

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

**PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE**  
**WHOLE**

**COMMITTEE MEMBERS**

**JEAN JOSEY – CHAIR**  
**CRAIG EICHER**

**EVAN BRANNING – VICE CHAIR**  
**DAVID HAUBERT**

**DATE:** August 25, 2025

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

**TIME:** 4:00p.m.

**TELECONFERENCE LOCATIONS**

Scott Haggerty Heritage House  
4501 Pleasanton Avenue  
Pleasanton CA. 94566

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

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**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](http://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 25, 2025 at [frontdesk@lavta.org](mailto:frontdesk@lavta.org). Please include “Public Comment – “08/25/2025” 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.

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- For audio access to the meeting by telephone, use the dial-in information below:  
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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](mailto:frontdesk@lavta.org)

If you are submitting public comment via email, please do so by 1:00 p.m. on Monday, August 25, 2025 to [frontdesk@lavta.org](mailto:frontdesk@lavta.org). Please include “Public Comment – “08/25/2025” 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.

**LAVTA Projects & Services Committee Meeting  
AGENDA – August 25, 2025**

**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. June 23, 2025 P&S Committee Meeting Minutes**

**Recommendation:** Approval of minutes.

**5. 2025 Strategic Plan - Draft Framework**

**Recommendation:** Staff to provide an update on the 2025 Strategic Plan draft framework for discussion.

**6. Summer of Pilots – Evaluation**

**Recommendation:** Staff recommend that the Projects and Services Committee receive an update on the summer technology pilot projects.

**7. FY26 Fare Increase Scenarios**

**Recommendation:** Staff recommend the Projects and Services Committee provide feedback on the potential fare increase scenarios.

**8. Executive Director's Report**

**Recommendation:** Information only.

**9. Next Meeting Date is Scheduled for: September 22, 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.*

<u>/s/ Lynn Domagas</u>	<u>8/22/2025</u>
<u>LAVTA Administrative Services Department</u>	<u>Date</u>

*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](mailto:frontdesk@lavta.org)*

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**PROJECTS and SERVICES COMMITTEE MEETING / COMMITTEE OF THE**  
**WHOLE**

**COMMITTEE MEMBERS**

**DAVID HAUBERT – CHAIR**  
**CRAIG EICHER**

**JEAN JOSEY – VICE CHAIR**  
**EVAN BRANNING**

**DATE:** Monday, June 23, 2025

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**MINUTES**

**1. Call to Order and Pledge of Allegiance**

Meeting called to order 4:00pm

**2. Roll Call of Members**

**Members Present**

Jean Josey – City of Dublin

Craig Eicher – City of Pleasanton

John Marchand – City of Livermore (Alternate)

**Members Absent**

David Haubert – County of Alameda

Evan Branning – City of Livermore

**3. Meeting Open to Public**

No public comments.

**4. Minutes of the April 28, 2025 Meeting of the P&S Committee.**

**Recommendation:** Approval

No public comments.

Motion/Second: Josey/Eicher

Aye: Josey/Eicher/Marchand

No: None

Abstain: None

Absent: Haubert/Branning

**5. Para-Taxi Program Update**

**Recommendation:** Recommend the Board of Directors approve Resolution 21-2025 changing the Para-Taxi reimbursement request period from within 90-days of the trip taken to within 60-days of the trip taken.

The Committee asked how many participants would be impacted by changing the reimbursement window from 90 days to 60 days. Staff noted that the change would be minimal and that the majority of participants submit reimbursement requests within 30 days of a trip, and that the PEX card is also a viable option.

Alternate Director Marchand made a motion to modify staff's recommendations and change the reimbursement period from 60-days to 30-days, and move to the Board for approval.

No public comments.

Motion/Second: Marchand/Eicher  
Aye: Josey/Eicher/Marchand  
No: None  
Abstain: None  
Absent: Haubert

## **6. Clipper START Program Permanent Adoption**

**Recommendation:** Staff recommend the Projects and Services Committee forward to the Board of Directors Resolution 22-2025 for approval, authorizing the Executive Director to enter into agreement with MTC and making permanent LAVTA's participation in the Clipper START Regional Means Based Fare Program.

Staff gave an overview of Clipper START, the Bay Area's low-income transit fare program administered by the Metropolitan Transportation Commission (MTC). LAVTA offers a 50% discount for Clipper START participants and receives an annual 50% split of the estimated subsidy. This is prepaid annually and is currently approximately \$8,000/year in fare reimbursement from MTC.

