

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

**BOARD OF DIRECTORS MEETING**

**DATE:** January 6, 2025  
**PLACE:** LAVTA Offices, Diana Lauterbach Room,  
1362 Rutan Court, Suite 100, Livermore, CA  
**TIME:** 4:00pm

**TELECONFERENCE LOCATIONS**

Scott Haggerty Heritage House  
4501 Pleasanton Avenue  
Pleasanton CA. 94566

**BOARD MEMBERS**

**EVAN BRANNING – CHAIR**  
**CRAIG EICHER**  
**DAVID HAUBERT**  
**MICHAEL McCORRISTON**

**JULIE TESTA – VICE CHAIR**  
**JEAN JOSEY**  
**KRISTIE WANG**

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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)*

*Documents received after publication of the Agenda and considered by the Board of Directors 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 Board of Directors 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 Monday, January 6, 2025 at [frontdesk@lavta.org](mailto:frontdesk@lavta.org). Please include “Public Comment BOD – 1/6/2025” 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 Board 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/86715841855>

Passcode: BOD1362Mtg

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

Dial: 1 (669) 900-6833

Webinar ID: 867 1584 1855

Passcode: 761222

*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: 867 1584 1855

Passcode: 761222

*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 Monday, January 6, 2025 to [frontdesk@lavta.org](mailto:frontdesk@lavta.org). Please include “Public Comment BOD – 1/6/2025” 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.



**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 Board of Directors on any matter within the general subject matter jurisdiction of the LAVTA Board of Directors.
- Unless members of the audience submit speaker forms before the start of the meeting requesting to address the board on specific items on the agenda, all comments must be made during this item of business. Speaker cards are available at the entrance to the meeting room and should be submitted to the Board secretary.
- Public comments should not exceed three (3) minutes.
- Items are placed on the Agenda by the Chairman of the Board of Directors, the Executive Director, or by any three members of the Board of Directors. Agendas are published 72 hours prior to the meeting.
- No action may be taken on matters raised that are not on the Agenda.
- For the sake of brevity, all questions from the public, Board and Staff will be directed through the Chair.

**4. Consent Agenda**

**Recommend approval of all items on Consent Agenda as follows:**

**A. Minutes of the December 2, 2024 Board of Directors meeting**

**B. Minutes of the December 16, 2024 Special Board of Directors meeting**

**C. Treasurer’s Report for November 2024**

**Recommendation:** Staff recommends that the Board of Directors approve the November 2024 Treasurer’s Report.

**D. Resolution Authorizing the Filing of Applications for Federal Funds for Fiscal Year 2025 with the Metropolitan Transportation Commission**

**Recommendation:** Staff recommends that the Board of Directors approve Resolution 01-2025 authorizing the filing of an application for FTA formula program and Surface Transportation Programs funding for the Atlantis Facility and ADA paratransit operating assistance by the Livermore Amador Valley Transit Authority for capital and operating funds for Fiscal Year 2025 and committing the necessary local match for the projects and stating the assurance of the Livermore Amador Valley Transit Authority to complete the projects.

**E. Formalizing Route 201 – Supplemental Service to Emerald High School**

**Recommendation:** Staff recommends that the Board of Directors approve Resolution 02-2025, formalizing Route 201 as a permanent route.

**F. Resolution of Appreciation for the Services of LAVTA Executive Assistant Jennifer Forsyth**

**Recommendation:** Staff recommends that the Board of Directors approve Resolution 03-2025, appreciating the services of LAVTA Executive Assistant Jennifer Forsyth

**G. Capital Projects Update**

**Recommendation:** None – Information Only.

**5. 2025 Marketing Plan Preview**

**Recommendation:** None – Information Only.

**6. Executive Director’s Report**

**7. Adjourn to CLOSED SESSION**

**8. Closed Session pursuant to Government Code Section 54957(b):  
PUBLIC EMPLOYEE PERFORMANCE EVALUATION  
Title: Executive Director**

**9. Reconvene to OPEN SESSION**

**10. Matters Initiated by the Board of Directors**

- Items may be placed on the agenda at the request of three members of the Board.

**11. Next Meeting Date is Scheduled for: February 3, 2025**

**12. Adjournment**

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.

*I hereby certify that this agenda was posted 72 hours in advance of the noted meeting.*

*/s/ Jennifer Forsyth*

*LAVTA, Executive Assistant*

*1/2/2025*

*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 4A**

**MINUTES OF THE DECEMBER 2, 2024  
LAVTA BOARD OF DIRECTORS MEETING**

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

The meeting was called to order by Chair Evan Branning at 4:00pm.

**2. Roll Call of Members**

**Members Present**

Evan Branning – City of Livermore

Jean Josey – City of Dublin

Karla Brown – City of Pleasanton

Julie Testa – City of Pleasanton

John Marchand – City of Livermore, Alternate

David Haubert – County of Alameda (departed at 5:52pm)

Michael McCorrison – City of Dublin

**3. Meeting Open to Public**

Chair Evan Branning noted that Agenda Item 4 will be moved further down the agenda, due to the presenter running late.

Herb Hastings, Dublin resident, expressed concerns about the reroute of 10R in Pleasanton.

**5. Consent Agenda**

**Recommend approval of all items on Consent Agenda as follows:**

**A. Minutes of the November 4, 2024 Board of Directors meeting.**

**B. Treasurer’s Report for October 2024**

The Board of Directors approved the October 2024 Treasurer’s Report.

**C. Six-Month Ridership Trend Following the Wheels-in-Motion Service Changes**

This was informational only.

The item was discussed by the Board of Directors and staff.

Motion/Second: Haubert/Marchand

Aye: Josey, Testa, McCorrison, Brown, Branning, Marchand, Haubert

No: None

Abstain: None

Absent: None

**4. November Tri-Valley Accessible Advisory Committee Minutes**

Tri-Valley Accessible Advisory Committee (TAAC) Chair Shawn Costello reported on the minutes of the November 6, 2024 TAAC meeting. Discussed at the meeting were potential

Summer 2025 service modifications, One Seat Ride update, TAAC meeting locations, and service updates and concerns.

## **6. Public Hearing: Route 201 – Service to Emerald High School**

### **1. Open Public Hearing**

The Public Hearing was opened at 4:23pm by the Chair, Evan Branning, for a staff presentation and then public comment.

### **2. Present Staff Report**

Executive Director Christy Wegener informed the public that the purpose of the public hearing is to receive testimony on formalizing Route 201. LAVTA staff took significant steps advertising the public comment period and public hearing.

Director of Operations Michael Tobin gave the public a brief summary of Route 201.

Director of Customer Experience David Mark reported that LAVTA used a variety of multi-lingual methods to solicit feedback on the formalization of Route 201. Announcements to notify the public included printed media with publications of record, the Wheels website, “pinned” social media, notices onboard buses, and displays at the LAVTA corporate office and Transit Center. A general press release was also issued. As of December 2, 2024 LAVTA did not receive any comments.

### **3. Hear Public Comments**

Chair Evan Branning then opened the podium for public comment.

No public comments were received.

Before closing the public hearing, Chair Evan Branning requested Legal Counsel Michael Conneran give a brief summary and description of the action required.

Legal Counsel Michael Conneran informed that staff presented the purpose of this hearing, a brief description of the formalization of Route 201, and identified how the public was notified of potential changes. LAVTA afforded the public an opportunity to comment on the proposed changes and satisfied all legal requirements. Legal Counsel Michael Conneran noted that the public hearing can come to a close.

### **4. Close Public Hearing**

Chair Evan Branning closed the public hearing at 4:29pm.

The Board of Directors will consider taking action on the formalization of Route 201 at the January 2025 Board meeting.

## **7. Paratransit One-Seat Ride Program – Permanent MOU**

Staff provided a PowerPoint presentation that gave a brief summary of the benefits of the One Seat Ride program and permanent Memorandum of Understanding (MOU).

The item was discussed by the Board of Directors and staff. Director Jean Josey requested LAVTA to find out if there is some way to make Paratransit less expensive and noted that the cost per trip of One Seat Ride is significantly lower than traditional Paratransit.

Director Josey made the motion to approve the program and directed staff to return to the Board with a comprehensive financial report in a year.

The Board of Directors approved Resolution 35-2024 to authorize the Executive Director to enter into a permanent MOU with County Connection, Tri Delta Transit, and WestCat to formalize the One-Seat Ride Paratransit program.

Motion/Second: Josey/McCorriston

Aye: Josey, Testa, McCorriston, Brown, Branning, Marchand, Haubert

No: None

Abstain: None

Absent: None

## **8. Executive Director's Report**

Executive Director Christy Wegener provided a brief overview of the Executive Director's Report that was included in the packet. Wegener reported that LAVTA's ridership continues to have positive gains and provided information on On-Time Performance (OTP) and miles between mechanical failures. Wegener also noted marketing events that included the Federal award presentation for Atlantis Hydrogen Fueling Station, Clipper update, and the regional transportation measure update. Lastly, Wegener announced LAVTA's employee appreciation holiday luncheon and invited all Board Members and reviewed upcoming procurements.

The item was discussed by the Board of Directors and staff.

## **9. Adjourn to CLOSED SESSION**

Meeting adjourned to closed session at 5:20pm.

## **10. Closed Session pursuant to Government Code Section 54957(b): PUBLIC EMPLOYEE PERFORMANCE EVALUATION Title: Executive Director**

## **11. Closed Session pursuant to Government Code Section 54957.6 CONFERENCE WITH LABOR NEGOTIATOR Agency Representative: Michael Conneran, Legal Counsel Unrepresented Employee: Executive Director**

[David Haubert, from County of Alameda, departed during closed session.]

## **12. Reconvene to OPEN SESSION**

Meeting reconvened at 6:25pm

**13. Consideration of Amendment to Employment Agreement with Executive Christy Wegener**

The Board of Directors approved an amendment to the employment agreement with Executive Director Christy Wegener that will include an additional 5% in salary, an additional 2% contribution to her 457-deferred compensation plan and a \$3,000.00 annual contribution to her flex spending account effective December 5, 2024. Her employment agreement will extend through December 5, 2027

Motion/Second: Josey/Brown

Aye: Josey, Testa, McCorriston, Brown, Branning, Marchand

No: None

Abstain: None

Absent: Haubert

**14. Matters Initiated by the Board of Directors**

None.

**15. Next Meeting Date is Scheduled for: January 6, 2025**

**16. Adjournment**

Meeting adjourned at 6:28pm.

**AGENDA**

**ITEM 4B**



**MINUTES OF THE DECEMBER 16, 2024  
LAVTA SPECIAL BOARD OF DIRECTORS MEETING**

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

The meeting was called to order by Chair Evan Branning at 4:01pm.

**2. Roll Call of Members**

**Members Present**

Evan Branning – City of Livermore  
Jean Josey – City of Dublin  
Karla Brown – City of Pleasanton  
Julie Testa – City of Pleasanton  
John Marchand – City of Livermore, Alternate  
David Haubert – County of Alameda  
Michael McCorrison – City of Dublin

**3. Meeting Open to Public**

No public comments.

**4. Authorize the Executive Director to Execute a Subrecipient Agreement with California's Alliance for Renewable Clean Hydrogen Energy Systems (ARCHES)**

The Board of Directors approved Resolution 32-2024, authorizing the Executive Director to execute the Subrecipient Agreement with California's Alliance for Renewable Clean Hydrogen Energy Systems (ARCHES) program in a form approved by legal counsel.

Motion/Second: Haubert/McCorrison

Aye: Josey, Testa, McCorrison, Brown, Branning, Marchand, Haubert

No: None

Abstain: None

Absent: None

**5. Next Meeting Date is Scheduled for: January 6, 2025**

**6. Adjournment**

Meeting adjourned at 4:20pm.

**AGENDA**

**ITEM 4C**

**S T A F F   R E P O R T**

SUBJECT: Treasurer’s Report for November 2024

FROM: Tamara Edwards, Director of Finance

DATE: January 6, 2025

**Action Requested**

Approve of the LAVTA Treasurer’s Report for November 2024.

**Discussion**

**Cash accounts:**

Our petty cash account (101) has a balance of \$200, and our ticket sales change account (102) continues with a balance of \$240 (these two accounts should not change).

**General checking account activity (105):**

Beginning balance November 1, 2024	\$6,492,292.05
Payments made	\$1,707,384.58
Deposits made	\$14,135,117.33
Transfer to LAIF account	\$10,000,000.00
Ending balance November 30, 2024	\$8,920,024.80

**Farebox account activity (106):**

Beginning balance November 1, 2024	\$69,075.38
Deposits made	\$101,178.75
Ending balance November 30, 2024	\$170,254.13

**LAIF investment account activity (135):**

Beginning balance November 1, 2024	\$11,904,882.00
Transfer from General Checking	\$10,000,000.00
Ending balance November 30, 2024	\$21,904,882.00

**Operating Expenditures and Revenues Summary:**

As this is the fifth month of the fiscal year, in order to stay on target for the budget this year expenses (at least the ones that occur on a monthly basis) should not be higher than 42% The agency is at 36.5% overall.

**Operating Revenues Summary:**

While expenses are at 36.47%, revenues are at 62.9%. In November LAVTA received a check for over 50% of the annual revenues. Additionally, the agency has a healthy cash flow and reserve balance.

**Contracts Executed in November by the Executive Director between \$50,000 and \$100,000:**

A) SmartWave - Not to Exceed \$52,000

**Recommendation**

Staff recommends that the Board of Directors approve the November 2024 Treasurer's Report.

Attachments:

1. November 2024 Treasurer's Report

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY  
BALANCE SHEET  
FOR THE PERIOD ENDING:  
November 30, 2024**

**ASSETS:**

101 PETTY CASH	200	
102 TICKET SALES CHANGE	240	
105 CASH - GENERAL CHECKING	8,920,024	
106 CASH - FIXED ROUTE ACCOUNT	170,254	
107 Clipper Cash	676,208	
108 Rail	0	
109 BOC	46	
120 ACCOUNTS RECEIVABLE	886,369	
135 INVESTMENTS - LAIF	21,904,882	
13599 INVESTMENTS - LAIF Mark to Market	(43,343)	
14001 Due From Rail	2,930,530	
150 PREPAID EXPENSES	130,684	
160 OPEB ASSET	69,638	
165 DEFFERED OUTFLOW-Pension Related	777,421	
166 DEFFERED OUTFLOW-OPEB	593,386	
170 INVESTMENTS HELD AT CALTIP	0	
175 CEPPT RESTRICTED INVESTMENTS	310,502	
111 NET PROPERTY COSTS	57,761,136	
<b>TOTAL ASSETS</b>		<b>95,088,176</b>

**LIABILITIES:**

205 ACCOUNTS PAYABLE	142,034	
211 PRE-PAID REVENUE	2,853,878	
21101 Clipper to be distributed	592,862	
22000 FEDERAL INCOME TAXES PAYABLE	0	
22010 STATE INCOME TAX	38	
22020 FICA MEDICARE	(31)	
22050 PERS HEALTH PAYABLE	0	
22040 PERS RETIREMENT PAYABLE	(98)	
22030 SDI TAXES PAYABLE	(0)	
22070 AMERICAN FIDELITY INSURANCE PAYABLE	5,342	
22090 WORKERS' COMPENSATION PAYABLE	109,997	
22100 PERS-457	0	
22110 Direct Deposit Clearing	0	
22120 Compensated absenses	126,117	
23101 Net Pension Liability	1,605,376	
23105 Deferred Inflow- OPEB Related	374,181	
23104 Deferred Inflow- Pension Related	141,094	
23103 INSURANCE CLAIMS PAYABLE	8,626	
23102 UNEMPLOYMENT RESERVE	8,300	
<b>TOTAL LIABILITIES</b>		<b>5,967,715</b>

**FUND BALANCE:**

301 FUND RESERVE	57,544,179	
304 GRANTS, DONATIONS, PAID-IN CAPITAL	32,164,157	
30401 SALE OF BUSES & EQUIPMENT	86,871	
FUND BALANCE	(674,746)	
<b>TOTAL FUND BALANCE</b>		<b>89,120,461</b>
<b>TOTAL LIABILITIES &amp; FUND BALANCE</b>		<b>95,088,176</b>

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY  
REVENUE REPORT  
FOR THE PERIOD ENDING:  
November 30, 2024**

<b>ACCOUNT</b>	<b>DESCRIPTION</b>	<b>BUDGET</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>	<b>BALANCE AVAILABLE</b>	<b>PERCENT BUDGET EXPENDED</b>
4010100	Fixed Route Passenger Fares	1,560,675	106,587	509,741	1,050,934	32.7%
4020000	Business Park Revenues	226,476	22,039	66,116	160,360	29.2%
4020500	Special Contract Fares	613,318	69,300	69,300	544,018	11.3%
4020500	Special Contract Fares - Paratransit	37,200	0	7,761	29,439	20.9%
4010200	Paratransit Passenger Fares	162,675	7,961	33,278	129,398	20.5%
4060100	Concessions	23,916	4,138	6,207	17,709	26.0%
4060300	Advertising Revenue	190,000	0	190,000	-	100.0%
4070400	Miscellaneous Revenue-Interest	350,000	0	139,525	210,475	39.9%
4070300	Non transportation revenue	181,956	19,406	87,916	94,040	48.3%
4099100	TDA Article 4.0 - Fixed Route	12,847,398	13,682,140	13,682,140	(834,742)	106.5%
4099500	TDA Article 4.0-BART	101,010	22,504	22,504	78,506	22.3%
4099200	TDA Article 4.5 - Paratransit	253,114	0	0	253,114	0.0%
4099600	Bridge Toll- RM2, RM3	1,364,384	0	0	1,364,384	0.0%
4099900	Other local funds	106,300	865	1,148	105,152	1.1%
4110100	STA Funds-Paratransit	148,001	0	0	148,001	0.0%
4110500	STA Funds- Fixed Route BART	496,359	0	309,993	186,366	62.5%
4110100	STA Funds-pop	1,983,778	0	0	1,983,778	0.0%
4110100	STA Funds- rev	694,172	0	0	694,172	0.0%
4110100	STA Funds- Lifeline	56,967	0	0	56,967	0.0%
4130000	FTA Section	-	0	0	-	100.0%
4130000	FTA Section 5307 ADA Paratransit	579,428	0	0	579,428	0.0%
4640500	Measure BB Paratransit Funds-GAP	1	0	0	1	0.0%
4640200	Measure BB Paratransit Funds-Fixed Route	1,948,320	182,070	454,647	1,493,673	23.3%
4640200	Measure BB Paratransit Funds-Paratransit	1,171,902	89,896	224,480	947,422	19.2%
<b>RAIL</b>		<b>0</b>	<b>0</b>	<b>0</b>		
<b>TOTAL REVENUE</b>		<b>25,097,350</b>	<b>14,206,906</b>	<b>15,804,756</b>	<b>9,292,594</b>	<b>63.0%</b>

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY  
OPERATING EXPENDITURES  
FOR THE PERIOD ENDING:  
November 30, 2024**

	BUDGET	CURRENT MONTH	YEAR TO DATE	BALANCE AVAILABLE	PERCENT BUDGET EXPENDED
501 02 Salaries and Wages	\$2,244,059	\$230,671	\$835,751	\$1,408,308	37.24%
502 00 Personnel Benefits	\$1,656,498	\$63,077	\$452,777	\$1,203,721	27.33%
503 00 Professional Services	\$1,596,482	\$159,604	\$336,217	\$1,260,265	21.06%
503 05 Non-Vehicle Maintenance	\$1,170,734	\$59,306	\$570,129	\$600,605	48.70%
503 99 Communications	\$6,402	\$543	\$560	\$5,842	8.74%
504 01 Fuel and Lubricants	\$1,663,500	\$22,591	\$344,484	\$1,319,016	20.71%
504 03 Non contracted vehicle maintenance	\$90,001	\$0	\$1,520	\$88,481	1.69%
504 99 Office/Operating Supplies	\$60,022	\$2,460	\$7,294	\$52,728	12.15%
504 99 Printing	\$134,000	\$1,601	\$27,324	\$106,676	20.39%
505 00 Utilities	\$521,285	\$38,521	\$183,766	\$337,519	35.25%
506 00 Insurance	\$648,917	\$771	\$727,464	(\$78,547)	112.10%
507 99 Taxes and Fees	\$111,868	\$2,085	\$37,418	\$74,450	33.45%
508 01 Purchased Transportation Fixed Route	\$11,986,359	\$1,002,300	\$5,037,340	\$6,949,019	42.03%
2-508 02 Purchased Transportation Paratransit	\$2,564,940	\$6,827	\$318,955	\$2,245,985	12.44%
508 03 Purchased Transportation WOD	\$200,000	\$18,832	\$72,053	\$127,947	36.03%
509 00 Miscellaneous	\$155,281	\$39,717	\$117,368	\$37,913	75.58%
509 02 Professional Development	\$112,500	\$6,683	\$66,076	\$46,424	58.73%
509 08 Advertising	\$174,000	\$1,608	\$16,028	\$157,972	9.21%
<b>TOTAL</b>	<b>\$25,096,848</b>	<b>\$1,657,197</b>	<b>\$9,152,524</b>	<b>\$15,944,324</b>	<b>36.47%</b>

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY  
CAPITAL REVENUE AND EXPENDITURE REPORT (Page 1 of 2)  
FOR THE PERIOD ENDING:  
November 30, 2024**

<b>ACCOUNT</b>	<b>DESCRIPTON</b>	<b>BUDGET</b>	<b>CURRENT MONTH</b>	<b>YEAR TO DATE</b>	<b>BALANCE AVAILABLE</b>	<b>PERCENT BUDGET EXPENDED</b>
<b>REVENUE DETAILS</b>						
4090594	TDA (office and facility equip)	368,700	0	0	368,700	0.00%
4090194	TDA Shop repairs and replacement	165,000	0	0	165,000	0.00%
4091094	TDA Transit Center Improvements	123,317	0	0	123,317	0.00%
409??94	TDA (Transit Capital)	100,000	0	0	100,000	0.00%
4092094	TDA (Major component rehab)	462,500	0	0	462,500	0.00%
4090094	TDA WiFi	440,000	0	0	440,000	0.00%
4091794	TDA bus stops	863,000	0	0	863,000	0.00%
4090694	TDA TSP	95,000	0	0	95,000	0.00%
4090994	TDA Buses 2025	2,430,697	0	0	2,430,697	0.00%
4090294	TDA Atlantis	14,840,483	0	0	14,840,483	0.00%
4090696	BT TSP	2,695,000	0	0	2,695,000	0.00%
4091796	BT Bus Stops	23,000	0	0	23,000	0.00%
4110900	State (SGR) Buses 2025	131,715	0	0	131,715	0.00%
4110200	State (LCTOP) Atlantis	7,595,544	0	0	7,595,544	0.00%
4110500	State (LCTOP) Rutan retrofit	944,976	0	0	944,976	0.00%
41309	FTA Buses 2025	10,213,047	0	0	10,213,047	0.00%
41317	FTA bus stops	2,000,000	0	0	2,000,000	0.00%
41302	FTA Atlantis	10,651,568	0	0	10,651,568	0.00%
41305	FTA Rutan Retrofit	530,159	0	0	530,159	0.00%
41320	FTA Hybrid battery packs	250,000	0	0	250,000	0.00%
41310	FTA Transit Center	287,739	0	0	287,739	0.00%
46405	Measure BB Atlantis	3,000,000	0	0	3,000,000	0.00%
	<b>TOTAL REVENUE</b>	<b>58,211,445</b>	<b>-</b>	<b>-</b>	<b>55,211,445</b>	<b>0.00%</b>



**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY**  
**CAPITAL REVENUE AND EXPENDITURE REPORT (Page 2 of 2)**  
**FOR THE PERIOD ENDING:**  
**November 30, 2024**

ACCOUNT	DESCRIPTON	BUDGET	CURRENT MONTH	YEAR TO DATE	BALANCE AVAILABLE	PERCENT BUDGET EXPENDED
<b>EXPENDITURE DETAILS</b>						
<b>CAPITAL PROGRAM - COST CENTER 07</b>						
5550207	Atlantis Facility	35,868,995	0	0	35,868,995	0.00%
5550107	Shop Repairs and replacement	15,000	0	0	15,000	0.00%
5550107	Bus Wash	150,000	0	0	150,000	0.00%
5552307	Buses 2025	12,811,559	0	0	12,811,559	0.00%
5550507	Office and Facility Equipment	434,200	12,424	33,673	400,527	7.76%
5551007	Transit Center Upgrades and Improvements	411,056	605	605	410,451	0.15%
5550507	Rutan Retrofit	1,475,135	0	0	1,475,135	0.00%
5550607	TSP	2,790,000	0	0	2,790,000	0.00%
5550007	WIFI routers	440,000	0	0	440,000	0.00%
5551707	Bus Shelters and Stops	3,093,000	0	0	3,093,000	0.00%
5552007	Major component rehab	622,500	14,380	14,380	608,120	2.31%
555??07	Transit Capital	100,000	0	0	100,000	0.00%
<b>TOTAL CAPITAL EXPENDITURES</b>		<b>58,211,445</b>	<b>27,408</b>	<b>48,657</b>	<b>58,162,788</b>	<b>0.08%</b>
<b>FUND BALANCE (CAPITAL)</b>		<b>0.00</b>	<b>(27,408)</b>	<b>(48,657)</b>		
<b>FUND BALANCE (CAPTIAL &amp; OPERATING)</b>		<b>0.00</b>	<b>12,518,575</b>	<b>6,588,833</b>		

California State Treasurer  
**Fiona Ma, CPA**



Local Agency Investment Fund  
 P.O. Box 942809  
 Sacramento, CA 94209-0001  
 (916) 653-3001

December 20, 2024

[LAIF Home](#)  
[PMIA Average Monthly Yields](#)

LIVERMORE/AMADOR VALLEY TRANSIT  
 AUTHORITY  
 GENERAL MANAGER  
 1362 RUTAN COURT, SUITE 100  
 LIVERMORE, CA 94550

[Tran Type Definitions](#)

**Account Number:** 80-01-002

November 2024 Statement

Effective Date	Transaction Date	Tran Type	Confirm Number	Web Confirm Number	Authorized Caller	Amount
11/21/2024	11/20/2024	RD	1763748	1724277	TAMARA EDWARDS	5,000,000.00
11/27/2024	11/20/2024	RD	1763742	1724279	TAMARA EDWARDS	5,000,000.00

**Account Summary**

Total Deposit:	10,000,000.00	Beginning Balance:	11,904,881.90
Total Withdrawal:	0.00	Ending Balance:	21,904,881.90

