



**EMERYVILLE  
TRANSPORTATION MANAGEMENT ASSOCIATION**

**Chair**

Denise Pinkston,  
TMG Partners

**Vice Chair**

Bob Canter,  
Emeryville Chamber  
of Commerce

**Secretary/Treasury**

Geoffrey Sears,  
Wareham  
Development

**Directors**

Sandy Brownstone,  
Hines

Al DeGroot,  
Novartis

Lisa Finnin-Ciccoli,  
IKEA

Ron Weller,  
Bay Street

Andrew Allen,  
At-Large

Diana Chambers,  
AgeSong

**AGENDA**

Board of Directors Meeting

AgeSong, 1440 40<sup>th</sup> Street, Emeryville, CA

November 18, 2010

9:00AM

1. Call to Order
2. Public Comments
3. Approval of Minutes of October 21, 2010 Board Meeting
4. Business Items
  - A. Recommendation for approval of the 2011 Budget
  - B. Adoption of the TMA staff work plan.
  - C. Appoint committee to review the Executive Director's performance.
5. Executive Director's Report
  - A. Monthly list of Disbursements
6. Suggestions/Requests from Board Members
7. Confirm date of Next Meeting
8. Adjournment

A complete copy of the agenda is available for public viewing in the Emeryville City Clerk's Office at 1333 Park Avenue at least 72 hours prior to the meeting. All writings that are public records and relate to an agenda item above will be made available at the meeting. The TMA will mail a copy of the agenda or, if requested, the entire agenda packet, to any person who has filed a written request for such materials. If requested, these materials will be made available in appropriate alternative formats to persons with disabilities. Written requests should be mailed to Emeryville TMA, 1300 67<sup>th</sup> Street, Emeryville, CA 94608.

To download a copy of the agenda packet, please visit our website at [www.emerygoround.com](http://www.emerygoround.com). If you have comments or questions about this agenda, please email us at [info@emerygoround.com](mailto:info@emerygoround.com), or call the Executive Director, Peter Oswald at (925) 937-0980.

# EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

## **ACTION SUMMARY MINUTES** Board Meeting of October 21, 2010

### 1. Call to Order

*The meeting was called to order at 9:06 AM by Vice Chair, Bob Canter*

*Members Present: Bob Canter, Geoff Sears, Diana Chambers, Al DeGroot, Ron Weller, Lisa Fynnin-Ciccoli, Sandy Brownstone*

*Guests: Peter Oswald, Roni Hattrup and John Scheuerman*

### 2. Public Comments

*There were no public comments.*

### 3. Approval of Minutes of September 16, 2010 Board Meeting

*The minutes were approved unanimously.*

### 4. Business Items

#### A. Adopt Resolution No. 2010-3 to extend the Emery Go-Round Hollis Line to Berkeley Bowl and link to the West Berkeley Shuttle.

This item was approved by a vote of 7 to 0.

#### B. Recommendation for route change on the Watergate Express line.

*Comments or questions and responses from Board Members: Director Brownstone expressed concern about the future affects of eliminating the non-peak service with the projected occupancy growth on the peninsula. Director Sears clarified that the day service could be reinstated in the future if necessary, following ridership analysis.*

This item was approved by a vote of 7 to 0.

#### C. Presentation on EBOT modern streetcars

A motion to add "Seek grants for a feasibility study on fixed guideways" to the TMA staff workplan was approved unanimously.

#### D. Discussion and adoption of a new agency logo.

*Comments or questions and responses from Board Members:*

- The Board chose to move forward with Option 1 with a direction to make the logo bolder.*
- Director Brownstone offered to be a part of the committee to finalize the logo.*

A motion to allow the committee to finalize the logo was approved by a vote of 7 to 0.