No public comments.

Motion/Second: Eicher/Marchand  
Aye: Josey/Eicher/Marchand  
No: None  
Abstain: None  
Absent: Haubert

## **7. Six-Month Ridership Trend Update**

**Recommendation:** This is an informational item.

Staff noted changes to ridership as referenced in the Staff Report. Staff will continue to look at individual routes to monitor ridership. The BART schedule change in January affected connectivity on the 30R, but this will be addressed with the August schedule change.

No public comments.

## **8. Capital Projects Update**

**Recommendation:** This is an informational item.

Staff presented the quarterly capital projects update which included status updates on the various capital projects that are currently in construction or design.

No public comments.

## **9. Matters Initiated by Committee Members**

No matters brought up by members.

## **10. Next Meeting Date is Scheduled for: August 25, 2025**

## **11. Adjourn**

Meeting adjourned at 4:32pm.

## STAFF REPORT

SUBJECT: 2025 Strategic Plan - Draft Framework

FROM: Christy Wegener, Executive Director

DATE: August 25, 2025

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### Action Requested

Staff recommend the Projects and Services Committee receive an update on the 2025 Strategic Plan - Draft Framework and provide feedback.

### Background and Discussion

In early 2025, LAVTA initiated the update to its Strategic Plan, which was last updated in 2011. The 2025 Strategic Plan update is being led by consultant Moore Iacofano Goltsman (MIG) with an internal project management team (PMT) comprised of the LAVTA executive team.

After project kickoff, MIG worked to review LAVTA's prior strategic plans as well as recent planning documents, organizational assessments, and financial reports. Both a staff and Board workshop were held in the month of May 2025 to gain input on updating LAVTA's Mission, Vision, Values and Goals. Further work has continued this summer on establishing priority projects within each goal area as well as timelines for completion and key performance indicators.

Principal MIG consultant Daniel Iacofano will present the updated framework to the Committee at the August meeting.

### Next Steps

The PMT will incorporate the Committee's feedback into the next version of the framework which will be presented to the full LAVTA Board in September. The PMT will then solicit external stakeholder input and will incorporate any additional comments into the final framework. The Board will consider Strategic Plan adoption at the October or November meeting.

### Recommendation

Receive an update on the 2025 Strategic Plan draft framework

### Attachments:

1. 2025 Strategic Plan draft framework



# LATVA Strategic Plan 2025



# STRATEGIC PLAN FRAMEWORK

Mission

Vision

Core Values

Goals

Objectives

Performance Measures

Implementation Actions



# Elements of the Strategic Plan



## MISSION

The purpose and associated responsibilities of LATVA.



## VISION

LATVA's preferred future—where we strive to be.



## VALUES

Shared beliefs that reflect what LATVA considers significant and important.



## GOALS

Statements of direction toward LATVA's desired future.



## ONGOING RESPONSIBILITIES

Work being performed by LATVA staff on a regular, ongoing basis.



## OBJECTIVES

Specific and measurable statements of action that LATVA wants to achieve.



## PERFORMANCE MEASURES

Specific measurements of progress toward goals and objectives.



## IMPLEMENTATION PLAN

Identifies a timeframe for completing actions, responsible parties, and required resources.





# Mission

The mission of the Livermore Amador Valley Transit Authority (Wheels) is to enhance mobility through access to safe, customer oriented, reliable, and affordable public transportation.





# Vision

LAVTA is an essential link in the Bay Area transportation network, providing an attractive, high quality, and reliable alternative to the private automobile for all those who depend upon it and all those who choose to use it.

# Values

## We Value...

- **Integrity.** We act ethically and with integrity in all we do.
- **Transparency.** We are accountable and responsible for our actions in the eyes of the public.
- **Service Quality.** We do high quality work and maintain high standards in order to exceed customer expectations by providing friendly, personable and equal opportunity service.
- **Community.** We are an integral part of the community we serve and seek community involvement in developing and fostering transit service as an essential aspect of community quality of life.
- **Cooperation.** We partner with other regional and local agencies to ensure full access to a comprehensive range of community mobility options.
- **Environment.** We view public transit as a means of improving air quality and conserving our natural resources.
- **Respect.** We treat all persons with dignity, respecting life, property, and the environment; capitalizing on the wealth of viewpoints that reside in our multi-faceted community; all contributions are valued.
- **Stewardship.** We are prudent and resourceful stewards of the public dollars with which we have been entrusted.

