

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
CRAIG EICHER

JEAN JOSEY – VICE CHAIR
EVAN BRANNING

DATE: Monday, April 28, 2025

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

TIME: 4:00p.m.

AGENDA

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 March 24, 2025 Meeting of the P&S Committee

Recommendation: Approval

5. School Programs and Outreach Update

Recommendation: Information only

6. Go Tri-Valley Update

Recommendation: Information only

7. Preview of Upcoming P&S Committee Agenda Items

8. Matters Initiated by Committee Members

9. Next Meeting Date is Scheduled for: May 26, 2025

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.

/s/ Lynn Domagas

LAVTA Administrative Services Department

Date 4/24/2025

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*

MINUTES OF THE MARCH 24, 2025
LAVTA PROJECTS AND SERVICES COMMITTEE MEETING

1. Call to Order and Pledge of Allegiance

Vice Chair Jean Josey called the meeting to order at 4:00pm.

2. Roll Call of Members

Members Present

Jean Josey, City of Dublin

Craig Eicher, City of Pleasanton

Evan Branning, City of Livermore

Members Absent

Dave Haubert, Alameda County

3. Meeting Open to Public

No public comments were received

4. Minutes of the February 24, 2024 Meeting of the P&S Committee.

Motion: Eicher /Branning

Aye: Josey, Eicher, Branning

No: None

Abstain: None

Absent: Haubert

5. Capital Projects Update

Staff provided an update on several capital projects currently underway, including the Rutan Facility Hydrogen Retrofit, Atlantis Hydrogen Fueling Station design, improvements at the Livermore Transit Center, Cloud-Based Transit Signal Priority upgrade project, and the Tri-Valley Passenger Facilities Enhancement project. No public comments were received.

That was an informational item only.

6. Summer School Service Update

Staff provided an update on the plans for summer school service this year. The Dublin Unified School District (DUSD) offers a summer session for remedial and extended school year programs, while Dublin Partners in Education (DPIE) provides an enrichment program. LAVTA plans to operate two buses from East

Dublin to Dublin High School during the 2025 summer session to accommodate both programs, running weekdays from June 9 to July 18, excluding holidays. Additionally, the Livermore Area Recreation and Park District's Extended Student Services (ESS) program has requested an extra a.m. trip on Route 18 to support midday excursions. LAVTA staff plans to add this trip, with an estimated cost of \$2,000. No public comments were received.

Director Josey informed staff that the bell time for the DUSD summer program had changed from the previous year and suggested that LAVTA staff reach out to DUSD staff to confirm.

That was an informational item only.

7. Go-Tri Valley Program Update

Staff provided an informational update on the Go Tri-Valley (GTV) program. After a successful marketing campaign in 2023, ridership increased significantly, leading to the implementation of a 10-trip cap in April 2024 to manage costs. Staff are now reporting back on GTV ridership 10-months after the trip cap. Staff also presented a heat map of GTV trip origins and destinations (Uber only).

Director Branning asked for clarification on how GTV aligns with the agency's goals and whether it contributes to an increase in the number of cars on the road. Director Josey noted that mainline service gaps persist in certain parts of Dublin, which may justify the need for a supplemental program like this one. However, alternative solutions could also be considered..

Staff will gather further GTV rider feedback through a survey to better understand how people are using the service. Staff will also return to the Committee with different cost scenarios given a further reduction in the trip-cap. No public comments were received

That was an informational item only.

8. FY 2026 Budget Outlook

Staff provided the Committee with an informational update on the development of the FY2026 budget. LAVTA will present the full FY 2026 Budget to the Board in May, but wanted to highlight ahead of time the challenges such as a 24% increase in fixed route costs, and lower-than-expected TDA revenues. There is an estimated \$2.5-2.7M shortfall for FY 2026.

Throughout the year staff will be exploring options like service reductions, fare increases, deferring capital projects, modifying Go Tri-Valley, and limiting staff wages to address the gap.

Director of Finance Tamara Edwards noted that we are awaiting the insurance premium cost estimate. No public comments were received.

That was an informational item only.

9. Preview of Upcoming P&S Committee Agenda Items

An upcoming item will be a staff report addressing Director Eicher's request regarding the outreach efforts conducted with schools.

10. Matters Initiated by Committee Members

None.

11. Next Meeting Date is Scheduled for: April 28, 2025

12. Adjourn

Meeting adjourned at 4:57pm

STAFF REPORT

SUBJECT: Wheels School Outreach Program Update

FROM: David Mark, Director of Customer Experience

DATE: Monday, April 28, 2025

Action Requested

None - Informational only.

Background and Discussion

Wheels provides service to schools in two ways: the first is through local or mainline routes that operate near the school; but where no local service is available (primarily in Dublin and Pleasanton), Wheels operates “school tripper” routes. Today, these routes account for approximately 25% of LAVTA’s fixed route ridership, accommodating some 1,400 daily boardings during the month of March 2025. Livermore schools are generally on routes 10R, 30R, 15 and 18, so no specific supplemental service is required.

The supplemental school routes are designated with 3-digit numbers and generally connect a middle or high school with a specific neighborhood or community. Extensive public information is available for trip planning, and relationships are maintained between each school’s administrator and the Operations/Planning and Customer Experience departments. In addition, each school has an Alameda County Student Transit Pass Program (STPP) coordinator to facilitate program applications, and Clipper card issuance and replacement.