### 5. Executive Director's Report

### 6. Suggestions/Requests from the Board Members

### 7. Confirm date of Next Meeting

### 8. Closed Session – Real Property Negotiation

*No action.*

Vice Chair Bob Canter reconvened the meeting after closed session and the Board directed the Executive Director to exercise the renewal option on the current yard lease.

9. Adjournment.

*The meeting was adjourned at 11:00 AM.*

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

**STAFF REPORT MEMORANDUM**

DATE: November 12, 2010  
FROM: Peter Oswald, Executive Director  
SUBJECT: 2011 Annual Budget

RECOMMENDATION

It is recommended that your Board adopt the 2011 Annual Budget

BACKGROUND

In May a proposed 2011 Annual Budget was presented to your Board as support for submission to the Emeryville City Council of the 2011 Property Based Improvement District (PBID) levy.

DISCUSSION

After several Board meetings no action has emerged to cause the proposed 2011 Budget to be altered significantly. An annual budget is required by your bylaws and the PBID Management Plan.

FINANCIAL CONSIDERATIONS

Not applicable.

**Emeryville TMA**

2011 Revenue Budget Worksheet - PBID and Non-PBID

11/12/2010

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Revenue	2009 Actual	2010 Budget	2011 Proposed Budget	Variance \$	2010/2011 Variance %	Document
<b>PBID Revenue</b>						
1 PBID Levy - Post PBID Continuing Obligation	2,014,448	1,814,917	<b>1,914,551</b>			Split based on FY10 budget
2 PBID Levy - No Post PBID Continuing Obligation		504,541	<b>532,239</b>			Split based on FY10 budget
Total PBID Levy	2,014,448	2,319,458	<b>2,446,790</b>	127,332	5%	NBS Forecast 5% increase
3 Estimated Uncollectable Levy		(53,913)	<b>(65,310)</b>			NBS Forecast/School +ACT + Gov
4 Less City Admin Fees		(65,000)	<b>(59,595)</b>			Per PBID Management Plan
Net PBID Proceeds	2,014,448	2,200,545	<b>2,321,885</b>	121,340	6%	
5 Direct Billed Revenue	50,178	71,350	<b>74,918</b>	3,568	5%	2010 Budget increased by PBID increase %
6 Interest Income (PBID)	15,392	12,000	<b>12,000</b>	0	0%	Last Year's Budget
7 PBID Fund Balance Held by the City		194,000				This was a one time influx of reserves held by the city
<b>Total PBID Revenue</b>	<b>2,080,018</b>	<b>2,477,895</b>	<b>2,408,802</b>	<b>(69,093)</b>	<b>-3%</b>	
<b>Non-PBID Revenue</b>						
8 Nextbus Sign Revenue	4,800	6,000	<b>4,800</b>			2009 Actual
9 Charter Service	300	500				
11 Interest Income (Non-PBID)	\$ 682	2,720	<b>2,737</b>			Assume 2% interest on FY2009 year end balance
12 8 To Go	\$ 112,564	63,572		(63,572)	(1)	Assume this contract complete and not renewed
<b>Total Non-PBID Revenues</b>	<b>118,346</b>	<b>72,792</b>	<b>7,537</b>	<b>(65,255)</b>	<b>(1)</b>	
<b>Total Revenue</b>	<b>2,198,364</b>	<b>2,550,687</b>	<b>2,416,340</b>	<b>(134,347)</b>	<b>-5%</b>	

