

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

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

**COMMITTEE MEMBERS**

**DAVID HAUBERT – CHAIR**  
**JEAN JOSEY**

**KARLA BROWN – VICE CHAIR**  
**EVAN BRANNING**

**DATE:** Friday, January 26, 2024

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

**TIME:** 3:00 p.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 Thursday, January 25, 2024 at [frontdesk@lavta.org](mailto:frontdesk@lavta.org). Please include “Public Comment – 1/26/2024” 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.*

- Livestream online at: [Livermore Amador Valley Transit Authority YouTube Channel](#)

*No option to make Public Comment on YouTube live stream.*

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

If you are submitting public comment via email, please do so by 1:00 p.m. on Thursday, January 25, 2024 to [frontdesk@lavta.org](mailto:frontdesk@lavta.org). Please include “Public Comment – 1/26/2024” 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

**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 November 27, 2023 Meeting of the P&S Committee.**

**Recommendation:** Approval

**5. Go Tri-Valley: Potential Program Modifications**

**Recommendation:** Staff recommends that the Projects and Services Committee approve and forward to the Board for consideration changes to the Go Tri-Valley program, including implementing Alternative 3a – a monthly trip cap of 10 trips per user per TNC platform.

**6. Preview of Upcoming P&S Committee Agenda Items**

**7. Matters Initiated by Committee Members**

**8. Next Meeting Date is Scheduled for: February 26, 2024**

**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.*

/s/ Jennifer Suda

LAVTA Administrative Services Department

1/18/2024

Date

*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)*

## **AGENDA**

### **ITEM 4**

**MINUTES OF THE NOVEMBER 27, 2023**  
**LAVTA PROJECTS AND SERVICES COMMITTEE MEETING**

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

Committee Vice Chair Karla Brown called the meeting to order at 4:03pm.

**2. Roll Call of Members**

**Members Present**

Jean Josey, City of Dublin

David Haubert, Alameda County (arrived at 4:06pm)

Karla Brown, City of Pleasanton

Evan Branning, City of Livermore

**3. Meeting Open to Public**

No comments.

**4. Minutes of the October 23, 2023 Meeting of the P&S Committee.**

Approved: Branning/Josey

Aye: Josey, Brown, Branning

No: None

Abstain: None

Absent: Haubert

**5. Zero Emissions Bus Transition Update**

[David Haubert, Alameda County Supervisor, arrived during Zero Emissions Bus Transition Update.]

Vice Chair Karla Brown informed that AB2449 would be exercised for Chair David Haubert to attend remotely, and the Projects and Services Committee Members are required to vote on this matter.

Approved: Josey/Branning

Aye: Josey, Brown, Branning

No: None

Abstain: None

Absent: Haubert

Staff provided the Projects and Services Committee a brief update on the Zero Emission Bus transition that included background on the project and a discussion. Staff informed that the ICT Rollout plan calls for hydrogen, fuel cell technology to replace 100% of our diesel hybrid bus purchases beginning in Fiscal Year 25 (FY25). LAVTA would like to get all 12-hydrogen fuel cell technology buses in FY25, but if funding is not received LAVTA staff recommend proceeding with purchasing 4 and the other 8 buses will be diesel hybrid.

The Projects and Services Committee heard the item and provided feedback to staff. Committee Member Jean Josie inquired if there was a middle ground with 6 fuel cell and 6 diesel hybrid; Committee Member Evan Branning inquired what capacity our hydrogen fueling station will be able to accommodate. Chair David Haubert would like LAVTA to use mostly grant funding versus our own resources to pay for hydrogen buses and would like the buses procured locally if possible.

This was informational only.

#### **6. Shared Autonomous Vehicle Project: Grant Update and Next Steps**

Staff informed that there are two grants funding the SAV project: the MTC RM2 Grant and a MTC IDEA Grant. LAVTA requested to reprogram the MTC RM2 funding to another eligible project like Transit Signal Priority (TSP). Staff noted that Alameda CTC was in support of reprogramming the funds.