School-Focused Routes and Services

Pleasanton Unified School District (PUSD)		
Amador Valley High School	10	Rapid
	605	Fairlands
	611	Ruby Hill, Vintage Hills
Foothill High School	602	Del Prado Park, Pleasanton Middle School
	604	Fairlands
Pleasanton Middle School	601	Ruby Hill
	606	Vintage Hills
Hart Middle School	14	Jack London Blvd. and Stoneridge Drive
	603	Muirwood Park
	607	Laguna Oaks
	609	Del Prado Park
	610	Fairlands
Harvest Park Middle School	608	Amaral Park

Livermore Unified School District (LUSD)		
Livermore High School	14	Jack London Blvd. and Stoneridge Drive
	30R	Rapid
Granada High School	10R	Rapid
	18	South Livermore
Vineyard Alternative School	30R	Rapid
Junction Avenue Middle School	15	Springtown
East Avenue Middle School	30R	Rapid
Del Valle High School	14	Jack London Blvd. and Stoneridge Drive
Christensen Middle School	15	Springtown
Mendenhall Middle School	18	South Livermore

Dublin Unified School District (DUSD)		
Dublin High School	501	Positano Hill
	502	Emerald Glen
	503	Schaefer Ranch, Shannon Park
	504	Dublin Ranch
Emerald High School	201	Fallon & Central
Fallon Middle School	2	Central Parkway, Dublin Ranch, Silvera Ranch, Positano Hill
Wells Middle School	502	Emerald Glen
Del Valle High School	503	Schaefer Ranch, Shannon Park

Bus schedules are written to connect to the school bell times; due to the variable nature of the bell schedules at Tri-Valley's schools, the bus schedule is different depending on day of week. Wheels, unlike many other public transit agencies in California, modifies its school-focused schedules to accommodate early outs, late starts, school special events, finals weeks, etc. Updates are submitted to the Operations and Planning department monthly by school administrators with online schedule updates posted on or about the 20th of the month prior.

Start of School

At the start of the school year LAVTA staff partner with road supervisors and managers to be ambassadors at high ridership schools, or where there are multiple routes serving schools, in order to assist students with finding their route. For many years, LAVTA has run a promotional Try Transit to Schools Campaign where all routes operated free for the first one month of school. That campaign is being folded into the *Summer Youth Ride Free* campaign beginning in 2025, which is further explained below.

At the beginning of school, Customer Experience communicates with parents and student riders using a multi-channel approach. Ongoing communication between school administrators and LAVTA staff is vital to accommodating frequent changes and to alert students and parents of schedule changes or modifications. The Operations and Planning team typically provides Customer Experience school-tripper schedules 6 weeks prior to start of classes. Customer experience using the following outreach and marketing channels to effectively communicate with student riders:

- Press Releases
- Website: listing of all AM/PM and modified schedules
- Seat Drops: flyers placed on each seat of buses alerting students to promotions and service changes.
- Email Notifications” “Peach Jar” or each school districts equivalent for parent communication, facilitated through each school’s communication officer.
- Text Notifications” can be signed up for individual routes. Parents and students are notified when a bus hits a threshold of 10 minutes late adherence.
- Orientations: Outreach for Clipper® education, trip planning, and STPP guidance are offered at all schools. Last year orientation was completed for at Livermore High, Grenada, and Mendenhall Middle. In Dublin the orientation was completed at Dublin High and Emerald High. Wheels staff attend orientations upon request and based on staff availability.
- Transit App: Riders are encouraged to download the Transit App for real-time bus tracking and arrival and departure times.

Programs

Student Transit Pass Program (STPP)

Approved in 2014 as a part of Alameda County’s Measure BB, the Student Transit Pass Program (STPP) supports the traveling needs of Alameda County students with fully subsidized transportation for many youth riders in the Tri-Valley. The program works with Clipper® Youth cards that are provided free of charge to eligible students. In the Wheels service area, Livermore students have universal acceptance into STPP (all students receive the pass), whereas in Dublin and Pleasanton students are registered after a household income evaluation (pass is for low-income households only). When approved, the LAVTA customer service manager supervisor activates a Clipper® Youth card, applies the Wheels pass to the card, and delivers the cards to the schools. This program is extremely active at the beginning of the year, fueled by school student orientation outreach to parents. Anecdotally, this program started out as being viewed by students as a social service subsidy, but its popularity has turned it into an expected amenity as student siblings are now aware of the benefit as they enter eligible grades.

Try Transit to School

For many years, Wheels has run a *Try Transit to School* free ride promotion for the first 3-4 weeks of the new school year. The fare free promotion provides a grace period for students who are still in the process of getting their STPP Clipper® Youth cards and helps students who are trying out the public transit system. The promotion is supported with a marketing and advertising campaign. Typically, ridership on the school-tripper routes grows over 10% during the free promotion – and returns to “normal” levels once the promotion is over.

Because of the limited resources available to operate school-tripper routes, the promotion’s success has unintended consequences, namely, very crowded buses and an uncomfortable riding experience. This year, staff intend to discontinue the specific *Try Transit to School*

promotion and instead offer free rides through the start of school through an extension of the *Summer Youth Ride Free* promotion.

Summer Youth Ride Free

The *Summer Youth Ride Free* promotion was introduced in 2024 as a fare-free promotion for youth riders during the summer months when there is more capacity on buses across the system. The 2024 promotion ran from June 1 until the start of school, after which the free-ride campaign switched to *Try Transit to School* for the first 3-4 weeks of school.

After a brief evaluation, the 2024 program was deemed successful based on the low-risk nature of the program, ridership data, and anecdotal feedback. In 2025, staff intends to run the promotion again, beginning the free ride period June 1 but extending it through August 31. As noted in the *Try Transit to School* section above, staff intend to have the *Summer Youth Ride Free* promotion replace the *Try Transit to School* campaign. The *Summer Youth Ride Free* will allow students to trial the service at the beginning of the school year, as well as allow for the grace period for students to receive their STPP cards, while deemphasizing the back-to-school rush.

Class Pass

A class pass is a free bus ride for up to 35 passengers (children, teachers and adult supervisors) from a school to any Tri-Valley destination that Wheels fixed routes currently serve. Teachers may request up to two (2) class passes per school year. Class Pass makes field trips possible by providing free transportation to local schools on regularly scheduled Wheels buses. Group must use regularly scheduled Wheels transit buses and designated bus stops. Trip must be taken during off-peak hours, Monday – Friday, between 9 AM and 2 PM. Class Pass is good only on Wheels buses. Maximum number of people allowed per Class Pass is 35 + chaperones.

Fiscal Impact

None.

Recommendations

This is an informational item.