# Goal Areas

## 1. SERVICE DEVELOPMENT

Improve the quality of transit service, reliability, on-time performance, and rider experience to meet community needs and grow ridership

## 2. MARKETING AND COMMUNICATIONS

Provide excellent service to all external and internal customers including accurate and up-to-date information to riders on all aspects of LAVTA services and capabilities.

## 3. ADVOCACY AND PARTNERSHIPS

Maintain and expand partnerships with local and regional transit providers, local businesses, funding agencies, and all City partners.

## 4. OPERATIONAL EFFECTIVENESS

Streamline LAVTA's operational effectiveness through the application of innovative technology and proven best practices in public transit operations.

## 5. ORGANIZATIONAL AND FINANCIAL MANAGEMENT

Maintain LAVTA's organizational health by ensuring a balanced budget, sound fiscal practices and a positive culture and work environment.







# Goal 1

## Service Development

Improve the quality of transit service, reliability, on-time performance, and rider experience to meet community needs and grow ridership





# Goal 1: Service Development

1. Update LAVTA's transit service standards. (0-2 yrs)
2. Conduct an evaluation of the LAVTA network to understand ridership trends, evaluate routes and make recommendations for meeting current demand and community priorities. (0-2 yrs)
3. Ensure connectivity to the regional transit system. (0-2 yrs)
4. Identify and prioritize specific transit market opportunities, drawing on the marketing plan and staff recommendations (e.g., business center employees, micro-transit, students, 680 express service, seniors, people with disabilities, etc. (0-2 yrs)

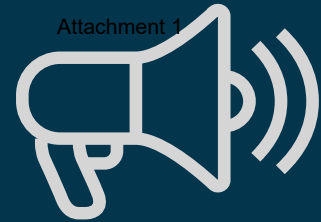
# Goal 1: Service Development

5. Improve accessibility for all paratransit users. (0-2 yrs)
6. Develop recommendations to potentially modify the Go-Tri-Valley service. (0-2 yrs)
7. Implement new services to support the identified high priority transit markets. (2-5 yrs)
8. Adjust fare structure with the costs of service delivery. (2-5 yrs).
9. Determine how to distribute LAVTA fixed route transit resources to meet demand and coverage expectations; consider whether changes in levels of service may be required throughout the LAVTA service area. (2-5 yrs)

# Goal 1: Performance Measures

- On-time performance
- Adherence to the transfer window
- Total ridership
- Service area coverage





## Goal 2

# Marketing and Communications

Provide excellent service to all external and internal customers including accurate and up-to-date information to riders on all aspects of LAVTA services and capabilities.



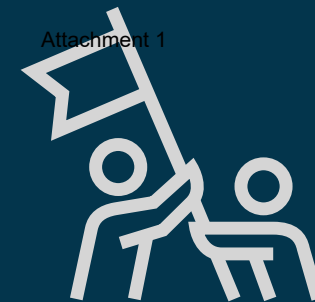
# Goal 2: Marketing and Communications

1. Continue to improve customer information for enhanced access and accuracy. (on-going)
2. Resolve all customer complaints and incident investigations in a timely manner. (0-2 yrs)
3. Implement a comprehensive public information campaign to ensure awareness of LAVTA's services and capabilities. (0-2 yrs)
4. Facilitate the integration of electronic fare systems and transition to digital fare media. (0-2 yrs)
5. Conduct a market segmentation study to identify high priority trip markets. (2-5 yrs)

## Goal 2: Performance Measures

- Reduction of complaints and increased satisfaction with the complaint resolution process
- Increased rider satisfaction
- Timely distribution of public information
- Accuracy of public information





# Goal 3

## Advocacy and Partnerships

Maintain and expand partnerships with local and regional transit providers, local businesses, funding agencies, and all City partners.