The item was discussed by Projects and Services Committee and staff. Chair David Haubert would like to develop metrics that show updating the TSP will assist with on-time performance or efficiency. Committee Member Jean Josey requested LAVTA to look at smaller buses for underserved neighborhoods or a downtown circulator.

The Projects and Services forwarded a recommendation to the Board to direct staff to pursue reprogramming SAV Phase 2 RM2 funding to another eligible project, contingent on concurrence of corresponding funding agencies.

Approved: Haubert/Josey  
Aye: Josey, Brown, Branning, Haubert  
No: None  
Abstain: None  
Absent: None

#### **7. Preview of Upcoming P&S Committee Agenda Items**

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

None.

#### **9. Next Meeting Date is Scheduled for: December 25, 2023**

Staff noted that the December meeting will be cancelled.

#### **10. Adjourn**

Meeting adjourned at 4:53pm

## **AGENDA**

### **ITEM 5**



## STAFF REPORT

SUBJECT: Go Tri-Valley: Potential Program Modifications

FROM: Mike Tobin, Director of Operations

DATE: January 26, 2024

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**Action Requested**

Staff requests the Projects and Services Committee recommend modifications to the Go Tri-Valley Program so that the program remains fiscally sustainable.

**Background**

Go Tri-Valley is a Transportation Network Company (TNC) rideshare program that offers a 50% subsidy up to \$5 dollars 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 eliminated low-ridership bus service in the City of Dublin. The program was expanded during the COVID pandemic to include Livermore and Pleasanton in order to offset temporary service reductions and mandated travel restrictions and was rebranded as Go Tri-Valley. Go Tri-Valley users are granted an unlimited number of uses each month across TNC partners.

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 program costs were in danger of exceeding contract budgets with both service providers.

In September 2023, the Board authorized budget amendments to the Go Tri-Valley contracts with Lyft, Inc. and Uber Technologies, Inc. to accommodate the sudden increase in ridership and annual program costs. Staff agreed to return to the Board in the New Year with program modification alternatives for consideration in order to reduce program costs.

**Discussion**

Although the contract budgets were amended, the current level of Go Tri-Valley usage is not sustainable with unrestricted program parameters.

