

STAFF REPORT

SUBJECT: Modifications to the Go Tri-Valley Program

FROM: Christy Wegener, Executive Director

DATE: April 6, 2026

Action Requested

Discuss and provide direction to staff regarding potential modifications to the Go Tri-Valley program.

Background

Go Tri-Valley is a Transportation Network Company (TNC) rideshare program with Uber and Lyft that offers a 50% subsidy up to \$4 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 the City of Dublin after low-ridership routes were eliminated as a part of the 2016 Wheels Forward planning project. The *Go Dublin* program was expanded during the COVID pandemic to include Livermore and Pleasanton to offset temporary service reductions and mandated travel restrictions, and was subsequently rebranded as *Go Tri-Valley*.

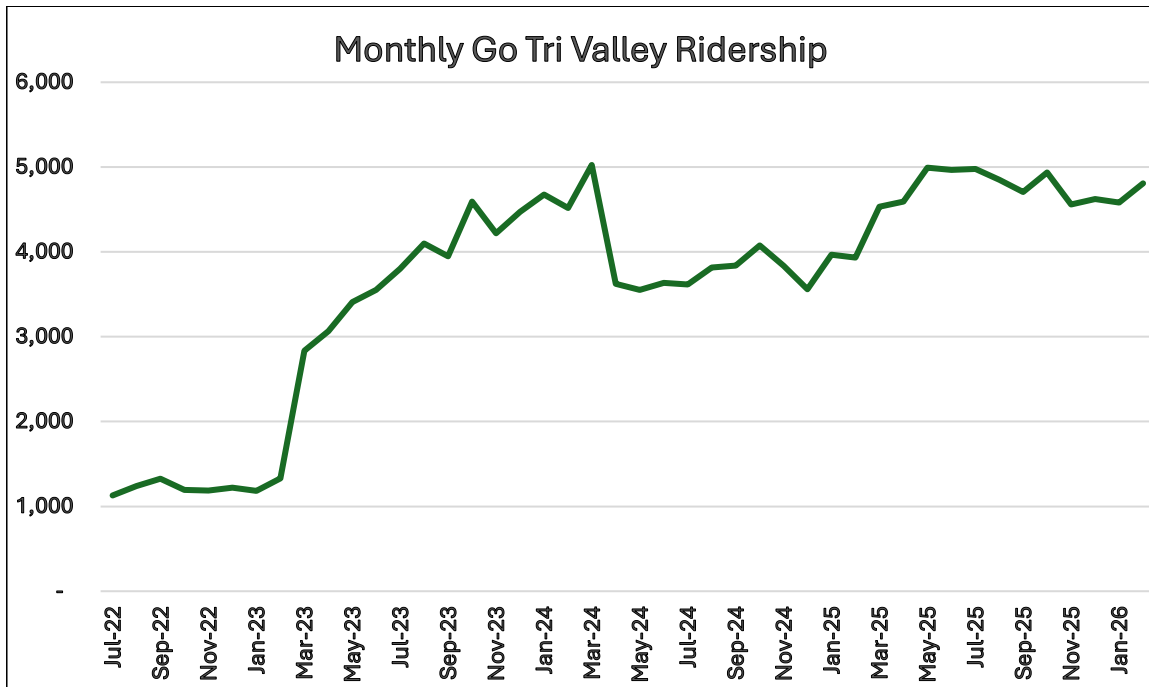
Ridership was relatively steady with 1,000-1,200 trips taken per month, and an average annual program spend of under \$60,000 in FY22.

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 ridership reached over 3,000 trips in April 2023, and program costs were in danger of exceeding contract budgets with both service providers.

In March 2024, the Board approved changes to the Go Tri-Valley program and implemented a trip-cap of 10 trips per TNC (Uber/Lyft) per month. The trip cap was implemented in April 2024 and resulted in an immediate 27% drop in ridership (trips taken) the following month; however, ridership gains over the subsequent 13 months erased all savings implemented by the trip cap.

In August 2025, the Board approved another modification to the program, reducing the maximum subsidy from \$5 to \$4 per trip. This modification had no impact on ridership but did reduce the average subsidy by \$1. Program costs reduced 2.6% the following month, but

ridership continued to grow and all savings from that program change have been erased. A ridership chart depicting monthly ridership since July 2022 is provided below.



