

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: October 27, 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

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

Documents received after publication of the Agenda and considered by the Projects and Services Committee in its deliberation will be available for inspection only via electronic document transfer, due to the COVID-19 outbreak. See the COVID-19 provisions outlined below. Please call or email the Executive Director during normal business hours if you require access to any such documents.

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.

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, October 27, 2025 at frontdesk@lavta.org. Please include “Public Comment – “10/27/2025” 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.

How to listen and view meeting video:

- From a PC, Mac, iPad, iPhone or Android device click the link below:

<https://zoom.us/j/85868238171>

Passcode: PS1362Mtg

- To supplement a PC, Mac, tablet or device without audio, please also join by phone:

Dial: 1 (669) 900-6833

Webinar ID: 858 6823 8171

Passcode: 622062

To comment by video conference, click the “Raise Your Hand” button to request to speak when Public Comment is being taken on the Agenda item. You will then be unmuted when it is your turn to make your comment for up to 3 minutes. After the allotted time, you will be muted.

How to listen only to the meeting:

- For audio access to the meeting by telephone, use the dial-in information below:

Dial: 1 (669) 900-6833

Webinar ID: 858 6823 8171

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

If you are submitting public comment via email, please do so by 1:00 p.m. on Monday, October 27th, 2025 to frontdesk@lavta.org. Please include “Public Comment – “10/27/2025” 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
OCTOBER 27, 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. Minutes of the September 22, 2025 Meeting of the P&S Committee

Recommendation: Approval

5. Scheduled Bus Arrival Times at Dublin High School – Follow-Up Item

Recommendation: This is an informational item.

6. Business Outreach Program Overview

Recommendation: This is an informational item.

7. Matters Initiated by Committee Members

8. Next Meeting Date is Scheduled for: November 24, 2025

9. 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/ Michelle Kumar</u>	<u>10/24/2025</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*

**MINUTES OF THE SEPTEMBER 22, 2025
LAVTA PRJOECTS AND SERVICES COMMITTEE MEETING
COMMITTEE MEMBERS**

**JEAN JOSEY – CHAIR
CRAIG EICHER**

**EVAN BRANNING – VICE CHAIR
DAVID HAUBERT**

MINUTES

1. Call to Order and Pledge of Allegiance

Meeting called to order 4:01pm

2. Roll Call of Members

Members Present

Jean Josey – City of Dublin

David Haubert – County of Alameda

Evan Branning – City of Livermore

Craig Eicher – City of Pleasanton

3. Meeting Open to Public

No public comments received online, or in person.

4. Minutes of the August 25, 2025 Meeting of the P&S Committee.

Approved

No public comments received online, or in person.

Motion/Second: Branning/Haubert

Aye: Josey/Haubert/Eicher/Branning

No: None

Abstain: None

Absent: None

5. Draft FY26 Fare Increase Proposal

Staff presented the draft fare increase proposal to the Committee which included a recommendation to advertise a base fare of \$2.25 for the public hearing.

Director Branning inquired about whether we could advertise two different fares instead of one.

Chair Josey expressed support for advertising a larger fare increase for the public hearing. Chair Josey indicated this would allow the Board to implement a larger increase at one time, or phase in over two parts. Chair Josey expressed a desire to advertise a fare of \$2.50.

The committee discussed the merits of a higher fare increase. Ultimately the committee expressed interest in obtaining feedback on a larger fare increase which would potentially generate more fare revenue, and public feedback would be beneficial in determining that increase.

The committee acted to modify staff's recommendation and recommend that the Board advertise a higher fare of \$2.50 and open the public comment period and set the public hearing for November 3, 2025.

No public comments received online, or in person.

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

6. Route 501 – Public Hearing

Staff presented the item. The committee recommended that the Board of Directors set a public hearing for November 3, 2025 to hear public comments regarding the reduction of service on Route 501.

No public comments received online, or in person.

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

7. Scheduled Bus Arrival Times at Dublin High School

This was an informational item, presented by LAVTA staff Cyrus Sheik and Mike Tobin to respond to Chair Josey's request from the August meeting. The committee discussed if the changes in schedule would improve on time performance. They also want more information on early arrival and current traffic times. Staff agreed to return to the committee in October.