Period	Check Number	Check Date	Vendor # (Name)	Disc. Terms	Gross Amount	Disc Amount	Net Amount	Check Description
11-24	024427	11/25/24	ART01 (ART'S SECURITY LOCKSMITH)		41.34	.00	41.34	Automatic Generated Check
	024428	11/25/24	AVI01 (AMADOR VALLEY INDUSTRIES)		632.71	.00	632.71	Automatic Generated Check
	024429	11/25/24	CAL05 (CALTEST LABS)		977.55	.00	977.55	Automatic Generated Check
	024430	11/25/24	CIT01 (CITY OF LIVERMORE)		12,752.00	.00	12,752.00	Automatic Generated Check
	024431	11/25/24	FED01 (FedEx )		34.23	.00	34.23	Automatic Generated Check
	024432	11/25/24	MET01 (METROPOLITAN TRANSPORT-)		4,784.42	.00	4,784.42	Automatic Generated Check
	024433	11/25/24	MVT01 (MV TRANSPORTATION, INC.)		25,750.00	.00	25,750.00	Automatic Generated Check
	024434	11/25/24	OFF01 (ODP BUSINESS SOLUTIONS LLC)		88.19	.00	88.19	Automatic Generated Check
	024435	11/25/24	PAC16 (PACIFIC COAST TRANE)		548.00	.00	548.00	Automatic Generated Check
	024436	11/25/24	PRO02 (PROFESSIONAL ELECTRIC)		1,189.00	.00	1,189.00	Automatic Generated Check
	024437	11/25/24	ZUR01 (ZURICH)		771.00	.00	771.00	Automatic Generated Check
	024438	11/30/24	ATT02 (AT&T )		399.13	.00	399.13	Automatic Generated Check
	024439	11/30/24	BAY03 (BAY AREA NEWS GROUP)		785.70	.00	785.70	Automatic Generated Check
	024440	11/30/24	BAY08 (BAY CITY ELECTRIC WORKS)		462.75	.00	462.75	Automatic Generated Check
	024441	11/30/24	CAL01 (CALIFORNIA TRANSIT ASSOCIATI		9,500.00	.00	9,500.00	Automatic Generated Check
	024442	11/30/24	CAL02 (CALACT)		975.00	.00	975.00	Automatic Generated Check
	024443	11/30/24	CAL13 (CALIFORNIA TRANSIT)		668.42	.00	668.42	Automatic Generated Check
	024444	11/30/24	CGC01 (CAPITOL GOVERNMENT CONTRACT		6,069.00	.00	6,069.00	Automatic Generated Check
	024445	11/30/24	CRI01 (CRISP IMAGING)		151.65	.00	151.65	Automatic Generated Check
	024446	11/30/24	FRE01 (FREMONT RUBBER STAMP CO)		25.79	.00	25.79	Automatic Generated Check
	024447	11/30/24	INT03 (INTERNATL EFFECTIVENESS)		235.28	.00	235.28	Automatic Generated Check
	024448	11/30/24	KIM02 (KIMLEY-HORN AND ASSOC, INC)		12,040.00	.00	12,040.00	Automatic Generated Check
	024449	11/30/24	MET01 (METROPOLITAN TRANSPORT-)		45,859.97	.00	45,859.97	Automatic Generated Check
	024450	11/30/24	OFF01 (ODP BUSINESS SOLUTIONS LLC)		269.69	.00	269.69	Automatic Generated Check
	024451	11/30/24	PLE07 (PLEASANTON WEEKLY)		1,000.00	.00	1,000.00	Automatic Generated Check
	024452	11/30/24	SFS01 (SPECIALTY FIELD SERVICE INC)		14,380.00	.00	14,380.00	Automatic Generated Check
	024453	11/30/24	TEL01 (TPX COMMUNICATIONS)		1,059.79	.00	1,059.79	Automatic Generated Check
	024454	11/30/24	TX212 (LINDA WAHLE)		440.58	.00	440.58	Automatic Generated Check
	024455	11/30/24	TX238 (MEGAN LEVITT)		35.02	.00	35.02	Automatic Generated Check
	024456	11/30/24	TX254 (HOSSEIN SHAHRZAD)		423.11	.00	423.11	Automatic Generated Check
	024457	11/30/24	TX255 (PHILIP CLARE)		29.32	.00	29.32	Automatic Generated Check
	H14944	11/30/24	BAN03 (BANKCARD CENTER)		10,479.65	.00	10,479.65	BAN03, AUG-24 BMO CC STAT
	H14945	11/21/24	ASM01 (AMERICAN SWEEPING & MAINTENA		635.00	.00	635.00	ASM01, 16707, SEPT-24 PAR
	H14946	11/21/24	ASM01 (AMERICAN SWEEPING & MAINTENA		635.00	.00	635.00	ASM01, 16797, OCT-24 PARK
	H14947	11/21/24	CAL15 (CALTRONICS BUSINESS SYS)		198.75	.00	198.75	CAL15, 4202105, BIZHUB 9/
	H14948	11/21/24	CBT01 (CREATIVE BUILDING TECHNOLOGY		4,404.73	.00	4,404.73	CBT01, LAVTA2189, MP2189
	H14949	11/21/24	CCL01 (CARPI & CLAY INC)		4,500.00	.00	4,500.00	CCL01, 24-10LAVTA, OCT-24
	H14950	11/21/24	COR01 (CORBIN WILLITS SYSTEMS)		320.05	.00	320.05	COR01, C410151, NOV-24 SE
	H14951	11/21/24	CRA02 (CRANETECH INC.)		1,120.00	.00	1,120.00	CRA02, 49304, QTRLY CRANE
	H14952	11/21/24	CTE01 (CENTER FOR TRANSPORTATION &		54,000.00	.00	54,000.00	CTE01, 660-1, PO7883 HYDR
	H14953	11/21/24	DAY02 (DAY & NITE PEST CONTROL)		218.00	.00	218.00	DAY02, 196678, 9/25/24 PE
	H14954	11/21/24	ESE01 (EDWARDS & SONS EQUIPMENT SER		2,056.76	.00	2,056.76	ESE01, 58038, MP2076 SHOP
	H14956	11/21/24	GAN01 (GANNETT FLEMING COMPANIES)		383.50	.00	383.50	GAN01, 40526, PO7642 T01-
	H14957	11/21/24	GAR05 (JENNIFER GARCIA)		39.87	.00	39.87	GAR05, 8/26/24-10/23/24 M
	H14958	11/21/24	HAN01 (HANSON BRIDGETT MARCUS)		12,261.00	.00	12,261.00	HAN01, 1504720, AUG-24 CO
	H14959	11/21/24	HAN01 (HANSON BRIDGETT MARCUS)		138.00	.00	138.00	HAN01, 1504721, AUG-24 LA
	H14960	11/21/24	HAN01 (HANSON BRIDGETT MARCUS)		2,068.00	.00	2,068.00	HAN01, 1504722, AUG-24 AD
	H14961	11/21/24	LYF01 (LYFT, INC)		9,284.40	.00	9,284.40	LYF01, 1162377, OCT-24 GO
	H14962	11/21/24	LYF01 (LYFT, INC)		145.99	.00	145.99	LYF01, 1162378, OCT-24 GO
	H14963	11/21/24	OAK01 (OAKS BUSINESS PK OWNERS)		4,459.00	.00	4,459.00	OAK01, 4TH QTR 2024 BUSIN
	H14964	11/21/24	PAC11 (PACIFIC ENVIRONMENTAL SERVIC		130.00	.00	130.00	PAC11, 2843, SEPT-24 RUTA
	H14965	11/21/24	PAC11 (PACIFIC ENVIRONMENTAL SERVIC		130.00	.00	130.00	PAC11, 2844, SEPT-24 ATLA
	H14966	11/21/24	RMT01 (RMT LANDSCAPE CONTRACTORS IN		300.00	.00	300.00	RMT01, 20240660, 6/27/24
	H14967	11/21/24	SDI01 (SDI PRESENCE LLC)		11,068.00	.00	11,068.00	SDI01, 16581, IT MODERNIZ
	H14968	11/21/24	SDI01 (SDI PRESENCE LLC)		11,068.00	.00	11,068.00	SDI01, 16891, IT MODERNIZ
	H14969	11/21/24	SDI01 (SDI PRESENCE LLC)		104.74	.00	104.74	SDI01, 16775, IT MODERN-S
	H14970	11/21/24	SDI01 (SDI PRESENCE LLC)		13,556.25	.00	13,556.25	SDI01, 16776, IT MODERN-S
	H14971	11/21/24	SDI01 (SDI PRESENCE LLC)		6,775.00	.00	6,775.00	SDI01, 17107, IT MODERN-S
	H14972	11/21/24	THC01 (THE HIVE CONSULTING)		9,000.00	.00	9,000.00	THC01, 0015, MP2122 EXECU
	H14973	11/21/24	TPA01 (TOWNSEND PUBLIC AFFAIRS INC)		6,000.00	.00	6,000.00	TPA01, 22472, PO7872 STAT
	H14974	11/21/24	TPG01 (VILLAGE INSTANT PRINTING)		604.56	.00	604.56	TPG01, 79189, MP2219 TC S
	H14975	11/21/24	WEG01 (CHRISTY WEGENER)		45.62	.00	45.62	WEG01, 7/9/24-11/1/24 EXP
	H14976	11/21/24	ZEP01 (DANIEL ZEPEDA)		1,504.47	.00	1,504.47	ZEP01, 10/27/24-10/31/24
	H14977	11/21/24	TTR01 (TRANSTRACK SYSTEMS INC)		18,821.25	.00	18,821.25	TTR01, 1764, PO7887 APC C
	H14978	11/21/24	HAN01 (HANSON BRIDGETT MARCUS)		7,417.50	.00	7,417.50	HAN01, 1507459, SEPT-24 A
	H14979	11/21/24	DAY02 (DAY & NITE PEST CONTROL)		218.00	.00	218.00	DAY02, 197390, 10/21/24 P
	H14980	11/21/24	HAN01 (HANSON BRIDGETT MARCUS)		5,859.00	.00	5,859.00	HAN01, 1507457, SEPT-24 C
	H14981	11/21/24	HAN01 (HANSON BRIDGETT MARCUS)		138.00	.00	138.00	HAN01, 1507458, SEPT-24 L
	H14982	11/21/24	KUL01 (KADRI KULM)		48.12	.00	48.12	KUL01, 10/9/24-11/4/24 TR
	H14983	11/21/24	LIU02 (JOY LIU)		91.04	.00	91.04	LIU02, 10/26/24 EXPENSE R
	H14984	11/21/24	LIU02 (JOY LIU)		66.08	.00	66.08	LIU02, 11/1/24 EXPENSE RE
	H14985	11/21/24	LIU02 (JOY LIU)		73.89	.00	73.89	LIU02, 11/7/24-11/13/24 E
	H14986	11/21/24	NGU01 (MARTHA NGUYEN)		459.96	.00	459.96	NGU01, 9/29/24-10/1/24 TR
	H14987	11/21/24	PAC11 (PACIFIC ENVIRONMENTAL SERVIC		130.00	.00	130.00	PAC11, 2863, OCT-24 RUTAN
	H14988	11/21/24	PAC11 (PACIFIC ENVIRONMENTAL SERVIC		130.00	.00	130.00	PAC11, 2864, OCT-24 ATLAN
	H14989	11/21/24	RMT01 (RMT LANDSCAPE CONTRACTORS IN		9,845.00	.00	9,845.00	RMT01, 20241048, LANDSCAP
	H14990	11/21/24	SAN01 (SAN JOAQUIN COUNTY REGIONAL		2,119.68	.00	2,119.68	SAN01, 945206450, AUG-24
	H14991	11/21/24	SAN01 (SAN JOAQUIN COUNTY REGIONAL		2,355.20	.00	2,355.20	SAN01, 945206451, SEPT-24
	H14992	11/21/24	SCF01 (SC FUELS)		22,340.76	.00	22,340.76	SCF01, 608115, 10/17/24 F
	H14993	11/21/24	SHA02 (SHAMROCK OFFICE SOLUTIONS)		19.51	.00	19.51	SHA02, 4213329, FRONT DES
	H14994	11/21/24	VOID (Reversed Check)		.00	.00	.00	Ck# H14994 Reversed
	H14995	11/21/24	UBE01 (UBER )		9,401.39	.00	9,401.39	UBE01, OCT-24 GO DUBLIN B
	H14996	11/21/24	WCC01 (ASSOCIATED COMPRESSOR & EQUI		1,917.44	.00	1,917.44	WCC01, 16836-1, MP2204 PA
	H14997	11/21/24	WCC01 (ASSOCIATED COMPRESSOR & EQUI		1,915.43	.00	1,915.43	WCC01, 16837-1, MP2204 PA
	H14998	11/21/24	AIR02 (AIRESRING)		4,426.60	.00	4,426.60	AIR02, 189093537, 10/1/24
	H14999	11/21/24	AIR02 (AIRESRING)		3,650.25	.00	3,650.25	AIR02, 190094051, 11/1/24
	H15000	11/21/24	CAL10 (CALIFORNIA STATE DISBURSEMEN		455.53	.00	455.53	CAL10, CA STATE GARNISHME
	H15001	11/21/24	DIR02 (DIRECT DEPOSIT OF PAYROLL CH		46,179.66	.00	46,179.66	DIR02, PR DIRECT DEPOSIT
	H15002	11/21/24	DIR02 (DIRECT DEPOSIT OF PAYROLL CH		50,054.85	.00	50,054.85	DIR02, PR DIRECT DEPOSIT
	H15003	11/21/24	EFT01 (ELECTRONIC FUND TRANSFERS)		12,198.10	.00	12,198.10	EFT01, FEDERAL TAX 10/12/
	H15004	11/21/24	EFT01 (ELECTRONIC FUND TRANSFERS)		13,841.89	.00	13,841.89	EFT01, FEDERAL TAX 10/26/
	H15005	11/21/24	EMP01 (EMPLOYMENT DEVEL DEPT)		4,238.04	.00	4,238.04	EMP01, STATE TAX 10/12/24
	H15006	11/21/24	EMP01 (EMPLOYMENT DEVEL DEPT)		4,762.84	.00	4,762.84	EMP01, STATE TAX 10/26/24
	H15007	11/21/24	MVT01 (MV TRANSPORTATION, INC.)		90,923.72	.00	90,923.72	MVT01, SEPT-24 FIXED ROUT

Period	Check Number	Check Date	Vendor # (Name)	Disc. Terms	Gross Amount	Disc Amount	Net Amount	Check Description
11-24	H15008	11/21/24	PER01 (PERS )		5,432.70	.00	5,432.70	PER01, PERS CLASSIC CONTR
	H15009	11/21/24	PER01 (PERS )		5,921.74	.00	5,921.74	PER01, PERS NEW CONTRIBUT
	H15010	11/21/24	PER04 (CALPERS RETIREMENT SYSTEM)		6,245.47	.00	6,245.47	PER04, PERS 457 CONTRIBUT
	H15011	11/21/24	STA01 (STATE COMPENSATION FUND)		2,230.52	.00	2,230.52	STA01, OCT-24 WORKER'S CO
	H15012	11/21/24	TEL01 (TPx COMMUNICATIONS)		1,404.66	.00	1,404.66	TEL01, 181912235, 10/1/24
	H15013	11/21/24	VER01 (VERIZON WIRELESS)		1,759.26	.00	1,759.26	VER01, 9976983848, 9/23/2
	H15014	11/30/24	DIR01 (DIRECT TV)		30.25	.00	30.25	DIR01, 96X241111, 11/10/2
	H15015	11/15/24	MVT01 (MV TRANSPORTATION, INC.)		450,000.00	.00	450,000.00	MVT01, 131764, NOV-24 1ST
	H15016	11/27/24	MVT01 (MV TRANSPORTATION, INC.)		450,000.00	.00	450,000.00	MVT01, 131765, NOV-24 2ND
	H15018	11/30/24	CAL04 (CALIFORNIA WATER SERVICE)		1,458.66	.00	1,458.66	CAL04, 0198655555, BUS WA
	H15019	11/30/24	CAL04 (CALIFORNIA WATER SERVICE)		69.71	.00	69.71	CAL04, 2575555555, TC FIR
	H15020	11/30/24	CAL04 (CALIFORNIA WATER SERVICE)		67.16	.00	67.16	CAL04, 3616555555, TC WAT
	H15021	11/30/24	CAL04 (CALIFORNIA WATER SERVICE)		1,070.72	.00	1,070.72	CAL04, 4616555555, TC IRR
	H15022	11/30/24	CAL04 (CALIFORNIA WATER SERVICE)		92.95	.00	92.95	CAL04, 4755555555, MOA FI
	H15023	11/30/24	CAL04 (CALIFORNIA WATER SERVICE)		92.95	.00	92.95	CAL04, 5755555555, CONTRA
	H15024	11/30/24	CAL04 (CALIFORNIA WATER SERVICE)		1,813.26	.00	1,813.26	CAL04, 9098655555, MOA WA
	H15025	11/30/24	CAL10 (CALIFORNIA STATE DISBURSEMEN		455.53	.00	455.53	CAL10, CA STATE GARNISHME
	H15026	11/30/24	CIT06 (CITY OF LIVERMORE SEWER)		58.82	.00	58.82	CIT06, 133389-00, TRANSIT
	H15027	11/30/24	CIT07 (CITY OF LIVERMORE - WATER)		133.80	.00	133.80	CIT07, 139388-00, BUS WAS
	H15028	11/30/24	CIT07 (CITY OF LIVERMORE - WATER)		48.64	.00	48.64	CIT07, 138431-00, ATLANTI
	H15029	11/30/24	DIR02 (DIRECT DEPOSIT OF PAYROLL CH		48,424.01	.00	48,424.01	DIR02, PR DIRECT DEPOSIT
	H15030	11/30/24	DIR02 (DIRECT DEPOSIT OF PAYROLL CH		1,445.62	.00	1,445.62	DIR02, PR DIRECT DEPOSIT
	H15031	11/30/24	EFT01 (ELECTRONIC FUND TRASFERS)		12,955.14	.00	12,955.14	EFT01, FEDERAL TAX 11/9/2
	H15032	11/30/24	EFT01 (ELECTRONIC FUND TRASFERS)		361.32	.00	361.32	EFT01, FEDERAL TAX-BOD 11
	H15033	11/30/24	EMP01 (EMPLOYMENT DEVEL DEPT)		4,476.52	.00	4,476.52	EMP01, STATE TAX 11/9/24-
	H15034	11/30/24	EMP01 (EMPLOYMENT DEVEL DEPT)		43.10	.00	43.10	EMP01, STATE TAX-BOD 11/1
	H15035	11/30/24	LIU02 (JOY LIU)		676.44	.00	676.44	LIU02, 11/1/24-11/21/24 T
	H15036	11/30/24	LIV10 (LIVERMORE SANITATION INC)		2,828.42	.00	2,828.42	LIV10, 2496690, 10/1/24-1
	H15037	11/30/24	MAR07 (DAVID MARK)		671.09	.00	671.09	MAR07, 11/12/24-11/22/24
	H15038	11/01/24	MER01 (MERCHANT SERVICES)		57.79	.00	57.79	MER01, OCT-24 MOA CC STAT
	H15039	11/01/24	MER01 (MERCHANT SERVICES)		149.82	.00	149.82	MER01, OCT-24 TC CC STATE
	H15040	11/30/24	PAC02 (PACIFIC GAS AND ELECTRIC)		13,369.69	.00	13,369.69	PAC02, 5809326332-3, MOA
	H15041	11/30/24	PAC02 (PACIFIC GAS AND ELECTRIC)		1,679.63	.00	1,679.63	PAC02, 6062256368-6, ATLA
	H15042	11/30/24	PAC02 (PACIFIC GAS AND ELECTRIC)		2,261.41	.00	2,261.41	PAC02, 7264840356-5, BUS
	H15043	11/30/24	PAC02 (PACIFIC GAS AND ELECTRIC)		179.63	.00	179.63	PAC02, 7649646868-7, DOOL
	H15044	11/30/24	PAC02 (PACIFIC GAS AND ELECTRIC)		2,063.69	.00	2,063.69	PAC02, 9007202117-4, MOA
	H15045	11/30/24	PER01 (PERS )		5,488.33	.00	5,488.33	PER01, PERS CLASSIC CONTR
	H15046	11/30/24	PER01 (PERS )		5,921.74	.00	5,921.74	PER01, PERS NEW CONTRIBUT
	H15047	11/30/24	PER03 (CAL PUB EMP RETIRE SYSTM)		38,010.38	.00	38,010.38	PER03, DEC-24 PERS HEALTH
	H15048	11/30/24	PER04 (CALPERS RETIREMENT SYSTEM)		6,162.85	.00	6,162.85	PER04, PERS 457 CONTRIBUT
	H15049	11/30/24	PEX01 (PEX CARD)		6,000.00	.00	6,000.00	PEX01, 11/26/24 PEX CARDS
	H15050	11/30/24	TX242 (BONNIE WOLF)		189.04	.00	189.04	TX242, PARATAXI REIMBURSE
Total for Bank Account 105 ----->					1,705,914.17	.00	1,705,914.17	
Grand Total of all Bank Accounts ----->					1,705,914.17	.00	1,705,914.17	

Period	Vendor # (Name)	Invoice Number	Invoice Date	Due Date	Disc. Terms	Gross Amount	Description
11-24	AIRO2 (AIRESFRING)	189093537H	10/01/24	10/31/24	A	4426.60	AIRO2, 189093537, 10/1/24-10/31/24 SERVICE
		190094051H	11/01/24	12/01/24	A	3650.25	AIRO2, 190094051, 11/1/24-11/30/24 SERVICE
		Vendor's Total ----->				8076.85	
11-24	ART01 (ART'S SECURITY LOCKSMITH)	88233	11/06/24	12/06/24	A	41.34	ART01, 88233, MP2255 ATLANTIS FACILITY SPARE
11-24	ASM01 (AMERICAN SWEEPING & MAINTEN)	16707H	09/30/24	10/30/24	A	635.00	ASM01, 16707, SEPT-24 PARKING LOT SWEEPING
		16797H	10/15/24	11/14/24	A	635.00	ASM01, 16797, OCT-24 PARKING LOT SWEEPING
		Vendor's Total ----->				1270.00	
11-24	ATT02 (AT&T )	22591844	11/13/24	12/13/24	A	399.13	ATT02, 22591844, PAYER #9391035694 10/13-11/
11-24	AVI01 (AMADOR VALLEY INDUSTRIES)	1162211	10/31/24	11/30/24	A	632.71	AVI01, 1162211, OCT-24 GARBAGE PICK UP SERVI
11-24	BAN03 (BANKCARD CENTER)	AUG-2024H	08/28/24	09/27/24	A	10479.65	BAN03, AUG-24 BMO CC STATEMENT
11-24	BAY03 (BAY AREA NEWS GROUP)	6856688	10/31/24	11/30/24	A	785.70	BAY03, 6856688, PROJECT 2024-08 LEGAL POSTIN
11-24	BAY08 (BAY CITY ELECTRIC WORKS)	W305349	11/26/24	12/26/24	A	462.75	BAY08, W305349, NOV-24 GENERATOR MAINT
11-24	CAL01 (CALIFORNIA TRANSIT ASSOCIAT	16563	01/01/25	01/31/25	A	9500.00	CAL01, 16563, MP2262 ANNUAL MEMBERSHIP 2025
11-24	CAL02 (CALACT)	2025-213	01/01/25	01/31/25	A	975.00	CAL02, 2025-213, 2025 ANNUAL MEMBERSHIP
11-24	CAL04 (CALIFORNIA WATER SERVICE)	192102124H	10/21/24	11/20/24	A	1458.66	CAL04, 0198655555, BUS WASH 9/19/24-10/17/24
		257103024H	10/30/24	11/29/24	A	69.71	CAL04, 2575555555, TC FIRE 11/1/24-11/30/24
		361103124H	10/31/24	11/30/24	A	67.16	CAL04, 3616555555, TC WATER 10/2/24-10/30/24
		461103124H	10/31/24	11/30/24	A	1070.72	CAL04, 4616555555, TC IRRG 10/2/24-10/30/24
		475103024H	10/30/24	11/29/24	A	92.95	CAL04, 4755555555, MOA FIRE 11/1/24-11/30/24
		575103024H	10/30/24	11/29/24	A	92.95	CAL04, 5755555555, CONTRACTOR FIRE 11/1/24-1
		909101824H	10/18/24	11/17/24	A	1813.26	CAL04, 9098655555, MOA WATER 9/19/24-10/17/2
		Vendor's Total ----->				4665.41	
11-24	CAL05 (CALTEST LABS)	722493	08/30/24	09/29/24	A	977.55	CAL05, 722493, MP2235 2024 RUTAN ANNUAL COMP
11-24	CAL10 (CALIFORNIA STATE DISBURSEME	20241108H	11/13/24	12/13/24	A	455.53	CAL10, CA STATE GARNISHMENT 10/26/24-11/8/24
		20241122H	11/26/24	12/26/24	A	455.53	CAL10, CA STATE GARNISHMENT 11/9/24-11/22/24
		Vendor's Total ----->				911.06	
11-24	CAL13 (CALIFORNIA TRANSIT)	312024NOV	12/04/24	01/03/25	A	114.27	CAL13, 31-2024-NOV, NOV-24 INSURANCE CLAIMS
		312024OCT	11/11/24	12/11/24	A	554.15	CAL13, 31-2024-OCT, OCT-24 INSURANCE CLAIMS
		Vendor's Total ----->				668.42	
11-24	CAL15 (CALTRONICS BUSINESS SYS)	4202105H	10/16/24	11/15/24	A	198.75	CAL15, 4202105, BIZHUB 9/16/24-10/15/24
11-24	CBT01 (CREATIVE BUILDING TECHNOLOG	LAVTA2189H	09/13/24	10/13/24	A	4404.73	CBT01, LAVTA2189, MP2189 ELECTRONIC LOCK-SID
11-24	CCL01 (CARPI & CLAY INC)	24-10LAVTH	11/01/24	12/01/24	A	4500.00	CCL01, 24-10LAVTA, OCT-24 FEDERAL ADVOCACY P
11-24	CGC01 (CAPITOL GOVERNMENT CONTRACT	INV-2	T12/04/24	01/03/25	A	6069.00	CGC01, INV-2, MP2252 O&M EVALUATION W/E 11/3
11-24	CIT01 (CITY OF LIVERMORE)	0223-FY25	10/30/24	11/29/24	A	7926.00	CIT01, 0223-FY25, PO7906 RUTAN FIRE CODE PER
		1203-FY25	10/30/24	11/29/24	A	4826.00	CIT01, 1203-FY25, PO7906 ATLANTIS FIRE CODE
		Vendor's Total ----->				12752.00	
11-24	CIT06 (CITY OF LIVERMORE SEWER)	TC111224H	11/12/24	12/12/24	A	58.82	CIT06, 133389-00, TRANSIT CENTER 10/8/24-11/
11-24	CIT07 (CITY OF LIVERMORE - WATER)	388110524H	11/05/24	12/05/24	A	133.80	CIT07, 139388-00, BUS WASH 10/1/24-11/5/24
		431110524H	11/05/24	12/05/24	A	48.64	CIT07, 138431-00, ATLANTIS IRRG 10/1/24-11/5
		Vendor's Total ----->				182.44	
11-24	COR01 (CORBIN WILLITS SYSTEMS)	C410151H	10/15/24	11/14/24	A	320.05	COR01, C410151, NOV-24 SERVICE
11-24	CRA02 (CRANETECH INC.)	49304H	08/29/24	09/28/24	A	1120.00	CRA02, 49304, QTRLY CRANE PREVENT MAINT AUG-

Period	Vendor # (Name)	Invoice Number	Invoice Date	Due Date	Disc. Terms	Gross Amount	Description
11-24	CRI01 (CRISP IMAGING)	548108	10/24/24	11/23/24	A	151.65	CRI01, 548108, 10/24/24 BATCH 2 SCANS-87 QTY
11-24	CTE01 (CENTER FOR TRANSPORTATION &	660-1HN10	11/24	11/10/24	A	54000.00	CTE01, 660-1, PO7883 HYDROGEN BUS & FUEL 9/3
11-24	DAY02 (DAY & NITE PEST CONTROL)	196678H 197390H	10/03/24 10/21/24	11/02/24 11/20/24	A A	218.00 218.00	DAY02, 196678, 9/25/24 PEST SERVICE DAY02, 197390, 10/21/24 PEST SERVICE
			Vendor's Total	----->		436.00	
11-24	DIR01 (DIRECT TV)	96X241111H	11/11/24	12/11/24	A	30.25	DIR01, 96X241111, 11/10/24-12/9/24 SERVICE
11-24	DIR02 (DIRECT DEPOSIT OF PAYROLL C	20241025H 20241108H 20241122H 20241130BH	10/25/24 11/13/24 11/26/24 11/26/24	11/24/24 12/13/24 12/26/24 12/26/24	A A A A	46179.66 50054.85 48424.01 1445.62	DIR02, PR DIRECT DEPOSIT 10/12/24-10/25/24 DIR02, PR DIRECT DEPOSIT 10/26/24-11/8/24 DIR02, PR DIRECT DEPOSIT 11/9/24-11/22/24 DIR02, PR DIRECT DEPOSIT-BOD 11/1/24-11/30/24
			Vendor's Total	----->		146104.14	
11-24	EFT01 (ELECTRONIC FUND TRNFERS)	20241025H 20241108H 20241122H 20241130BH	10/25/24 11/13/24 11/27/24 11/27/24	11/24/24 12/13/24 12/27/24 12/27/24	A A A A	12198.10 13841.89 12955.14 361.32	EFT01, FEDERAL TAX 10/12/24-10/25/24 EFT01, FEDERAL TAX 10/26/24-11/8/24 EFT01, FEDERAL TAX 11/9/24-11/22/24 EFT01, FEDERAL TAX-BOD 11/1/24-11/30/24
			Vendor's Total	----->		39356.45	
11-24	EMP01 (EMPLOYMENT DEVEL DEPT)	20241025H 20241108H 20241122H 20241130BH	10/25/24 11/13/24 11/26/24 11/27/24	11/24/24 12/13/24 12/26/24 12/27/24	A A A A	4238.04 4762.84 4476.52 43.10	EMP01, STATE TAX 10/12/24-10/25/24 EMP01, STATE TAX 10/26/24-11/8/24 EMP01, STATE TAX 11/9/24-11/22/24 EMP01, STATE TAX-BOD 11/1/24-11/30/24
			Vendor's Total	----->		13520.50	
11-24	ESE01 (EDWARDS & SONS EQUIPMENT SE	58038H	11/01/24	12/01/24	A	2056.76	ESE01, 58038, MP2076 SHOP LIFTS REPAIRS BAYS
11-24	FED01 (FedEx )	867565159	11/08/24	12/08/24	A	34.23	FED01, 867565159, NOV-24 STATEMENT
11-24	FRE01 (FREMONT RUBBER STAMP CO)	181478	11/25/24	12/25/24	A	25.79	FRE01, 181478, MP2258 J FORSYTH NAME PLATES
11-24	GAN01 (GANNETT FLEMING COMPANIES)	40526H	08/28/24	09/27/24	A	383.50	GAN01, 40526, PO7642 T01-RUTAN HYDROGEN RETR
11-24	GAR05 (JENNIFER GARCIA)	0826-1023H	10/24/24	11/23/24	A	39.87	GAR05, 8/26/24-10/23/24 MILEAGE REIMBURSEMEN
11-24	HAN01 (HANSON BRIDGETT MARCUS)	1504720H 1504721H 1504722H 1507457H 1507458H 1507459H	09/12/24 09/12/24 09/21/24 10/11/24 10/11/24 10/11/24	10/12/24 10/12/24 10/21/24 11/10/24 11/10/24 11/10/24	A A A A A A	12261.00 138.00 2068.00 5859.00 138.00 7417.50	HAN01, 1504720, AUG-24 CONTRACT LEGAL FEES HAN01, 1504721, AUG-24 LABOR & PERSONNEL LEG HAN01, 1504722, AUG-24 ADMIN LEGAL FEES HAN01, 1507457, SEPT-24 CONTRACT LEGAL FEES HAN01, 1507458, SEPT-24 LABOR & PERSONNEL LE HAN01, 1507459, SEPT-24 ADMIN LEGAL FEES
			Vendor's Total	----->		27881.50	
11-24	INT03 (INTERNATL EFFECTIVENESS)	43365	11/12/24	12/12/24	A	235.28	INT03, 43365, MP2261 ROUTE 201 PUBLIC HEARIN
11-24	KIM02 (KIMLEY-HORN AND ASSOC, INC)	25448260 29749299	10/31/24 10/31/24	11/30/24 11/30/24	A A	9750.00 2290.00	KIM02, 25448260, PO7899 TC MONUMENT SIGN 10/ KIM02, 29749299, T05-RUTAN BUS GATE REPLACE
			Vendor's Total	----->		12040.00	
11-24	KUL01 (KADRI KULM)	1009-1104H	11/08/24	12/08/24	A	48.12	KUL01, 10/9/24-11/4/24 TRAVEL REIMBURSEMENT
11-24	LIU02 (JOY LIU)	10-26-24H 11-01-24H 1101-1121H 1107-1113H	10/30/24 11/11/24 11/25/24 11/13/24	11/29/24 12/11/24 12/25/24 12/13/24	A A A A	91.04 66.08 676.44 73.89	LIU02, 10/26/24 EXPENSE REIMBURSE-HYDROGEN E LIU02, 11/1/24 EXPENSE REIMBURSE-HALLOWEEN D LIU02, 11/1/24-11/21/24 TRAVEL REIMBURSEMENT LIU02, 11/7/24-11/13/24 EXPENSE REIMBURSE-RA
			Vendor's Total	----->		907.45	
11-24	LIV10 (LIVERMORE SANITATION INC)	2496690H	11/01/24	12/01/24	A	2828.42	LIV10, 2496690, 10/1/24-10/31/24 GARBAGE SER
11-24	LYF01 (LYFT, INC)	1162377H 1162378H	10/31/24 10/31/24	11/30/24 11/30/24	A A	9284.40 145.99	LYF01, 1162377, OCT-24 GO TRI VALLEY LYF01, 1162378, OCT-24 GO SAN RAMON
			Vendor's Total	----->		9430.39	