# Goal 3: Advocacy and Partnerships

1. Participate and advocate for LAVTA's interests in regional business development, MTC-led initiatives and committees, and advocate for the upcoming regional transit funding measure. (on-going)
2. Continue to build and grow relationships with adjacent cities and counties, and State and Federal delegations. (on-going)
3. Collaborate with regional transit providers to pursue transit-friendly regional policies, joint purchasing programs, etc. (on-going)
4. Build support for an expanded transit priority traffic control system throughout the Tri- Valley. (2-5 yrs)
5. Implement all MTC-led initiatives and regional projects, etc. (5+ yrs)
6. Implement capital improvements at bus stops and transfer centers to improve passenger safety and convenience. (5+ yrs)

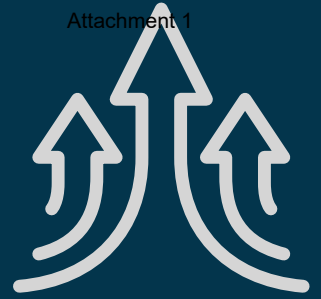




# Goal 3: Performance Measures

- Increased number of plans that reflect LAVTA's priority objectives.
- Replacement of BART feeder bus funding
- Number of funding earmarks (State and Federal)
- Expanded signal priority system throughout the LAVTA service area





# Goal 4 Operational Effectiveness

Streamline LAVTA's operational effectiveness through the application of innovative technology and proven best practices in public transit operations.



# Goal 4: Operational Effectiveness

1. Ensure fixed route and paratransit contractor compliance. (on-going)
2. Update assumptions made in the Zero Emission Bus transition plan and make recommendations for modifications. (0-2 yrs)
3. Develop and implement a capital improvement plan identifying major projects and their timeframe for implementation. (0-2 yrs)
4. Design schedules to reflect accurate running times. (0-2 yrs)
5. Determine a realistic timeframe for completing the Zero Emission Bus transition and Atlantis Facility. (2-5 yrs)

## Goal 4: Operational Effectiveness

6. Deploy new technology to improve safety, maintenance, and fleet reliability. (2-5 yrs)
7. Identify and implement improvements to bus operations by implementing transit signal priority and other improvements. (2-5 yrs)

# Goal 4: Performance Measures

- Reduction of accidents
- Improvements to fleet reliability (less breakdowns and less service calls)
- Contractor compliance with stated terms and conditions
- Missed trips/loss of service
- Progress achieved on capital projects





# Goal 5 Organizational and Financial Management



Maintain LAVTA's organizational health by ensuring a balanced budget, sound fiscal practices and a positive culture and work environment.



# Goal 5: Organizational and Financial Management

1. Pursue and apply grant funding for high priority LAVTA initiatives. (on-going)
2. Produce a balanced budget and deliver a “clean” audit report every year. (on-going)
3. Align the Agency’s budget with the goals and objectives of the 2025 Strategic Plan. (0-2 yrs)
4. Tie staff work products to strategic plan objectives. (0-2 yrs)
5. Create and implement policies that establish a positive culture and working environment, making LAVTA an employer of choice. (0-2 yrs)
6. Create and implement an Agency-wide succession plan. (0-2 yrs)

# Goal 5: Performance Measures

- Satisfactory audit results
- Alignment of the Strategic Plan and Agency budget
- Implementation of new staff workplans tied to the Strategic Plan
- Level of competitive grant funding obtained
- Employee satisfaction and turnover





# LATVA Strategic Plan 2025



## STAFF REPORT

SUBJECT: Summer of Pilots - Evaluation

FROM: Mike Tobin, Director of Operations & Planning  
Ethan Yeung, Operations Analyst

DATE: August 25, 2025

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### Action Requested

Staff recommend that the Projects and Services Committee receive an update on summer technology pilot projects.

### Background

LAVTA is committed to leveraging innovative technology to enhance operations, safety and improve service delivery. This summer, staff partnered with multiple technology vendors to pilot new solutions aimed at increasing efficiency, reliability, and the overall rider experience.

### Discussion

#### *MirrorLESS System*

LAVTA partnered with SafeFleet to pilot a mirrorless system in which cameras were installed on the exterior of the bus and two screens were installed on the interior of the bus. During the current phase of the pilot, the rearview mirrors will not be removed, as staff want to get an idea of how the mirrorless system compares to the traditional rearview mirrors. However, if the mirrorless system were to be implemented fleet-wide, the benefits would include increased fuel efficiency due to reduced drag, fewer collisions between the protruding rearview mirrors and other objects (e.g., tree branches, signposts, etc.), and safer driving due to the blind spot camera view.