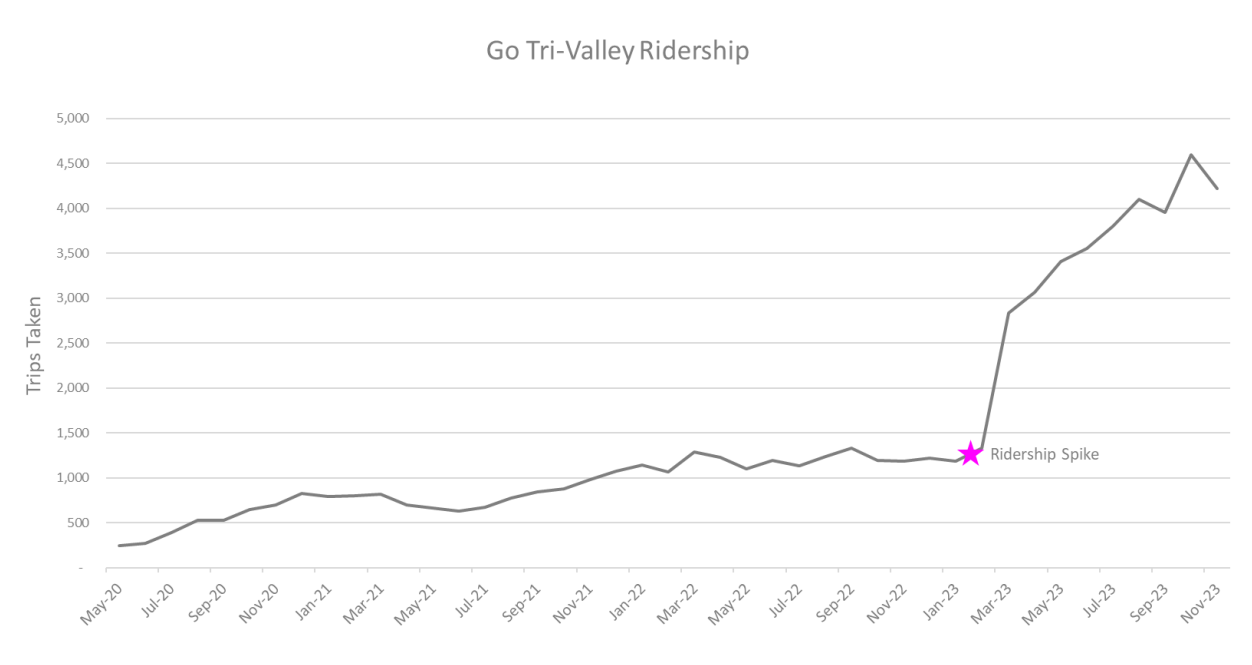
***Prior to Campaign***

Program Growth	+6% average every month
Annual Cost	\$70k (47% increase from previous year)

### ***Post-Campaign***

Program Growth	+17% average every month
Annual Cost	\$201k (91% increase from previous year)

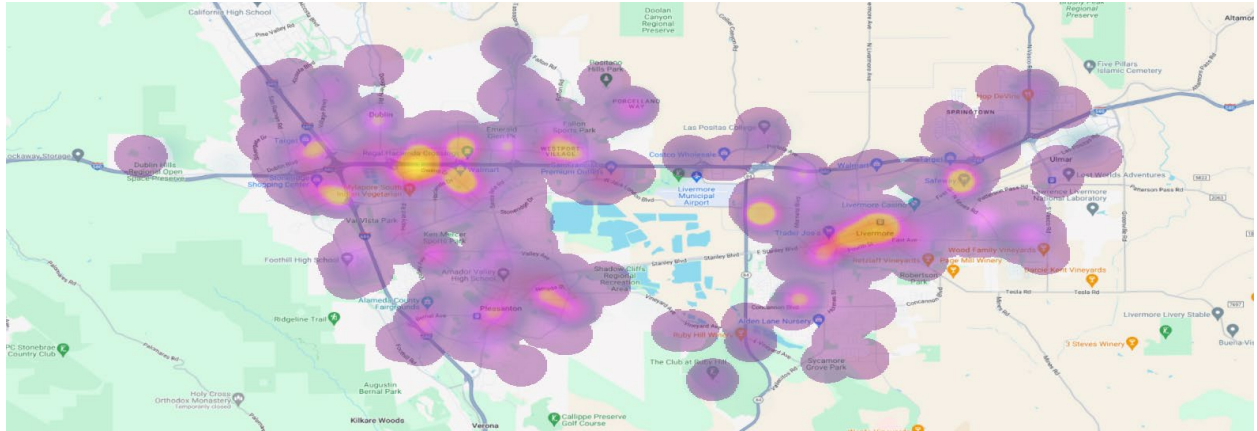
The following chart shows the growth of the program since its inception. The average subsidy of \$4.65 per trip was not impacted by the ridership spike.



Staff has continued to monitor Go Tri-Valley ridership closely and has been working with program partners to analyze customer travel patterns and gain insight on travel to and from transit hubs and outside of our fixed-route network. One notable observation is that there is a small percentage of “super users” responsible for at least 25% of the total ridership, due to taking over 30 trips per month each.

With the upcoming Wheels in Motion service change, which will restore bus service coverage in Livermore and Dublin, it is an appropriate time to consider modifications to Go Tri-Valley while promoting additional fixed-route offerings.

The following heat map depicts more concentrated usage of Go Tri-Valley at certain transit hubs and retail/business areas but also wide usage throughout the Tri-Valley. This map represents trips taken through one TNC partner that was able to share more detailed data.