LAVTA  
 Month End Payable Activity Report  
 Prior Period Report for 11-24

Period	Vendor # (Name)	Invoice Number	Invoice Date	Due Date	Disc. Terms	Gross Amount	Description
11-24	MAR07 (DAVID MARK)	1112-1122H	11/30/24	12/30/24	A	671.09	MAR07, 11/12/24-11/22/24 TRAVEL REIMBURSEMEN
11-24	MER01 (MERCHANT SERVICES)	TC103124H MOA103124H	10/31/24 10/31/24	11/30/24 11/30/24	A A	149.82 57.79	MER01, OCT-24 TC CC STATEMENT MER01, OCT-24 MOA CC STATEMENT
				Vendor's Total ----->		207.61	
11-24	MET01 (METROPOLITAN TRANSPORT-)	AR037002 AR037057 AR037267 AR037296	10/31/24 10/31/24 11/21/24 11/30/24	11/30/24 11/30/24 12/21/24 12/30/24	A A A A	1508.68 3275.74 22481.03 23378.94	MET01, AR037002, JULY-SEPT 24 QTRLY RTC FEES MET01, AR037057, SEPT-24 CLIPPER FEES 2.0 MET01, AR037267, SEPT-24 CLIPPER 1.0 FEES MET01, AR037296, OCT-24 CLIPPER FEES 1.0
				Vendor's Total ----->		50644.39	
11-24	MVT01 (MV TRANSPORTATION, INC.)	131764H 131765H FY24-SQSI SEPT-2024H	11/03/24 11/03/24 11/18/24 10/03/24	12/03/24 12/03/24 12/18/24 11/02/24	A A A A	450000.00 450000.00 25750.00 90923.72	MVT01, 131764, NOV-24 1ST INSTALL PAYMENT MVT01, 131765, NOV-24 2ND INSTALL PAYMENT MVT01, FY24 SQSI PAYMENT MVT01, SEPT-24 FIXED ROUTE MONTHLY SERVICE
				Vendor's Total ----->		1016673.72	
11-24	NGU01 (MARTHA NGUYEN)	0929-1001H	08/05/24	09/04/24	A	459.96	NGU01, 9/29/24-10/1/24 TRAVEL REIMBURSEMENT
11-24	OAK01 (OAKS BUSINESS PK OWNERS)	4THQTR-24H	10/01/24	10/31/24	A	4459.00	OAK01, 4TH QTR 2024 BUSINESS PARK DUES
11-24	OFF01 (ODP BUSINESS SOLUTIONS LLC)	002605001 110379001 561770001 702486001 820470001	11/21/24 10/17/24 10/28/24 11/20/24 11/20/24	12/21/24 11/16/24 11/27/24 12/20/24 12/20/24	A A A A A	22.84 88.19 44.31 24.38 178.16	OFF01, 002605001, 11/21/24 OFFICE SUPPLIES OFF01, 110379001, 10/16/24 OFFICE SUPPLIES OFF01, 561770001, 10/28/24 OFFICE SUPPLIES OFF01, 702486001, 11/20/24 OFFICE SUPPLIES OFF01, 820470001, 11/19/24 OFFICE SUPPLIES
				Vendor's Total ----->		357.88	
11-24	PAC02 (PACIFIC GAS AND ELECTRIC)	580110424H 606103124H 726102924H 764101624H 900111024H	11/04/24 10/31/24 10/29/24 10/16/24 11/10/24	12/04/24 11/30/24 11/28/24 11/15/24 12/10/24	A A A A A	13369.69 1679.63 2261.41 179.63 2063.69	PAC02, 5809326332-3, MOA ELECTRIC 9/30/24-10 PAC02, 6062256368-6, ATLANTIS 9/26/24-10/24/ PAC02, 7264840356-5, BUS STOPS 9/19/24-10/17 PAC02, 7649646868-7, DOOLAN TWR 9/11/24-10/9 PAC02, 9007202117-4, MOA GAS 10/11/24-11/8/2
				Vendor's Total ----->		19554.05	
11-24	PAC11 (PACIFIC ENVIRONMENTAL SERVI	2843H 2844H 2863H 2864H	10/02/24 10/02/24 11/05/24 11/05/24	11/01/24 11/01/24 12/05/24 12/05/24	A A A A	130.00 130.00 130.00 130.00	PAC11, 2843, SEPT-24 RUTAN MONTHLY SERVICE PAC11, 2844, SEPT-24 ATLANTIS MONTHLY SERVIC PAC11, 2863, OCT-24 RUTAN MONTHLY SERVICE PAC11, 2864, OCT-24 ATLANTIS MONTHLY SERVICE
				Vendor's Total ----->		520.00	
11-24	PAC16 (PACIFIC COAST TRANE)	SRVC25396	09/30/24	10/30/24	A	548.00	PAC16, SRVCE25396, MP2242 9/30/24 HVAC SERVI
11-24	PER01 (PERS )	20241108CH 20241108NH 20241122CH 20241122NH	11/13/24 11/13/24 11/26/24 11/26/24	12/13/24 12/13/24 12/26/24 12/26/24	A A A A	5432.70 5921.74 5488.33 5921.74	PER01, PERS CLASSIC CONTRIBUTION 10/26/24-11 PER01, PERS NEW CONTRIBUTION 10/26/24-11/8/2 PER01, PERS CLASSIC CONTRIBUTION 11/9/24-11/ PER01, PERS NEW CONTRIBUTION 11/9/24-11/22/2
				Vendor's Total ----->		22764.51	
11-24	PER03 (CAL PUB EMP RETIRE SYSTEM)	DEC-2024H	11/14/24	12/14/24	A	38010.38	PER03, DEC-24 PERS HEALTH INSURANCE
11-24	PER04 (CALPERS RETIREMENT SYSTEM)	20241108H 20241122H	11/13/24 11/26/24	12/13/24 12/26/24	A A	6245.47 6162.85	PER04, PERS 457 CONTRIBUTION 10/26/24-11/8/2 PER04, PERS 457 CONTRIBUTION 11/9/24-11/22/2
				Vendor's Total ----->		12408.32	
11-24	PEX01 (PEX CARD)	11-26DEPOH	11/30/24	12/30/24	A	6000.00	PEX01, 11/26/24 PEX CARDS ACCOUNT DEPOSIT
11-24	PLE07 (PLEASANTON WEEKLY)	130580	11/19/24	12/19/24	A	1000.00	PLE07, 130580, MP2268 HOLIDAY CAMPAIGN 2024
11-24	PRO02 (PROFESSIONAL ELECTRIC)	3231	10/15/24	11/14/24	A	1189.00	PRO02, 3231, MP2241 TC SIGNATURE STOP LIGHTI
11-24	RMT01 (RMT LANDSCAPE CONTRACTORS I	20240660H 20241048H	06/27/24 10/31/24	07/27/24 11/30/24	A A	300.00 9845.00	RMT01, 20240660, 6/27/24 IRRIGATION SYSTEM R RMT01, 20241048, LANDSCAPING 10/10/24-11/9/2
				Vendor's Total ----->		10145.00	
11-24	SAN01 (SAN JOAQUIN COUNTY REGIONAL	945206450H	09/30/24	10/30/24	A	2119.68	SAN01, 945206450, AUG-24 TRANSIT CENTER SECU

LAVTA  
 Month End Payable Activity Report  
 Prior Period Report for 11-24

Period	Vendor # (Name)	Invoice Number	Invoice Date	Due Date	Disc. Terms	Gross Amount	Description
11-24	SAN01 (SAN JOAQUIN COUNTY REGIONAL)	945206451H	09/30/24	10/30/24	A	2355.20	SAN01, 945206451, SEPT-24 TRANSIT CENTER SEC
			Vendor's Total ----->			4474.88	
11-24	SCF01 (SC FUELS)	608115H	10/17/24	11/16/24	A	22340.76	SCF01, 608115, 10/17/24 FUEL DELIVERY
11-24	SDI01 (SDI PRESENCE LLC)	16581H	07/31/24	08/30/24	A	11068.00	SDI01, 16581, IT MODERNIZATION/CONSULT 7/31/
		16775H	07/31/24	08/30/24	A	104.74	SDI01, 16775, IT MODERN-SERVER REPLACEMENT 7
		16776H	07/31/24	08/30/24	A	13556.25	SDI01, 16776, IT MODERN-SYSTEM ENGINEER 7/31
		16891H	08/31/24	09/30/24	A	11068.00	SDI01, 16891, IT MODERNIZATION/CONSULT 8/31/
		17107H	08/31/24	09/30/24	A	6775.00	SDI01, 17107, IT MODERN-SYSTEM ENGINEER 8/31
			Vendor's Total ----->			42571.99	
11-24	SFS01 (SPECIALTY FIELD SERVICE INC)	2903	11/05/24	12/05/24	A	14380.00	SFS01, 2903, PO7901 UNIT 1711 DPIM REPLACEME
11-24	SHA02 (SHAMROCK OFFICE SOLUTIONS)	4213329H	10/31/24	11/30/24	A	19.51	SHA02, 4213329, FRONT DESK PRINTER 10/30-11/
11-24	STA01 (STATE COMPENSATION FUND)	OCT-2024H	10/21/24	11/20/24	A	2230.52	STA01, OCT-24 WORKER'S COMP PREMIUM
11-24	TEL01 (TPx COMMUNICATIONS)	181912235H	10/01/24	10/31/24	A	1404.66	TEL01, 181912235, 10/1/24-10/31/24 SERVICE
		182511109	10/31/24	11/30/24	A	1059.79	TEL01, 182511109, 11/1/24-11/30/24 SERVICE
		182511109H	10/31/24	11/30/24	A	1059.79	TEL01, 182511109, 11/1/24-11/30/24 SERVICE
		182511109u	11/21/24	/ /		1059.79	Ck# H14994 Reversed
			Vendor's Total ----->			2464.45	
11-24	THC01 (THE HIVE CONSULTING)	0015H	10/17/24	11/16/24	A	9000.00	THC01, 0015, MP2122 EXECUTIVE DIRECTOR COMP
11-24	TPA01 (TOWNSEND PUBLIC AFFAIRS INC)	22472H	11/01/24	12/01/24	A	6000.00	TPA01, 22472, PO7872 STATE ADVOCACY/CONSULT
11-24	TPG01 (VILLAGE INSTANT PRINTING)	79189H	10/21/24	11/20/24	A	604.56	TPG01, 79189, MP2219 TC SIGNAGE REPLACE
11-24	TTR01 (TRANSTRACK SYSTEMS INC)	1764H	08/30/24	09/29/24	A	18821.25	TTR01, 1764, PO7887 APC CERTIFICATION 35%-8/
11-24	TX212 (LINDA WAHLE)	0802-1029	11/30/24	12/30/24	A	440.58	TX212, PARATAXI REIMBURSEMENT 8/2/24-10/29/2
11-24	TX238 (MEGAN LEVITT)	0924-1012	11/30/24	12/30/24	A	35.02	TX238, PARATAXI REIMBURSEMENT 9/24/24-10/12/
11-24	TX242 (BONNIE WOLF)	0930-1028H	11/30/24	12/30/24	A	189.04	TX242, PARATAXI REIMBURSEMENT 9/30/24-10/28/
11-24	TX254 (HOSSEIN SHAHRZAD)	0912-0930	11/30/24	12/30/24	A	188.29	TX254, PARATAXI REIMBURSEMENT 9/12/24-9/30/2
		1001-1031	11/30/24	12/30/24	A	234.82	TX254, PARATAXI REIMBURSEMENT 10/1/24-10/31/
			Vendor's Total ----->			423.11	
11-24	TX255 (PHILIP CLARE)	10-14-24	11/30/24	12/30/24	A	29.32	TX255, PARATAXI REIMBURSEMENT 10/14/24
11-24	UBE01 (UBER )	OCT-2024H	11/01/24	12/01/24	A	9401.39	UBE01, OCT-24 GO DUBLIN BILLING
11-24	VER01 (VERIZON WIRELESS)	976983848H	10/22/24	11/21/24	A	1759.26	VER01, 9976983848, 9/23/24-10/22/24 CELL & W
11-24	WCC01 (ASSOCIATED COMPRESSOR & EQU)	16836-1H	10/29/24	11/28/24	A	1917.44	WCC01, 16836-1, MP2204 PARTS & LABOR-COMPRES
		16837-1H	10/29/24	11/28/24	A	1915.43	WCC01, 16837-1, MP2204 PARTS & LABOR-COMPRES
			Vendor's Total ----->			3832.87	
11-24	WEG01 (CHRISTY WEGENER)	0709-1101H	11/13/24	12/13/24	A	45.62	WEG01, 7/9/24-11/1/24 EXPENSE REIMBURSEMENT
11-24	ZEP01 (DANIEL ZEPEDA)	1027-1031H	06/14/24	07/14/24	A	1504.47	ZEP01, 10/27/24-10/31/24 TRAVEL REIMBURSEMEN
11-24	ZUR01 (ZURICH)	FY-2025	11/03/24	12/03/24	A	771.00	ZUR01, FY25 COMMERCIAL CRIME RENEWAL
			Total of Purchases ->			1705914.17	



**AGENDA**

**ITEM 4D**

STAFF REPORT

SUBJECT: Resolution Authorizing the Filing of Applications for Federal Funds for Fiscal Year 2025 with the Metropolitan Transportation Commission

FROM: Jennifer Yeamans, Senior Grants & Management Specialist

DATE: January 6, 2025

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**Action Requested**

It is requested that the Board of Directors approve Resolution 01-2025 authorizing the filing of an application for FTA formula program and Surface Transportation Programs funding for the Atlantis Facility and ADA paratransit operating assistance projects by the Livermore Amador Valley Transit Authority for capital and operating funds for Fiscal Year 2025 and committing the necessary local match for the projects and stating the assurance of the Livermore Amador Valley Transit Authority to complete the projects.

**Background**

The Metropolitan Transportation Commission (MTC) and Federal Transit Administration (FTA) require submission of capital programs spanning a 10-year horizon. LAVTA develops our Short-Range Transit Plan (SRTP) and updates it every four years. It is from this information that MTC develops the region-wide Transit Capital Priorities (TCP) program. A requirement of the funding application to the TCP for federal formula and Surface Transportation Program funding is the adoption of a resolution by the local agency governing body supporting the capital and operating program on an annual basis.

**Discussion**

LAVTA adopted its most recent 10-year capital plan supported by the analysis of our capital and operating plan with LAVTA’s FY22-FY27 SRTP. LAVTA’s capital needs require federal funds. Fiscal year 2025 federal formula funds will be used to support the Atlantis facility needs as further described in the agency’s FY24-25 capital budget.

LAVTA is also requesting ADA paratransit operating funds based on MTC’s 10 percent set-aside formula, which provides LAVTA with 10 percent of the federal 5307 Urbanized Area funds for our service area in the form of ADA paratransit operating revenues.

**Fiscal Impact**

The operations subsidy funds shown below (ADA Paratransit Operating Assistance) are revenue positive to the agency as they support existing services.

**Funding Source:** FTA

**Budgeted:** Yes

**Amount:** Tables Shown Below

<b>FY</b>	<b>Project Name</b>	<b>Federal Amount</b>	<b>Local Match</b>	<b>Project Total</b>
25	Atlantis Facility	\$724,605	\$181,151	\$905,756
25	ADA Paratransit Operating Assistance	\$1,316,215	\$329,054	\$1,645,269

**Recommendation**

Staff recommends that the Board of Directors approve Resolution 01-2025 authorizing the filing of an application for FTA formula program and Surface Transportation Programs funding for the Atlantis Facility and ADA paratransit operating assistance by the Livermore Amador Valley Transit Authority for capital and operating funds for Fiscal Year 2025 and committing the necessary local match for the projects and stating the assurance of the Livermore Amador Valley Transit Authority to complete the projects.

Attachments:

1. Resolution 01-2025

**RESOLUTION NO. 01-2025**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY AUTHORIZING THE FILING OF AN APPLICATION FOR FTA FORMULA PROGRAM AND SURFACE TRANSPORTATION PROGRAMS FUNDING FOR THE ATLANTIS FACILITY AND ADA PARATRANSIT OPERATING ASSISTANCE PROJECTS BY THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY FOR CAPITAL AND OPERATING FUNDS FOR FISCAL YEAR 2025 AND COMMITTING THE NECESSARY LOCAL MATCH FOR THE PROJECTS AND STATING THE ASSURANCE OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY TO COMPLETE THE PROJECTS**

**WHEREAS**, the Infrastructure Investment and Jobs Act, or the Bipartisan Infrastructure Law (BIL, Public Law 117-58) continues and establishes new Federal Transit Administration formula programs (23 U.S.C. §53) and continues the Surface Transportation Program (23 U.S.C. § 133); and

**WHEREAS**, pursuant to BIL, and the regulations promulgated there under, eligible project sponsors wishing to receive Federal Transit Administration (FTA) Section 5307 Urbanized Area, Section 5337 State of Good Repair, or Section 5339 Bus and Bus Facilities (collectively, FTA Formula Program) grants or Surface Transportation Program (STP) grants for a project shall submit an application first with the appropriate metropolitan transportation planning organization (MPO), for review and inclusion in the MPO's Transportation Improvement Program (TIP); and

**WHEREAS**, the Metropolitan Transportation Commission is the MPO for the San Francisco Bay region; and

**WHEREAS**, the Livermore Amador Valley Transit Authority is an eligible project sponsor for FTA Formula Program or STP funds; and

**WHEREAS**, the Livermore Amador Valley Transit Authority wishes to submit a grant application to MTC for funds from the 2024-2025 FTA Formula Program or STP funds, for the following projects:

Project Description	Funding Section	Amount
Atlantis Facility	5307	\$724,605
ADA Paratransit Operating Assistance	5307	\$1,316,215

**WHEREAS**, MTC requires, as part of the application, a resolution stating the following;

- 1) the commitment of necessary local matching funds (18-50% for FTA Formula Program funds, depending on project type, and 11.47% for STP funds); and

- 2) that the sponsor understands that the FTA Formula Program and STP funding is fixed at the programmed amount, and therefore any cost increase cannot be expected to be funded from the FTA Formula Program or STP funds; and
- 3) the assurance of the sponsor to complete the project as described in the application, and if approved, as programmed in MTC's TIP; and
- 4) that the sponsor understands that FTA Formula Program funds must be obligated within three years of programming and STP funds must be obligated by January 31 of the year the project is programmed for in the TIP, or the project may be removed from the program.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Livermore Amador Valley Transit Authority that LAVTA is authorized to execute and file an application for funding under the FTA Formula Program and/or Surface Transportation Program in the amount of \$2,040,820 for the Atlantis Facility and ADA Paratransit Operating Assistance Projects; and

**BE IT FUTHER RESOLVED** that the Board of Directors of the Livermore Amador Valley Transit Authority by adopting this resolution does hereby state that:

- 1) LAVTA will provide \$510,205 in local matching funds; and
- 2) LAVTA understands that the FTA Formula Program and STP funding for the project is fixed at \$2,040,820 and that any cost increases must be funded by LAVTA from local matching funds, and that LAVTA does not expect any cost increases to be funded with FTA Formula Program and Surface Transportation Program funds; and
- 3) The Atlantis Facility and ADA Paratransit Operating Assistance projects will be built as described in this resolution and, if approved, for the amount shown in the Metropolitan Transportation Commission (MTC) Transportation Improvement Program (TIP) with obligation occurring within the timeframe established below; and
- 4) The program funds are expected to be obligated by January 31 of the year the project is programmed for in the TIP; and
- 5) LAVTA will comply with FTA requirements and all other applicable Federal, State and Local laws and regulations with respect to the proposed project; and

**BE IT FUTHER RESOLVED**, that the Livermore Amador Valley Transit Authority is an eligible sponsor of projects in the program for FTA Formula Program and STP funds; and

**BE IT FUTHER RESOLVED**, that the Livermore Amador Valley Transit Authority is authorized to submit an application for FTA Formula Program and STP funds for Atlantis Facility and ADA Paratransit Operating Assistance Projects; and

**BE IT FUTHER RESOLVED**, that there is no legal impediment to the Livermore Amador Valley Transit Authority making application for FTA Formula Program and STP Funds; and

**BE IT FUTHER RESOLVED**, that there is no pending or threatened litigation which might in any way adversely affect the proposed project, or the ability of LAVTA to deliver such project; and

**BE IT FUTHER RESOLVED**, that LAVTA agrees to comply with the requirements of MTC’s Transit Coordination Implementation Plan as set forth in MTC Resolution 3866; and

**BE IT FUTHER RESOLVED**, that a copy of this resolution will be transmitted to the MTC prior to MTC programming the FTA Formula Program or Surface Transportation Program funded projects in the Transportation Improvement Plan (TIP); and

**BE IT FUTHER RESOLVED**, that the MTC is requested to support the application for the project described in the resolution and to program the project, if approved, in MTC’s TIP; and

**PASSED AND ADOPTED** by the governing body of the Livermore Amador Valley Transit Authority (LAVTA) this 6th day of January 2025.

BY \_\_\_\_\_  
Evan Branning, Chair

ATTEST \_\_\_\_\_  
Christy Wegener, Executive Director

**AGENDA**

**ITEM 4E**

**STAFF REPORT**

SUBJECT: Formalizing Route 201 – Supplemental Service to Emerald High School  
 FROM: Mike Tobin, Director of Operations  
 DATE: January 6, 2025

**Action Requested**

Staff recommends that the Board of Directors formally approve the adoption of Route 201 as a permanent route.

**Background**

Emerald High School, located in Dublin, CA, opened in August 2024. In response, LAVTA launched Route 201, a bus route that is convenient for Emerald High School students in the Positano and Dublin Ranch neighborhoods.

Initial projections indicated that approximately 40 students would use the service in the morning and 80 students in the afternoon, which led to the recommendation of one morning bus and two afternoon buses, with resources reallocated from existing school tripper 500-series routes serving Dublin High School (DHS).

Staff recommended that Route 201 be implemented in August 2024 as a pilot program, with the understanding that service levels could be revisited once ridership data was collected after the start of the school year. Based on data from August through November, the demand has aligned with initial projections, and no further adjustments to service are needed at this time.

<b>Month</b>	<b>AWB</b>
<b>August</b>	91
<b>September</b>	92
<b>October</b>	72
<b>November</b>	77

*Table 1 Average Weekday Boardings by month for Route 201*

Additionally, according to the Dublin Unified School District, Emerald High School's enrollment is projected to reach 1,172 students by the 2024/2025 school year and grow to 1,765 students by 2025/2026. Based on these projections, the current resource allocation for Route 201 is expected to adequately meet demand as enrollment increases over the next year. Staff will continue to monitor ridership closely and adjust service levels if necessary to ensure that capacity remains aligned with demand.



At the November Board meeting, the Board approved staff's recommendation and took action to open the public comment period and set the public hearing date for December 2<sup>nd</sup> to receive input on the formalization of Route 201. The public hearing was held at the December 2<sup>nd</sup> Board meeting, no public comments were received.

**Budget**

There is no direct budget impact associated with the adoption of Route 201, as resources for this route were reallocated from existing service and included in the FY25 budget.

**Recommendation**

Staff recommends that the Board of Directors approve Resolution 02-2025, formalizing Route 201 as a permanent route.

**Attachments**

1. Resolution 02-2025

**RESOLUTION NO. 02-2025**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY AUTHORIZING  
THE EXECUTIVE DIRECTOR TO FORMALIZE ROUTE 201 AS A PERMANENT  
ROUTE**

**WHEREAS**, in August 2024 Emerald High School opened to freshman and sophomores living in East Dublin, reducing the number of students traveling to Dublin High School from East Dublin; and

**WHEREAS**, the Livermore Amador Valley Transit Authority (LAVTA) launched Route 201 as a pilot service primarily intended for the Dublin Ranch and Positano neighborhoods, convenient for students attending Emerald High School, by reallocating buses from existing routes serving Dublin High School; and

**WHEREAS**, staff have monitored ridership and performance of pilot Route 201 since the route began operating in August; and

**WHEREAS**, staff project that the resources allocated to pilot Route 201, including one morning and two afternoon buses, are sufficient for the current and projected future ridership, and seek to make the route permanent; and

**WHEREAS**, the Board opened the public comment period on November 3, 2024 and held a public hearing on December 2, 2024 in order to receive comments about the formalization of Route 201, with no public comments received; and

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Livermore Amador Valley Transit Authority that the Board authorizes formalization of Route 201 – service to Emerald High School in Dublin.

**PASSED AND ADOPTED THIS 6th DAY OF JANUARY 2025.**

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Evan Branning, Chair

ATTEST

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Christy Wegener, Executive Director

**AGENDA**

**ITEM 4F**

STAFF REPORT

SUBJECT: Resolution of the Board of Directors Appreciating the Services of Jennifer Forsyth

FROM: Christy Wegener, Executive Director

DATE: January 6, 2025

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**Action Requested**

Staff requests that the Board of Directors adopt Resolution 03-2025 appreciating the service of LAVTA's Executive Assistant Jennifer Forsyth.

Attachments:

1. Resolution 03-2025

**RESOLUTION NO. 03-2025**

**RESOLUTION OF THE BOARD OF DIRECTORS OF THE LIVERMORE  
AMADOR VALLEY TRANSIT AUTHORITY  
APPRECIATING THE SERVICES OF JENNIFER FORSYTH**

**WHEREAS**, Jennifer Forsyth has served as Executive Assistant to the Livermore Amador Valley Transit Authority’s (LAVTA) with dedication and distinction since August 2015 and has indicated plans to leave; and

**WHEREAS**, throughout Jennifer Forsyth’s tenure as Executive Assistant, and as Board Secretary for the LAVTA Board, she has demonstrated professionalism, attention to detail, meticulous follow-up, and commitment to the agency; and

**WHEREAS**, Jennifer Forsyth had to quickly adapt to virtual meetings with the onset of the COVID-19 Pandemic, and she did so with professionalism, adherence to newly established protocols, and flexibility when those protocols changed; and

**WHEREAS**, Jennifer Forsyth has consistently ensured that the LAVTA Board of Directors adhere to local, state, and federal laws and regulations; and

**WHEREAS**, Jennifer Forsyth’s commitment to customer service for both internal and external customers ensures that issues, concerns or questions are addressed in a comprehensive manner; and

**WHEREAS**, the members of the LAVTA Board express deep appreciation to Jennifer Forsyth for her kindness, professionalism, organizational skills and dedication to the work of the Board, and wish her happiness in her future endeavors.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Livermore Amador Valley Transit Authority that the Board and staff express their enduring gratitude and appreciation for the exceptional service provided by Jennifer Forsyth in the furtherance of the mission, goals, and values of LAVTA.

**APPROVED AND ADOPTED** this 6th day of January 2025.

\_\_\_\_\_  
Evan Branning  
Chair, Board of Directors

ATTEST:

\_\_\_\_\_  
Christy Wegener  
Executive Director

**AGENDA**

**ITEM 4G**

STAFF REPORT

SUBJECT: Capital Projects Update  
FROM: David Massa, Capital Projects Manager  
DATE: January 6, 2025

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**Action Requested**

This is an informational update, and no action is requested at this time.

**Background**

LAVTA staff are working on a variety of capital projects and would like to provide a status update to the Board of Directors.

**Discussion**

Rutan Facility Maintenance Bay Hydrogen Retrofit: This project will upgrade the maintenance shop so that hydrogen fuel-cell buses (FCEB) can be safely maintained. The upgrades include hydrogen detection and alarms, as well as enhanced ventilation. Currently, RMS has set up their temporary office and storage area fencing at the facility and is submitting their proposed equipment to the agency’s construction manager for approval. Construction activities began December 2. Picture of the temporary office is below.



Atlantis Hydrogen Fueling Station: At the July Board meeting, staff were authorized to execute Task Order #4 with CTE for project management and technical consulting services for the Atlantis Hydrogen Fueling Station Construction and Hydrogen Fuel Cell Bus Deployment project. Since

then, we have collaborated to develop a detailed project schedule and are currently ahead of schedule. We have electronically surveyed our longest routes and those with the steepest grades. The data collected from these surveys has been forwarded for processing to accurately determine our hydrogen requirements and demand.

Another critical aspect of this project is the construction of the fueling facility. It is imperative to ensure that only entities with prior experience in constructing and successfully delivering hydrogen fueling stations bid on the project. To achieve this, staff are currently collaborating with CTE to develop a Request for Qualifications (RFQ) that outlines the expectations, qualifications, standards, and evaluation criteria for potential bidders. We anticipate that this RFQ will be issued in April of 2025.

Tri-Valley Passenger Facilities Enhancement Project: At the July Board meeting, staff were authorized to execute Task Order #2 with Kimley-Horn for project design and engineering services for the Tri-Valley Passenger Facilities Enhancement Project. Kimley-Horn is currently conducting surveys and working with the three property owners to ensure our proposed solutions are acceptable and meet everyone's needs. The next step is to progress to the 30% design phase.

Livermore Transit Center Improvements: The scope of the improvements at the Livermore Transit Center project are subdivided into three smaller projects.

- The first project includes fully repainting the passenger canopies at the Transit Center and the 30R signature bus stop on Railroad Ave. The Invitation for Bids (IFB) for this project closed on October 25. The lowest responsive bidder was KBI Painting Inc. Assuming no complications, the Notice to Proceed (NTP) should be issued in early January, with an anticipated project completion within 60 days, weather permitting.
- The second project improves the lighting in Railroad Court between the Livermore Transit Center and the 30R signature stop on Railroad Ave. LAVTA staff are collaborating with city staff and their contractors to develop an acceptable lighting plan for the area. Once the plan is finalized, the agency will initiate an IFB for construction and issue a task order to Gannett- Flemming, the agency's on call consultant for project management. The city is currently working with their on-call contractor to complete the engineering for the lighting plan, produce designs and develop an engineer's cost estimate.
- The third project includes upgrades to two monument signs at the Transit Center. Staff have reviewed several preliminary designs and have agreed upon one that will be advanced to the city for comment. Kimley-Horn is currently working with the city to determine if further adjustments will be required prior to presenting the agency with the 30% designs.

Cloud Based TSP Upgrade: In December, representatives from all three cities and LAVTA convened for a kickoff meeting to provide input on the new system's features. Kimley-Horn is now compiling this input into an overall needs and requirements assessment. The next step



involves reviewing the data gathered during this meeting. Once complete, a stakeholder review will take place in late January.

Rutan Arc Flash Study: As part of the Rutan Facility Maintenance Bay Hydrogen Retrofit, the agency tested the electrical panel capacity. During this test, it was discovered that none of the electrical equipment had arc flash labels in compliance with current NFPA 70E and OSHA requirements. The Agency's on-call contractor Gannett-Fleming is conducting an arc flash study and will provide engineered drawings, along with self-adhesive labels indicating arc flash, shock hazard, and PPE information. Gannett-Fleming is currently coordinating with PG&E to obtain panel capacity.

Rutan Bus Yard Gate Replacement: Recently, the gate at the Rutan bus yard has been experiencing frequent derailments from its track. This gate, a 34-year-old sliding unit measuring 42 feet in length and 10 feet in height, is original to the facility. Upon consultation with the repair contractor, it was recommended that the gate be replaced with a completely different style. A task order was issued to the Agency's on-call contractor Kimley-Horn for design and engineering services. Currently, they are reviewing the as-built designs and preparing a 35% design to present to the agency staff.

The agency has applied for CIP funding through an ACTC grant to cover the replacement cost.

Rutan Office Space Expansion: The agency is planning for future growth and the potential addition of staff; however, we have exhausted our current office space. To accommodate new staff, we need to reconfigure our existing office space at Rutan, with a focus on the current reception area. A task order was issued to on-call contractor Gannett-Fleming for design and engineering services. They have conducted an on-site examination of the area to be reconfigured and remodeled and have reviewed the as-built designs to determine the best path forward, considering all challenges.

### **Fiscal Impact**

There is no fiscal impact associated with this item.

### **Recommendation**

None – Information Only

**AGENDA**

**ITEM 5**

STAFF REPORT

SUBJECT: 2025 Marketing Plan Preview  
FROM: David Mark, Director of Customer Experience  
DATE: January 6, 2025

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**Action Requested**

Informational only.

**Summary**

The 2025 Marketing Plan (Plan) has been developed to guide strategies and tactics in support of LAVTA’s agency objectives for the upcoming calendar year. LAVTA’s on-call marketing contractors Circa Now and Ben-Her were issued a task order to complete the plan, which will be presented to the Board during the meeting.

The Plan is submitted to the Board of Directors as an 85% draft to allow any Board to be incorporated into the Plan strategies. The Plan will be finalized by January 31, 2025.

**Background**

The Marketing Plan (Plan) has been constructed using a traditional marketing GOST (Goal, Objectives, Strategies, Tactics) structure. It is fluid and can be changed throughout the year depending on the needs of the agency. This could be due to extreme changes in the rider environment like a pandemic pivot, or minor changes to update marketing channels as new options become more efficient or cost effective.

While the research supporting this plan is thorough, and the audience personas are comprehensive within our service area, not all are actionably incorporated. Marketing efforts, while robust, are resource constrained and therefore strategies with the greatest impact and rider reach have been selected.

**Discussion:**

The draft Plan is included as Attachment 1. The plan strategic objectives are:

1. Increase ridership
2. Grow Tri-Valley recognition of Wheels as a quality transit server provider
3. Develop support for Wheels as an essential service

The Plan outlines supporting marketing strategies throughout 2025 included as campaigns or community relations with supporting tactics including advertising, community outreach

(education) or events. It does not include creative concepts or media recommendations for campaigns, which are implemented separately through individual task orders.

As noted in the plan timeline, the first initiative is creation of a comprehensive brand and style guide to ensure all future work is consistent in agency representation and so that updates to existing assets can be completed, finalizing work previous started but paused during the pandemic.

The first half of 2025 will consist of campaigns and programs focused on increasing ridership. This will include a media campaign, and an outreach program focused on business and industrial parks, with a specific focus on areas serviced by underperforming routes.

The second half of 2025 will focus on gaining community support of Wheels as an essential service, focused on transit dependent riders including retail, hospitality, and essential workers.

Circa-Now’s advertising work on the 2024 LAVTA holiday advertising campaign provides an example of their creative work. “Elves Commute Too” received universal praise and the creative and project management process from this effort will be applied moving forward.