*Picture 1: The mirrorless system shown side-by-side next to the traditional rearview mirror.*

### *TSI Video*

LAVTA also partnered with TSI Video to pilot their camera system on two buses. LAVTA's current system is hard drive based (as opposed to cloud based) and is becoming increasingly outdated, which causes several operational challenges. For example, requested videos will occasionally fail to download, which then requires the bus to be brought back to the yard and staff to manually retrieve the video. Also, videos will fail to play on certain computers, which prevents timely resolution of customer complaints and investigation of accidents and incidents. TSI's modern camera system would address these issues and introduce new benefits, such as the ability to download videos via cellular connection while the bus is driving in service, rather than being restricted to Wi-Fi downloads at the yard, as well as live look-in of buses.





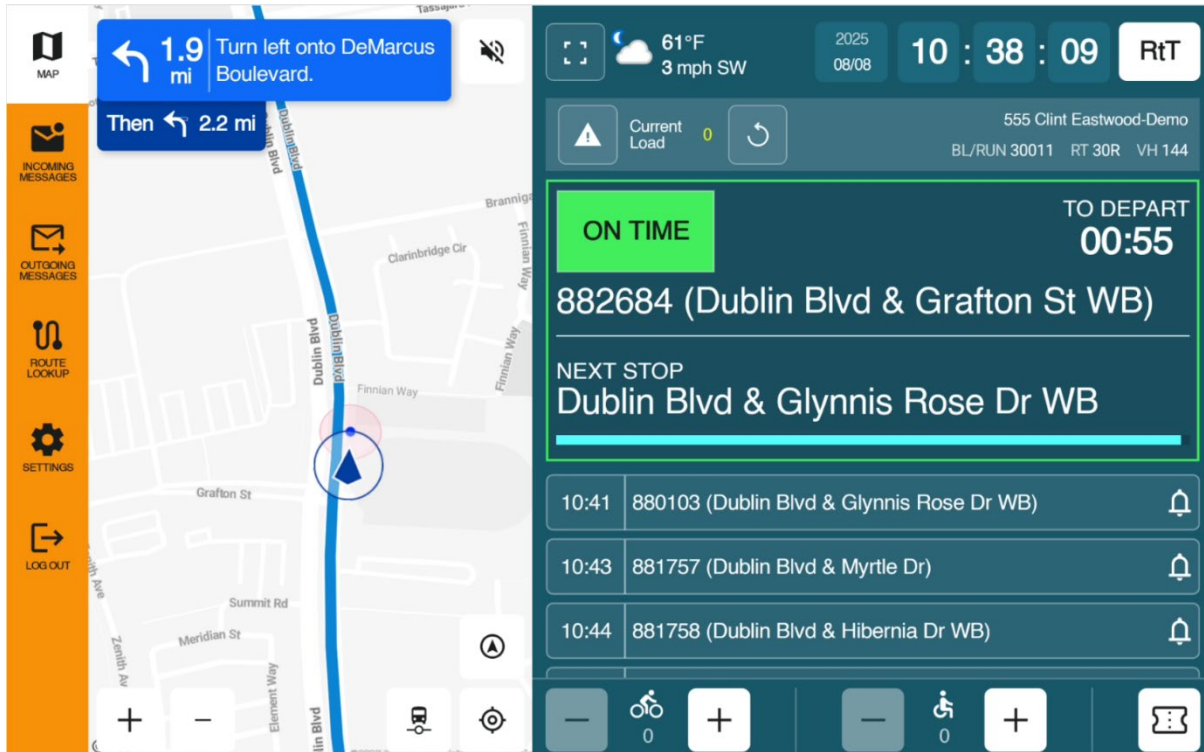
*Picture 2: TSL's 360° camera is comprised of multiple cameras contained in one unit, which allows video to be viewed without the "fisheye" effect.*