STAFF REPORT

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)

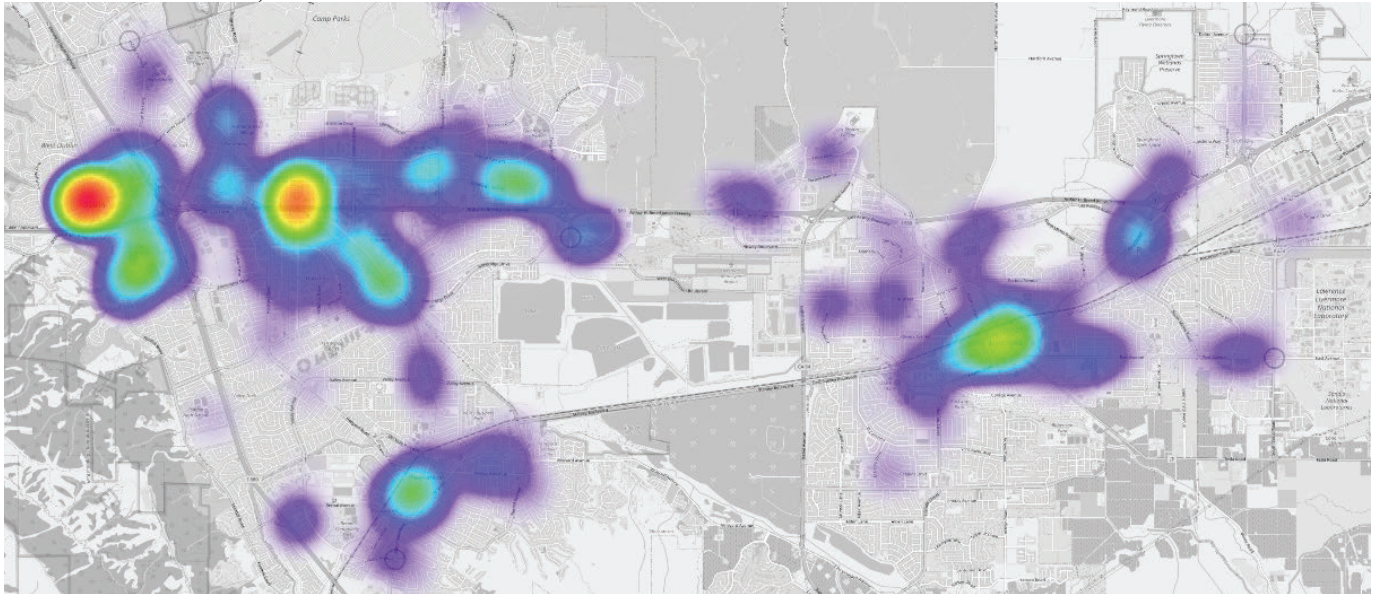
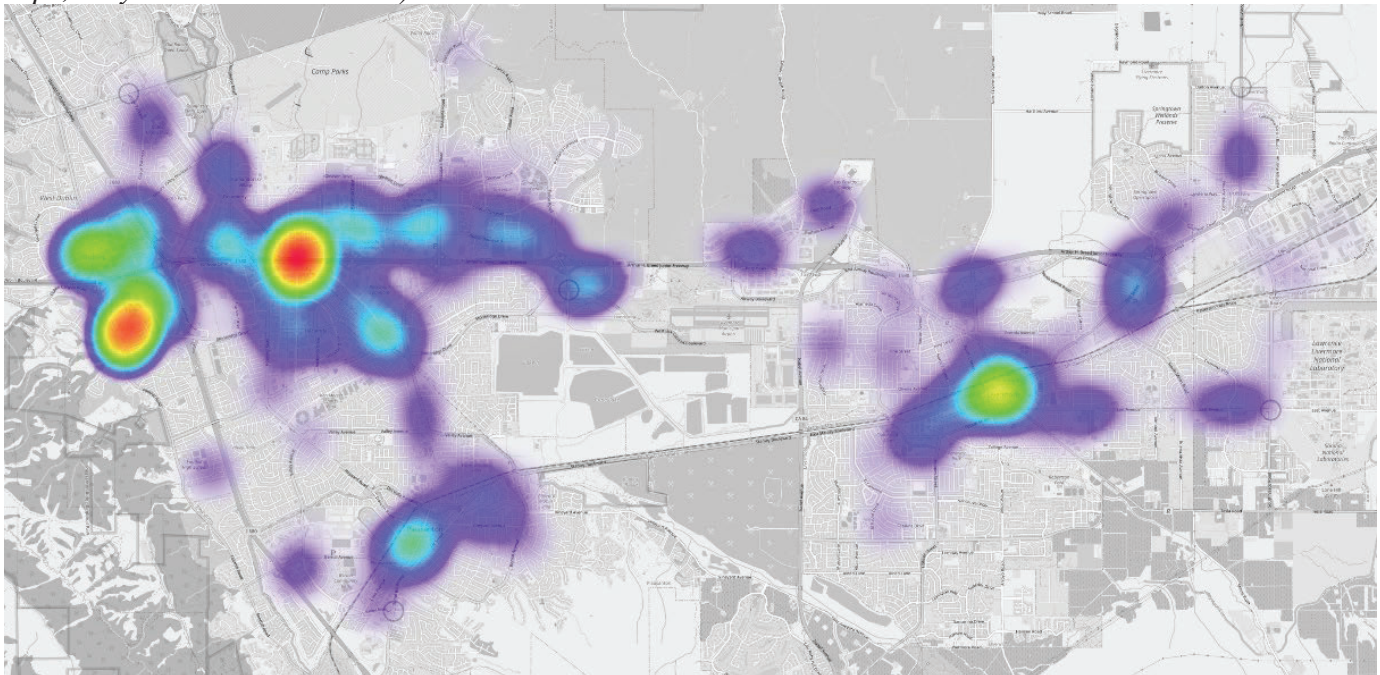


Figure 2: Heat map of Destinations since April 2024 (red has the highest concentration of trips; only Uber data available)



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 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 (47% increase from previous year)

