

STAFF REPORT

SUBJECT: Business Outreach Program Overview

FROM: David Mark, Director of Customer Experience

DATE: Monday, October 27, 2025

Action Requested

Informational only.

Summary

The Business Outreach Program (Program) objective is two-fold: increased awareness of Wheels and our services, and increased ridership on bus routes serving office and industrial businesses in the Tri-Valley. The Program is initially being focused on Hacienda Business Park (Hacienda) to encourage and promote adoption of the existing Hacienda ECO Pass and to offer transit planning assistance. The Program encourages business employees and residents of housing developments to register for an account with the Hacienda Portal which provides access to amenities including the ECO Pass, a free “flash pass” for Wheels services.

In summer 2025, LAVTA recruited for a part-time intern to execute the Program, which was launched in August. The Program is administered by intern Arian Ghani, a local graduate of Livermore High and Las Positas College, currently attending Cal State East Bay. The outreach process involves using a sales funnel of cold calling for onsite appointment setting, onsite visits to deliver information kits, and follow-up for individual assistance and corporate tabling opportunities. Inquiries about the Hacienda portal signup and pass activation are facilitated by Hacienda administration.

Since starting the Program, Arian has made:

- Over 300 cold calls to date for appointment setting with business management
- Over 100 onsite visits, including providing an information kit describing Wheels services and the process to acquire an Eco Pass.
- Follow up outreach to businesses with an offer of individual assistance, tabling, and referrals to customer service for personal trip planning.

See attachments 1-3 for collateral support materials.

Background

Wheels connects Hacienda businesses and its residents to BART, ACE, Wheels and County Connection buses, and to key destinations throughout the Tri-Valley. Hacienda offers a subsidized ECO Pass to all its employees and residents, allowing free rides on Wheels; Hacienda partially subsidizes Wheels routes 3, 8, 10, 14 and 54 for service provided in the business park, which is used to fund the ECO Pass.

Since the Pandemic, Wheels ridership in Hacienda has dropped for a variety of reasons, most notably increased vacancies at Hacienda Business Park as businesses have transitioned to remote work. Additionally, several retailers have closed this year making ridership improvements challenging, including Kohls and Party City in March and April, respectively. For many Hacienda businesses, both new and existing, HR coordinators, office managers and admin staff are now more often offsite since the Pandemic and are unaware of Hacienda programs and amenities.

Bay Area Commuter Benefits Program

The Bay Area Commuter Benefits Program was made permanent in 2016. It is regional program that requires businesses with 50 or more full-time employees to offer at least one commuter benefit to their workers. One approved option is subsidized transit pass, such as the Hacienda ECO Pass, which Hacienda has the authority to offer as an umbrella program for the compliance of all its tenants.

Routes and Services

The following table illustrates the Wheels service in Hacienda.

Area	Route
Service between Dublin Pleasanton BART and the Stoneridge Mall including service in Hacienda, as well as to the residential and medical buildings in the Stoneridge Mall area.	3
Bi-directional service between BART and South Pleasanton along Hopyard and Valley, providing a connection to Downtown Pleasanton.	8
Rapid service connecting Dublin Pleasanton BART station, downtown Pleasanton, and the Livermore Transit Center.	10
Local service to the Livermore Transit Center, the Livermore Civic Center complex, San Francisco Premium Outlets, Stoneridge Creek senior living, Hacienda, and the Dublin Pleasanton BART station.	14
Local service connecting the ACE Station in downtown Pleasanton with the Dublin Pleasanton BART station via the Hacienda Business Park.	54
Express service from Stoneridge through Dublin Pleasanton BART to Walnut Creek & Pleasant Hill via I-680.	70X

Discussion

Based on the initial results and feedback from the first two months of the Program, LAVTA's Business Outreach Program has merit to increase ridership with the stabilization of

Hacienda's tenancy, but given its short existence has not yet produced measurable ridership. One unexpected result from the outreach was unawareness of the Hacienda amenities, including registering an account in the Hacienda Portal (a requirement before tenants can be given the ECO Pass). This has provided an opportunity to partner with Hacienda staff to increase awareness of the Hacienda Business Park amenities overall and get tenants signed up for the Portal.

LAVTA will continue supporting our institutional partner Hacienda, helping to highlight public transit is an amenity in the tenant onboarding process, leading to expanded consideration of Wheels as a viable service option and eventually increased ridership.