### *TSL Tech CAD/AVL Solution*

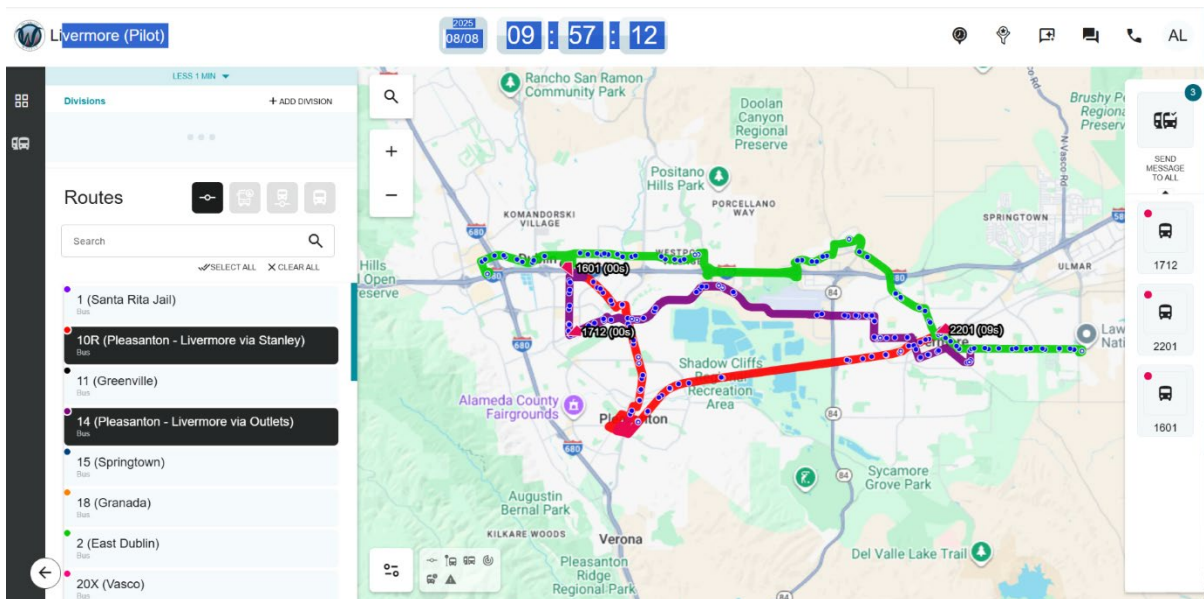
This summer, LAVTA partnered with Transit-Systems, LLC (TSL) to pilot their computer-aided dispatch/automated vehicle location (CAD/AVL) system on three buses. CAD/AVL is a core technology for the agency, enabling dispatchers to communicate with drivers, track bus locations in real time, share live arrival information with passengers, collect and store operational data for reporting, and perform other essential functions.

As technology continues to evolve, LAVTA actively evaluates new tools to improve efficiency, reliability, and user experience. TSL's solution stands out for several reasons: turn-by-turn navigation and VoIP communication are built directly into the application, and the hardware is streamlined—lowering both upfront and ongoing maintenance costs. Instead

of relying on on-premises infrastructure, the system uses vehicle-mounted tablets connected via cellular service to a cloud-hosted platform. This approach simplifies deployment and improves flexibility. Additionally, the software's interface is more intuitive for both dispatchers and drivers, reducing training time and improving day-to-day usability.



Picture 3: This screenshot shows the view that a driver of Route 30R might see when they're using the TSL system.



Picture 4: This screenshot shows the dispatcher's view with Routes 10R, 30R, and 14 selected.

### **Next Steps**

Although further evaluation will be required, initial feedback on the pilots has been encouraging. Operators have responded positively to the TSL system's turn-by-turn navigation, which has been particularly valuable on school tripper routes that can be confusing due to routing through residential neighborhoods. This feature not only reduces missed turns but also helps new or relief drivers navigate unfamiliar segments of the system with greater ease and confidence.

Feedback on the mirrorless camera pilot has been more mixed, with drivers noting both advantages and areas of concern. These perspectives will be carefully reviewed as staff considers full scale or even limited implementation of this technology. Staff is also evaluating how this technology may integrate with training and safety procedures before making any kind of recommendation.

The TSI camera system has received consistently strong feedback, particularly for its clarity and ease of use and ability to download video cellularly, which helps with the timely resolution of incidents. Based on this experience, staff is actively exploring incorporating this system into the procurement of new buses currently underway.

Over the coming months, staff will continue to gather feedback, analyze performance data, and compare pilot results with industry best practices. The outcomes will inform future procurement decisions and help shape a broader strategy for integrating new technology solutions into LAVTA's fleet and operations.

### **Recommendation**

Staff recommend that the Projects and Services Committee receive an update on the summer technology pilot projects.

## STAFF REPORT

SUBJECT: FY26 Fare Increase Scenarios

FROM: Christy Wegener, Executive Director  
Tamara Edwards, Director of Finance

DATE: August 25, 2025

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### Action Requested

Staff recommend the Projects and Services Committee receive information on the 2025 fare change scenarios and provide feedback to staff.

