

STAFF REPORT

SUBJECT: Pleasanton Bus Service Planning Update

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

DATE: January 26, 2026

Action Requested

This is an informational item.

Background

In November 2025, LAVTA contracted with Nelson\Nygaard, a planning consulting firm, to assist with the analysis and recommendation for a permanent reroute of the 10R in downtown Pleasanton, as well as an evaluation of existing Pleasanton school service.

Downtown Pleasanton area has been presenting an increasing operational challenge to the Wheels service, particularly for Route 10R, whose alignment serves the core of downtown including Neal Street, Peters Avenue, and Main Street. Many street-closure events take place around the year along or around Main Street, necessitating detours both around and out of Downtown (depending on the street closure). Additionally, the Meadowlark Dairy's drive-thru car queue blocks a high-ridership 10R bus stop on Neal Street - both regularly throughout the summer months, and sporadically at other times throughout the year.

To support LAVTA in finding a permanent solution to these issues, the agency has hired a consultant team, Nelson\Nygaard and Associates, to assist with developing a long-term service solution that could balance the operational constraints against the needs of the riding public.

Nelson\Nygaard is also assisting with an analysis of the agency's existing school service in Pleasanton. As a result of higher demand in recent years, and in response to recent school boundary changes, this study will analyze and finalize recommendations for changes to the existing Pleasanton school bus routes.

In December 2025, the consulting team conducted field assessments to ascertain existing conditions with the goal of identifying alternative routing for the 10R in downtown Pleasanton, which are outlined below.

Downtown Pleasanton Alternatives

The consultant team has outlined two main service options for the 10R (maps are included as Attachment 1):

Concept #1: Stanley Blvd., by travelling from Stanley Boulevard to Main Street and Santa Rita Road (and vice versa). The 10R itself would serve the Downtown from its northern perimeter only, by way of a bus stop pair at Stanley & Main.

The main advantages of this option include operating efficiencies for the agency that could potentially be used to improve other routes, and faster travel times for those riders whose destination is the Santa Rita corridor, Hacienda Business Park or BART. The main disadvantage is the loss of coverage in downtown Pleasanton and the removal of service from stops on Neal Street, Peters Ave and Main Street.

Under this option, Route 8 would potentially be extended to Stanley Boulevard & Bernal Avenue in order to maintain Downtown coverage and transferability.

Concept #2: Pleasanton Ave. to operate beyond Neal Street & First Street, continuing south along First Street, Bernal Avenue, Pleasanton Avenue, Rose Avenue, and Peters Avenue (and vice versa).

The main advantage of this option is that it would continue to provide direct access to all of Downtown providing service to stops on First Street, Peters Ave and Main Street, as well as would provide new access to the Civic Center and the Fairgrounds. The disadvantages include needing additional running time on the line (cost) that may necessitate a service reduction elsewhere and longer travel times for passengers whose destination is not south Downtown.

A map that illustrates these options is shown in Attachment 1.

Public Outreach

The public survey was released on January 5th. As of January 16th, 235 people took the survey.

On Tuesday, January 13th, a public workshop and presentation was held at the Historic Pleasanton Firehouse Art Center located at 4444 Railroad Ave adjacent to the Route 10R bus stop. This event included presentation, information and a Q&A session on the alternative concepts for the 10R in downtown, as well as the Pleasanton Bus Service Planning effort.

Preliminary survey results will be presented to the Committee at the meeting.

Next Steps

Survey results will be compiled and included in a final report to be issued in February. The preferred alternative for the 10R will be implemented on May 31st, 2026. The new PUSD recommendations will go into effect with the start of the 2026-2027 school year in the Fall of 2026.

Recommendation

This is an information item only.

Strategic Plan Goals:

Service Development

Attachments:

1. 10R Alternatives

Concept 2: Pleasanton Avenue

- Route 10R serves Downtown then continues onto Pleasanton Ave to serve the ACE Station and fairgrounds
- No changes to Route 8