Post-Marketing Campaign

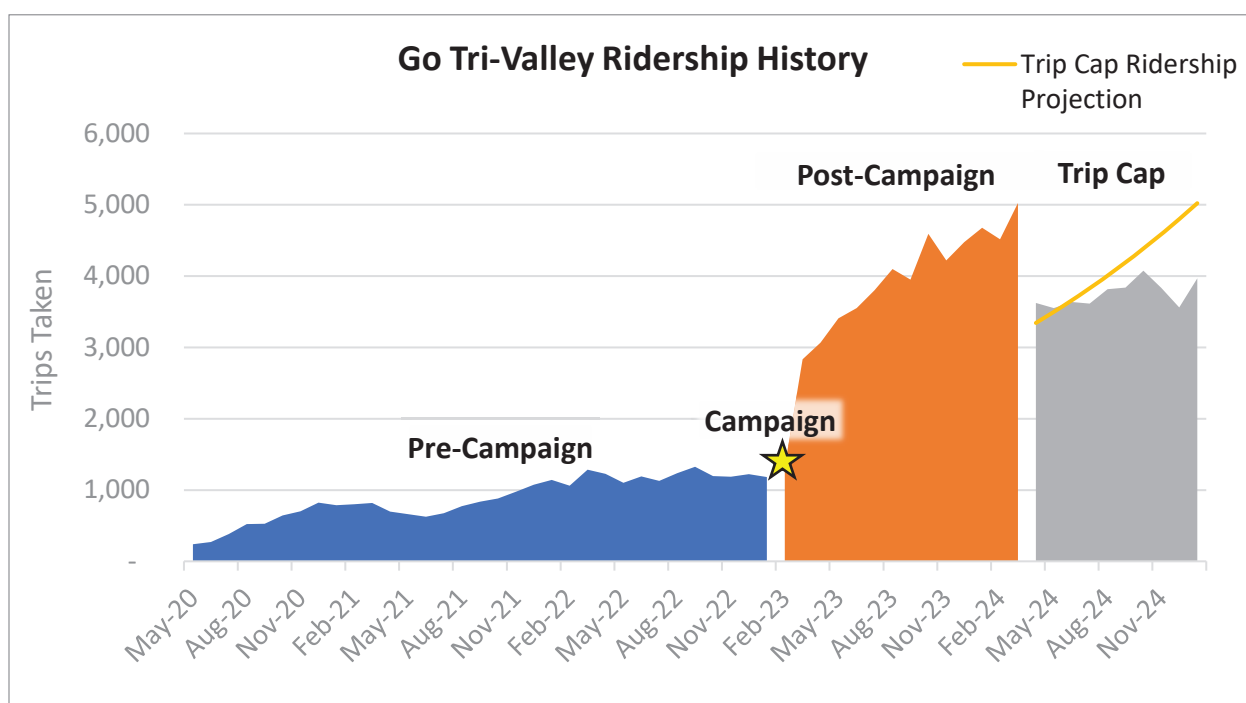
Avg Monthly Ridership	4,115 trips
Program Growth	+5% average per month (excluding initial spike)
Annual Cost	\$231k (230% increase from previous year)

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

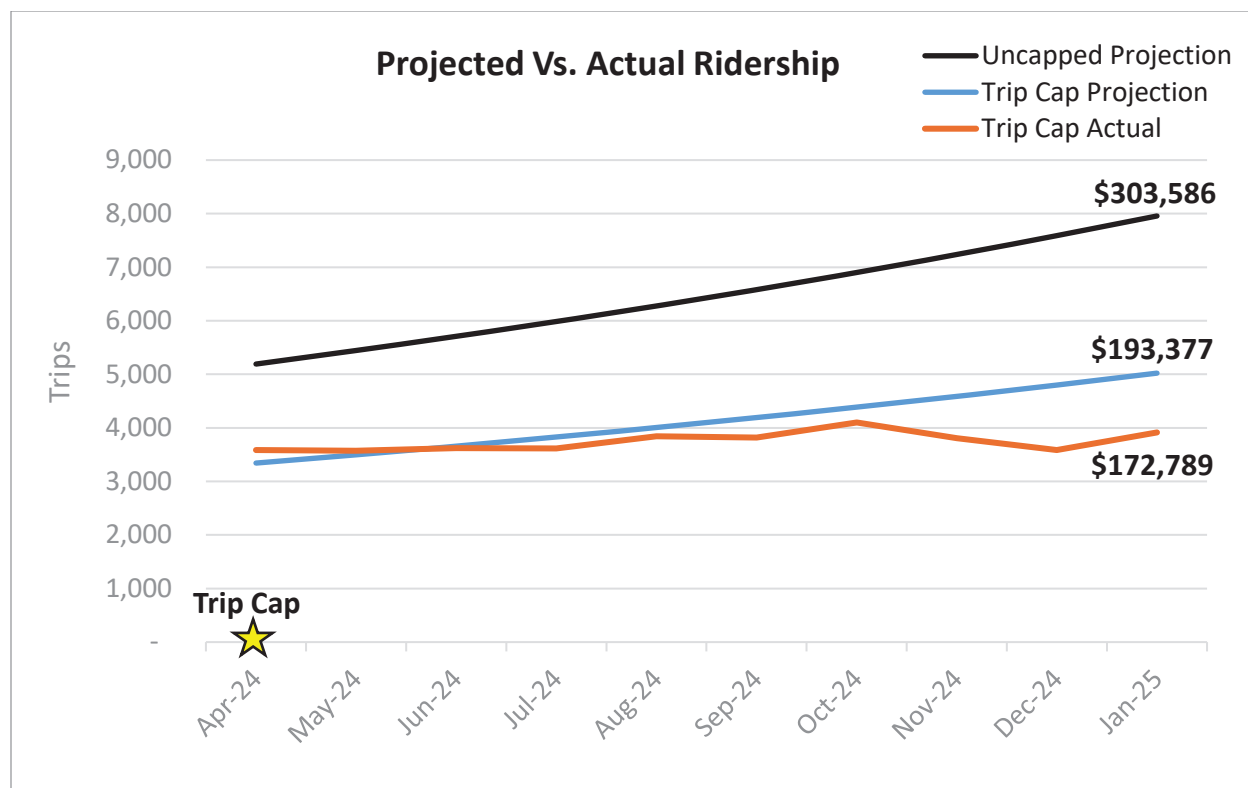
Avg Monthly Ridership	3,752 trips
Program Growth	+1% average per month (excluding initial drop)
YTD Annual Cost	\$173k
Projected Annual Cost	\$208k (10% decrease from previous year)

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%.