### **Fiscal Impact**

Creation of the marketing plan is included in the FY25 budget. All initiatives identified in the plan will be executed in line with the approved budget.

### **Recommendations**

None – Information Only.

### **Attachments**

1. Draft 2025 Marketing Plan

# DRAFT

## LAVTA

2025 Marketing Plan  
January 2025



CIRCA



# KEY CONTACTS

## **CIRCA NOW**

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## **LAVTA**

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# TABLE OF CONTENTS



Overview .....	4
S.W.O.T. Analysis .....	9
Objectives .....	13
Audience Personas .....	14
Strategies .....	23
Budget .....	34
Timeline .....	35





# OVERVIEW

## BACKGROUND

The Livermore Amador Valley Transit Authority (LAVTA) provides access to a variety of safe, reliable and affordable public transit choices, increasing mobility and improving quality of life for those who live, work, and visit within the Tri-Valley area. Operated by LAVTA, Wheels plays a vital role in providing transportation and mobility options, including those who do not drive, either by choice or necessity. Wheels connects people to work, school, medical appointments and recreational opportunities.

Wheels fixed route services include primary routes (including Rapid), neighborhood feeders, express services, and school trippers. Wheels provides connections to Bay Area Rapid Transit (BART), Altamont Commuter Express (ACE) and County Connection. It's main transit hubs are two BART stations in Dublin / Pleasanton and the Livermore Transit Center where LAVTA customer service is located.

The joint venture between Circa-Now (Circa) and Ben-Her was initiated by LAVTA in 2024 to create and implement a marketing plan for calendar year 2025. Experienced in the transit sector, Circa uses consumer insights and industry data to make informed marketing recommendations that support client objectives.

## STRATEGIC APPROACH

### Primary Research

In October 2024 Circa conducted three LAVTA employee interviews and one interview with a bus driver employed by operations contractor MV Transportation. The report of findings shared employees' knowledge, opinions, and marketing ideas.

### Secondary Research

Circa reviewed LAVTA-provided documents including the Short Range Transit Plan (SRTP), government reports, media articles, and industry studies.





# OVERVIEW

## SITUATIONAL ANALYSIS

Transit ridership in the Bay Area is down significantly since the 2020 pandemic, with BART ridership at only 40% of pre-pandemic numbers. According to a 2023 Bay Area Council poll, two issues are at play: **Working from home means fewer people are commuting to workplaces, and BART riders feel that BART is neither clean nor safe.**

“BART riders and others who have stopped using the system or reduced their use dramatically say **they would return in significant numbers if crime, safety and cleanliness issues are addressed... Concerns about crime far outweigh remote work as the reason they are not riding.**<sup>1</sup>

Financially, BART especially is suffering, as much of its funding comes from fares, which have dramatically decreased.<sup>2</sup> While federal relief funds provided a significant stop gap, MTC (Metropolitan Transportation Commission) anticipates that these funds will be exhausted within the next two fiscal years for most transit operators.<sup>3</sup>

Still, there are signs of recovery, with 2024 ridership increasing about 6% from 2023, YOY.<sup>4</sup>

BART Ridership						
The average weekday BART station exits.						
	2019	2020	2021	2022	2023	2024
January	395,860	388,910	43,012	85,463	134,140	151,854
February	407,337	404,552	47,665	105,374	151,390	162,186
March	409,515	166,574	51,596	124,094	151,150	162,459
April	414,397	25,136	57,886	132,181	159,696	163,267
May	412,165	29,878	64,934	135,824	159,918	168,356
June	413,521	40,979	75,963	140,564	158,361	164,743
July	401,465	45,633	85,291	133,858	154,825	159,220
August	410,854	46,020	92,402	144,008	166,637	165,764
September	426,755	48,838	105,997	161,902	172,051	184,248
October	420,277	53,255	109,781	159,099	171,277	
November	411,183	52,198	112,282	150,242	165,802	
December	376,551	45,893	102,993	130,283	144,070	

<sup>1</sup> [Bay Area Council Poll 2023](#)  
<sup>2</sup> 2024 Stakeholder Interviews  
<sup>3</sup> LAVTA FY24SRTP  
<sup>4</sup> [MTC](#)



# OVERVIEW

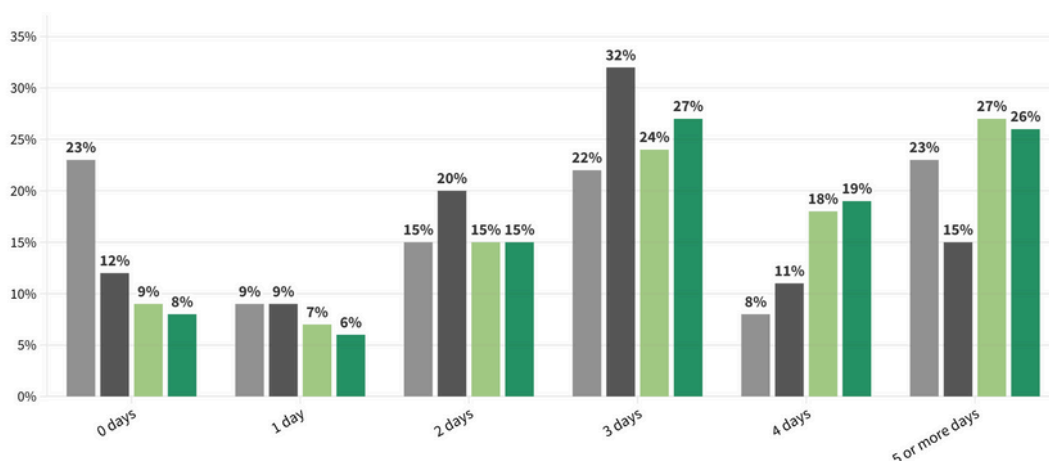
**Why does this matter?** BART commuters in the Tri-Valley area use LAVTA as feeder transportation, providing important first and last mile connectivity. Additionally, BART’s struggles could predicate tax woes for LAVTA, as BART could be given access to LAVTA’s budget if voters reject upcoming ballot measures for transit.<sup>5</sup>

A positive sign for all transit -- **the number of days Bay Area workers are coming into the workplace is steadily increasing.** Year over year, weekly frequency of workers coming in 5+ days has increased 3 - 4% and 4 or more days 10 -11%, while workers coming in 0 days a week is down 8 - 9%.<sup>6</sup>

### What is your best estimate of the frequency your Bay Area workforce comes to the workplace each week?

Percentages are averaged across responses.

■ May 2023 (1 year ago) ■ March 2024 (Last survey) ■ May 2024 (Current) ■ In 6 months (November 2024)



While transit ridership is down across the Bay Area, LAVTA has fared better than most transit agencies due to its agility and success with non-commuter riders. Before the COVID-19 Pandemic, Wheels primarily served BART commuters. Post-pandemic, the service has transitioned to over 50% students, as well as non-traditional commuters and essential workers, weekend riders, and shoppers. Population growth in the Tri-Valley area has also been a factor.

**LAVTA’s survival relies on being an integral part of the Tri-Valley community** – with healthy ridership and community support of Wheels as an essential service.

<sup>5</sup> 2024 Stakeholder Interviews

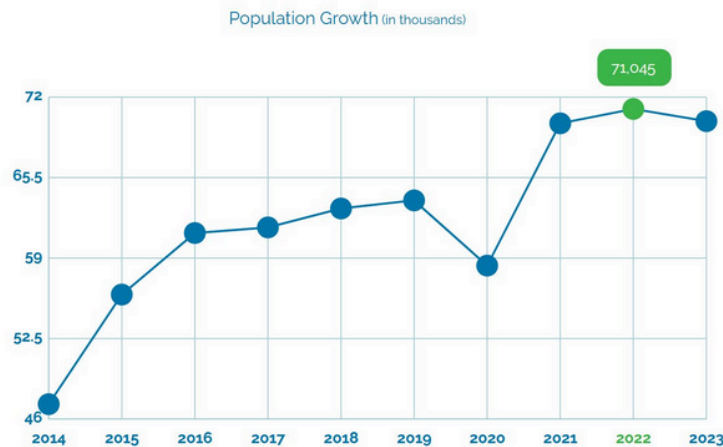
<sup>6</sup> [Bay Area Council May 2024 Survey](#)



In recent years, the Tri-Valley area has seen significant population growth, which provides the opportunity to expand the service to new riders, **especially in Dublin.**<sup>7</sup>

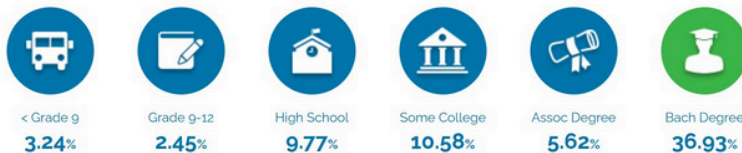
From 2010 to 2020, Dublin grew its population from 46,000 to nearly 73,000.

- Dublin is densely populated, in places where larger numbers of people live and/or work in close proximity, transit demand is higher
- Most of Dublin's population growth came from its Asian immigrant population. In 2021, 53% of Dublin's population identified as Asian, making Dublin a majority-Asian community <sup>8</sup>
  - Mandarin Chinese and East Indian are largest, followed by Korean and Filipino (Tagalog)
- Asian homes are often multi-generational, including non-car owning family members (youth, elderly)
- Immigrants from Asia show higher propensity to use public transit
- Dublin residents have higher household income levels (avg \$200K/annually) and higher education levels, which typically equates to lower usage of public transit <sup>9</sup>



## Educational Attainment

73.96% of the population in Dublin have an associate's degree or higher. 68.34% have a Bachelor's degree or higher.



<sup>7</sup> 2022-2027 SRTP

<sup>8</sup> SF Chronicle 2/23

<sup>9</sup> <https://www.dublin.ca.gov/1811/Demographics>

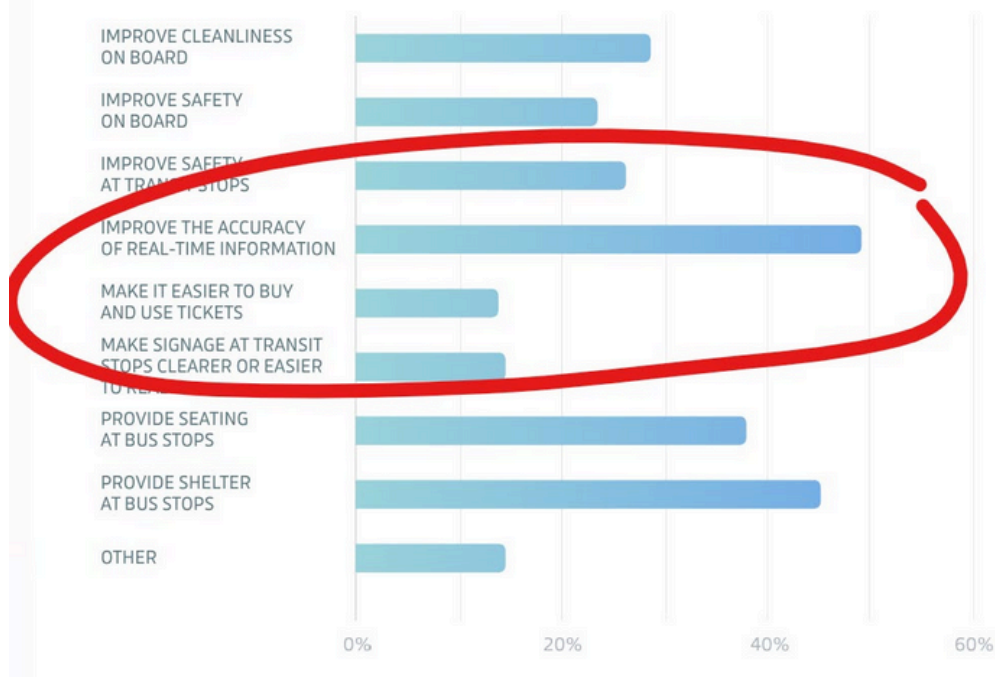


While increasing new ridership is critical, it's also important to retain existing riders and to increase their frequency of ridership.

Existing U.S. transit riders reported that the number one way to get them to ride more is to **improve the accuracy of real-time information**, a significant development indicating the Transit App is a valuable tool for increasing rider frequency.<sup>10</sup>

## IMPROVEMENT PRIORITIES

🇺🇸 Top 3 things your transit agency could do to get you to ride more.



<sup>10</sup> [Transit App Rider Happiness Benchmark Report Spring 2024](#)



# S.W.O.T. ANALYSIS

Marketing strengths, weaknesses, opportunities, and threats:

## STRENGTHS

- Riders are very satisfied with Wheels services. They feel safe on the bus, find the drivers to be friendly, and feel the buses are clean and well-maintained <sup>11</sup>
- Ridership is at 80% of pre-pandemic numbers, an increase of 18% from the prior fiscal year
- The service is well-connected to other transit services throughout the Tri-Valley
- Real Time Passenger Info (RTPI) is available via the highly rated Transit App
  - The app is white label branded for Wheels
  - The app provides trip planning with an estimate of when to leave for the departure bus stop, when the destination is approaching, and multi-modal connections <sup>12</sup>
  - The app supports Spanish

## WEAKNESSES

- Many Tri-Valley residents will not ride the bus – they are high income, own cars, find parking to be plentiful, and may have negative perceptions about transit
- Driver turnover and lack of bus drivers limits route & service expansion and affects customer service
- Student riders account for 55% of ridership, disproportionately affecting resources
- Negative perceptions about transit abound: it's not needed, riders are lower-income, homeless, dirty; buses aren't safe
- People associate LAVTA with BART or AC Transit
- Limited multilingual drivers are available in a service area with diverse ridership
- Operating costs are increasing, while ridership remains below the system-wide service standards laid out in the 2022 – 2027 SRTP

<sup>11</sup> 7.1\_SR\_FR-Passenger-Satisfaction-Survey-2023.pdf

<sup>12</sup> TransitApp.com, Google Play, Apple App Store, PC Mag



# S.W.O.T. ANALYSIS

## OPPORTUNITIES

- Focusing on equity and inclusion to acquire new resident riders coming from other countries
- Tri-Valley area population growth, especially Dublin, offers opportunities to expand the ridership base
- Transit App rider adoption
- Bay Area Commuter Benefits Program necessitates businesses with over 50 employees to provide a subsidy (Hacienda Business Park – largest in CA and Livermore Industrial area)
- Commuters' return to work is slowly increasing, ultimately affecting Wheels ridership to and from BART
- Increasing ridership on BART could further increase Wheels ridership
- Clipper 2 will offer open payments (tap to pay)
- Clipper Bay Pass will provide access to all 27 agencies in the Bay Area and could increase ridership

## THREATS

- Transit's decline in the Bay Area and BART's financial struggles
- Driver shortages
- Long wait times, excessive ride times, or service denials could limit ridership
- Low bus frequency means rider planning is required
- Decreasing on-time performance
- Potential failure of the upcoming transit tax ballot measure (2026) could severely cut funding
- Decreasing gas tax will negatively impact tax revenue
- The state-mandated transition to Zero Emission Buses (ZEB) is very expensive - the agency estimates replacing the fleet will cost an estimated additional \$61.8 million in bus and infrastructure costs between 2021 and 2034

<sup>13</sup> [LAVTA ZEB Bus Rollout Plan 2022](#)



# TRI-VALLEY MEDIA LANDSCAPE

## ADVERTISING OPPORTUNITIES AVAILABLE IN THE TRI-VALLEY

The Tri-Valley has a modest population of 226K residents (US Census). Following are paid media outlets that are available to marketers within the area. While not all of these options will be appropriate or cost-effective for LAVTA’s marketing needs, subsets will be utilized to reach Wheel’s various personas and mapped to messaging nuances as required.



## ESTIMATED COST PER MONTH / AVAILABILITY & REACH/SCALE

### Traditional Media

- Out of Home | \$10K-\$30K / Low, High Reach
- Radio | \$5K-\$10K+ / High, High Reach
- Linear TV | TBD / Moderate, Moderate Reach
- Newspaper / Magazines | \$3K-\$6K / Moderate, Low Reach

### Digital Media

- Search Engine Marketing | On Average <\$5K / Low, Scalable
- Paid Social | Avg. <\$5K / High, Scalable
- Programmatic | Avg. <\$5K / Moderate, Scalable
- Local News Display | Avg. <\$5K / Moderate, Scalable
- Sponsored Emails/Newsletters | \$1K-\$2K per Month /Moderate
- Streaming Audio/Podcasts | Avg. <\$10K / Moderate, Scalable
- YouTube | Avg. <\$10K / Moderate, Scalable



“Owned” vs. “paid” media content is published without directly paying for placement.

- **Bus Wraps**
- **Shelter and Transit Hub**
- **Social Media**
- **Digital Advertising**
- **Website - [wheelsbus.com](http://wheelsbus.com)**
- **On-Bus Signage and Collateral**
- **Transit App Messaging**
- **Email / Newsletter (NEW!)**
- **Executive Blog - Behind the Wheel**





# OBJECTIVES

1

## **INCREASE WHEELS RIDERSHIP**

- Recruit new riders
- Retain existing base of riders
- Increase frequency of rides

2

## **GROW TRI-VALLEY COMMUNITY RECOGNITION OF WHEELS AS A QUALITY TRANSIT SERVICE PROVIDER**

- Clean, safe, and reliable
- A point of pride for the community

3

## **DEVELOP SUPPORT FOR WHEELS AS AN ESSENTIAL SERVICE**

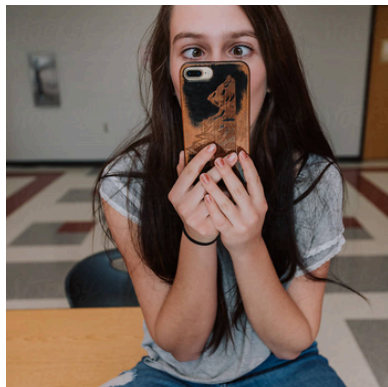
- Keeps communities running
- Creates transportation equity for residents
- Provides freedom of access for lowest income, disabled and most vulnerable
- Is critical to growing and maintaining financial support

# AUDIENCE PERSONAS



## TWEENS, TEENS AND SCREENAGERS

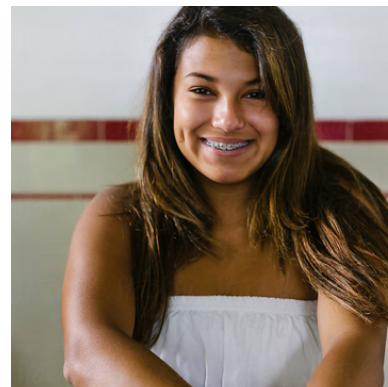
Sizing: 30.5K (Census)



Cassidy Valera is a sophomore at Amador Valley High School in Pleasanton. She can't wait for her 16th birthday this spring, and her driver's license, which should come not long after. She's hoping for a car of her own. In the meantime, her mom has been wanting her to take Wheels to school, and she's thinking about it, since a lot of her friends do. It just seems like a bit of a pain, and it's totally new and different to her.



Dylan McWilliams (age 13) is in 7th grade at Livermore's William Mendenhall Middle School. He and his friends are good kids at heart, but do a lot of stupid, rambunctious things. His parents both work and he's too young to drive, so he takes Wheels to school most of the time. He doesn't get in TOO much trouble on the bus... just a little. He's never taken Wheels outside of going to and from school.



Bella Rameriz is "16 going on 30," as her mom likes to say. She's a hard worker, getting good grades, is on the cheer squad, and already has her first part-time job. She's been taking Wheels to school but to-date, hasn't figured out the route to get to her job. It's a bit intimidating, and her parents are concerned about weirdos on the bus, especially at night.

## HOW DO THEY THINK AND FEEL?

There's quite a mix of demographics among teens and tweens in the Tri-Valley area. Some come from families with plentiful disposable income and multiple cars in the home. Others come from multi-generational and/or immigrant families who are trying to get a foothold. Today's high school students are often described as feeling highly stressed, pressured to excel academically, deeply engaged with social media, concerned about their future, and sometimes disengaged from the traditional classroom. They may also report feeling tired and bored in school, with a significant portion expressing concerns about mental health issues like anxiety and depression.

Middle school students are typically characterized by a strong focus on fitting in with peers, navigating complex social dynamics, experiencing rapid physical changes, developing their own identity, and often grappling with increased academic expectations while being highly tech-savvy and comfortable with digital tools.

## HOW DO WE REACH THEM?

- Owned: Social Marketing, bus shelters, on-board AVL system & signage
- Direct school outreach
- Media: TikTok, Spotify, Meta/Instagram, Snapchat, YouTube, Programmatic (Mobile Gaming), Bus Shelters/Wraps

## MESSAGING OPPORTUNITIES

- Just because you're not old enough to drive doesn't mean you can't get where you need to go
- Life is stressful, but getting there doesn't have to be
- Our transit app gives you real-time info about the bus, just how you like it - on your phone

# AUDIENCE PERSONAS



## COMMUNITY COLLEGE STUDENTS ON THE MOVE Sizing: 8,500 students enrolled, ~650 faculty/staff



Maddie Gonzales (19) and AJ Dorrance (20) may not be going to a big university, but they're bound and determined to have as much fun going to a commuter school as they can. By doing two years at a community college, they'll be saving a whole lot of money and getting the college credits that could take them to a four year school. Both live at home with their parents and rely on public transit when they can't get a ride otherwise.



Gio Lopez (26) wasn't sure what to do with his life after high school, working several low-paying, no benefit jobs. He recently decided he'd like to develop his interest in computers and work as a web developer or computer programmer, and enrolled in JC. He's half-way to his Associates Degree, and looking forward to a high paying job with health benefits. In the meantime, money is tight, and he and his girlfriend only have one car between them. Since he's also working at Chipotle 3 days a week, it's tough to get around.



Elena Campbell (33) shares custody of her young daughter with her ex-boyfriend. She's been making ends meet at various jobs over the years, but has decided to pursue a more stable long-term career as an ultrasound technician. With more time at school, less time to work, and childcare to pay for, there's not a lot of extra money. She's living with her mom to make ends meet and sharing one car, which is more than a little complicated, but she's grateful for the help. She's got a fairly flexible part-time job as a receptionist at a hair salon, which helps pay the bills.

## HOW DO THEY THINK AND FEEL?

These students aren't rich in money at the moment, but all of them are rich in hopes and aspirations for the future. They've been through some stuff, good and bad, and are working hard on their studies, which they hope will bring them success and well-being. All are working part-time jobs, and it's not easy getting to classes, getting to work on time, and finding time for their studies while having a social life and personal relationships. While Maddie and AJ are hoping to make as many friends as possible (not always easy at a commuter school), Gio and Elena are trying to be as focused as possible on getting the credits they need to get their Associates Degrees and launch their new careers.

They're part of a very politically progressive generation, and are likely to support LGBTQ rights, environmental causes, and racial and gender equity. They're also skeptical of corporations and government agencies and don't easily believe marketing messages. They are almost always exposed to mobile devices, high speed Wi-Fi, social media, and an internet landscape that allows for constant connectedness. They're empathetic, progressive, and values-driven. Driving is great because you have control of when and where - but riding the bus saves a ton of money and gives them time to study or catch up on texts and emails instead of focusing on the road.

## HOW DO WE REACH THEM?

- Owned: Social Marketing, bus shelters, on-board AVL system & signage
- Direct school outreach
- Be real: Authentic, modern messaging and branding that they can believe
- Media: TikTok, Spotify, Meta/Instagram, Snapchat, Programmatic (Display), Bus Shelters/Wraps

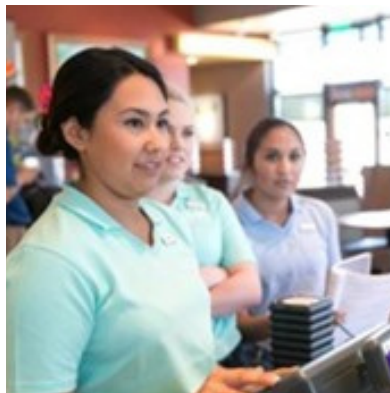
## MESSAGING OPPORTUNITIES

- Save over \$12,000 a year - take the bus (AAA)
- Great technology/introducing the Transit App: Real time info on your phone, just how you like it
- Peer reviews: Don't take our word for it - check out these real reviews and quotes from riders

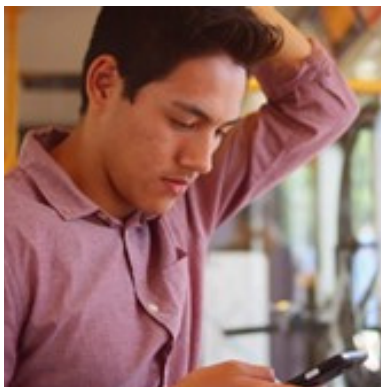
# AUDIENCE PERSONAS

## ESSENTIAL WORKERS

Sizing: 14K (LinkedIn)



Kayla Velasquez (age 19) has a good restaurant job but no car. She can sometimes get a ride to her job from her parents, but they work too, and it gets really complicated trying to get to and from work on time.



Alex Rivera, 21, works retail at the Livermore Outlets. He's doing pretty well but at this point owning his own car is still out of reach.



Gabriel Santos works as a line cook at a restaurant in Pleasanton. His car broke down last month and it doesn't make sense to repair it. His wife has been driving him to work but it's really complicated. The bus could be a good option - but he heard frequency isn't that often.

## HOW DO THEY THINK AND FEEL?

Kayla, Cayson, and Gabriel have a relatively low household incomes (less than \$50k) and owning their own car is out of reach. They're aware of the bus, but following a bus schedule is tough.

Also, safety is a concern. Gabriel used to live in Oakland - he took the bus from time to time but after seeing a few altercations with homeless people, he didn't feel it was the safest bet. Kayla's parents are a little concerned about her riding the bus alone at night.

At the same time, they have a genuine need for transportation, and if they could play games, scroll social media, or just relax while commuting, that would be nice.

They do pretty much everything with their smart phones, and usually go to Tiktok and YouTube for info and entertainment. They haven't used the Transit App. They tend to be cynical about what marketing and advertising promises - they're a lot more likely to take recommendations and advice from a real person or peer review.

## HOW DO WE REACH THEM?

- Owned: Social Marketing, bus shelters, on-board AVL system
- Direct employer outreach
- Media: Meta, LinkedIn, Programmatic (CTV, Display, Mobile Gaming); YouTube, Spotify, iHeart, Audacy; Bus Wraps/Shelters

## MESSAGING OPPORTUNITIES

- Wheels is safe, clean, and reliable
- Great technology/ introducing the Transit App: Real time info on your phone, just how you like it
- Peer reviews: Don't take our word for it -- check out these real reviews and quotes from riders
- Save over \$12,000 a year - take the bus (AAA)



## FAMILIES IN MULTI-GENERATIONAL HOMES (CHINESE/TAIWANESE)

Sizing: ~35-45K All Ethnicities Tri-Valley (Census)



### WHO ARE THEY, AND HOW DO THEY THINK AND FEEL?

**Breadwinner:** When Phil Lee was recruited to be a developer for NVIDIA, he, his parents, wife, and daughter decided to leave their native China to move to Dublin. Phil is working hard at a stressful job. At the same time he feels responsible for not only for his family's financial well-being, but their personal well-being.

**Spouse:** Ying isn't working at the moment in order to help the family transition into their new country, but she's also an accomplished software developer and will likely go back to work soon. She does have a car but when she goes back to work, grandparents will be stuck at home.

**Grandparents:** They don't drive, and don't speak English well. They did use public transit in China, but it's hard to learn new things and get somewhere when the bus driver doesn't even speak their language. Living without transportation can be boring and lonely at times.

**Child:** at this point she's too young to have much influence, but will want to get around in a couple of years.

**Family** holds a central place in Chinese society, deeply influencing traditions, values, and everyday life. The importance of family extends beyond immediate relatives, shaping how people interact, celebrate, and support each other. There's a tradition of respecting elders and an emphasis on filial piety.

### HOW DO WE REACH THEM?

- Use simplified Chinese characters in collateral
- Owned: Social Marketing, bus shelters in Dublin area, on-board AVL system and signage
- Door knocking in Dublin
- Media: Programmatic (CTV, display, Mobile Gaming); Local News, Jeopardy, Wheel of Fortune; Meta; Local Newspaper / Magazines; In-Language Radio, Bus Shelters/Wraps
- Direct mail to Dublin apartment complex addresses

### MESSAGING OPPORTUNITIES

- Wheels respects people from all cultures and provides the same great customer service to all
- Ease of Use: You don't have to be homebound - traveling on Wheels is easier than you think, and there's a world out there that doesn't require a car
- Peace of mind: Your relatives don't have to be homebound
- The bus is great for seniors just like you (share examples of people like them taking the bus)
- Highlight family-oriented values

# AUDIENCE PERSONAS

## FAMILIES IN MULTI-GENERATIONAL HOMES (INDIAN)



### WHO ARE THEY, AND HOW DO THEY THINK AND FEEL?

**Breadwinner:** Indira recently relocated from India with her husband, father, mother, and two daughters. As a computer systems analyst for Apple, her job is intense and stressful, with long hours. At the same time, as the main breadwinner, she feels a lot of pressure to be there for her family emotionally and financially.

**Spouse:** Mayukh works from home for a software company back in India. They're shopping for a second car at the moment. Money isn't a problem, but first, he must get a driver's license, etc.

**Grandparents:** They don't drive, and don't speak English well. They did use public transit in India, but it's hard to learn new things and get somewhere when the bus driver doesn't even speak their language. Living without transportation can be boring and lonely at times.

**Children:** The oldest (6th grade) been taking Wheels to school but haven't ventured to take it beyond from home to school and back.

The family is an important institution that plays a central role in the lives of most Indians. The interests of the family usually take priority over those of the individual, and decisions affecting one's personal life – such as marriage and career paths – are generally made in consultation with one's family. Education and career excellence, especially in the fields of science, are very important to them. **The Indian community in the US reports relatively high levels of discrimination.**

### HOW DO WE REACH THEM?

- English is widely spoken, but using Hindi or other Indian languages can resonate deeply.
- Cultural References: Incorporate Indian cultural references, festivals, and traditions into campaigns
- Direct mail to apartment complex addresses
- Door knocking in Dublin
- Media: Programmatic (CTV, display, Mobile Gaming); Local News, Jeopardy, Wheel of Fortune; Meta; Local Newspaper / Magazines; In-Language Radio, as available, Bus Shelters/Wraps

### MESSAGING OPPORTUNITIES

- Wheels respects people from all cultures and provides the same great customer service to all
- Ease of Use: You don't have to be homebound - traveling on Wheels is easier than you think
- Peace of mind: Your relatives don't have to be homebound
- Get out of the house: There's a world out there that doesn't require a car
- The bus is great for seniors just like you (share examples of people like them taking the bus)

# AUDIENCE PERSONAS



## SENIORS IN ALL LIVING SITUATIONS Sizing: ~3-4K (Retirement Communities in Geo)



Barbara Jusko, 76, came to the US from Poland when she was 8 years old, settling with her family in Pennsylvania, and later moving to California. She lost her husband a few years ago and is currently living in a retirement home, where there's more socializing.



Shirley Davidson, 81, was a school teacher in Pleasanton for 42 years, and she's lived in the same home for 47 years. A Stanford graduate, she loves smoothies, neighborhood walks, and long phone conversations. She supports and cares for 3 feral cats along with the resident squirrels and birds that she feeds from her feeder.



Al and Nancy Johnson, late 70s, have been together since their wedding in 1969. A lot has changed since then! For one, between them, they take 12 different daily medications. She plays Sudoku to keep her mind fit, while he likes to do crossword puzzles and watch Price is Right, Fox News, and other day-time TV. They've had a few fender benders lately and their children are telling them not to drive.

