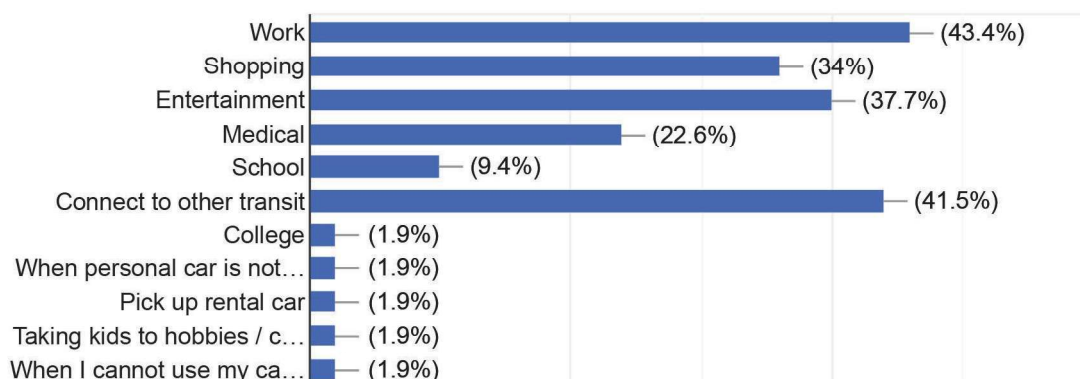
If the GOTRIVALLEY discount wasn't available, would you still have taken Uber or Lyft?

Legend:
- Yes
- No
- Maybe

Pie chart values: 37.7%, 32.1%, 30.2%
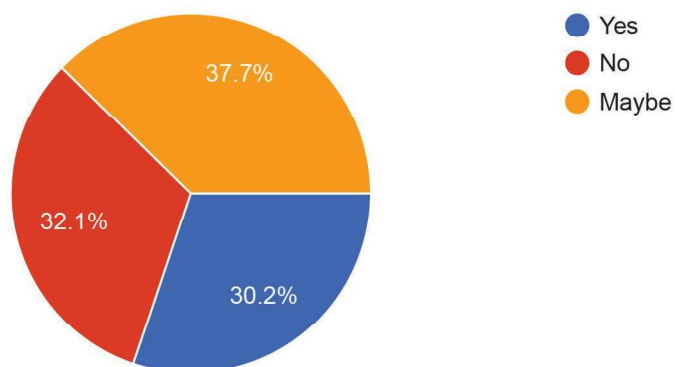
If the GOTRIVALLEY discount wasn't available, what alternative would you have used to travel?

- Wheels Bus
- Wheels Dial-A-Ride
- Drive myself
- Ask someone for a ride
- Walked
- Biked
- Would not have made the trip

Have you used Wheels Bus before?

- Yes
- No
- No, but I have heard of it
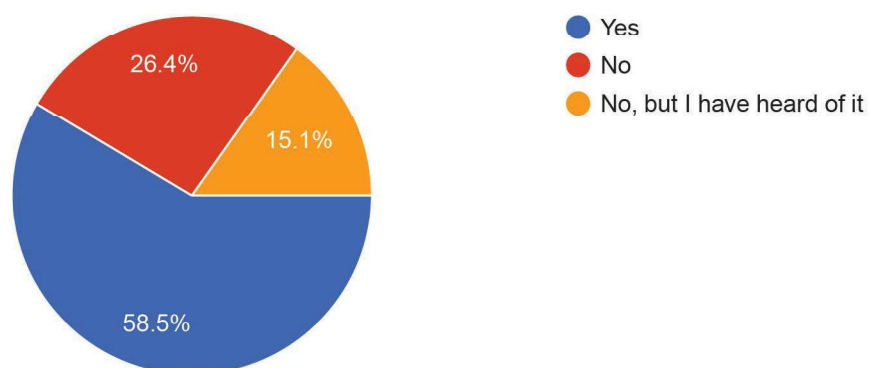
Are you aware of any Wheels bus routes that operate near where you usually begin your Go Tri-Valley trips?