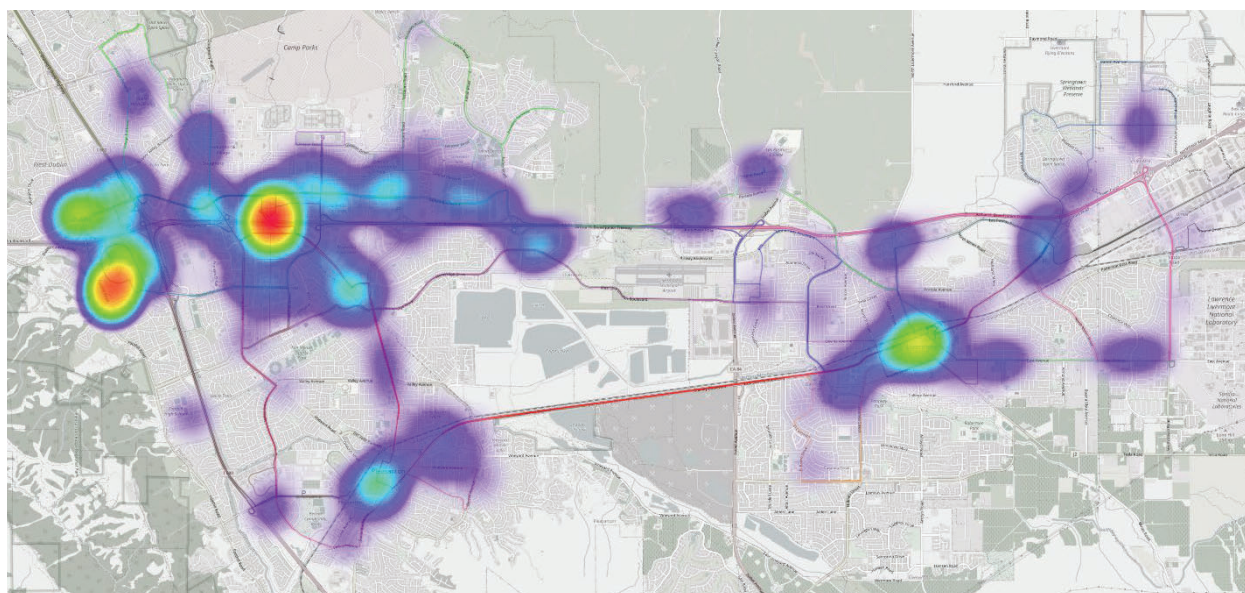
The following chart shows the growth and milestones of the program.



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.



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

S T A F F R E P O R T

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.

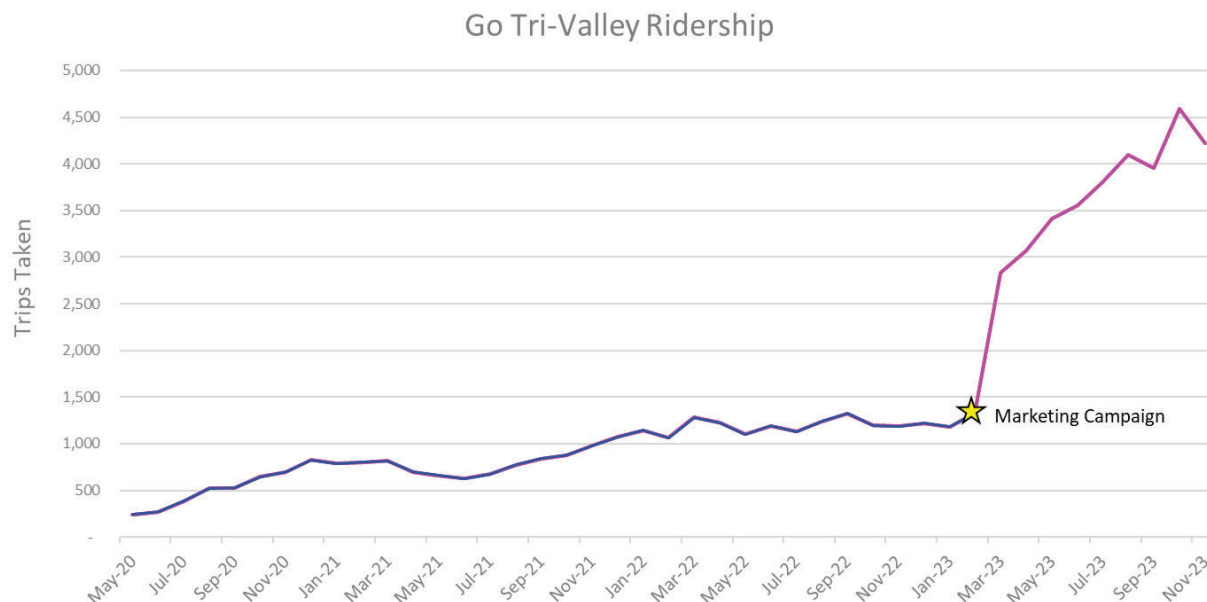
Prior to Campaign

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.