No public comments received online, or in person.

8. 2025 Summer Youth Ride Free Promotion Recap

This was an informational item presented by LAVTA staff Dave Mark. The 2025 Summer Youth Ride Free promotion boosted ridership by 248% over 2023 and increased website traffic, with a minor \$4,227 fare revenue loss. Staff plan to continue the program in 2026.

9. Matters Initiated by Committee Members

Director Eicher brought up the idea of advertising in theatres.

10. Next Meeting Date is Scheduled for: October 27, 2025

11. Adjourn

Meeting adjourned at 4:56pm.

STAFF REPORT

SUBJECT: Scheduled Bus Arrival Times at Dublin High School – Follow-Up Item

FROM: Michael Tobin, Director of Operations & Planning
Cyrus Sheik, Senior Transit Planner

DATE: October 27, 2025

Action Requested

This is an informational item.

Background

At the August Projects & Services Committee meeting, Committee members inquired as to the reason that the Wheels supplemental 500-series routes arrive relatively early at Dublin High School (DHS) when compared to the school's bell time.

Following up on this item at the September meeting, Staff outlined the reasons that the buses are scheduled this way, specifically that this is being done so that those buses (and operators) can perform two school routes during their morning runs to maximize the agency's limited resources.

Responding to this, Director Josey requested that Staff investigate the possibility of scheduling the arrivals closer to the bell time, including the possibility of adding resources to help accommodate the later arrival time at DHS.

Discussion

Based on the above request, Staff held a discussion with the agency's contractor's management team regarding the feasibility of adding the resources that would be required to schedule the morning arrivals at DHS closer to the bell time. Based on that conversation, three options are outlined below for conversational purposes – each of which would require varying levels of dedicated resources:

Option 1: Make a smaller adjustment to the schedule, working within the existing resources allocated. Due to the early arrival of the routes at DHS, the buses encounter less traffic than the schedule is currently timed for, meaning that they arrive about 7-8 minutes ahead of their scheduled arrival of 7:50a.

Staff could work with Operations to "tighten" up the allotted running time for the last segment of the route and schedule the rest of the trip(s) for ~8 minutes later. While the

formal arrival time at the school would be the same as currently, this would effectively save ~8 minutes of travel time for students compared to the current schedule.

Under this option, the four buses that currently continue on to operate routes for Hart Middle School (HMS) could continue to do so, because there would still be sufficient time to reposition them to the downstream route(s), and therefore no additional resources would be required under this option.

Option 2: Push out the time of all the buses, such that they would be scheduled to arrive at the school at or around 8:10a. This would save students time between the bus arrivals and the bell time. At the same time, it would require four (4) additional buses (and drivers) to operate, because there is nothing else to piece together at that time of the morning.

In discussing this possibility with the Operations contractor, their staff anticipates that they *would* be able to cover the additional pulls with drivers, but cautioned that the addition of more, short split-work pieces could hurt driver retention, as this type of work incurs a combination of short pay time and long midday splits that is unattractive relative to comparable operator jobs offered on the market.

The direct additional cost of this option is estimated at \$8,500, assuming operation as of, and through, the spring semester – stemming from the extra deadhead time incurred. The indirect cost would be the potential for cumulatively higher turnover amongst Wheels bus operators, and its associated costs of recruiting, training, and graduating new drivers ongoing.

Option 3: Move Route 501 arrivals closer to the bell time but make only a small adjustment to the others. This would basically apply Option 2 to the #501, and Option 1 to the other routes.

The pros and cons of this option would be a hybrid of those for options 1 and 2 and require two additional buses.

Option	Modification	Spring 2026 Cost
1	7-8 minute adjustment (later) in start time of 501-504; same arrival time at DHS	\$0
2	Modify all 501-504 schedules so that they arrive 20 mins before the DHS bell.	\$8,500; 4 additional peak buses
3	Modify the 501 so that it arrives 20 minutes before the DHS bell	\$4,250; 2 additional peak buses

Recommendation

While this is not an action item, Staff will take the Committee’s input into consideration in its forward logistics planning for service to DHS and other area schools during the spring semester of 2026.