- Yes
- No
- Not sure
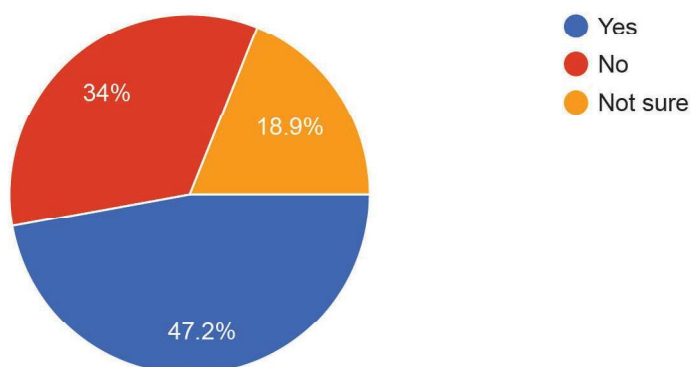
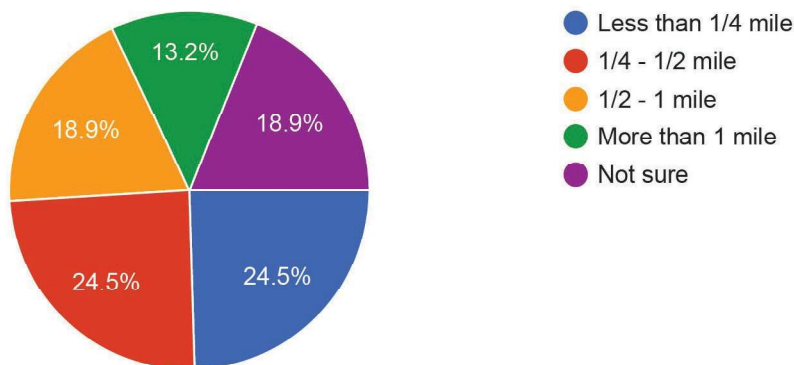## Approximately how far is the nearest bus stop from where you usually begin your Go Tri-Valley trips?

Legend:
- Less than 1/4 mile
- 1/4 - 1/2 mile
- 1/2 - 1 mile
- More than 1 mile
- Not sure

13.2%
18.9%
18.9%
24.5%
24.5%

What are the main reasons you would choose to use Uber or Lyft over Wheels Bus?

- Affordable (32.1%)
- Saves time (73.6%)
- I don't know how to navig… (15.1%)
- Wheels Bus does not go… (52.8%)
- The Wheels Bus schedul… (49.1%)
- I prefer not to ride with others… (17%)
- Riding on Wheels Bus is not comfort… (5.7%)
- It is not very frequent and… (1.9%)
- Nearest bus stop is too far… (1.9%)
- Sometimes bus is not avail… (1.9%)
- Primarily for grocery sho… (1.9%)
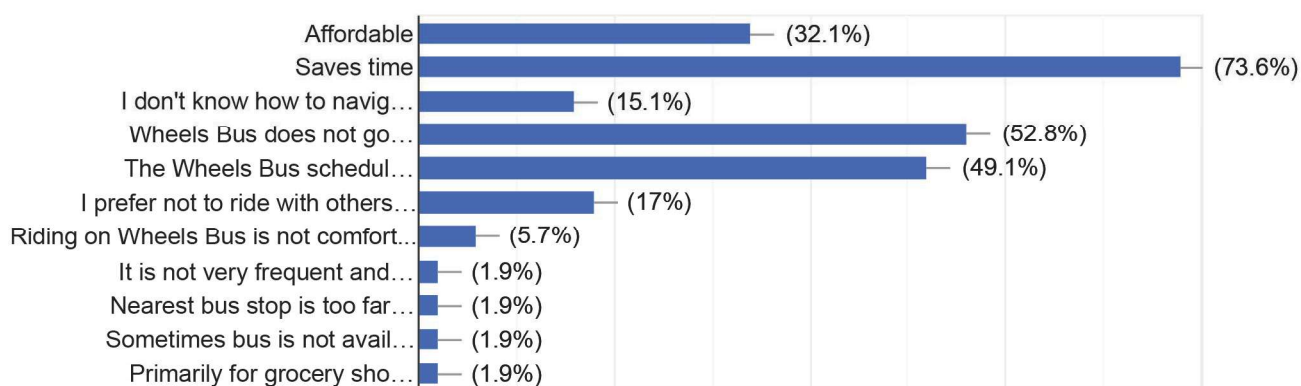
How did you first hear about Go Tri-Valley?

Legend:
- Social Media (e.g., Facebook, Instagram, TikTok)
- Google Search
- Family/Friend Referral
- Website
- My doctor
- Brochure in Wheels Bus
- Not sure whether the discount…
- I'm not sure
- Don't Remember

24.5%
28.3%
32.1%
5.7%