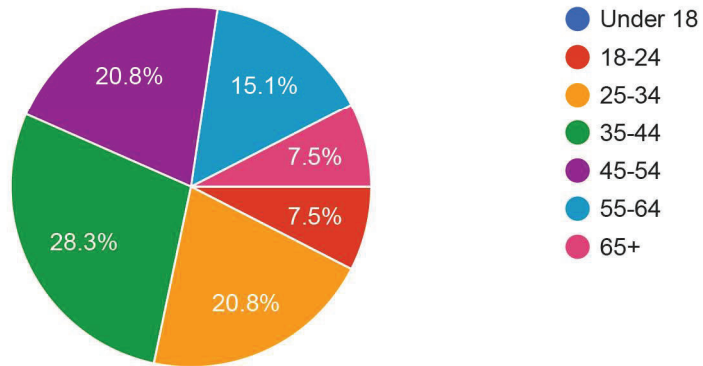
Melissa Hernandez, Chair

ATTEST

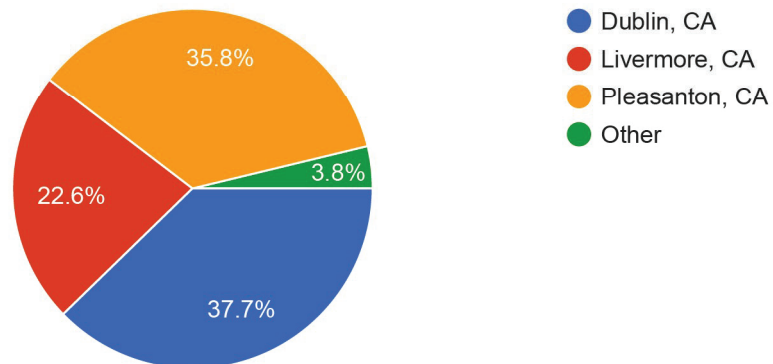
Christy Wegener, Executive Director

Go Tri-Valley Rider Survey

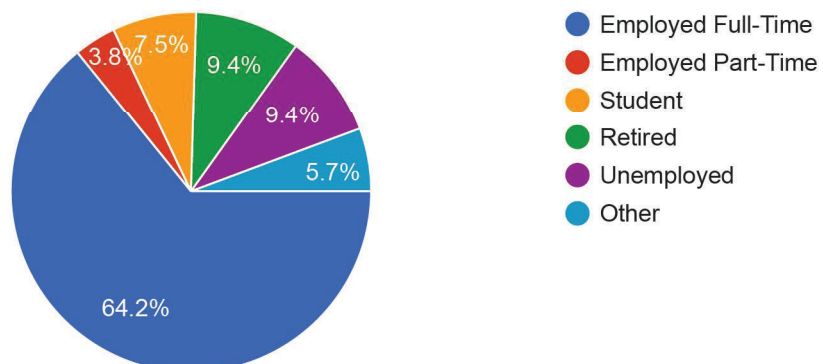
What age group do you belong to?



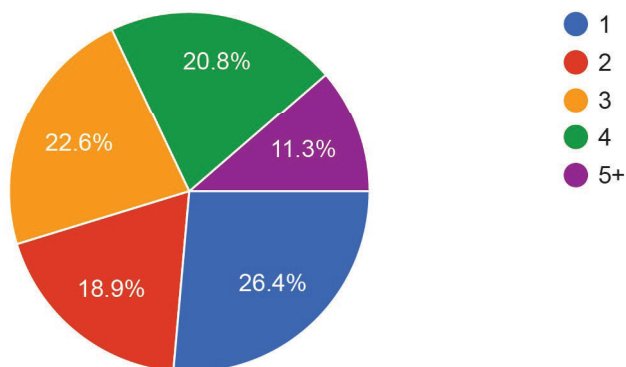
What city do you live in?



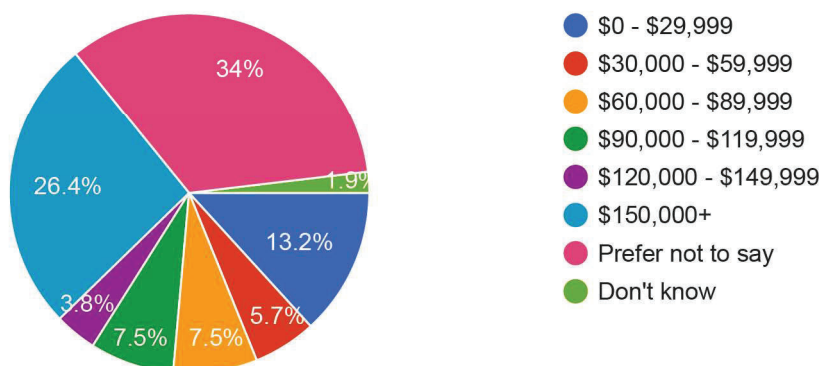
What is your current employment status?



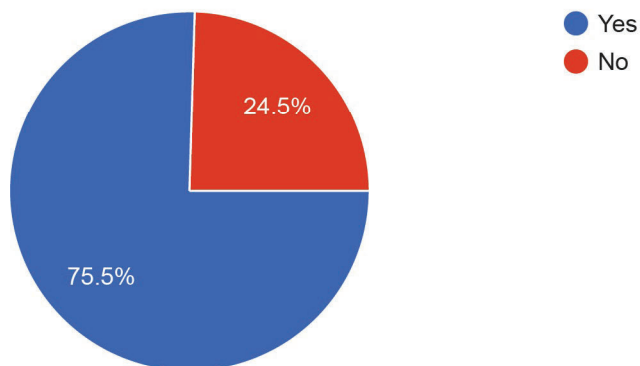
How many people live in your household?



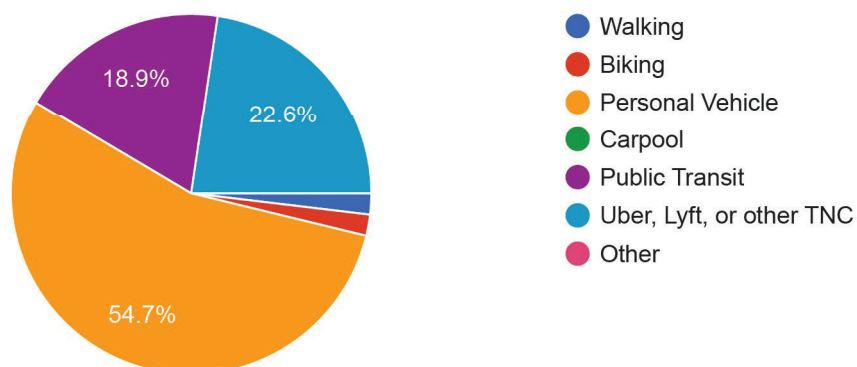
What is your annual household income?