## HOW DO THEY THINK AND FEEL?

Today's senior citizens are increasingly active and engaged, often seeking to maintain a healthy lifestyle through travel, new hobbies, and physical activity, while also facing potential challenges like managing chronic health conditions, dealing with memory concerns, and navigating social isolation

- Some seniors are very healthy and active, while others may deal with chronic health issues that affect their mobility and daily routines
- Many prioritize comfort, social interaction, and meaningful activities over strenuous physical pursuits
- Maintaining connections with family and friends is important for many older adults
- Their life experiences often provide a wealth of knowledge and perspective
- Many are comfortable using technology to stay connected and access information. Others find it overwhelming

## HOW DO WE REACH THEM?

- Social Marketing
- Radio/Audio
- Community center outreach
- Onboard signage and AVL system
- Media: Programmatic (CTV, Display, Mobile Gaming); TV Local News, Jeopardy, Wheel of Fortune; Meta; Newspaper / Magazines; Bus Shelters/Wraps

## MESSAGING OPPORTUNITIES

- Ease of Use: You don't have to be homebound - traveling on Wheels is easier than you think, and there's a world out there that doesn't require a car
- The bus is great for seniors just like you (share examples of people like them taking the bus)

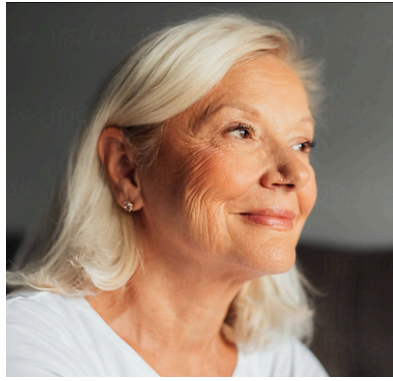
# AUDIENCE PERSONAS



## THE DEDICATED DRIVERS Sizing: 106K (Census, % HH over \$100K, 2 adults on avg)



Justin Christensen (48) is an architect who lives in Pleasanton. He works hybrid between home and his office in San Francisco, to which he commutes 2-3 times a week in his Range Rover. If traffic got really bad, and if BART got cleaned up, he'd consider taking BART, but for now he's delighted with his car.



Linda Schwartz (67) lives in a beautiful custom home overlooking a vineyard in Livermore. She enjoys shopping, bridge club, interior design, and travel. She has a great community in Livermore and feels blessed to enjoy her golden years there. She loves her Mercedes and while she wouldn't take the bus, her grandchildren take Wheels to school.



Jenna Lee (39) grew up in Pleasanton and is so happy to be raising her own family there. Her part-time job as an HR professional keeps her busy, and when she's not on Zoom calls, she's driving the kids to school, sports, music lessons, friends' houses, and back home again. She couldn't live without her SUV that's always overflowing with sports gear, backpacks, and kids.

## HOW DO THEY THINK AND FEEL?

- With a lot of disposable income and multiple cars in the home, these middle-high income Tri-Valley residents are wedded to their way of life -- behind the driver's seat
- They're good citizens - they care about the well-being of their community and like to see the residents doing well. They recycle, compost, vote, and support social justice
- They have varying degrees of commitment to equity and equality, but are supportive in general of taking care of the unhoused and providing support to those who need it
- They care about the environment, understand that public transit reduces greenhouse gases, and appreciate having clean, well-run public transit for those who need it
- It's too bad BART has gone downhill - it's great to have public transit for getting in and out of the city. Generally speaking, they have no reason to take the bus

## HOW DO WE REACH THEM?

- Portray Wheels' services and riders in a respected and empathetic light
- Media: Meta, LinkedIn; Programmatic (CTV, Display); Iheart, Audacy, Pandora, Spotify; 580 Bulletin; Local Newspaper / Magazines

## MESSAGING OPPORTUNITIES

- For those with less, we provide an essential service (so everyone has a ride)
- We're making the community better - getting people where they need to go, while reducing traffic and emissions
- As the Tri-Valley population grows, we're building towards the future (better buses, transportation time, and technology that will keep our roads congestion-free and our skies more free of pollution)





# ADDITIONAL CURRENT RIDERS

Because not all riders will be directly targeted in marketing campaigns, full personas for each weren't developed. This page acknowledges those current riders who will not be targeted with paid advertising, but who Wheels continues to support.

## THE TRANSIT-DEPENDENT RIDER



Rodrigo and Maria Hernandez don't have a car or license, and rely on Wheels for errands and visits.



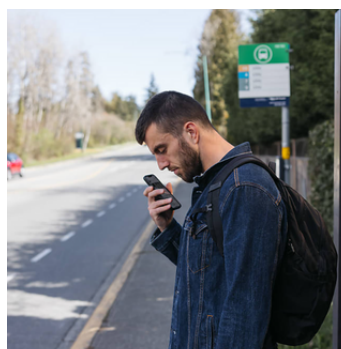
These riders rely on Wheels almost completely for transportation.

## BART COMMUTERS



Some current commuters are saving \$5 a day taking Wheels to the BART station; they prefer reading and working on the train over sitting in a car in traffic.

## THE DISABLED COMMUNITY



Many disabled people in the Tri-Valley area (those capable of using fixed route services) rely on Wheels as their only way to get where they need to go.





# OBJECTIVES

1

## INCREASE WHEELS RIDERSHIP

- Recruit new riders
- Retain existing base of riders
- Increase frequency of rides

2

## GROW TRI-VALLEY COMMUNITY RECOGNITION OF WHEELS AS A QUALITY SERVER PROVIDER

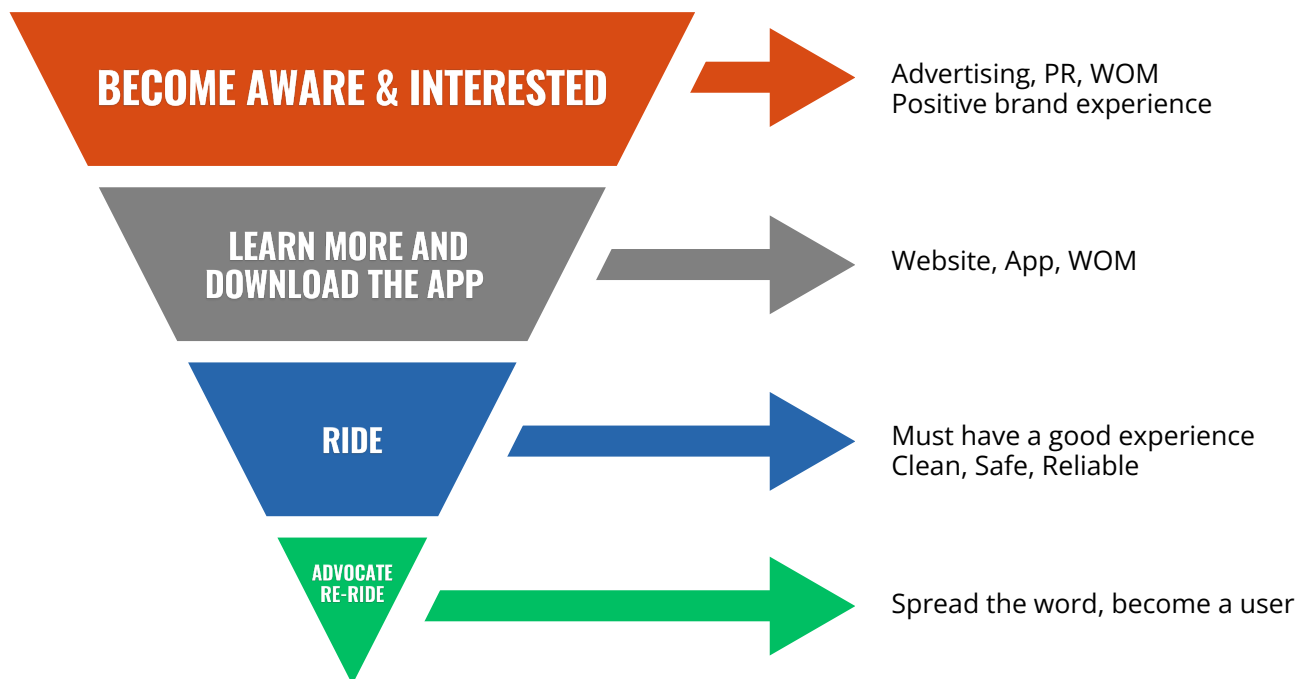
- Clean, safe, and reliable
- A point of pride for the community

3

## DEVELOP SUPPORT FOR WHEELS AS AN ESSENTIAL SERVICE

- Keeps communities running
- Creates transportation equity for residents
- Provides freedom of access for lowest income, disabled and most vulnerable
- Is critical to growing and maintaining financial support

### PATH TO RIDERSHIP & ADVOCACY



# STRATEGY LEGEND

A key to understanding the structure and info in the plan initiatives.



**Supports Objective X:** Identifies which objective the strategy will help achieve

## BENEFITS

Benefits are the advantages the agency and rider receive through successful implementation of the strategy

- Benefit A
- Benefit B
- Benefit C

## TACTICS

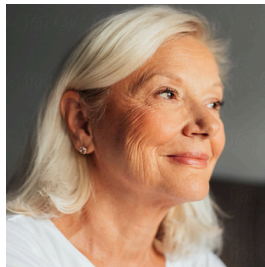
Tactics are all the marketing methods to be used within the strategy and include initiatives like advertising, publicity, community outreach and events, and public relations.

- Tactic A
- Tactic B
- Tactic C

## TARGET PERSONAS

Personas are created to understand who the regional audience is and what matters to them derived from info about existing riders of LAVTA and other Bay Area transit options, secondary research into their demographic, findings from existing LAVTA data, interviews, and anecdotal knowledge. This information creates a mix of fictional personas that closely resemble real people.

### THE DEDICATED DRIVERS



### CHINESE AND INDIAN FAMILIES IN MULTI-GENERATIONAL HOMES



# STRATEGY: BRAND IMPLEMENTATION & STYLE GUIDE



*Supports All Objectives*

## BENEFITS

- Consistent aesthetic across all marketing materials
- Consistent tone of voice across all marketing materials
- Build brand/style guidelines to apply across all assets

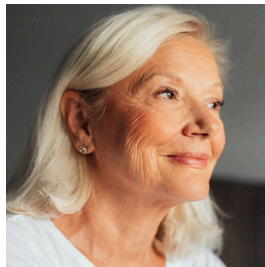
## TACTICS

- Complete implementation of 2018 rebrand (suspended during pandemic)
- Build brand/style guidelines to apply across all assets
- Develop messaging frameworks by persona, providing go-to messaging for each audience.

## TARGET PERSONAS

All residents of the Tri-Valley community, (whether riders or not) including:

### THE DEDICATED DRIVERS



### CHINESE AND INDIAN FAMILIES IN MULTI-GENERATIONAL HOMES







# STRATEGY: DEVELOP A “DOWNLOAD THE APP” CAMPAIGN

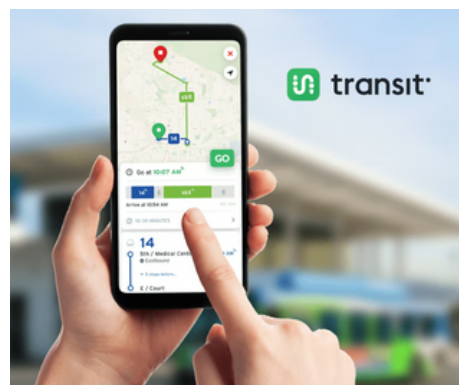
*Supports Objective 1: Increase Ridership*

## BENEFITS

- Agency communication through rider alert push notifications
- Efficient time usage for rides with arrival estimates
- Ease of multi-modal trip planning

## TACTICS

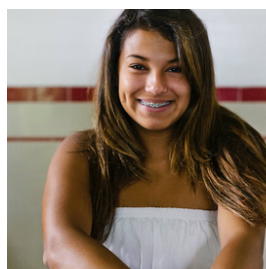
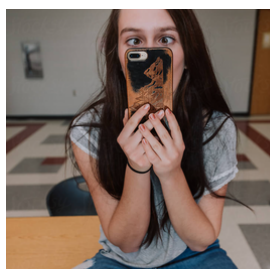
- Increase app downloads
- Advertise out of home and on bus
- Digital advertising



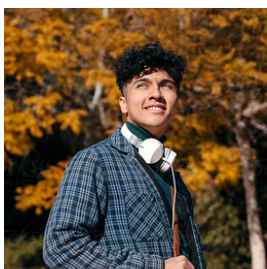
## TARGET PERSONAS

All riders and potential riders, **with a special focus on:**

### TWEENS AND TEENS



### COMMUNITY COLLEGE STUDENTS ON THE MOVE



*“People don’t know the transit app exists. Most of the buses have a little thing but people don’t see it...we should tell people exactly which app to download and how to use it.*

*Once they have it, I hear that lot of people love the app – the trip planner is nice.”*

**- Angela, bus operator**

# STRATEGY: CAMPAIGN TARGETING ASIAN MULTIGENERATIONAL HOMES



*Supports Objective 1: Increase Ridership*

## BENEFITS

- Introduce Wheels to potential riders in multigenerational homes
- Provide a cost effective, group movement of hospitality and retail service workers
- Reach the workers in the technology industry for San Francisco return to work mandates

## TACTICS

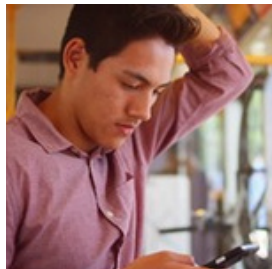
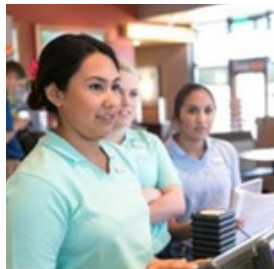
- Develop messaging to convey Wheels' quality, safety, and inclusiveness, with themes around family values and success in their new community
- Translate into Hindi, Mandarin on radio and possibly others
- Paid Media Plan: Geotarget Dublin with TV/CTV/Streaming Video Social Marketing Audio & Podcast OOH Newspaper/Magazine Glass bus shelters

## TARGET PERSONAS

### CHINESE AND INDIAN FAMILIES IN MULTI-GENERATIONAL HOMES



### ESSENTIAL WORKERS



# STRATEGY: INCREASE BUSINESS AND INDUSTRIAL PARK RIDERSHIP



*Supports Objective 1: Increase Ridership*

## BENEFITS

- Enrollment in Bay Area Commuter Benefits Program, the employee subsidy required for all Bay Area employers with 50 or more employees through HR onboarding
- Clipper electronic fare conversions from “flash” passes
- Increase in ACE and BART transfer usage
- Bay Pass trial referrals to MTC

## TACTICS

- Business canvassing
- Distribution of B2B Wheels Introductory Kits
- Distribution of ACE Train schedule and connections
- Onsite seminars for employees
- Employee onboarding packages and collateral
- Bay Pass trial education
- Clipper C2 institutional account onboarding support (Q3 '25)

## TARGET PERSONAS

### TRANSIT DEPENDENT RIDER



### BART COMMUTER



### DEDICATED DRIVERS



## ADDITIONAL B2B DECISION MAKERS

- Hacienda Business Park and Livermore Industrial Area
- Business Owners
- Human Resource Professionals



# STRATEGY: CONDUCT COMMUNITY OUTREACH



*Supports Objective 1: Increase Ridership*

## BENEFITS

- Education on available services and subsidies
- Targeted support of dependent audiences
- Early onboarding at schools creates an expected amenity

## TACTICS

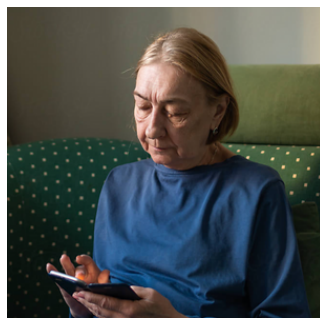
- Conduct travel training at senior and community centers
- Conduct annual school administrator level meetings to determine student needs and ridership
- Promote Class Pass
- Participate at tabling at STPP\* participating school orientation
- Tabling at start of school at Las Positas college
- Provide a new student transit kit for educational institutions
- Conduct developmentally challenged student training and field trips

## TARGET PERSONAS

### TWEENS AND TEENS



### SENIORS



\*Alameda County Transportation Commission (ACTC) Student Transit Pass Program (STPP)  
ACTC STPP is a pilot program supporting the traveling needs of Alameda County students with fully subsidized transportation and promotes efficient, cost-effective transit options. The program works with Clipper® Youth cards, provided free of charge. In the Wheels service area, Livermore students have universal acceptance and Dublin and Pleasanton students are registered after a household income evaluation.



# STRATEGY: ATTEND COMMUNITY EVENTS



*Supports Objective 2: Grow recognition of Wheels as a quality server provider*

## BENEFITS

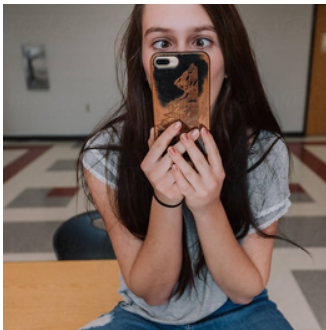
- Convey the value and benefits of Wheels services
- Reinforce Wheels image as a quality service
- Keep public transit as a consideration when residents need a temporary or supplemental transit option
- Support positive relationships with board of director interests and the public

## TACTICS

- Vehicles in parades
- Sponsoring tables at festivals
- Partnering with charities

## TARGET PERSONAS

### ALL



## EVENTS

- Dublin St. Patrick's Day
- Livermore Wine Festival
- Pacific Bus Museum
- Dublin Splatter
- Dublin Trunk or Treat
- Farmer's Markets
- Holiday Parades
- Holiday Stuff A Bus



# STRATEGY: 40TH ANNIVERSARY INITIATIVE



**Supports Objective 2:** Grow recognition of Wheels as a quality server provider

## BENEFITS

- Show Wheels' longevity and dedication to the community through a 9-month initiative celebrating 40 years of service
- Highlight the high quality nature of Wheels through brand and messaging
- Underscore Wheels' value to the community as an essential service

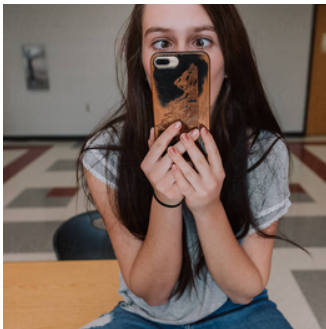
## TACTICS

- Create a visual theme, including logo "bug" to be used in websites, marketing materials, and advertising
- Place graphics on bus shelters, collaterals, on-bus signage, event signage, etc.
- Create a themed bus wrap
- Develop social media advertising campaign (paid and owned) describing Wheels milestones
- Create lapel pins and other premium items for employees and partners



## TARGET PERSONAS

ALL



# STRATEGY: ESSENTIAL WHEELS CAMPAIGN



*Supports Objective 3: Wheels as an essential service*

## BENEFITS

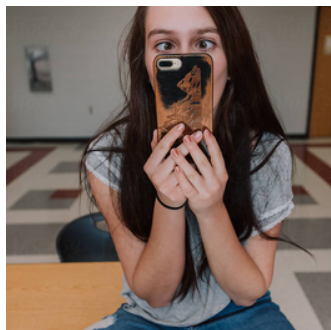
- Create awareness for the service and the brand, inspiring new ridership
- Demonstrate Wheels' essential role supporting basic services
- Demonstrate Wheels enablement of amenities in restaurants, retail, and hospitality
- Demonstration of equity and inclusivity
- Shows how essential funding public transit is

## TACTICS

- Produce an evergreen :30 second video
- Advertising including digital, print, and social media

## TARGET PERSONAS

### ALL



This campaign will target all residents of the Tri-Valley area, including existing riders, future riders, and dedicated drivers

# STRATEGY: EQUITY AND INCLUSION INITIATIVE



*Supports Objective 3: Wheels as an essential service*

## BENEFITS

- Ensures Title VI compliance
- Extends information to a unacknowledged audiences
- Provides recognition and appreciation to specific communities beyond ethnicity and language
- Informs communities of how to participate in the feedback process and the channels available

## TACTICS

- Create additional brand messaging for all aspects of marketing
- Offer information and services in multiple languages to cater to meet Title VI requirements
- Employ clear visuals, such as maps, diagrams, and infographics, to convey information effectively
- Public Hearings: gather input from diverse communities
- Advisory Committees: to provide ongoing feedback and guidance





# STRATEGY: HOLIDAY CAMPAIGN



*Supports Objective 3: Wheels as an essential service*

## BENEFITS

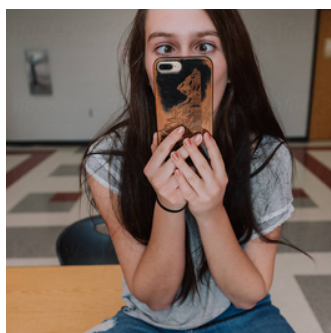
- Demonstrates the agency's commitment to give back to the community
- Shows empathy for the sacrifices of service workers

## TACTICS

- Conduct Stuff-a-Bus campaign or charitable equivalent
- Participate in holiday parades
- Holiday themed advertising campaign including print and radio and and social media

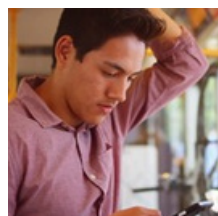
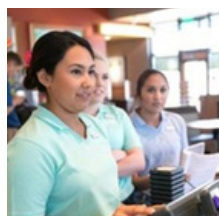
## TARGET PERSONAS

### ALL



## FOCUS PERSONAS

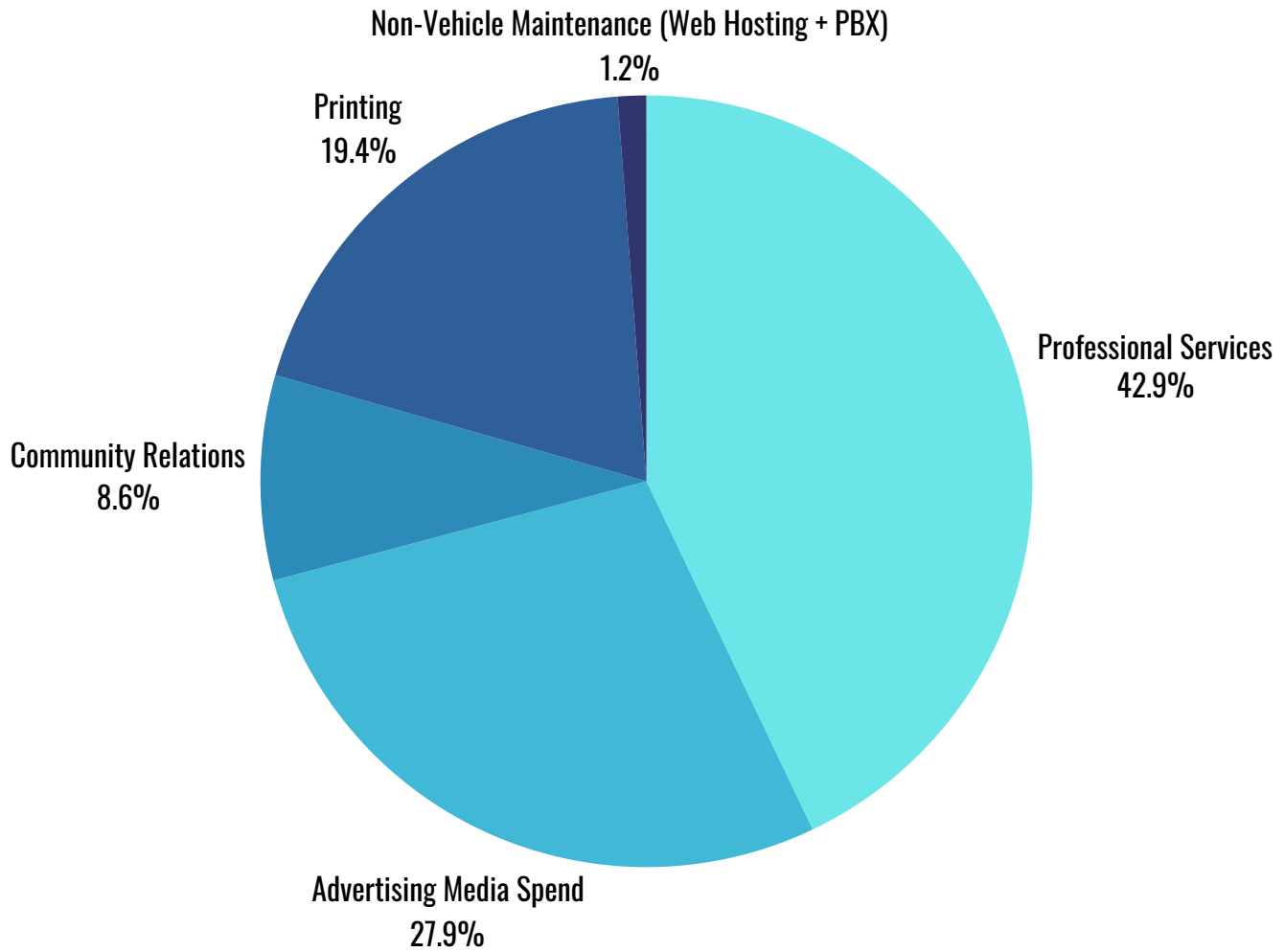
### ESSENTIAL WORKERS



### DEDICATED DRIVERS



# 2025 BUDGET BREAKDOWN



Professional Services	\$215,000
Advertising - Media Spend	\$140,000
Community Relations	\$43,000
Printing	\$97,000
Non Vehicle Maintenance (Website Hosting + PBX Hold Box)	\$6,000
<b>Total Expenditure</b>	<b>\$501,000</b>

# 2025 TIMELINE



**FYQ3**

40th Anniversary Asset Development & Implementation

*Brand Guidelines Development*

Brand Guidelines Finalized

*Multigenerational Campaign Development*

Dublin St. Patricks Day Event

*Business and Industrial Park Toolkit Development*

**FYQ4**

Multigenerational Campaign Live

Livermore Wine Festival

*Essential Wheels Campaign Development*

*Business and Industrial Park Outreach*

**FYQ1**

Essential Wheels Campaign Live

*App Campaign Development*

App Campaign Live

Dublin Splatter

*Holiday Campaign Development*

**FYQ2**

Dublin Trunk or Treat

Holiday Campaign Live

Holiday Parades  
Holiday Stuff A Bus

2026 Marketing Plan Finalized

**Note: Community Outreach is ongoing throughout the year**

**AGENDA**

**ITEM 6**



## EXECUTIVE DIRECTOR'S REPORT

### Projects and Services

#### Ridership

Looking at systemwide total ridership during the month of November, the post-pandemic ridership recovery observed over the past several months looks to be leveling out - total boardings actually decreased slightly by 1.7% compared with the same month of last year. This can be explained by the different number of weekdays in November 2024 (21) compared to November 2023 (22).

When zooming in to routes, however, the systemwide leveling-off was driven by the school-focused routes which saw declining ridership in November. The mainline routes on the other hand continued to trend up.

Weekend (Saturday and Sunday) ridership continued to trend upward: Average boardings per weekend service day were up 14% YoY.

#### On-Time Performance Analysis

Although on-time performance was lower than the same period last fiscal year, it has increased from last month, in part due to less construction congestion and it being a holiday month with decreased school-related traffic. The month-to-month trend mirrors previous years, dipping with the start of the school year and recovering for the rest of the calendar year. The main contributor to the drop in overall OTP continues to be Route 30R.

#### Miles Between Mechanical Failures Analysis

October saw a spike in miles between mechanical failures which makes November's statistic look abnormally low in comparison, but we have seen such dips sporadically in the past. 42% of the road calls were for the 25' 1600 buses, which run all day on the 30R. The FY25 bus purchase will expand the number of 35' buses in the fleet, providing relief to the 1600 buses. Additionally, staff are looking into the best practice for data reporting of this metric as there appear to have been some inconsistencies over the years.

#### Pleasanton and Livermore Holiday Parade Participation

The Rideo bus represented in Livermore and the Madden Cruiser in Pleasanton as Wheels rolled in the holiday spirit with wreaths, lights, and seasons greeting for those on the parade route.



## EXECUTIVE DIRECTOR'S REPORT

### Stuff-A-Bus Holiday Toy Drive

On Saturday, December 14, Wheels buses greeting shoppers at the Livermore Walmart for another season of Stuff-A-Bus, the agencies annual holiday collection supporting community nonprofits. Drawn by radio station KKIQ's live broadcast, shoppers and supporters came aboard to drop off toy donations in support of local charity Family Giving Tree. Over 250 toys were collected, boosted by a large initial donation by Gillig. Valley Link also attended.



### Regional Mapping and Wayfinding Debut

On December 12, staff attended the Metropolitan Transportation Commission's Regional Mapping and Wayfinding debut. This event was the culmination of several years of work to identify common mapping and wayfinding signage to facilitate easier travel across transit agencies.

### NYE Service Extension

LAVTA will run extended service on routes 10R and 30R on New Year's Eve in order to connect Tri-Valley residents with the extended BART service. The last eastbound buses will leave the Dublin/Pleasanton BART station at 2:44am.

**EXECUTIVE DIRECTOR'S REPORT**

**Finance and Administration**

LAVTA Holiday Luncheon

On December 13<sup>th</sup>, LAVTA staff celebrated the holidays with a workforce appreciation luncheon from 1030a-230p. During the luncheon, LAVTA staff served the operators, mechanics and other MV employees a potluck lunch, including turkey, mashed potatoes, stuffing and desert.



LAVTA Holiday Party

On December 17<sup>th</sup>, LAVTA staff enjoyed a luncheon and some light bocce competition at Da Boccery in Livermore. It was the first 'out of the office' holiday party in a number of years, and staff appreciated the event and camaraderie. Also, we have some very talented bocce players!



**EXECUTIVE DIRECTOR'S REPORT**

Presentation to Las Positas College Environmental Science Class

On December 12, staff made a presentation to an Environmental Science class at Las Positas College about LAVTA's efforts to transition to zero-emissions technology. The presentation included background information on the State of California's zero emissions bus mandate, the LAVTA zero emissions bus transition plan, the state of the industry, and our immediate next steps.

Regional Transportation Revenue Measure Update

On December 9<sup>th</sup>, MTC convened a special meeting of the Commission. During the meeting, the Commission advanced staff's recommendation to poll on two revenue measure scenarios, providing the maximum amount of flexibility. The slide deck from the 12/9 meeting is included as Attachment 3.