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

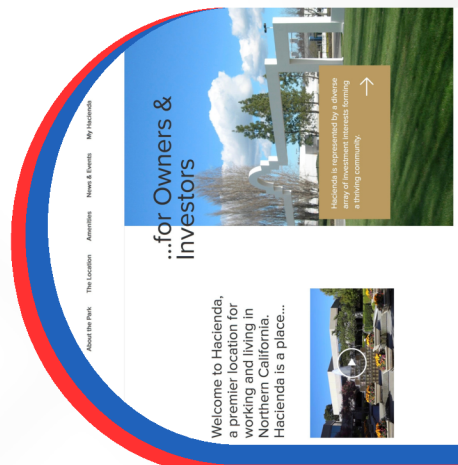
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dc: BUS\LAV

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 accommodations 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.

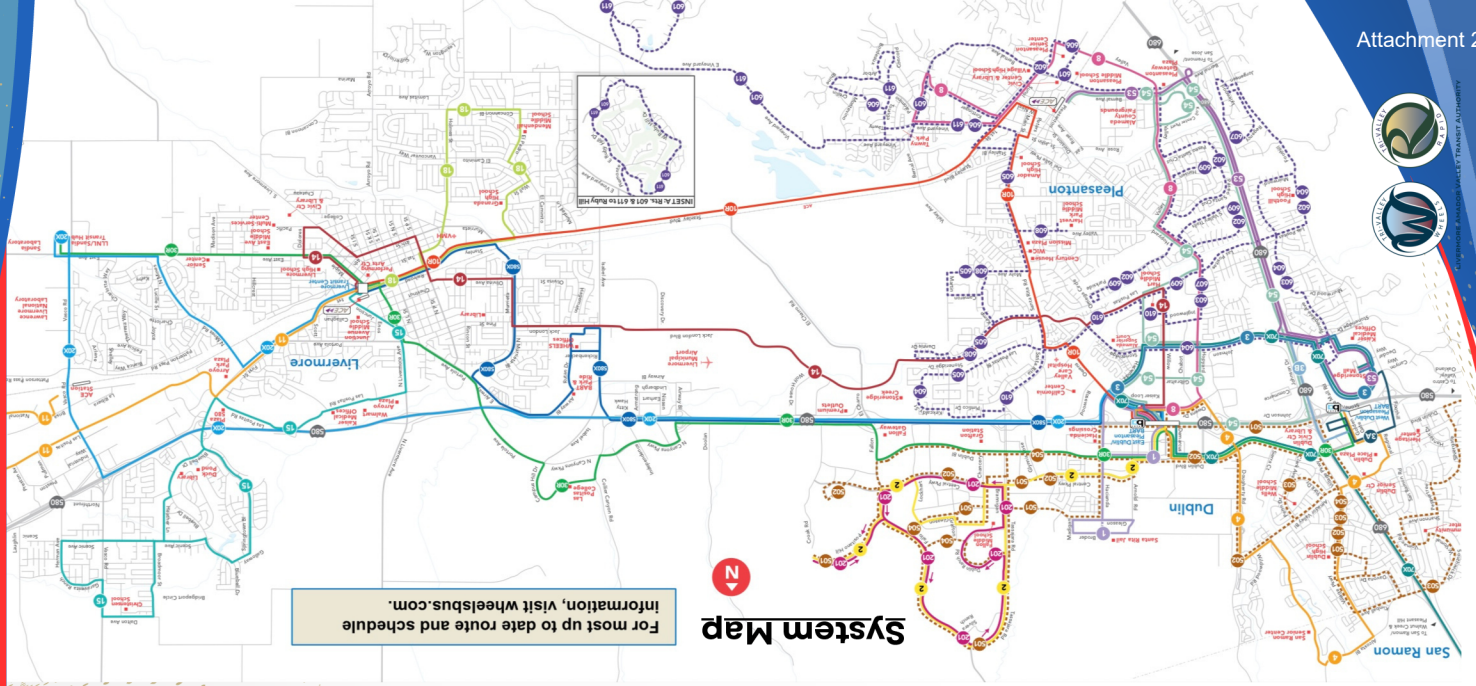
HACIENDA BUS ROUTES

- 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