### Background

LAVTA has made changes to its fares and fare structure throughout the years to respond to economic conditions, ridership trends and the introduction of new technology, but it has been over 16 years since an increase was made to the fixed route fare. Notably, the following changes have taken place:

- **2000**
  - Fixed Route one-way fare –**\$1.00**
  - Paratransit fare - **\$1.00**
- **2006**
  - Fixed Route one-way fare –**\$1.50**
  - Fixed Route Monthly Pass
    - Regular - **\$45.00**
    - Senior/disabled –**\$12.00**
  - Paratransit fare –**\$2.50**
- **2009**
  - Fixed Route one-way fare - **\$2.00**
  - Fixed Route Monthly Pass
    - Regular - **\$60.00**
    - Senior/disabled –**\$18.00**
  - Paratransit fare - **\$3.50**
- **2015:**
  - Implementation of Clipper
    - Introduction of Day Pass Accumulator on Clipper
      - Regular - **\$3.75**

- Senior/disabled - **\$1.75**
  - Introduction of rolling 31-day pass on Clipper
    - Regular - **\$60.00**
    - Senior/disabled – **\$18.00**
- **2019:**
  - Elimination of paper transfers
  - Introduction of paper Day Pass - **\$3.75**
  - Elimination of Fare Busters (discounted 10-pack paper tickets at **\$16.00**)
    - Replace with Youth Fare on Clipper - **\$1.60**
  - Increase of the paratransit fare to **\$3.75**
  - Increase in the Senior/disabled monthly pass to **\$22**
- **2020-2024:** All remaining scheduled fare increases were postponed and then subsequently cancelled, including:
  - Increase in the paratransit fare to \$4.00
  - Increase in the senior/disabled monthly pass to \$25.00

### Understanding Bay Area Transit Agency Fares

There are a variety of fare policies, pass products and fare amounts across Bay Area transit agencies. Some agencies offer a higher cash fare and discounted Clipper® fare; many offer half-priced or free youth fares; many charge the maximum allowable for paratransit, but not all. The following is a summary of the fare products and amounts across several transit agencies:

Agency	Adult Single Ride	Day Pass	Monthly Pass	Paratransit
LAVTA	\$2	\$3.75^	\$60	\$3.75
County Connection	\$2.50/\$2*	\$3.75^	\$60	\$5.00
AC Transit	\$2.75/\$2.50*	\$6/\$5.50*	\$90	\$4-\$7**
Tri Delta Transit	\$2	\$3.75^	\$57	\$2.75
Santa Clara VTA	\$2.50	\$7.50^^	\$90^^	\$4
Muni	\$3/\$2.85*	\$5.70^^	\$86^^	\$2.75

\*Clipper

\*\*Distance-based fares

^LAVTA, County Connection, Tri Delta Transit and WestCAT all share a day pass accumulator product priced at \$3.75

^^Includes rail



### How LAVTA Riders Pay

In understanding the potential revenue and ridership impacts associated with a fare increase, it is important to understand how riders are currently paying now and in what fare category. The following data is available from FY 2025:

GFI Farebox	
Fare Type	Percent
Cash or Pass	16%
Clipper	55%
Institutional Pass (Hacienda, Las Positas, ACE)	16%
Other (child, special, free)	13%

Clipper Data	
Fare Type	Percent
Adult	49%
Senior	8%
Youth	40%
ADA	3%

### Discussion

As noted above, LAVTA hasn't raised its fixed route fares since 2009. LAVTA staff have developed several fare increase scenarios that respond to the need to increase revenue and are in the range of fares charged throughout the Bay Area. The ultimate goal will be to maximize potential fare revenue without incurring a substantial loss in ridership. Additionally, staff is applying the following principles to the scenario development:

- Compatibility within the Clipper 1.0 system.
- Continuing to provide a 50% discount on Senior/ADA fares.
- Capping paratransit fares at 2x the regular single ride fare.
- Eliminating the Clipper \$1.60 youth fare because of the availability of the Alameda County Student Transit Pass.