Based on our analysis, we've prepared the following program alternatives:

### ***Alternative 1***

Action	No changes to Go Tri-Valley program
Rider Impact	No impact
Fiscal Impact	High impact – not fiscally sustainable due to the exponential growth of this program and lack of dedicated funds

### ***Alternative 2***

Action	Eliminate Go Tri-Valley program due to Wheels in Motion reintroducing service area coverage
Rider Impact	Most if not all current riders will be impacted; a lot of communication is anticipated to explain elimination of the program
Fiscal Impact	High impact – current funding can go towards other services and endeavors

### ***Alternative 3a***

Action	Introduce a trip cap of 10 trips per month, per user on each TNC platform
Rider Impact	Estimate 20% of riders impacted; technically riders will be able to receive a subsidy for up to 20 trips if they use both platforms; communication to explain trip cap to current and new riders should be straightforward
Fiscal Impact	Estimate 38% reduction in costs; post-campaign annual cost would have been approximately \$125k vs \$201k

### ***Alternative 3b***

Action	Introduce a trip cap of 6 trips per month, per user on each TNC platform
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Rider Impact	Estimate 28% of riders impacted; technically riders will be able to receive a subsidy for up to 12 trips if they use both platforms; communication to explain trip cap to current and new riders should be straightforward
Fiscal Impact	Estimate 52% reduction in costs; post-campaign annual cost would have been approximately \$96k vs \$201k

#### *Alternative 4*

Action	Restrict Go Tri-Valley program hours to when fixed-route buses are not running (~11pm – 4am)
Rider Impact	Estimate 87-97% of riders impacted; would impede riders from potentially using Go Tri-Valley to connect to transit lines that operate during the day or riders traveling to/from areas that Wheels buses cannot accommodate
Fiscal Impact	Estimate 89% reduction in program costs but may shift some ambulatory rides of disabled riders to paratransit; post-campaign annual cost would have been approximately \$23k vs \$201k

#### *Alternative 5*

Action	Restrict Go Tri-Valley service area to mirror fixed-route bus lines
Rider Impact	Estimate 88% of riders impacted; although there are some trip hotspots at transit hubs and shopping centers, most trips occur throughout the service area, including residential neighborhoods where buses cannot access; difficult to implement numerous geofences but easy to circumvent since riders can still take trips to/from a bus stop solely using Go Tri-Valley
Fiscal Impact	Not enough data available to predict

Given the program's ability to provide service coverage in areas of the Tri-Valley that cannot be served by traditional bus service, staff does not recommend significantly curtailing the program's geographic reach or time availability. With the goal of impacting the fewest number of riders while achieving programmatic savings, Staff recommends implementing Alternative 3a: a monthly trip cap of 10 trips per user per TNC platform. Executing this for both platforms would be a simple step and communicating the change to riders would be relatively straightforward. This option also allows Staff to continue to monitor the program and scale back incrementally as needed.

### **Recommendation**

Staff recommends that the Projects and Services Committee approve and forward to the Board for consideration changes to the Go Tri-Valley program, including implementing Alternative 3a – a monthly trip cap of 10 trips per user per TNC platform.

## **AGENDA**

### **ITEM 6**

LAVTA COMMITTEE ITEMS - February 2023 - June 2024

Projects & Services Committee

<b>February</b>	Action	Info
Minutes	X	
I-680 Express Service MOU with CCCTA	X	
L RTP	X	
Preliminary Marketing Plan for Wheels in Motion		X
<b>March</b>	Action	Info
Minutes	X	
Low-Cost/Not Cost Transfer Pilot - Tentative	X	
Paratransit Customer Satisfaction Survey Results	X	
<b>April</b>	Action	Info
Minutes	X	
Emerald High School Service Plan	X	
<b>May</b>	Action	Info
Minutes	X	
Fall Service Changes (effective August)	X	
<b>June</b>	Action	Info
Minutes	X	
Fixed Route Customer Satisfaction	X	
TAAC Appointments	X	
Marketing Work Plan	X	