Upcoming Procurements

Federal/State Lobbyist

Attachments:

1. Board Statistics November 2024
2. FY25 Upcoming Items
3. Regional Measure Update Slides from 12/9 MTC Commission Meeting



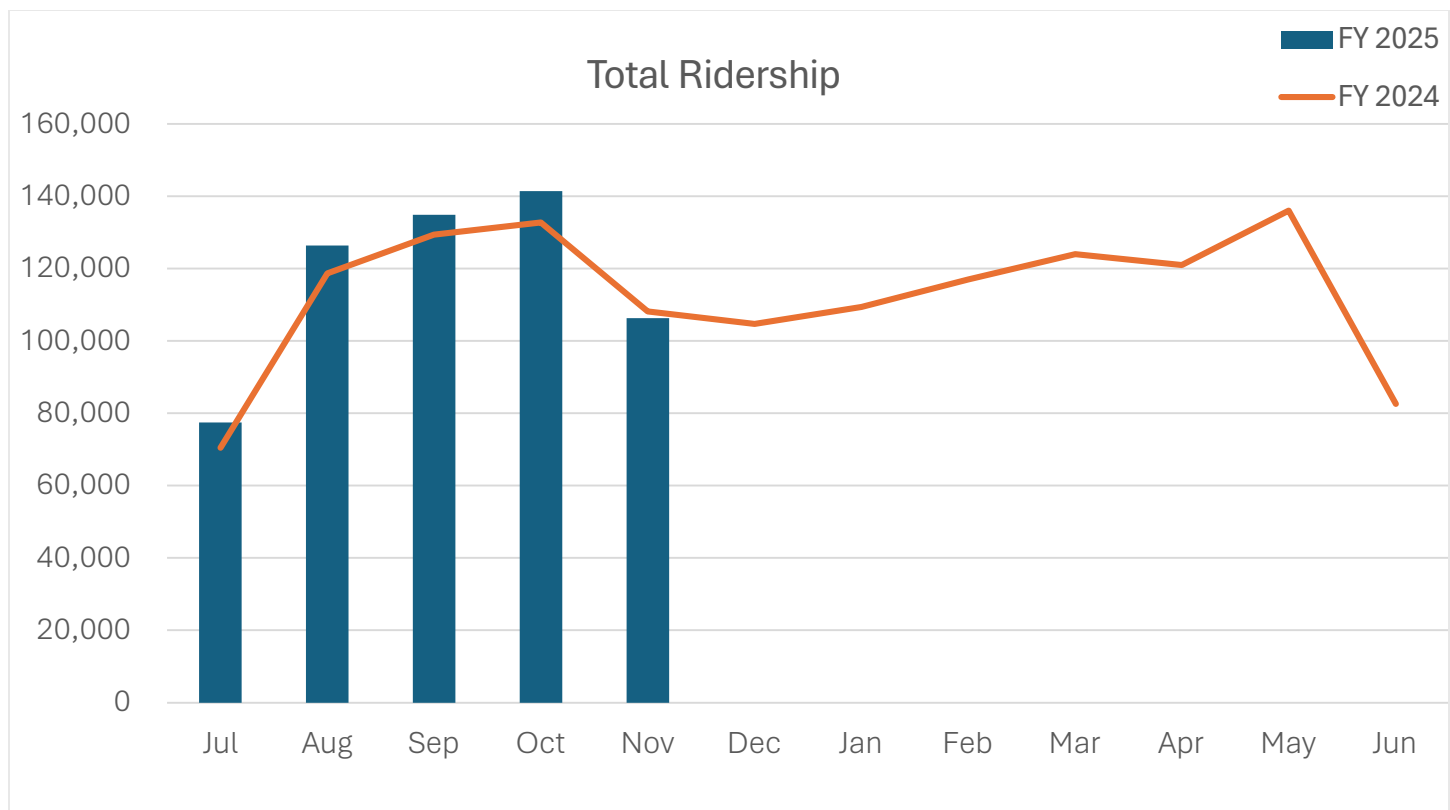


## Wheels System Performance

### FY 2025 - November

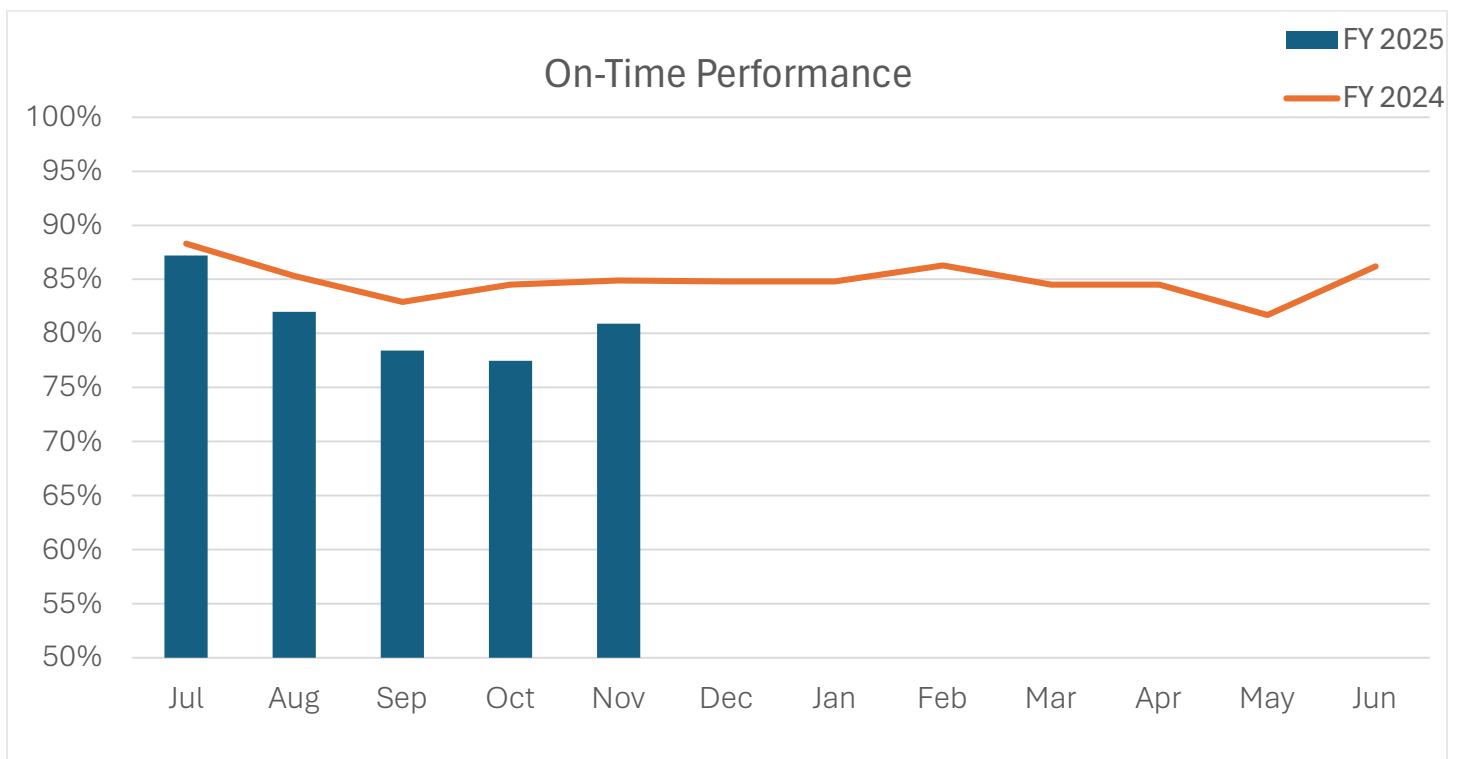
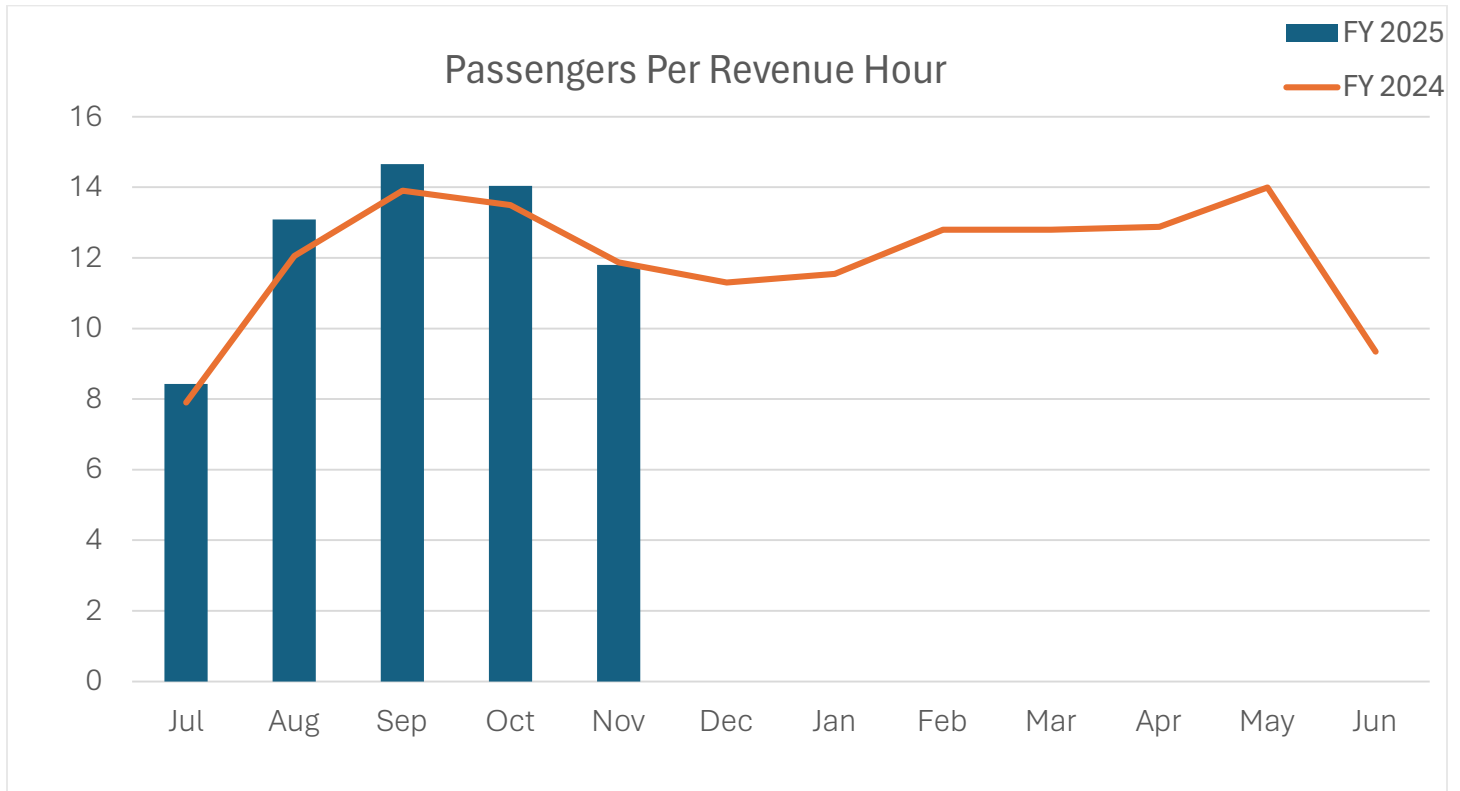
#### Fixed-Route

Performance Indicator	Nov-23	Nov-24	Year Over Year % Change	
Total Ridership	108,154	106,283	-2%	↓
Total Ridership Fiscal YTD	559,390	586,264	5%	↑
Fully Allocated Cost Per Passenger	\$14.42	\$14.29	-1%	↓
Average Weekday Ridership	4,771	4,697	-2%	↓
Average Saturday Ridership	1,416	1,749	24%	↑
Average Sunday Ridership	1,129	1,163	3%	↑
Passengers Per Revenue Hour	11.9	11.8	-1%	↓
On-Time Performance	85%	81%	-5%	↓
Preventable Accidents Per 100k Miles	1.4	2.1	50%	↑
Customer Complaints Per 100,000 Boardings	1.48	1.51	2%	↑
Miles Between Mechanical Failures	11,878	7,130	-40%	↓



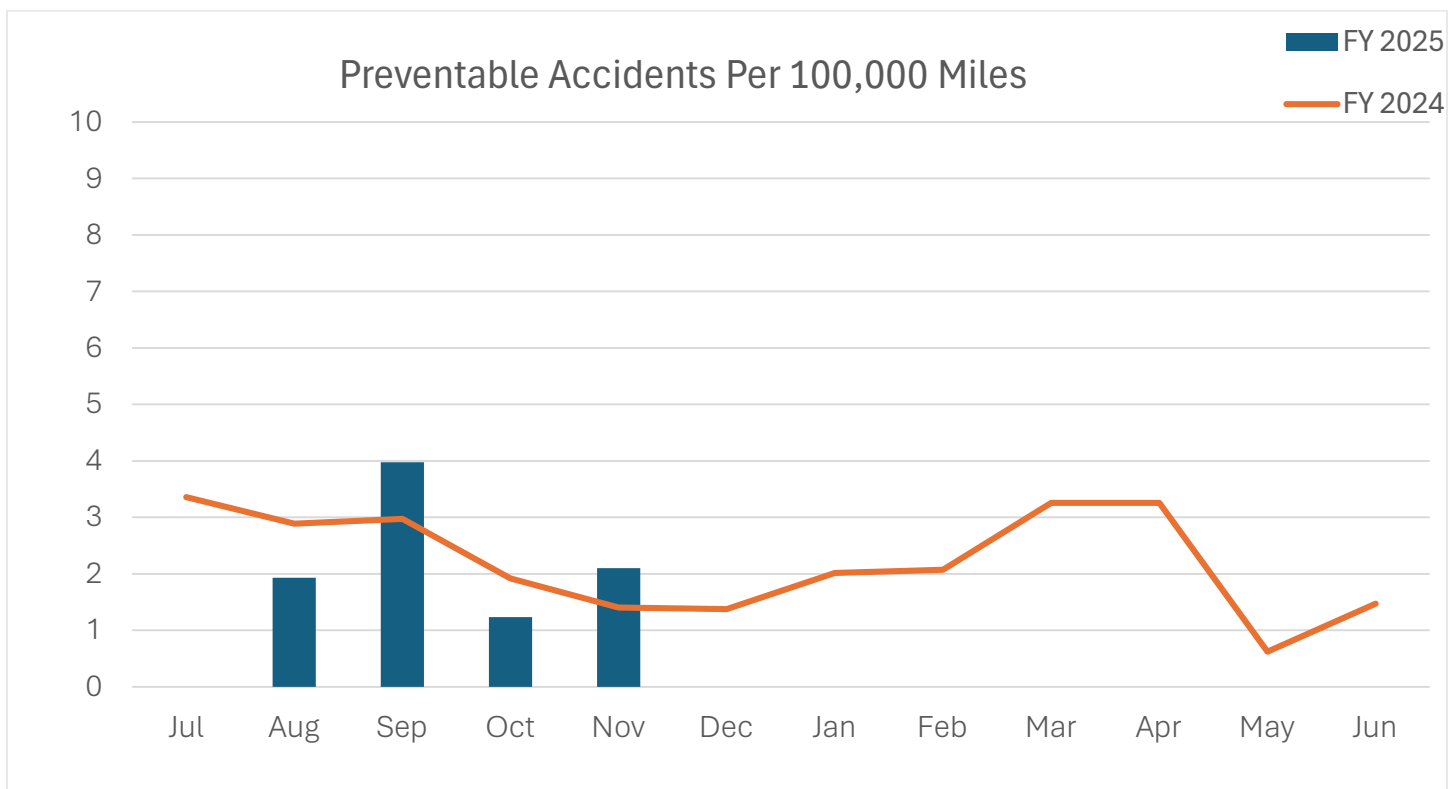
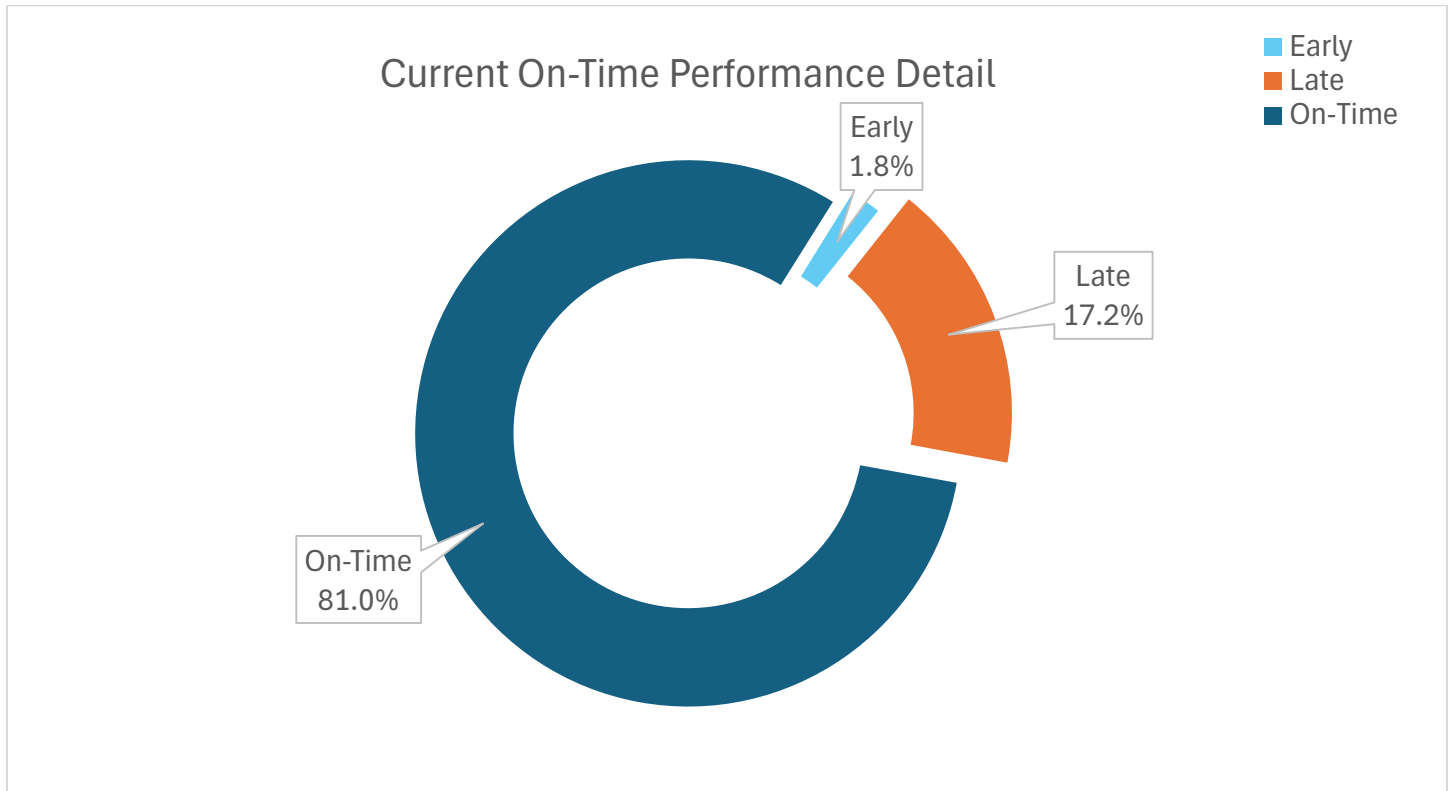


### Fixed-Route



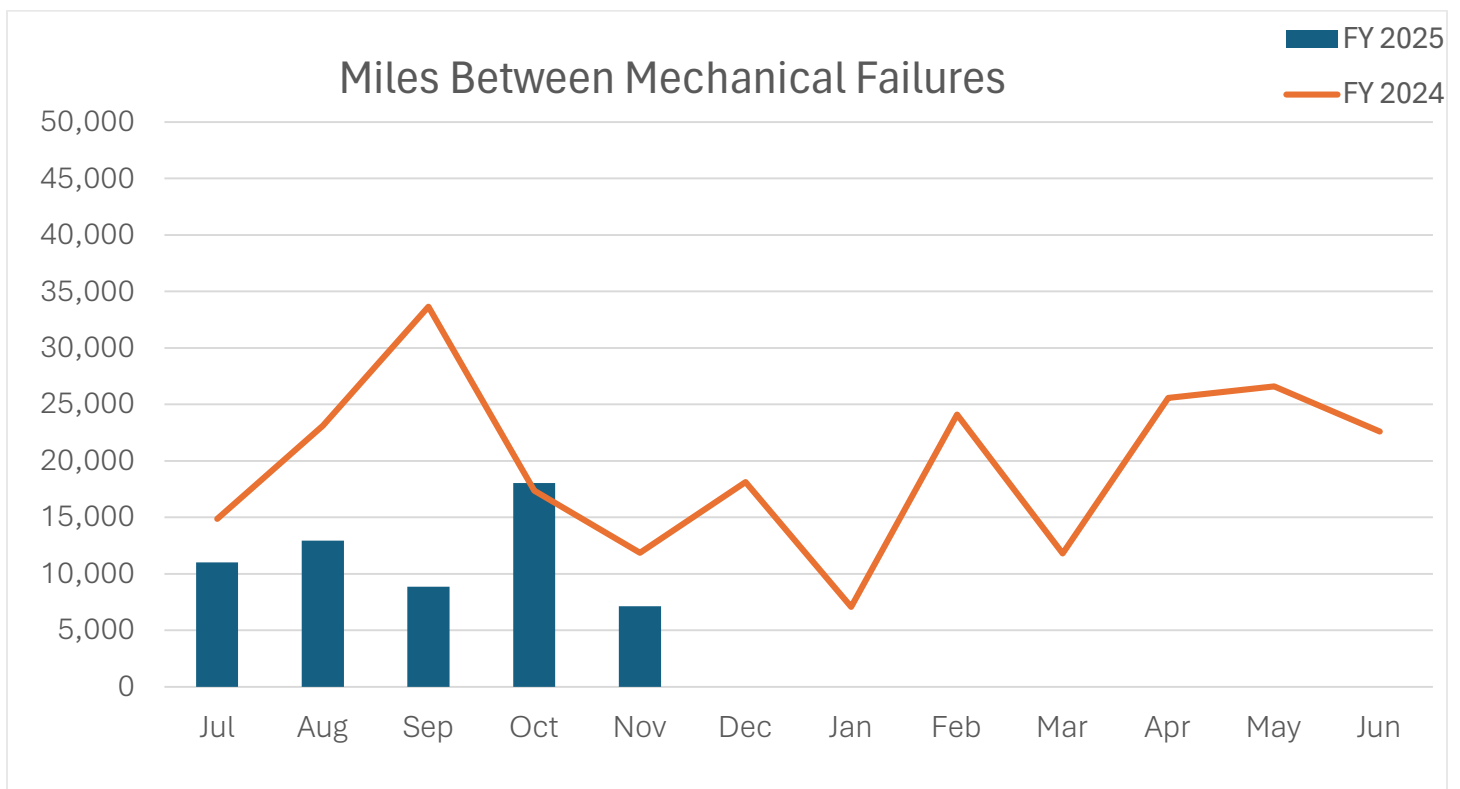
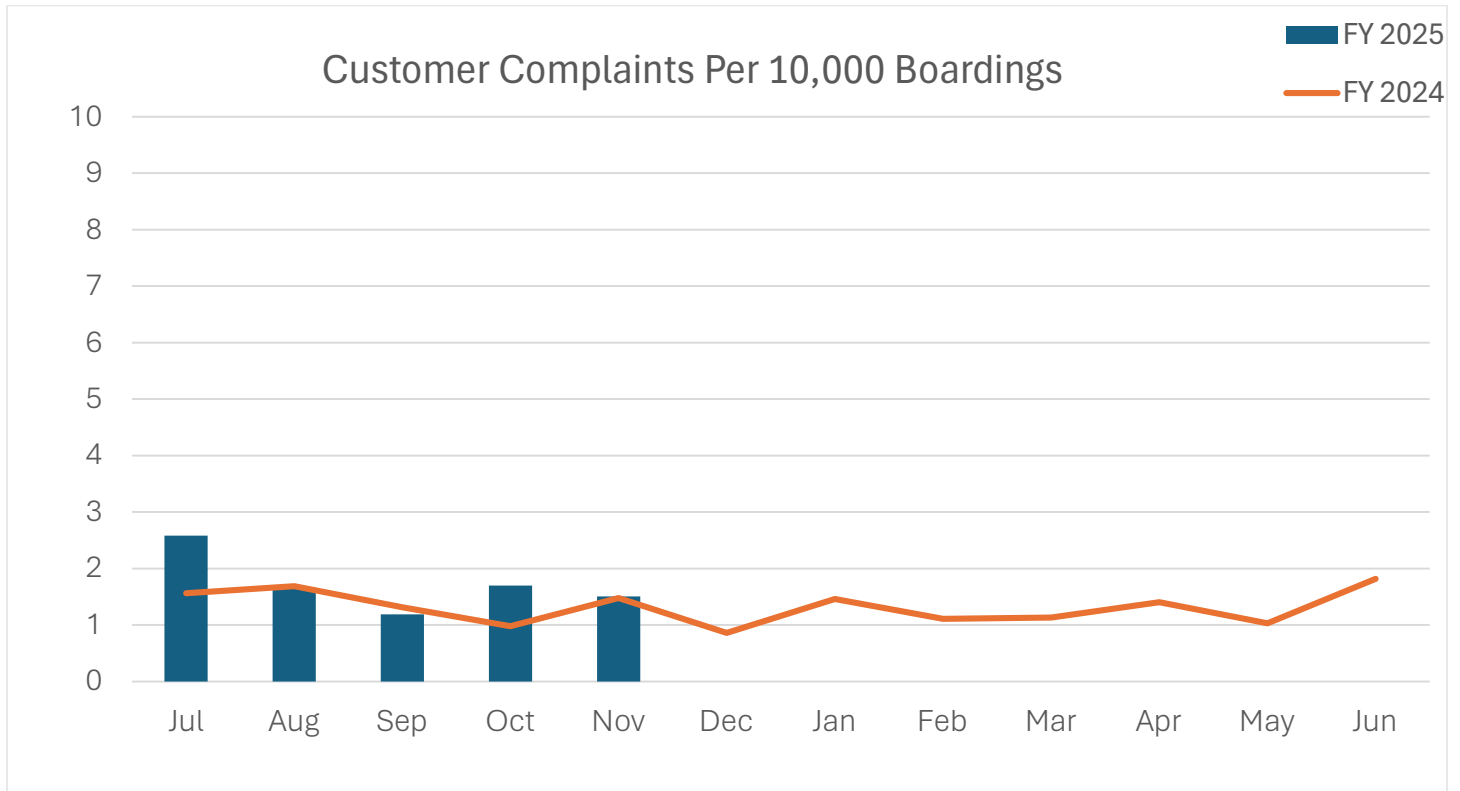


### Fixed-Route





## Fixed-Route

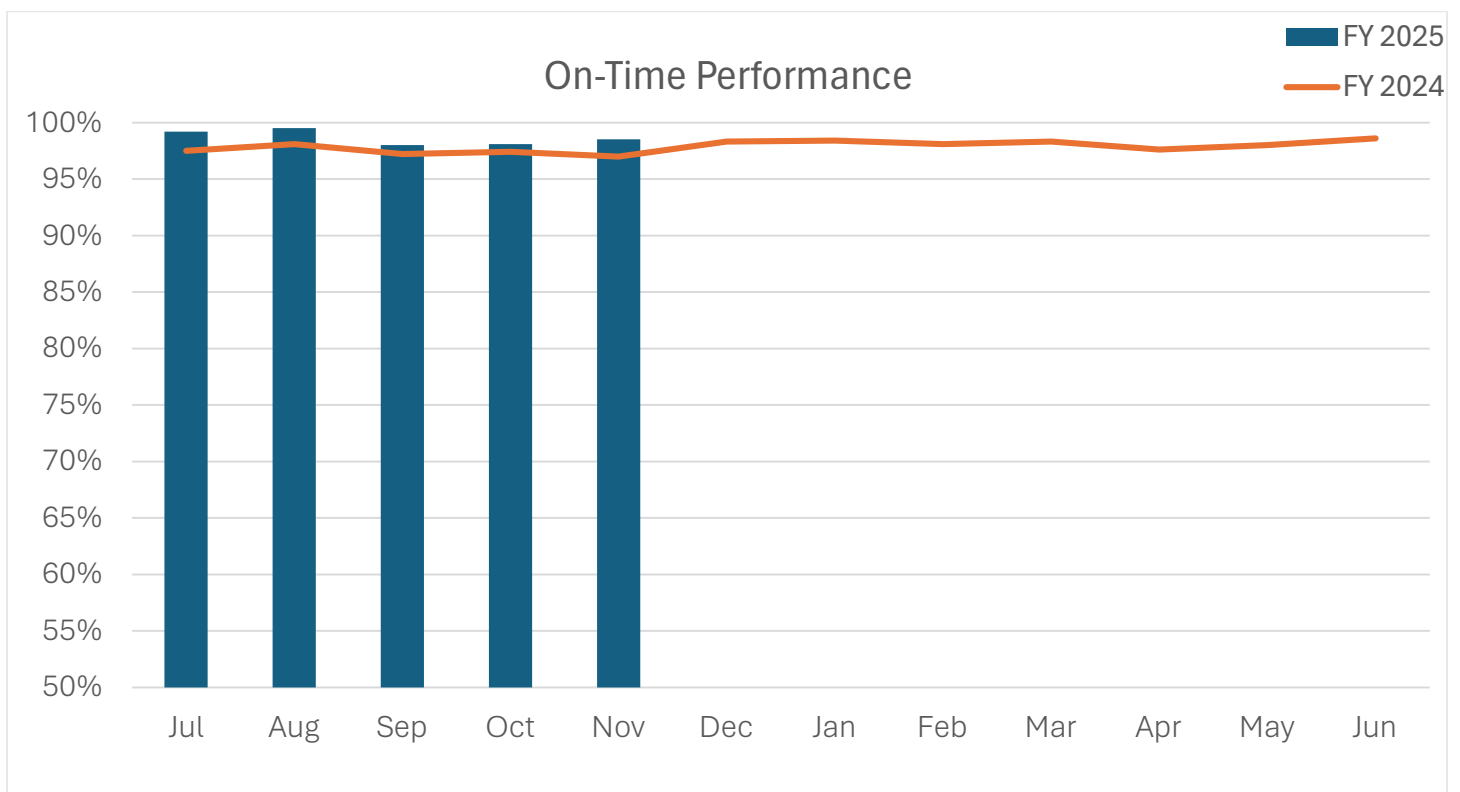






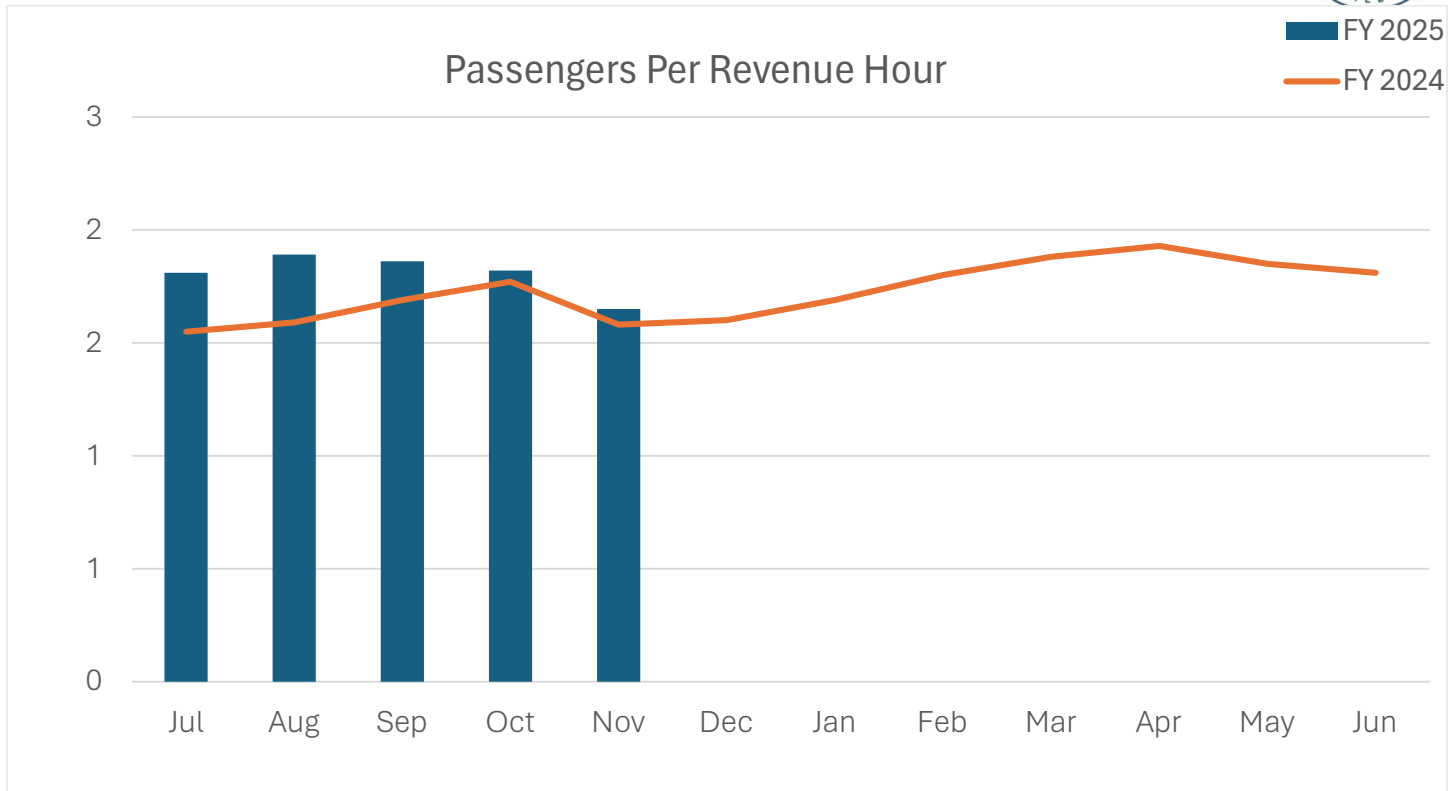
## Paratransit

Performance Indicator	Nov-23	Nov-24	Year Over Year % Change	
On-Time Performance	97%	99%	2%	↑
Passengers Per Revenue Hour	1.6	1.7	4%	↑
Valid Complaints Per 1,000 Passengers	0.38	0.39	2%	↑
Phone Holds (% of calls answered within 60 seconds)	83.3%	74.7%	-10.4%	↓
Preventable Accidents Per 25,000 Miles	0.0	1.2	121%	↑
Dial-A-Ride Cost Per Trip	\$59.93	\$61.38	2%	↑
Dial-A-Ride Ridership	2,616	2,568	-2%	
One Seat Ride Ridership	191	349	83%	



