

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

**BOARD OF DIRECTORS MEETING**

**DATE:** December 5, 2005

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

**TIME:** 4:00 pm

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**MINUTES**

**1. Call to Order**

Chair, Mayor Marshall Kamena, called the meeting to order at 4:15 p.m.

**2. Roll Call of Members**

Marshall Kamena, Mayor, City of Livermore  
Steve Brozosky, Vice Mayor, City of Pleasanton  
Tony Oravetz, Councilmember, City of Dublin  
Janet Lockhart, Mayor, City of Dublin  
Cindy McGovern, Councilmember, City of Pleasanton  
Scott Haggerty, Supervisor, Alameda County

**LAVTA Staff**

Barbara Duffy, General Manager  
Caren Bettencourt, Manager of Finance and Administration  
Cory LaVigne, Manager of Grants, Capital Projects & Procurement  
Cyrus Sheik, Transit Planner  
Lydia Wehrli, Customer Service Coordinator  
Pauline Council, ADA Coordinator  
Beverly Adamo, Administrative Assistant

**Other Attendees**

Michael Conneran, Legal Counsel, Hanson, Bridget, Marcus, Vlahos & Rudy  
Ron Mahler, Pleasanton Unified School District  
Daniel Iacofano, MIG

### **3. Meeting Open to Public**

Ron Mahler from the Pleasanton Unified School District provided the Board with a letter that offered additional information regarding his request from the last meeting, asking the Board to consider an arrangement with the Pleasanton Unified School District for a discount on fares. The discussion included the fact that school districts have the ability to apply to the Alameda County Social Services Agency to request bus passes, and Mr. Mahler said that he was not aware of this mechanism. Chair Kamena asked General Manager Duffy to provide the information to Mr. Mahler and other school districts regarding free bus pass support and to update the Board at the next meeting.

### **4. Consent Agenda**

- A. Minutes of the November 7, 2005 meeting of the Board of Directors
- B. Treasurer's Report for the month of October 2005
- C. Set Board of Director Meeting Dates for 2006

Supervisor Haggerty moved to approve the consent items, Mayor Lockhart seconded, and the motion passed unanimously.

### **5. Livermore/Amador Valley Transit Authority Draft Strategic Plan**

This item was addressed after Item 6. Daniel Iacofano, MIG, reviewed the progress thus far with respect to finalizing the Strategic Plan, with the Mission, Values, and Vision having been discussed, revised and approved thus far. The first item in Goals and Strategies, Ridership Development, had also been approved as revised.

The second Goal & Strategy is Marketing and Public Awareness and discussion included addressing the possibility of changing the name of the agency and service at a future time. Additional discussion included changing all references to "LAVTA" to "Wheels," and further changes that will be incorporated into this Goal and reflected in the Final Strategic Plan. Councilmember McGovern moved to accept this Goal as discussed and revised during the meeting. Seconded by Mayor Lockhart, the motion passed unanimously.

The third Goal & Strategy is Community and Economic Development, and discussion included the changes that would be incorporated into this Goal and reflected in the Final Strategic Plan. Vice Mayor Brozosky moved to accept this Goal as discussed and revised during the meeting. Seconded by Councilmember Oravetz, the motion passed unanimously.

The fourth Goal & Strategy is Policy Development, and discussion included the changes that would be incorporated into this Goal and reflected in the Final Strategic

Plan. (Supervisor Haggerty left at 5:00 p.m.) Councilmember Oravetz moved to accept this Goal as discussed and revised during the meeting. Seconded by Councilmember McGovern, the motion passed unanimously.

The fifth Goal & Strategy is Regional Leadership, and discussion included the changes that would be incorporated into this Goal and reflected in the Final Strategic Plan. Councilmember Oravetz moved to accept this Goal as discussed and revised during the meeting. Seconded by Councilmember McGovern, the motion passed unanimously.

The sixth Goal & Strategy is Organizational Effectiveness, and discussion included the changes that would be incorporated into this Goal and reflected in the Final Strategic Plan. Councilmember Oravetz moved to accept this Goal as discussed and revised during the meeting. Seconded by Councilmember McGovern, the motion passed unanimously.

The final Goal & Strategy is Fiscal Responsibility, and discussion included the changes that would be incorporated into this Goal and reflected in the Final Strategic Plan. Councilmember Oravetz moved to accept this Goal as discussed and revised during the meeting. Seconded by Councilmember McGovern, the motion passed unanimously.

Vice Mayor Brozosky moved to adopt the Strategic Plan as discussed and revised. Seconded by Mayor Lockhart, the motion passed unanimously.

## **6. Introduction of Wheels Bus Book**

(This item was addressed prior to Item 5 to accommodate the arrival of the presenter for Item 5.) Chair Kamena congratulated Rosemary Booth, Manager of Marketing and Public Affairs on the great accomplishment of the publishing of the Bus Book. Barbara Duffy presented a preview of the Bus Book, highlighting the tremendous effort on the part of Staff to produce the Bus Book. Ms. Duffy pointed out that this Bus Book is a big step in line with our Strategic Plan, providing a comprehensive explanation of a system that can sometimes be challenging for riders to understand. The information is printed in both English and Spanish. Discussion included the fact that while the Bus Book will be reprinted whenever there are service changes, that would have been the case with the fold out maps that we utilized and the cost of reprinting the Bus Book is not significantly higher than the maps. The Bus Book will be available and distributed beginning December 9, 2005.

## **7. Matters Initiated by the Board of Directors**

Vice Mayor Brozosky asked about the school tripper route to Amador High School and whether accurate information regarding the changes to the route was being communicated to the school and the potential riders. Ms. Duffy assured the Board that Staff was reaching out to ensure that accurate information is readily available to those who need it.

Mayor Lockhart acknowledged Wheels Staff for all their efforts during the 12<sup>th</sup> Annual Food Drive, and discussion included whether there are other recipient organizations in the Tri-Valley area that could benefit from the Food Drive next year. Historically, the items collected have been donated to one organization.

## **8. General Manager's Report**

Ms. Duffy highlighted the additional earmark of \$1 million for LAVTA's facility project, due in large part to the efforts of Pat Jordan, our Washington legislative consultant.

Discussion also took place regarding the proposed pilot program for transit signal priority (TSP) in the City of Pleasanton, with Vice Mayor Brozosky expressing concerns whether such a program would produce results that would be worth the effort. Ms. Duffy explained that the goal of signal prioritization is to move the buses more quickly and get our passengers to their destinations more quickly, and that this pilot is a test to judge this particular technology.

Ms. Duffy stated that the Monthly Summary Statistics for October 2005 showed Route 70X is up by 73% compared to October 2004 due to Kaiser moving hundreds of its employees to Pleasanton facility. Discussion included how decisions are made to add service to a particular route. A request was also made to include a month-to-month ridership comparison and complaints trend in the materials for subsequent Board meetings.

## **9. Adjournment**

Chair Kamena adjourned the meeting at 5:54 p.m.