The following fare scenarios have been developed for discussion purposes (only Regular fares are shown):

Scenario	Regular Single Ride	Regular Day Pass	Regular Monthly Pass	Paratransit
<i>Current</i>	<i>\$2</i>	<i>\$3.75</i>	<i>\$60</i>	<i>\$3.75</i>
1	\$2.25	\$4.50	\$67.50	<\$4.50
2	\$2.50	\$5	\$75	<\$5
3	\$2.75	\$5.50	\$82.50	<\$5.50
4	\$3	\$6	\$90	<\$6

The following table illustrates the annual potential fare revenue increase and corresponding potential ridership loss for the various fare scenarios.

Scenario	Fixed Route		Paratransit	
	Potential revenue increase*	Potential ridership loss*	Potential revenue increase*	Potential ridership loss*
1	\$258,121 (18%)	-40,125 (-3%)	\$23,518 (20%)	-1,626 (-5%)
2	\$368,944 (26%)	-80,250 (-6%)	\$39,198 (33%)	-2,710 (-9%)
3	\$459,642 (32%)	-120,375 (-9%)	\$54,877 (46%)	-3,794 (-12%)
4	\$547,825 (39%)	-160,500 (-12%)	\$70,556 (60%)	-4,878 (-15%)

\*Using FY25 ridership data and FY24 fare revenue data as a baseline

### Next Steps

Staff will receive the Committee's feedback on the different fare increase scenarios and will return to the Committee at their September meeting with a draft proposal. Any fare increase must adhere to the agency's Title VI plan and will require a public comment period and public hearing. If approved by January 1, 2026, the earliest the fare changes could be implemented in Clipper would be April 1, 2026.

### Recommendation

Staff recommend the Projects and Services Committee provide feedback on the potential fare increase scenarios.

## **EXECUTIVE DIRECTOR'S REPORT**

### **Projects and Services** **August 2025**

#### August Service Change

On August 9, Wheels implemented a service change across all its local routes to better connect with the new BART Blue Line Schedule. Dubbed The Big Sync, the adjustments focused on improved transferring between inbound and outbound Wheels buses and BART. Additionally, school-focused routes were modified in Dublin and all routes were resynced to updated bell times throughout the Tri-Valley. While there were some minor hiccups, the service change was overall executed successfully. Staff are closely monitoring ridership and on-time performance post-service change.

#### Route 501 – Public Hearing

For approximately 2 years LAVTA operated a late afternoon trip on Route 501 that departed Dublin High School around 445p. This trip was put into the schedule to offer another option to students who were unable to get on the earlier bus due to crowding, or who wanted to stay on campus later. Unfortunately, ridership never materialized on the late afternoon trip (often carried zero passengers) and since the opening of Emerald High School, Route 501 ridership has dropped substantially. Accordingly, LAVTA staff have removed this trip from the 501 schedule effective with the start of school, however, LAVTA's major service change policy requires that this change be taken through a public hearing process and to the Board for action within 6 months of the change. Staff will return to the Committee and Board in October with a recommendation to set the public hearing for November, and consider approving the change in December.

#### Upcoming Fixed Route and Paratransit Customer Satisfaction Surveys:

In FY26, LAVTA will conduct its biannual fixed route and customer satisfaction surveys. The surveys are designed to gather input from LAVTA customers on the perceptions of Wheels fixed route and paratransit service, including scores for service quality, reliability, safety and cleanliness, and driver courtesy. Demographic information and trip purpose questions are also included. The fixed route survey will be conducted onboard all local, express and Rapid buses this fall; the paratransit survey is conducted over the phone and will be complete in the early New Year. Staff will return to the Committee with the survey results once complete and compiled.

#### Downtown Pleasanton Bus Service Plan

Staff are working on a mini-RFP for consultant support to conduct technical analysis and public outreach related to modifications to the 10R in Downtown Pleasanton. The consultant will analyze ridership and operational data related to the 10R performance in downtown Pleasanton, develop routing alternatives for the 10R and possibly route 8, and facilitate public outreach to gather input on the route alternatives. The consultant team will work with the LAVTA Ad Hoc Committee, LAVTA staff and the City of Pleasanton staff on a recommendation which will be

presented to the Projects and Services Committee in late winter 2026. Staff will be looking to implement the recommendations in summer 2026.

Go Tri-Valley Subsidy Reduction:

On August 1, the Go Tri-Valley subsidy was reduced from \$5 to \$4. Communication was sent out via the TNC partner applications to those Go Tri-Valley users who have been actively using the discount in the past 6-months. No complaints have been received.