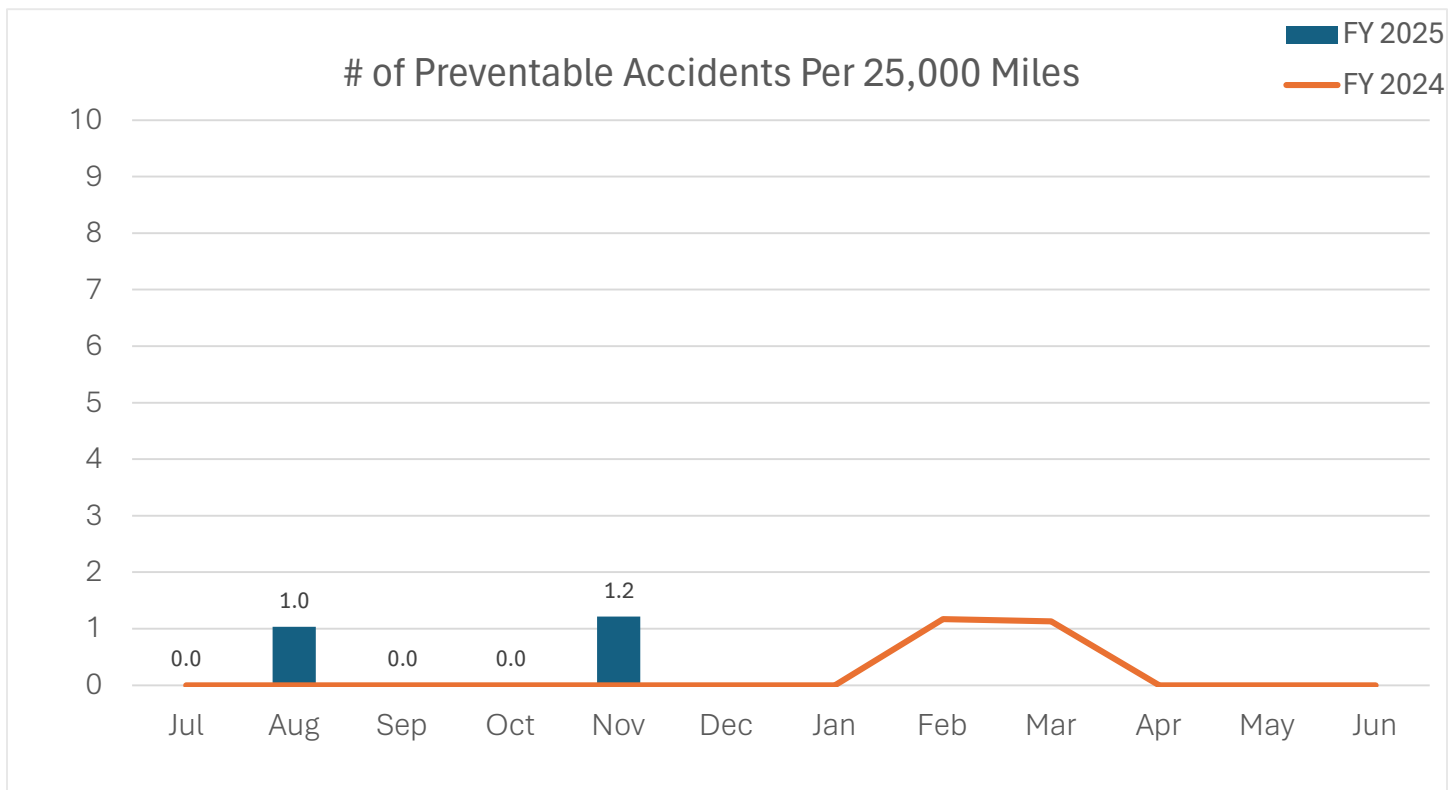
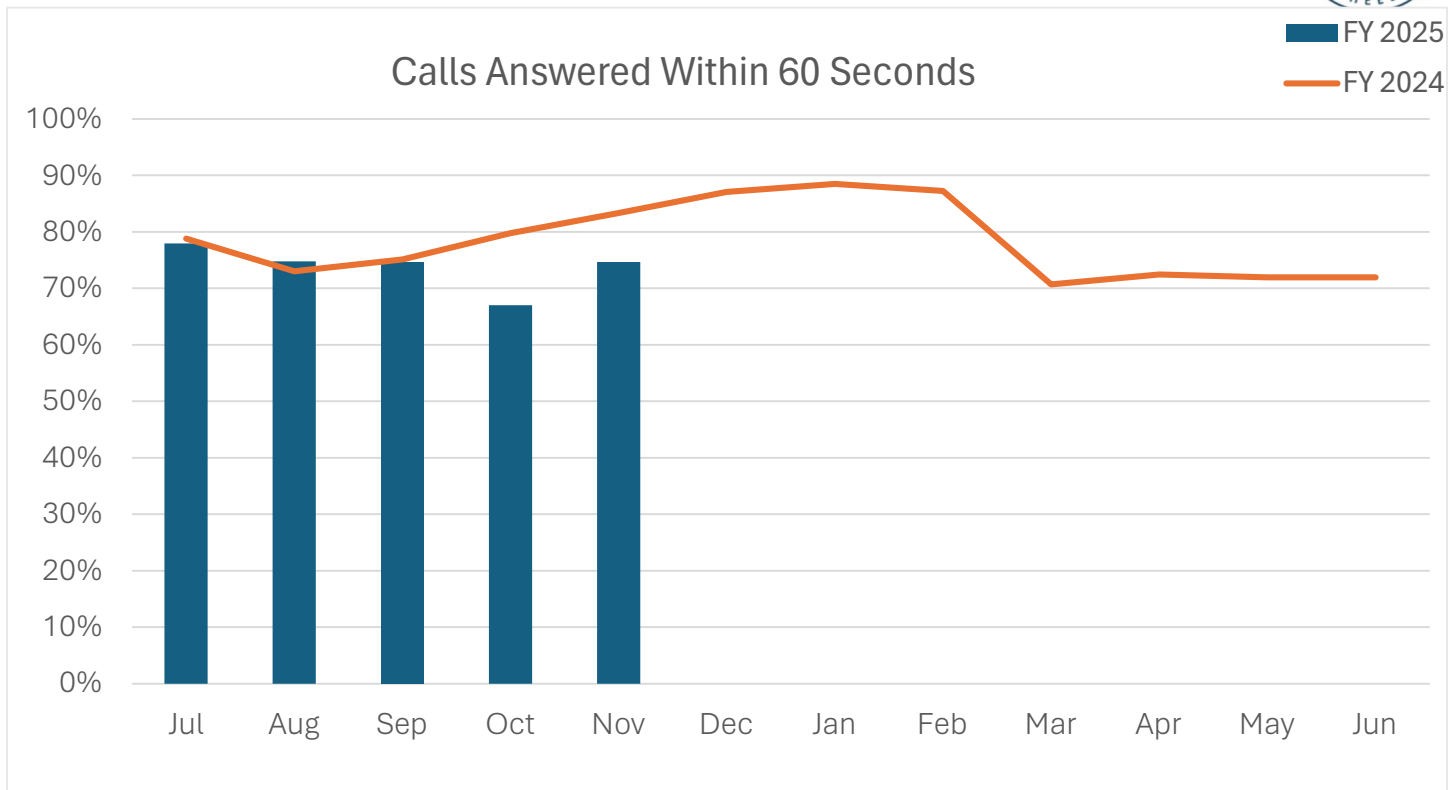


## Paratransit



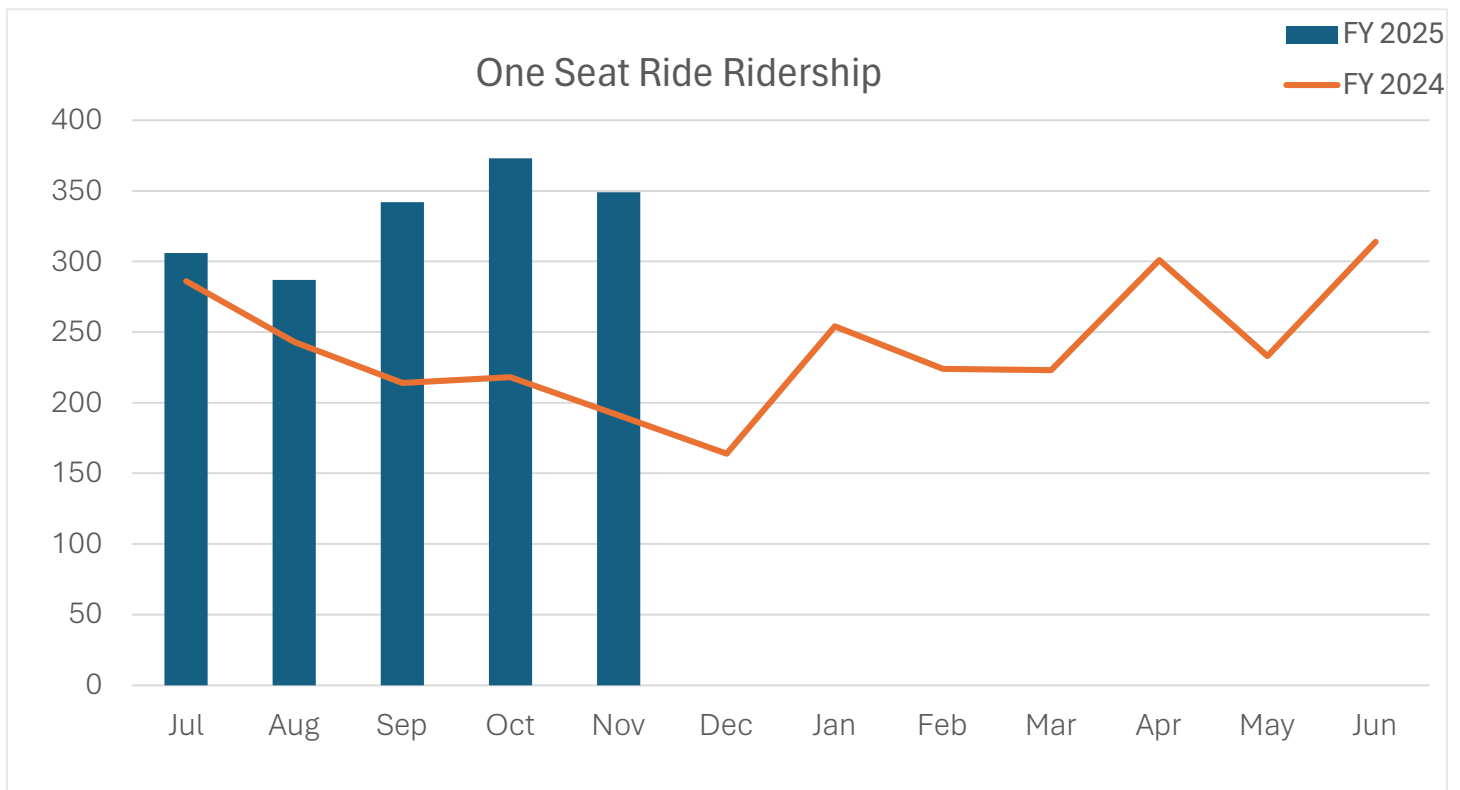
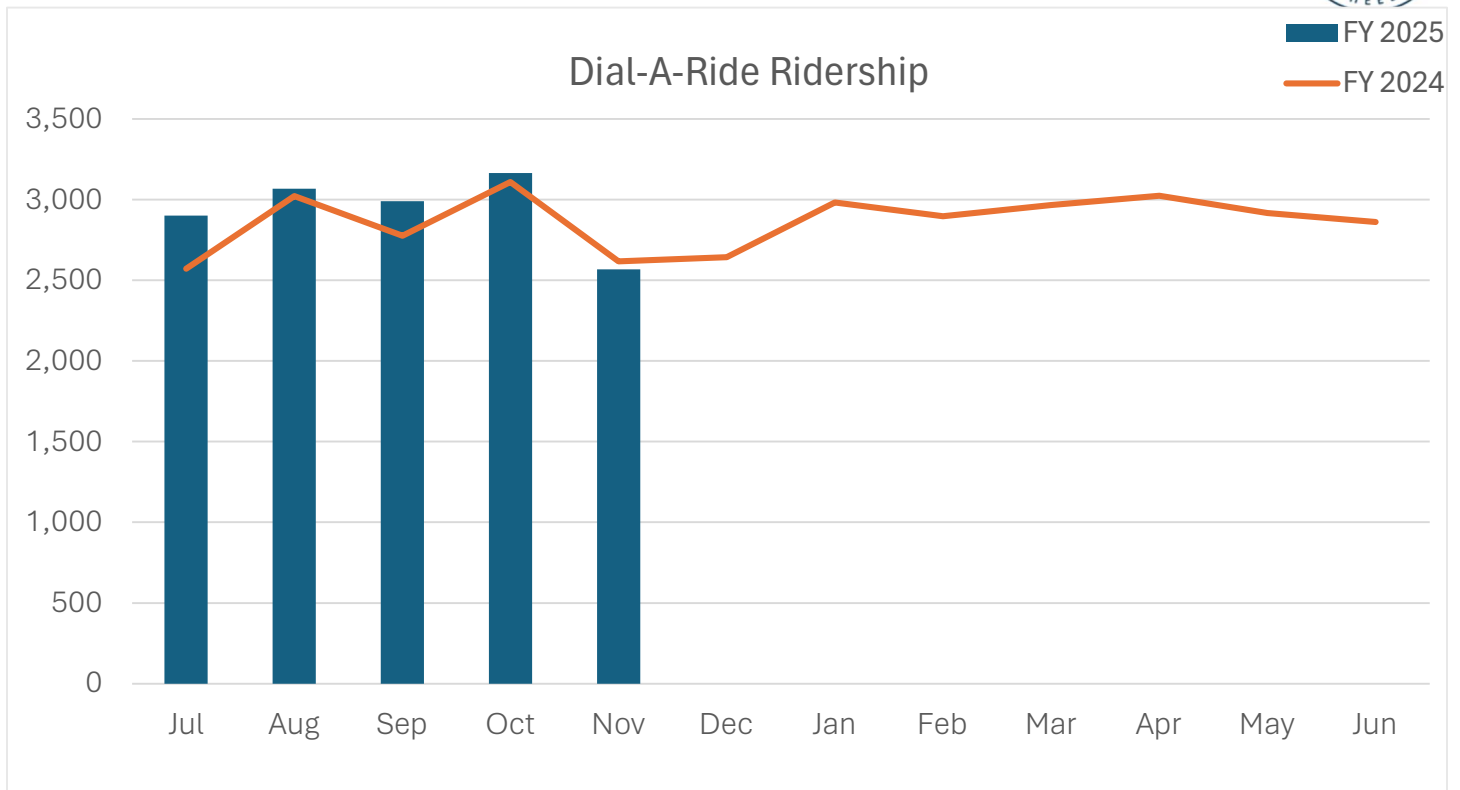


## Paratransit





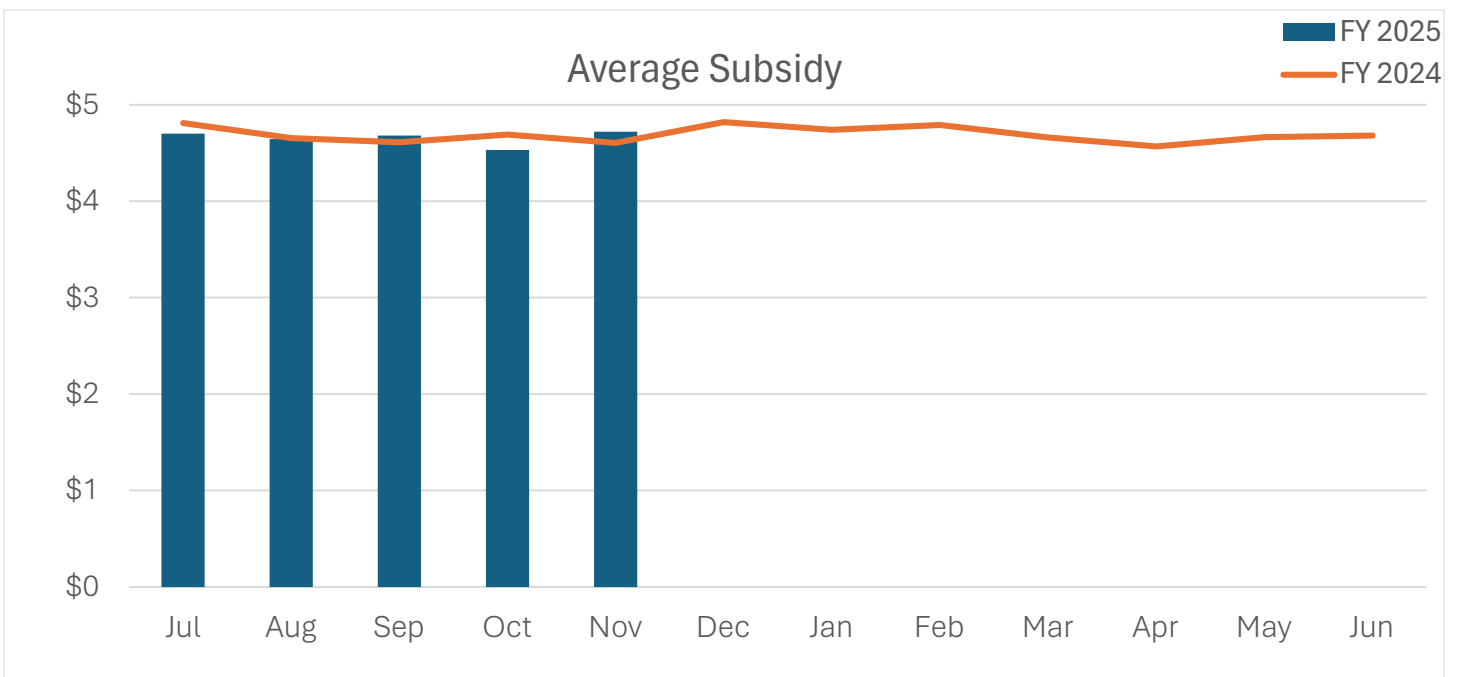
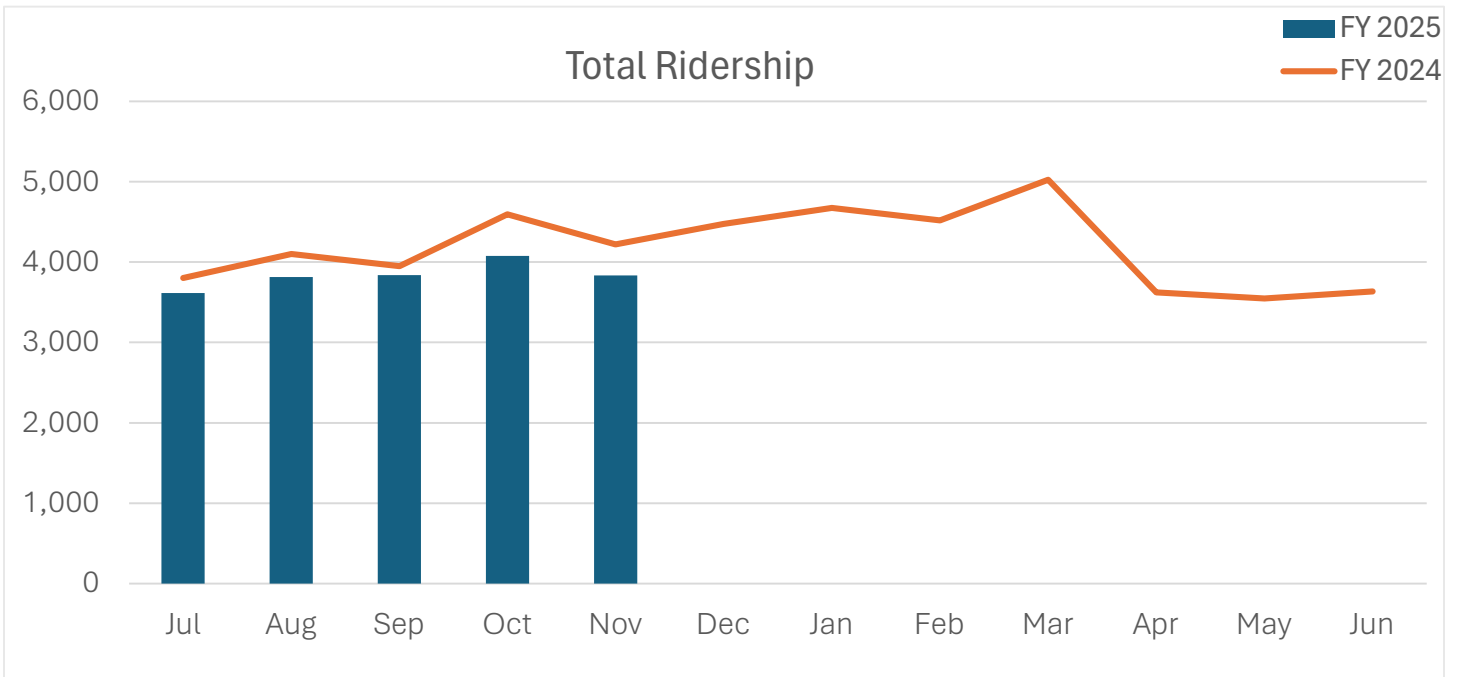
## Paratransit





Go Tri-Valley

Performance Indicator	Nov-23	Nov-24	Year Over Year % Change
Total Ridership	4,219	3,834	-9%
Average Subsidy	\$4.60	\$4.72	3%



## LAVTA COMMITTEE ITEMS - January 2025 - May 2025

### Finance & Administration Committee

<b>January</b>	Action	Info
Minutes	X	
Treasurers Report	X	
2025 Legislative Program	X	
Codifying Existing Fares	X	
<b>February</b>	Action	Info
Minutes	X	
Treasurers Report	X	
State/Federal Lobbyist Contract Award	X	
Operations and Maintenance Contract Award	X	
Wheels Access Contract Award (Tentative)	X	
<b>March</b>	Action	Info
Minutes	X	
Treasurers Report	X	
<b>April</b>	Action	Info
Minutes	X	
Treasurers Report	X	
Legislative Update		X
Lamar Advertising Contraction Option Year	X	
<b>May</b>	Action	Info
Minutes	X	
Treasurers Report	X	

# LAVTA COMMITTEE ITEMS - January 2025 - May 2025

## Projects & Services Committee

	Action	Info
<b>January</b>		
Minutes	X	
June 2025 Draft Service Change (Tentative)		X
Alameda County Fair Service (Tentative)	X	
<b>February</b>		
Minutes	X	
Quarterly Fixed Route Ridership Report		X
2025 Title VI Plan	X	
<b>March</b>		
Minutes	X	
Quarterly Capital Projects Update		X
Go Tri-Valley Evaluation and Contract Amendment	X	
<b>April</b>		
Minutes	X	
<b>May</b>		
Minutes	X	
Quarterly Fixed Ridership Report		X

# Transportation Revenue Measure

Special Commission Meeting  
December 9, 2024





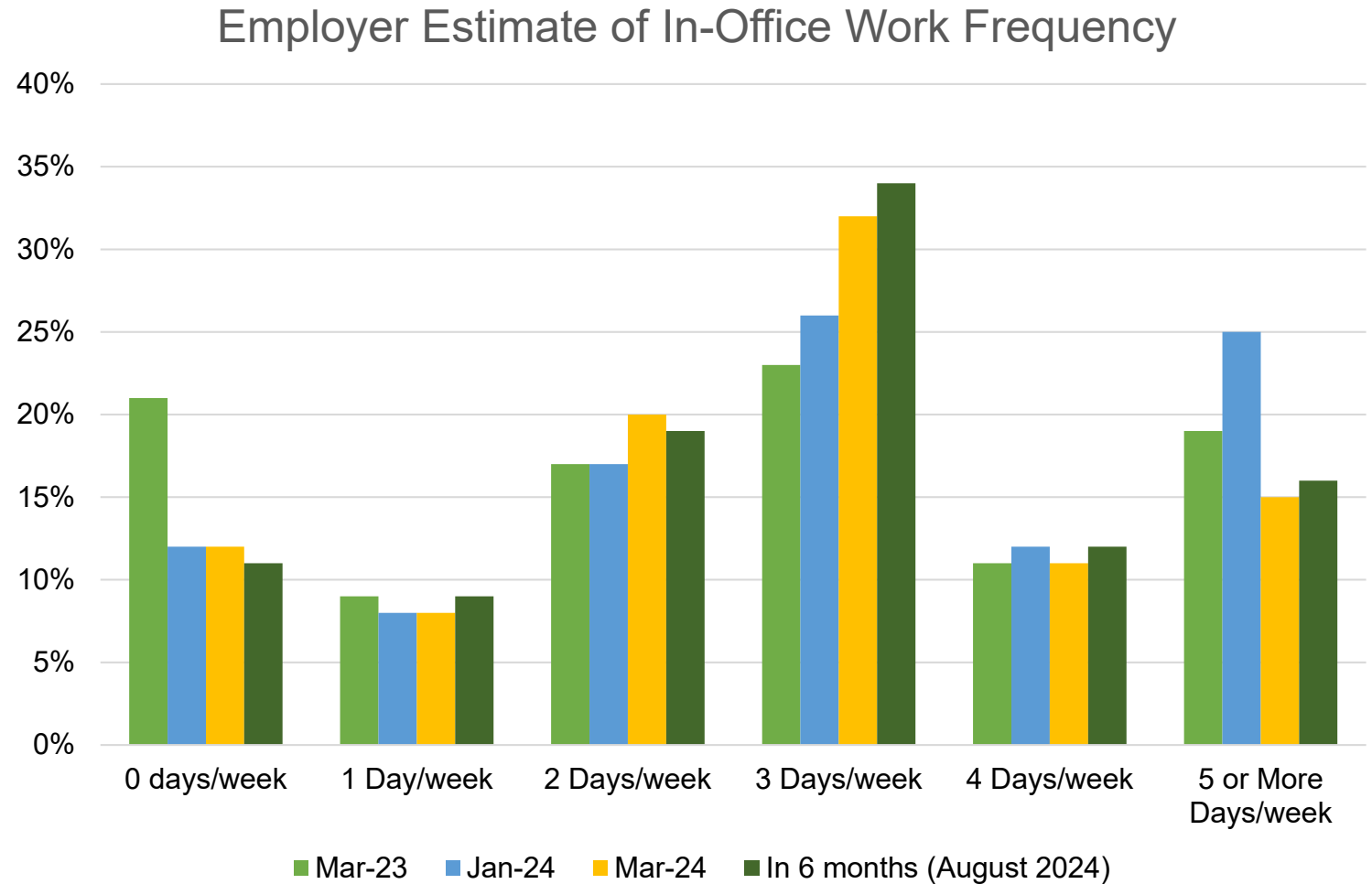
# Transportation Revenue Measure Select Committee Background

- ▶ Convened by MTC to help Bay Area leaders and stakeholders reach consensus on a potential 2026 transportation revenue ballot measure after decision made to pause SB 1031 (Wiener/Wahab).
- ▶ Members met monthly from June to October 2024 to consider options and alternatives and build consensus for a measure that could be on ballot in 2026.



# Four Years Since Start of Pandemic, Return to in-Office Work in Full-Swing

- ▶ Over half of Bay Area employers report workers in-office 2-3 days per week
- ▶ Share of employers with workers in-office 3 days per week continues to grow
- ▶ Share of employers fully remote has settled around 12%



# Bay Area Ridership Recovery

## Total Bay Area Transit Ridership



**Note:** Data for Vacaville CityCoach and Union City Transit is not available.

**Source:** National Transit Database, Through Sept 2024

# Bay Area Climate Goals Depend on Transit

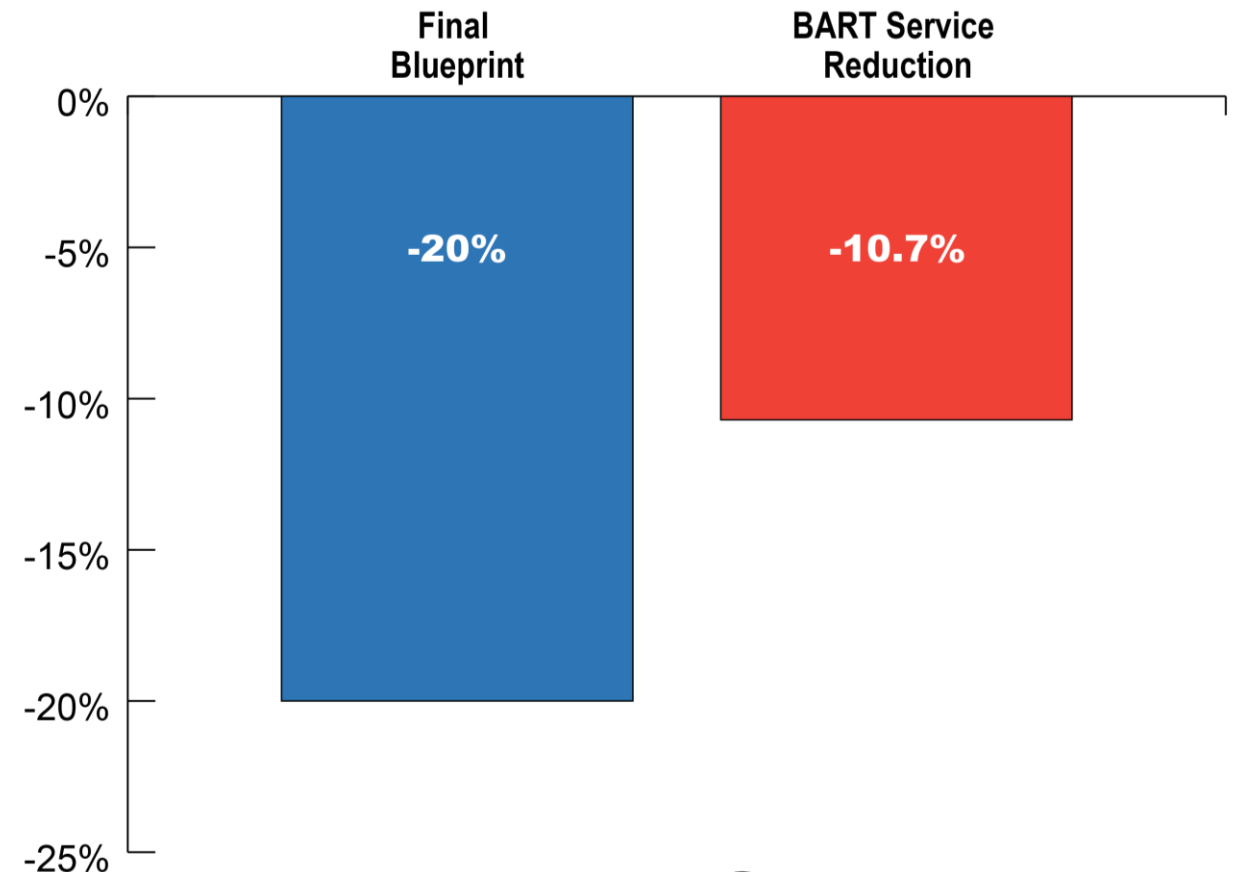
The Bay Area cannot achieve state climate goals without transit. A transit “doom spiral” would mean driving increases and even with accelerated fleet electrification would undercut our greenhouse gas reduction goals.