Looking to 2026, as resources allow staff will also be looking to replicate the Program in other locations throughout the Tri-Valley, including potentially East Livermore and to retailers along Dublin Blvd. There may be an additional opportunity to support increased awareness of the Metropolitan Transportation Commission's Clipper BayPass program, especially for employers currently not offering a transit benefit.

Recommendations

This is an informational item.

Attachments

- 1 Hacienda Letter of Support
- 2- Employee Brochure
- 3- Employer Sheet



4305 HACIENDA DRIVE, SUITE 330 PLEASANTON, CA 94588
E: info@hacienda.org P: 925.734.6500 F: 925.734.6501
WWW.HACIENDA.ORG

July 25, 2025

Dear Hacienda Tenant:

As the providers of an amenity-rich environment, Hacienda enjoys the opportunity to make a number of benefits and services available to our employees and residents. Even more so when we see them being used and valued.

The ECO Pass program, provided by Hacienda to employees and residents within the park at no cost, provides free bus passes for all those who work or reside within the park. This is an outstanding benefit offered in partnership with the LAVTA (Livermore Amador Valley Transit Authority) and its Wheels bus service. This pass offers unlimited rides on all Wheels buses, seven days a week, with convenient connections to BART, ACE, and key destinations throughout the Tri-Valley. It is an important part of our commitment to providing accessible, sustainable, and commuter-friendly transportation solutions.

Our partnership with LAVTA ensures that everyone in Hacienda have everything they need to make the ECO Pass a successful part of their benefits package. LAVTA's outreach team offers hands-on support, including custom trip planning, delivery of schedules and policies, help with onboarding new hires, and availability for lunch and learn information tabling sessions onsite.

Together, we are working to reduce commute traffic, support cleaner air, and increase public transit ridership in the Tri-Valley. Thank you for your interest and we will see you on the bus!

Sincerely,

James Paxson
General Manager, HBPOA

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dc: BUS\LAV

HOW TO GET A PASS

ACTIVATION & SUPPORT TO ACTIVATE:

1. Visit www.hacienda.org
2. Log in to your Resident or Employee user account
3. Go to The Location > Special Offers
4. Change the "Category Type" to "Commute"
5. Change "Special Offers" to "Wheels Eco Pass"
6. Add or verify your role and submit the application for the ECO Pass

For questions or help
Call the Hacienda
Transportation Hotline:
 (925) 734-6551



BUS INFORMATION

Bus Riding Basics

- Arrive at your stop at least five minutes early.
- Buses stop at designated bus stops only.
- Use exact fare; drivers do not carry change.
- Smoking, eating, drinking, and littering are strictly prohibited
- Service animals are permitted on the bus. Other pets are permitted only if transported in a closed pet carrier.
- Use earphones with audio and video devices.
- All buses are wheelchair lift-or-ramp equipped.
- Buses are equipped with bike racks located on the front bumper
- If the bike rack is full, bikes are allowed onboard at the driver's discretion

ADA/TITLE VI



The Americans with Disabilities Act of 1990 (ADA) guarantees persons with disabilities full and equal access to the same services and accommodates that are available to people without disabilities.

Title VI is a section of the Civil Rights Act of 1964 requiring that "No person in the United States shall on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance." If you believe that you have received discriminatory treatment by Wheels on the basis of your race, color or national origin, you have the right to file a complaint with the Wheels Title VI Coordinator.

HACIENDA

ECO • PASS

EMPLOYER COMMUTE OPTION

Customer Service
@ wheelsbus.com
 (925) 455-7500



WHAT IS THE ECO PASS?