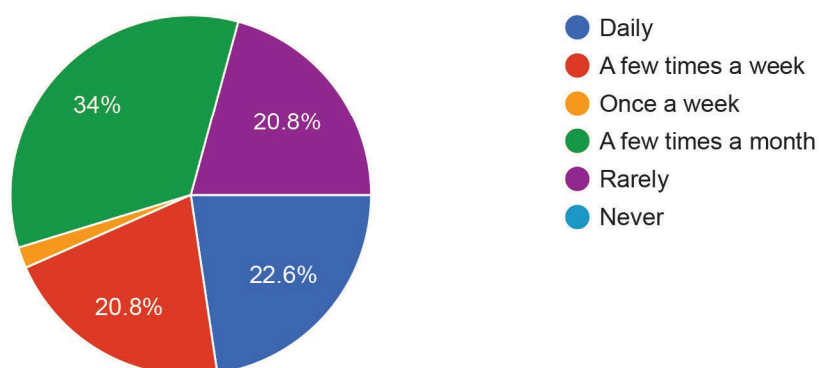
Do you have access to a car?



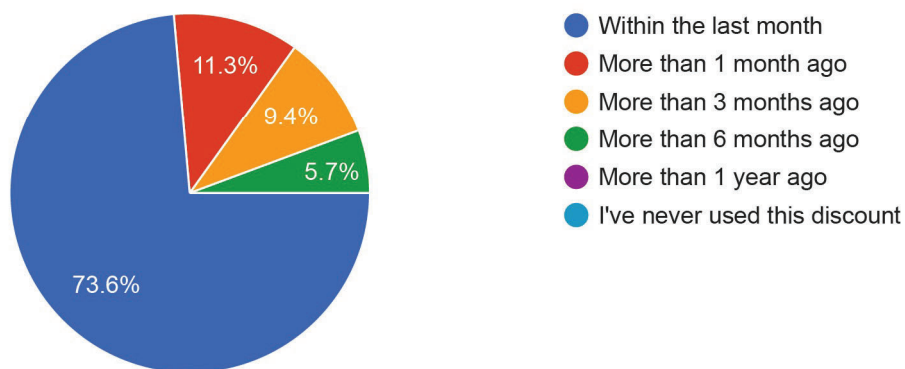
What is your primary mode of transportation?



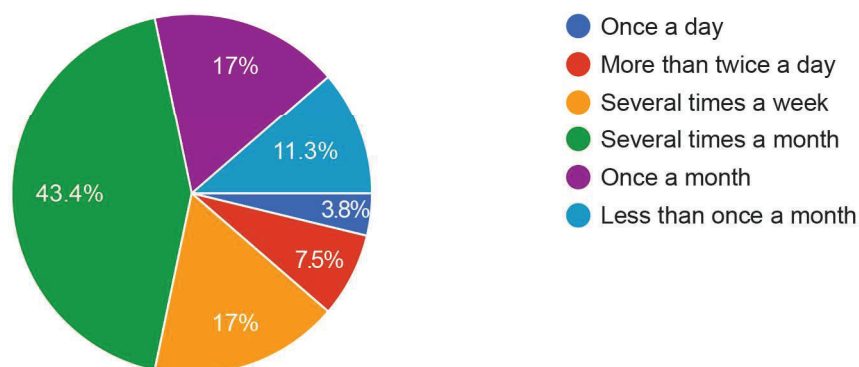
How often do you use public transportation in the Bay Area?



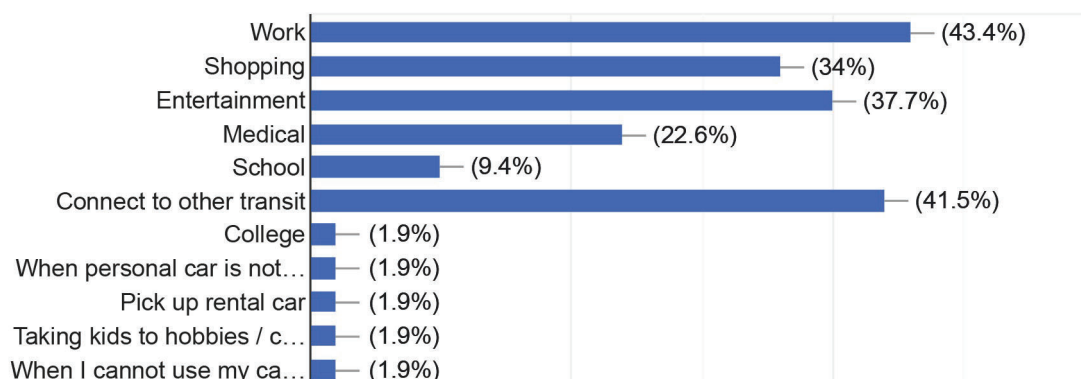
When was the last time you used the GOTRIVALLEY discount for a ride on Uber?



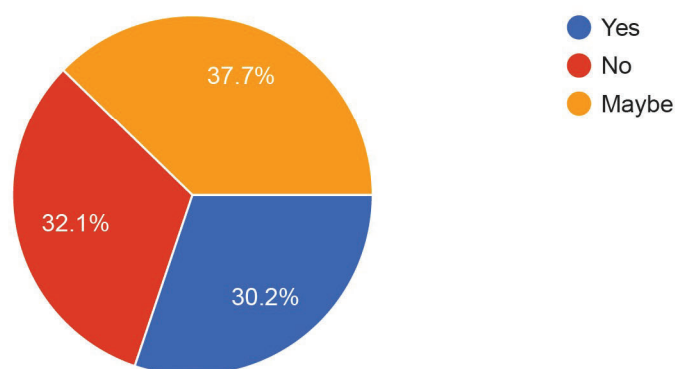
On average, how often do you use Uber or Lyft within the Tri-Valley?