The FY26 LAVTA budget assumed a programmatic cap of \$225,600 for Go Tri-Valley. As of the end of February 2026, the FYTD spend was \$150,000. With the current growth of ridership, the program is on track to exceed the FY26 budget by at least \$10,000; staff are estimating that with no changes to the program, the FY27 budget will require at least \$250,000. Given the Agency’s structural deficit, staff seek to make immediate modifications to the program and are seeking Board feedback and approval of one modification.

JEPA Considerations

As stated above, Go Tri-Valley originated as Go Dublin in 2017 to provide an alternative transportation option after unproductive bus service was eliminated in 2016. In March 2024, Wheels restored several routes that were suspended in the pandemic, including restoration of previously eliminated bus service in Dublin (Route 4). However, Dublin continues to be out of the JEPA range of revenue hours based on its share of population, even after the restoration service.

JEPA Range (-/+ 15%)			
City	-15%	+15%	Actual
Dublin	27.0%	36.5%	25.3%
Pleasanton	27.3%	37.0%	35.6%
Livermore	30.7%	41.5%	39.0%

Discussion

In developing alternatives, staff have analyzed the following options:

- 1) Reduce the trip cap from 10 trips/month to 3-5/month per TNC.
 - The average rides taken per user per TNC is 5.22.
 - After implementation of the 10-trip cap in April 2024, there was 27% reduction in ridership/costs the following month. Over the next 13 months, ridership returned to pre-trip cap levels.
 - Implementing a cap of between 3-5 trips is expected to reduce ridership by at least 10% for an annual program savings of \$22,000 for the first year, but the savings would likely only be temporary.
- 2) Reduce the subsidy from \$4 to \$3.
 - The average subsidy is currently \$3.83.
 - After reducing the maximum subsidy from \$5 to \$4 in August 2025, there was a reduction in the average subsidy per trip, but no significant impact on ridership.
 - Month over month costs only decreased 2.6% due to the reduction in the average subsidy.
 - A further reduction in the subsidy to \$3 is expected to reduce the average subsidy from \$3.83 to \$2.99 for an annual program savings of approximately \$50,000, but the savings would likely only be temporary and would not impact rides taken.
- 3) Make the program available from 10pm-5am, when majority of buses aren't operating, and patrons do not have the option of using public transit
 - Approximately 10.42% of Go-Tri Valley trips are taken during the overnight hours of 10pm-5am.
 - This is expected to reduce ridership by approximately 90%, resulting in an annual cost savings of approximately \$200,000.
- 4) Further Geofence the program, making the discount available only when one end of the trip connects to transit stop (bus, rail), making Go Tri-Valley truly first/last mile to transit.
 - Staff are awaiting information from Uber and Lyft regarding current utilization of the program for first/last mile transit connections in order to estimate program savings. An update will be provided during the Board meeting presentation.
- 5) Revert the program back to its original design where all trips must start and end in Dublin.
 - Currently, 18% of Go-Tri Valley Trips start and end in Dublin.
 - This modification would reduce program costs by over \$160,000 per year.
 - Go Tri-Valley would become a supplemental service in Dublin where the fixed route bus service levels do not meet the required JEPa service levels.
- 6) Modify the eligibility of the program so that it is only available to low-income persons or persons with disabilities
 - This modification requires further exploration and will have an unknown impact on the program ridership and costs. There would be an administrative

cost to LAVTA for this alternative; staff also needs to have conversations with TNC partners to see how this alternative could be operationalized.

Fiscal Impact

Staff are looking to reduce program costs by at least 25%-50% to ensure that sufficient funding can be secured in the FY27 budget.

Next Steps

The Board should discuss and consider one modification for approval. Once program modifications are approved, staff will work with LAVTA’s TNC partners on implementing changes in the back-end and will initiate a customer information campaign to inform Go Tri-Valley users of the changes.

Recommendation

Staff recommends the Board discuss and approve modifications to the Go Tri-Valley program.

Strategic Plan Goal

Service Development: Develop recommendations to potentially modify the Go Tri-Valley rideshare voucher service

Organizational and Financial Management: Produce a balanced budget every year.

Attachments: None