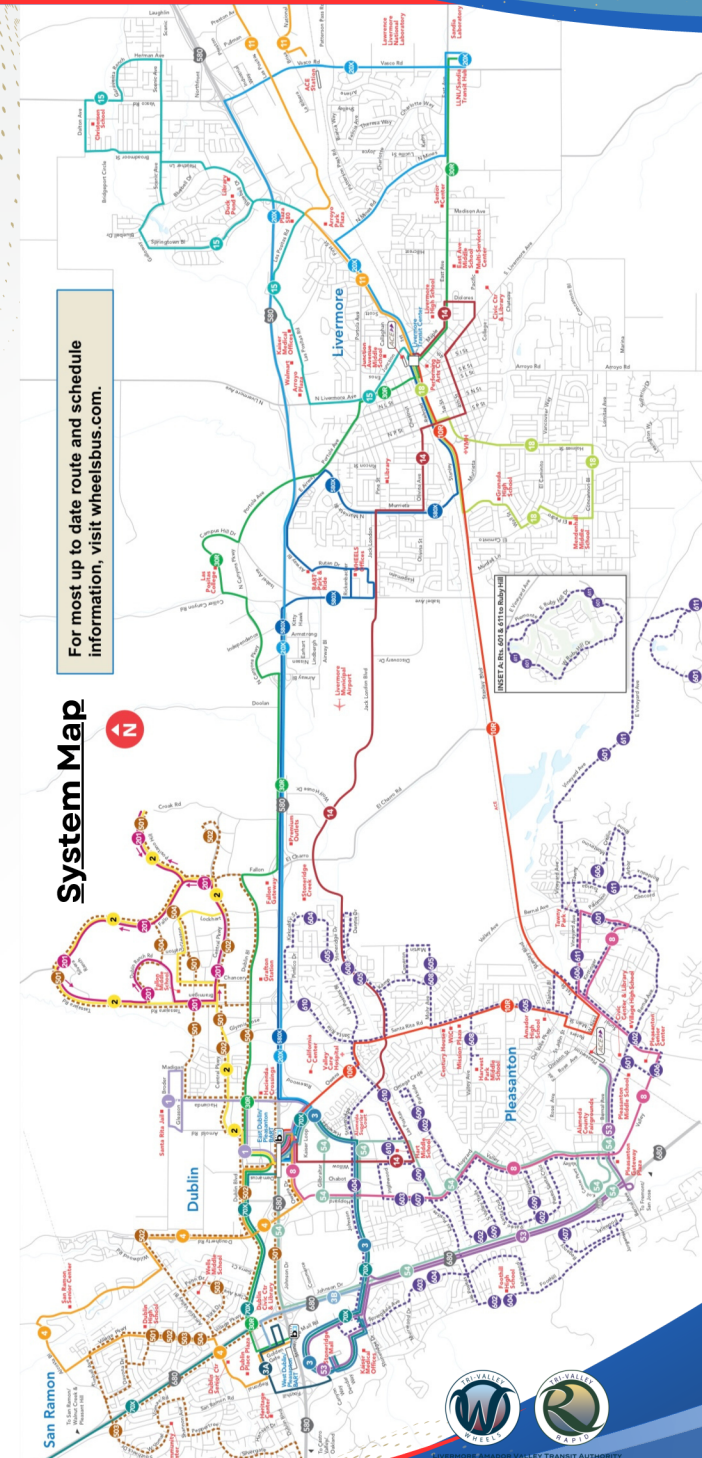
An ECO Pass is a free, annual transit pass that provides unlimited rides on all Wheels bus lines, including connections to BART, ACE trains, and major Tri-Valley destinations, with express service to Pleasant Hill / Walnut Creek.

HACIENDA BUS ROUTES

- ROUTE 3
- ROUTE 8
- ROUTE 14
- ROUTE 54
- ROUTE 10
- ROUTE 70X

BENEFITS

- 1 Free daily transportation for employees and residents
- 2 Easy connection to public transit hubs (BART and ACE)
- 3 Supports employee wellness and cost savings
- 4 Decreases company parking demand and carbon footprint



Livermore Amador Valley TRANSIT AUTHORITY

ECO • PASS
EMPLOYER COMMUTE OPTION

1 FREE TRANSPORTATION!

2 NO EXTRA COST- A HACIENDA
TENANT AMENITY

3 NO MORE PARKING TROUBLE!

Services Offered



TRAVEL PLANNING

We offer free travel planning support to help your employees find the best routes using Wheels buses, BART, and ACE. Whether mapping out a daily commute or understanding how the ECO Pass works, we'll provide one-on-one help or group guidance, making it easy for your team to ride confidently.



ONBOARDING

Make the ECO Pass part of your onboarding process with ease. We provide ready-to-go materials: flyers, welcome packets, and simple how-to guides, so new employees can quickly understand the benefits and start using Wheels right away. Contact us at **(925) 455-7519** and we'll get you everything you need.



TABLING

Our team will come to your office for a quick tabling event. We'll bring all materials, answer employee questions, and help your team get started with the free ECO Pass—making it easy to promote transit and support your staff.



www.wheelsbus.com



(925) 455-7519



Director of Customer Experience: David Mark
Business Programs Intern: Arian Ghani