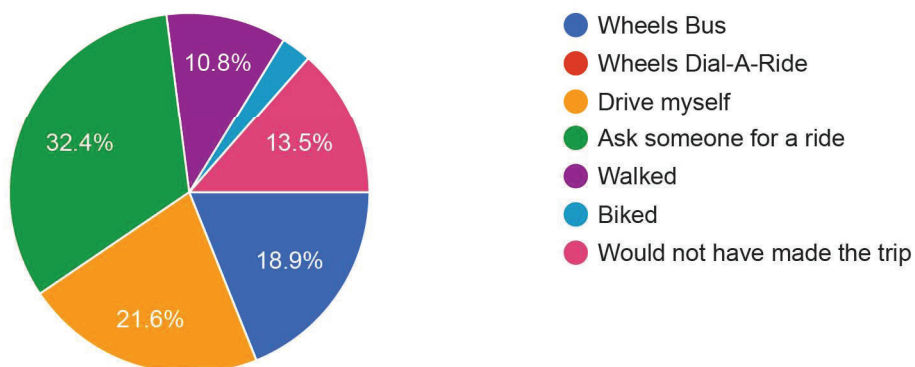
What is the purpose of the majority of your trips using the GOTRIVALLEY discount? (Check all that apply)



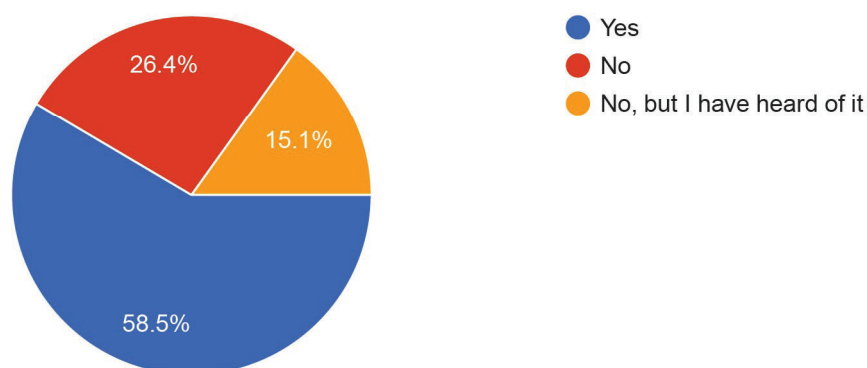
If the GOTRIVALLEY discount wasn't available, would you still have taken Uber or Lyft?



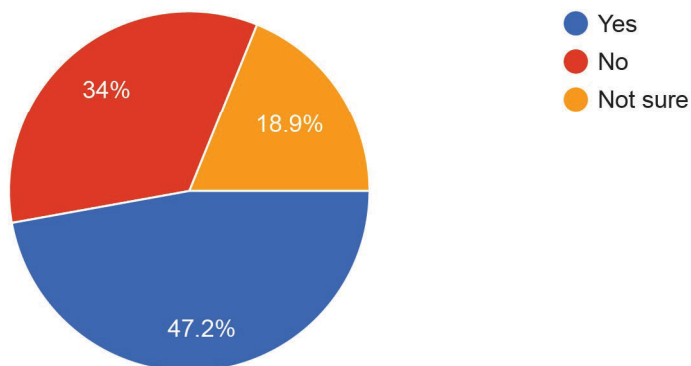
If the GOTRIVALLEY discount wasn't available, what alternative would you have used to travel?



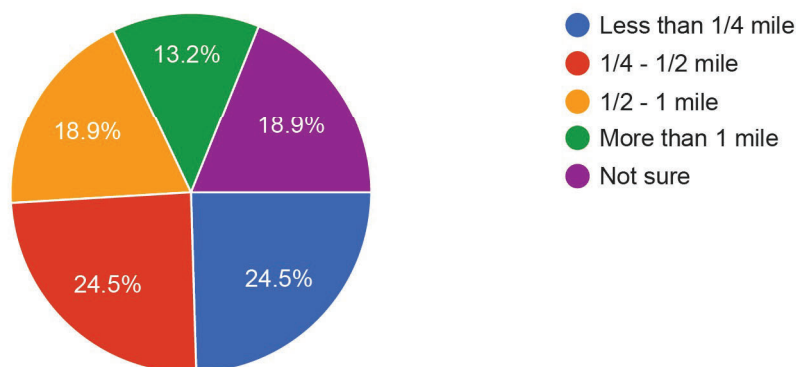
Have you used Wheels Bus before?



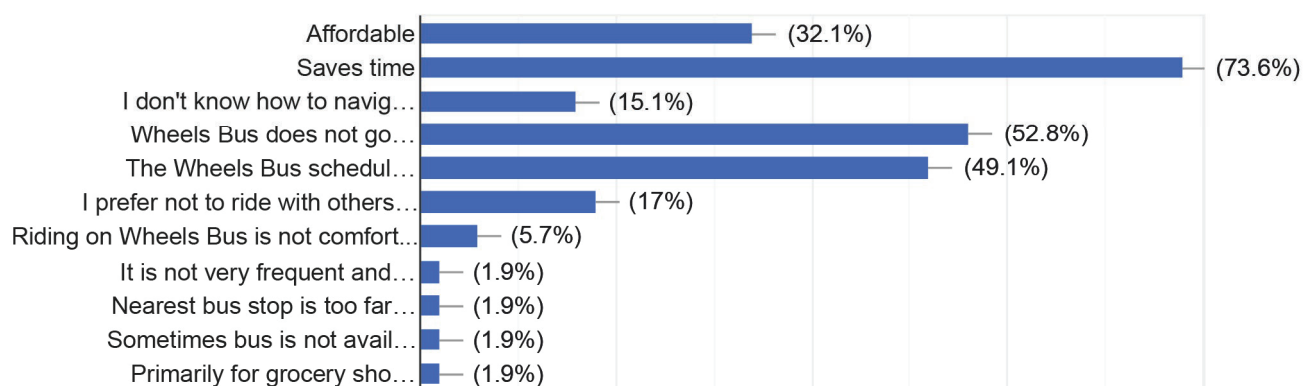
Are you aware of any Wheels bus routes that operate near where you usually begin your Go Tri-Valley trips?



Approximately how far is the nearest bus stop from where you usually begin your Go Tri-Valley trips?



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



How did you first hear about Go Tri-Valley?