**Final Blueprint** Plan Bay Area 2050 alternative that achieves SB 375 target of 19% per capita CO<sub>2</sub> emissions (relative to 2005).

## **BART Service Reduction**

With significant BART cutbacks such as cutting service to one-hour headways and station closures, the Bay Area's climate goals will be cut in half.

**Total per Capita CO<sub>2</sub> Emissions in Relation to 2005**





# Transit is Foundational to the Bay Area's Housing Strategy

- Plan Bay Area 2050 assumes significant growth around BART stations.
- Today, nearly 500,000 people live in the 200,000 homes located within ½ mile of a BART station.
- By 2050, the number of homes is projected to more than double, growing to nearly 550,000.
- Nearly 70% of that new housing is projected to be affordable (deed restricted)



# Traffic Impacts of Devastating Cuts

- ▶ The Bay Area's \$1 trillion economy depends on a well-functioning transit system.
- ▶ For context, the Bay Bridge carries about 118,000 paid trips per day; BART is already back up to about 200,000.
- ▶ If 50% of BART riders shifted to driving, delays on Bay Area highways would **grow exponentially**:
  - A daily commuter from Walnut Creek to SF would spend six more hours in their car/week.
  - A daily commuter from El Cerrito to SF would spend 11 more hours in their car/week.

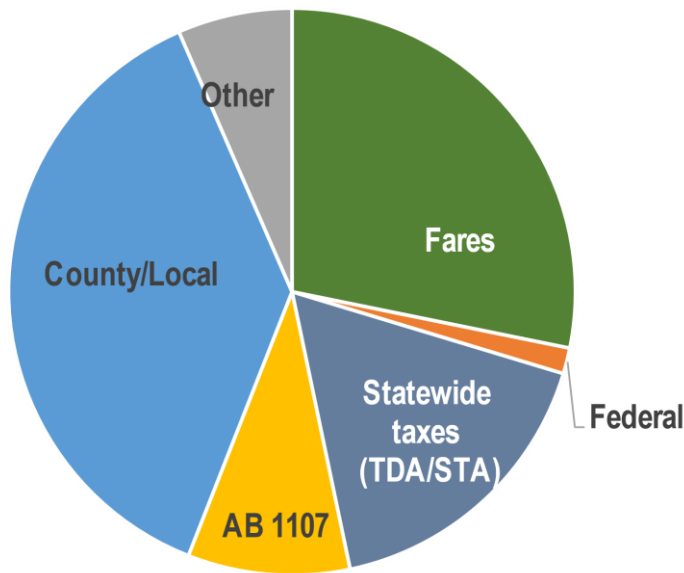




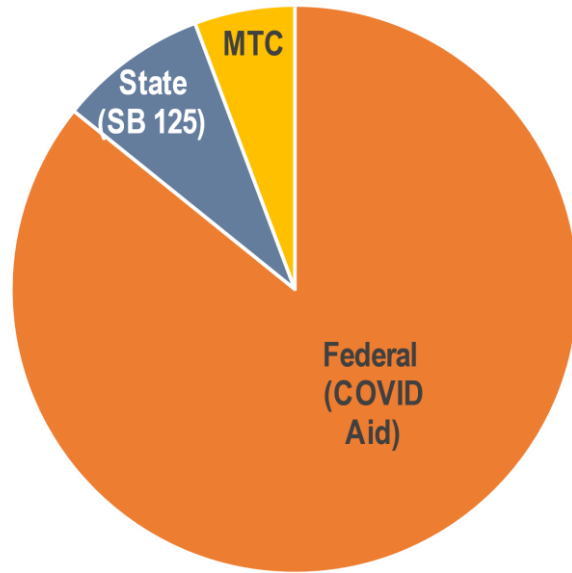
# Funding Bay Area Transit Service Has Always Been a Partnership



## Pre-COVID Transit Operating Revenue Mix (FY 2018-19)



## COVID Emergency Assistance (Federal Aid, SB 125 and \$300M MTC Commitment)



## New Ongoing Revenue Sources (Examples of range of ongoing revenue sources)

(Examples of range of ongoing revenue sources)

**Fares:** BART 5.5% increase

### County/Local:

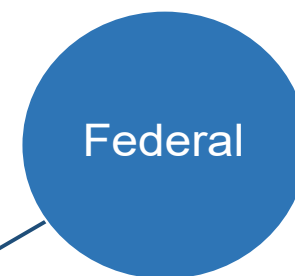
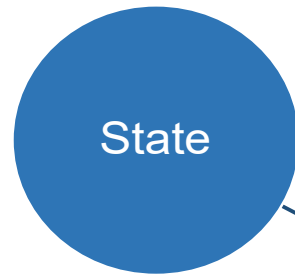
Caltrain Measure RR (\$120M/year)

### Other:

RM 3 (up to \$52M/year); Golden Gate Bridge toll increase (up to \$37M/year)

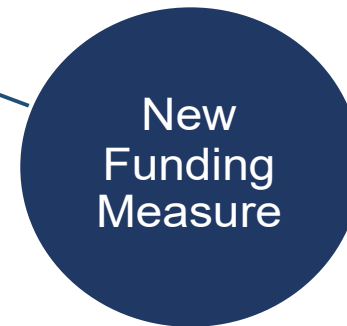
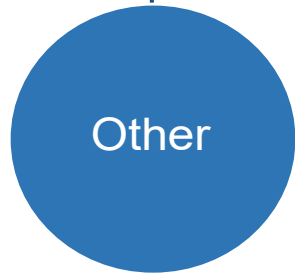
# Continued Partnership Necessary for Future Transit Operating Funding Picture

**SB 125 TASK Force** identifying and evaluating potential new revenue sources



**CONGRESS** is beginning to explore increasing and expanding federal transit operating assistance.

**TRANSIT OPERATORS** exploring fare increases and other local revenues (parking fees and fines); ongoing service adjustments & improvements

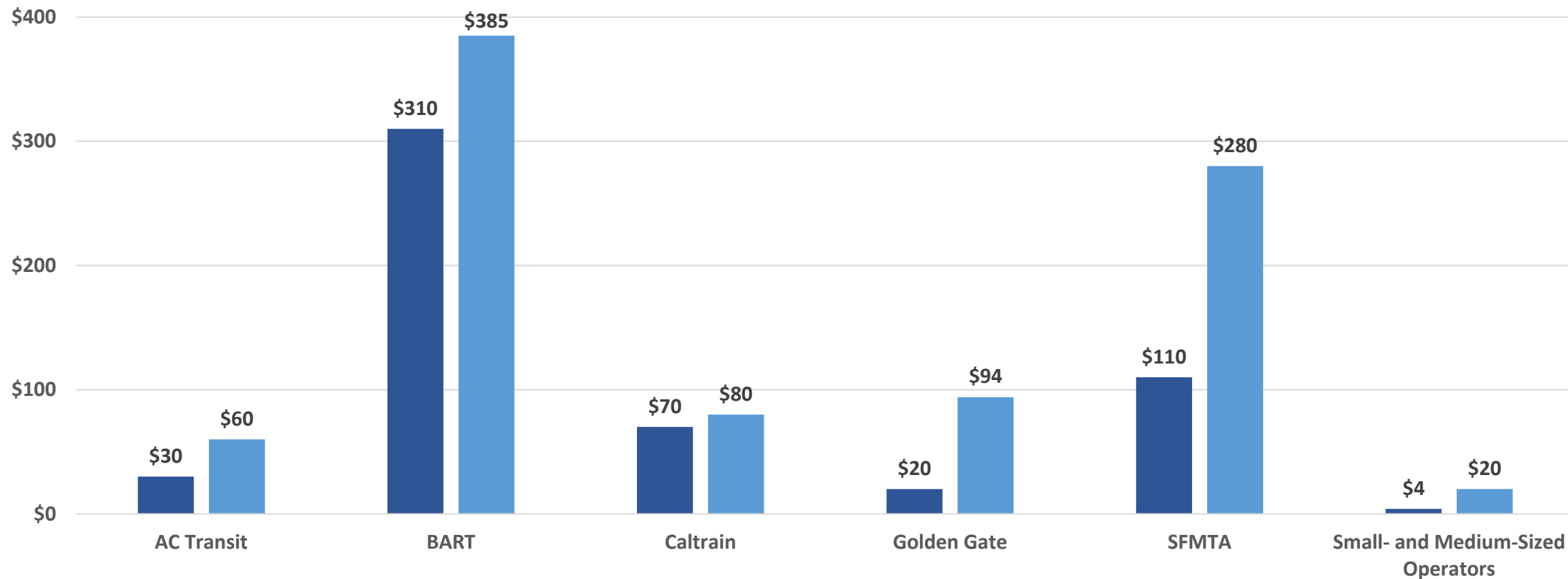


**BAY AREA VOTERS** via transportation revenue measure/s



# Overview of Select Committee Outcomes

# Defining the Problem to Solve: Different Measurements of Operating Funding Need



**Adjusted Fare Loss (Annual)**  
**\$544M Total**

**Annual Operator-Reported Shortfalls**  
**\$919M Total (FY 2026-27 forecast)**

# Select Committee Feedback on Key Components

## Gradients of Agreement exercise provided insight into committee members views:

- ▶ **Geography:** Strong preference for measure to be placed on ballot in the four counties of Alameda, Contra Costa, SF and San Mateo (letting the other five **opt in**) versus requiring all nine counties.
- ▶ **Duration:** Select Committee slightly preferred 10 years. Strong preference for a 10-year measure among commissioners representing the four core counties, whereas Santa Clara commissioners strongly prefer a 30-year measure.
- ▶ **Transit Operating Funding Target:** Overall, a slight preference for targeting adjusted fares over operator-reported shortfalls. Commissioners, business community and construction labor representatives strongly prefer adjusted fares; transit operating union labor representatives and advocates favor operator-reported shortfalls.
- ▶ **Funding Mechanism:** Support for sales tax over parcel tax or payroll tax, but interest in a measure with multiple sources.

# Scenarios Presented on October 21

September Scenarios	Variations
<p style="text-align: center;">Scenario 1</p> <p style="text-align: center;">Core Transit Framework: 30 years</p>	<p style="text-align: center;">Scenario 1A</p> <p style="text-align: center;">Core Transit: 10-year version</p>
<p style="text-align: center;">Hybrid</p> <p style="text-align: center;">Hybrid, with <b>Payroll tax</b> plus Sales Tax</p>	<p style="text-align: center;">Hybrid</p> <p style="text-align: center;">Hybrid, with <b>Parcel tax</b> plus Sales tax</p>

# SFMTA Compromise Proposal Presented in October with Variable Rates

## Tax Measure

**F**

- Short/Near-term(11-15 years)
- Sales **OR** Parcel Tax
- Variable Rates by County
- Revenues sufficient to fully fund transit needs for 10-years
- Regional Program Funded first
- Allows for Long-term more visionary measure for November 2036 ballot **OR** reauthorization of Short-term Measure

## Regional Program

**R**

- Regional Rail System Funded (BART, Caltrain, BSV)
- Regional Transit Service (Regional Bus Services creating connectivity to regional rail)
- Regional Transit Transformation (Fare Integration & Modernization, CX, Cleanliness, Safety)

## Legislation & Policy

**L**

Authorization for:

- A retail transactions and use tax
- A parcel tax  
\*Variable Rate District Based. Program
- Allows for a qualified voter initiative
- Legislates the “Regional Program”
- Legislates an Independent Auditor

- Imposed in the 5 core counties – others could opt-in.
- Funding for regional and local transit plus county flex in Alameda, Contra Costa, San Mateo and Santa Clara (amount depends on tax rate)

## Proposed Next Step:

*Focus in on the two scenarios which have the greatest potential support.*

*Note: Data for scenarios provided by NBS (parcel tax) based on July 2023 assessment data and Sperry Consulting (sales tax) based on estimated 2027 taxable sales.*

## Scenario 1A

- ½ cent sales tax
- Yields ~\$560M/year
- 10 years
- **Transit only**
- 10% or \$56M for Transit Transformation
- 4 Counties: AL, CC, SF, SM (*opt-in for SC only*).

## Hybrid

- ½ cent sales tax + \$0.09 bldg. sq. ft. parcel
- Yields \$1.3-\$1.5B year
- 30 years
- **Transit + infrastructure:** 10% of sales tax revenue for Transit Transformation
- 5-9 Counties (including at least AL, CC, SF, SM and SC (*if SC opts in*)).

# Scenario 1A Summary: Transit Focus

Applies to Alameda, Contra Costa, S.F. and San Mateo + **option for Santa Clara to join.**

- ▶ 10-year duration
- ▶ ½-cent sales tax (\$560M/year in four core counties)
- ▶ 10% per year for Transit Transformation to grow ridership for entire measure (\$55M/year)
- ▶ 90% to make up for lost fare revenue due to changes in travel behavior at BART, Caltrain, AC Transit, and Muni, plus funding for feeder bus in AL, CC and SM counties (\$505M/year)



<b>10yrs</b> Duration	<b>\$560M</b> Annually
<b>1/2¢</b> Sales Tax	<b>Transit only</b>
<b>4 Counties</b> <i>With option of Santa Clara opt-in</i>	
<b>\$4M Annually for Small Operators</b>	<b>\$10M Annually for AL/CC BART Feeder Bus</b>
<b>\$20M Annually for SamTrans/ San Mateo County Feeder Bus</b>	

## Proposed Funding Strategies

# Scenario 1A

**\$5B investment in transit operating and \$560M for Transit Transformation over 10 years**

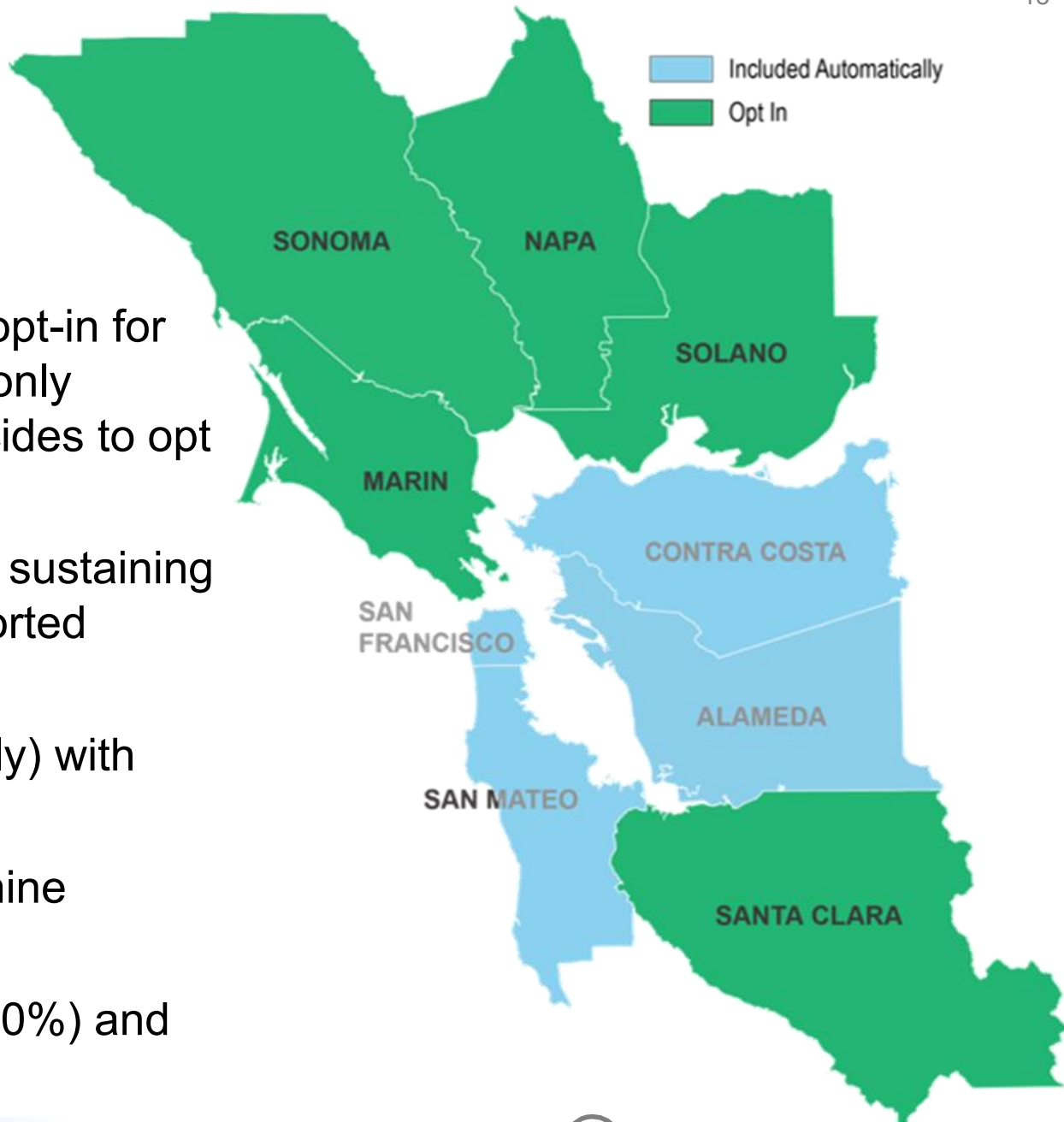
Regional Rail	<b>\$3B</b> BART	<b>\$390M*</b> Caltrain	
	<b>\$880M</b> SF MTA		
Local Transit	<b>\$300M</b> AC Transit	<b>\$200M</b> SamTrans & SM Feeder	<b>\$144M</b> AL/CC/Small Operators

\*Assumes Caltrain will receive partial funding for their loss of fare revenue from the measure and the remainder from Santa Clara County.



# Hybrid Scenario Summary

- ▶ Multi-modal measure with 30-year duration
- ▶ Geography includes four core counties, with opt-in for Santa Clara and North Bay but this scenario only proposed for consideration if Santa Clara decides to opt in.
- ▶ Provides higher transit funding level aimed at sustaining current service levels (targeting operator-reported deficits, not just fare loss) for first 8 years.
- ▶ Combines ½-cent sales tax (\$1 billion annually) with parcel tax of \$0.09/building square foot.
- ▶ \$1.3B/year in 5 counties or \$1.5B/year in all nine counties.
- ▶ Parcel tax would support transit operations (60%) and County Flex (40%).



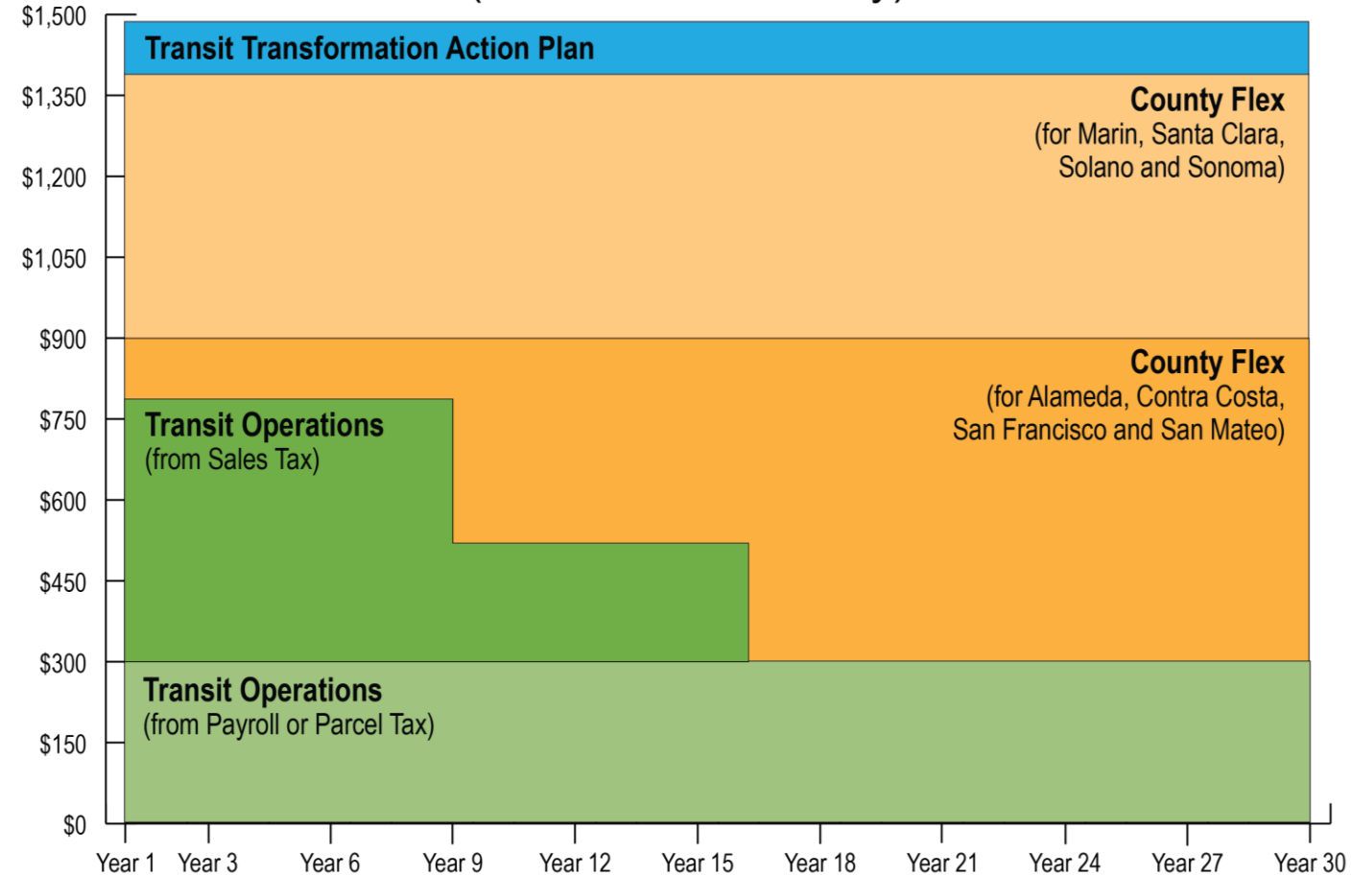
# Hybrid Focuses on Transit, County Flex, and Transformation

## Hybrid Scenario Attributes:

- ▶ Funds 90% of **operator-reported shortfalls** for first 8 years, with 65% in Years 9-15 and less in years 16-30.\*
- ▶ 10% for Transit Transformation
- ▶ Remaining funding, or 61% of total, for County Flex

*\*Data for scenarios provided by NBS (parcel tax) based on July 2023 assessment data and Sperry Consulting (payroll tax) based on 2022 taxable wages and 2022 taxable sales*

**Hybrid Transit Scenario: 30-Year Funding Distribution**  
(\$ in Millions Annually)



<b>30yrs</b> Duration	<b>\$1.3B- \$1.5B</b> Annually
<b>\$0.05 Sales Tax</b> <b>+</b> <b>\$0.09/sq ft</b> parcel tax	<b>Transit &amp; Infrastructure</b>
<b>5 - 9 Counties</b> <i>If Santa Clara elects to join</i>	
<b>\$23B-\$29B</b> County Flex for county priorities	
<b>\$2.6 - \$3.1B</b> Transit Transformation	

## Proposed Funding Strategies

**\$9.4-\$10B investment in transit  
operating first 15 years**

## Hybrid

Regional Rail	<b>\$4.5B</b> BART	<b>\$940M</b> Caltrain	<b>\$4.5B</b> Transit ops in years 16-30. Specific allocations to be decided in year 15 of measure.
	Regional Bus	<b>\$3B</b> SF MTA	
Local Transit		<b>\$705M</b> AC Transit	

# Select Committee's Recommended Policy Provisions for Legislation

- ▶ **Strengthen Accountability:** Provide greater oversight of transit agency financial information.
- ▶ **Deliver on Transit Transformation:** Require operators to report on and comply with policies and programs developed through the Regional Network Management framework related to Transit Transformation to be eligible for new funding from measure.
- ▶ **Transit Agency Consolidation:** Topic is worthy of further study but should be pursued separate from enabling legislation for transportation revenue measure.
- ▶ **Transit Transformation:** Support for investing 10% of measure in improvements to make system more connected, affordable and reliable, with 50% invested in proportion to each county's contributions to the measure.
- ▶ **Citizen Initiative:** A citizen initiative should be authorized in the enabling legislation.

# Ensuring Transit Transformation Benefits in Every Participating County

- ▶ Both scenarios invest 10% of sales tax into Transit Transformation.
- ▶ New commitment in response to feedback:
  - ▶ 50% of Transit Transformation funds to go towards local Transit Transformation priorities (e.g., bus-only lanes or signal coordination), to benefit each county in proportion to their share of sales tax generated by the measure.





# Investing in Transformation

Hypothetical \$100 Million Annual Investment Over Five Years  
Half of funds directed to local Transit Transformation priorities

\$25 million  
Transit Fares

\$20 million  
Mapping & Wayfinding

\$40 million  
Transit Priority

\$15 million  
Access. & Paratransit

## What Benefits Do We Get From This Investment?

*A more affordable, easier to navigate, faster, and more accessible regional transit system.*



### Transit Fares

- Ongoing Free/Discounted Interagency Transfers
- Ongoing Clipper START Program + enhancements
- Ongoing Clipper BayPass Program

### Mapping & Wayfinding

- Initiate regionwide deployment and installation of mapping/wayfinding/visual identity standard at rail stations, ferry terminals, transit hubs, and bus stops

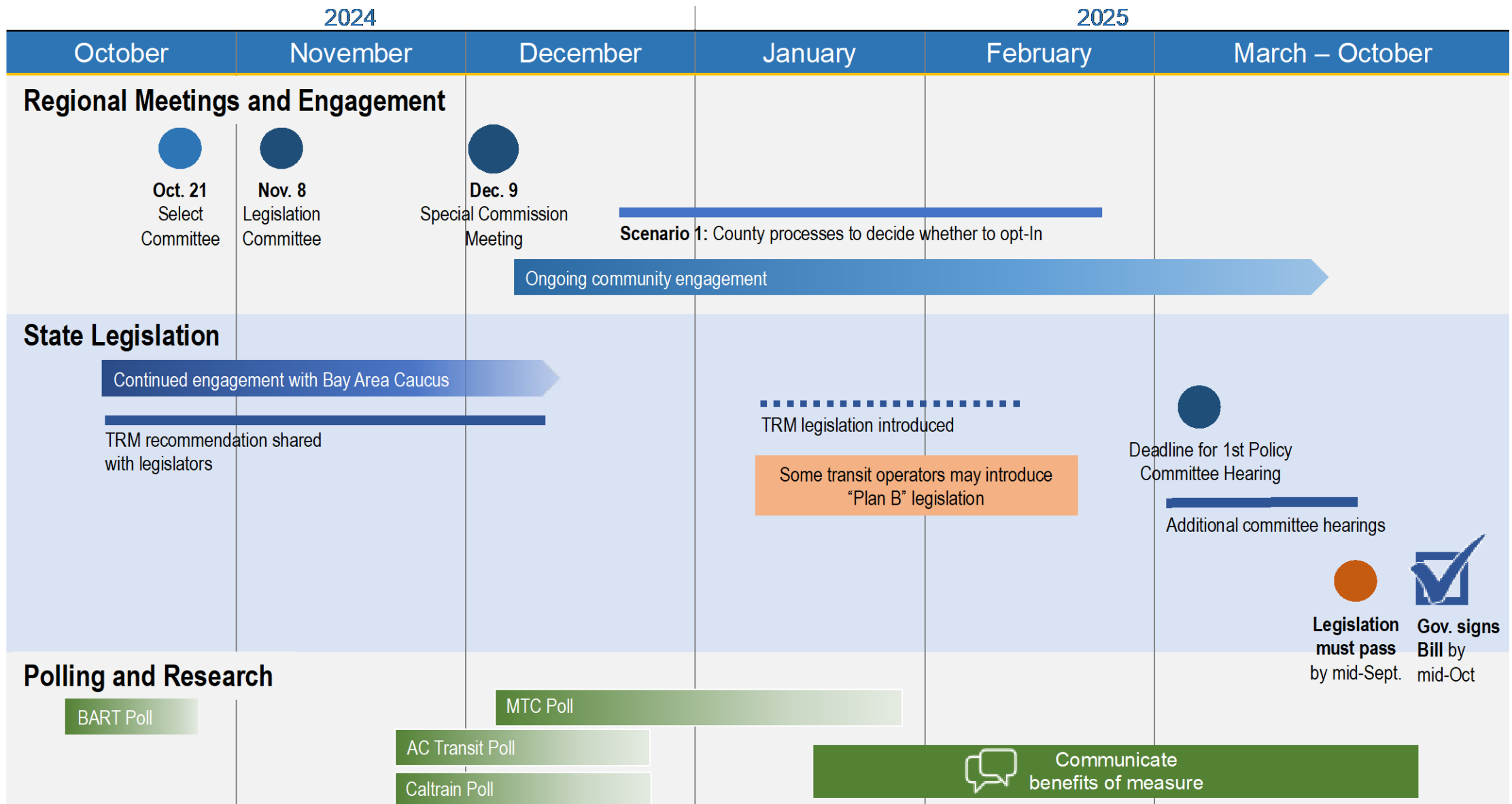
### Transit Priority

- Approx. three corridor-wide projects like SFMTA's Geary Rapid project
- Approx. 100+ "hot spot" interventions (TSP, stop placement/spacing/design, transit only or HOV lanes)

### Accessibility

- Operations support for one-seat paratransit rides
- Mobility management programs at the county level
- Regional data clearinghouse for accessible services

# TRM Enabling Legislation Timeline



# Staff Recommendation

- ▶ Endorse key policy provisions and include questions related to them in the poll.
- ▶ Endorse Scenario 1A and Hybrid for polling and additional refinement. Further, permit coordination on polling a variable rate option (if there is interest by partners) to ensure comparability of poll results.
- ▶ Direct staff to return by February 2025 with polling results and sponsorship considerations for transportation revenue measure enabling legislation.