**Emeryville TMA**

11/12/2010

2011 Expenditure Budget - Operating and Capital

	2009 Actual	2010 Budget	2011 Budget	2010/2011 \$ Variance	2009/2010 % Variance	Assumptions/Notes
<b>Direct (Shuttle Operations) Costs</b>						
<b>Bus Leases/Purchases</b>						
13 Bus Loan/Lease Payments - existing (7)	441,668	464,112	<b>367,119</b>	(96,993)	-21%	10 lease payments increased by 3%; new bus in 11
16 Bus Loan Lease Payments - new (1))			<b>26,700</b>	26,700		New bus in July 2011
17 Down payment on new vehicles		50,000	<b>50,000</b>	0	0%	Assume one new vehicle
18 Use of Deferred Equipment Purchase Reserves		(50,000)		50,000		from reserves
<b>Total Bus Leases/Purchases</b>	<b>441,668</b>	<b>464,112</b>	<b>443,819</b>	<b>(20,293)</b>	<b>-4%</b>	
<b>Bus Maintenance</b>						
19 SFO Shuttle Maintenance	153,686	163,200	<b>172,279</b>	9,079	6%	2010 Actual + 3%CPI
20 Contract Maintenance (Idealease, Penske)	79,600	27,912	<b>37,788</b>	9,876	35%	2010 Actual + 3%CPI
21 Painting and Body Work		7,500	<b>4,000</b>	(3,500)	-47%	Painting of new bus
22 Bus Cleaning	17,300	25,200	<b>25,956</b>	756	3%	2010 Actual + 3%CPI
<b>Total Maintenance</b>	<b>250,586</b>	<b>223,812</b>	<b>240,023</b>	<b>16,211</b>	<b>7%</b>	
<b>Operations Contract</b>						
25 SFO Shuttle - Labor/Fringe	758,580	983,992	<b>933,924</b>	(50,068)	-5%	2010 Actual + 3% Contract Increase
26 SFO Shuttle - Management Fee	72,000	75,000	<b>72,000</b>	(3,000)	-4%	Contract amount
27 SFO Shuttle - Insurance and Admin Costs	89,793	100,000	<b>109,410</b>	9,410		2010 Actual + 3%CPI
<b>Total Operations Contract</b>	<b>920,373</b>	<b>1,158,992</b>	<b>1,115,334</b>	<b>(43,658)</b>	<b>-4%</b>	
<b>Total Fuel</b>	<b>149,340</b>	<b>166,000</b>	<b>159,680</b>	<b>(6,320)</b>	<b>-4%</b>	
<b>Communications</b>						
30 Nextel - Two-Way Radios	9,152	10,000	<b>8,000</b>	(2,000)	-20%	2010 Actual + 3%CPI
31 NextBus - GPS Predictions	39,144	31,000	<b>40,318</b>	9,318	30%	2009 Actual increased by 3%
32 Other Communications		9,000	<b>3,000</b>	(6,000)	-67%	Tracker for new vehicle
<b>Total Communications</b>	<b>48,296</b>	<b>50,000</b>	<b>51,318</b>	<b>1,318</b>	<b>3%</b>	
<b>Miscellaneous Operating Costs</b>						
33 Uniforms	287	1,500	<b>1,500</b>	0	0%	2010 Budget
34 Bus Stop Signs	741		<b>10,000</b>	10,000		Responds to Board interest in improving signage
35 Other Miscellaneous Operating Costs	689			0		None planned
<b>Total Other Operating Costs</b>	<b>1,717</b>	<b>1,500</b>	<b>11,500</b>	<b>10,000</b>	<b>667%</b>	
36 Land Purchase/New Service		500,000		(500,000)		
37 Use of Undesignated Reserves		(500,000)				
<b>Total Direct Costs</b>	<b>1,811,980</b>	<b>2,064,416</b>	<b>2,021,674</b>	<b>(42,742)</b>	<b>-2%</b>	
<b>Indirect (Support) Costs</b>						
<b>Professional Service Contracts</b>						
38 Legal	6,068	10,000	<b>10,000</b>	0	0%	Same as last year
39 Accounting, Tax Prep	32,596	30,000	<b>30,000</b>	0	0%	Same as 2010 Budget
40 Management Contract	178,002	178,000	<b>190,000</b>	12,000	7%	Executive Director Contract
41 Other Consulting	23,663	15,000	<b>40,000</b>	25,000	167%	Technology (10K), other \$30,000
<b>Total Professional Services</b>	<b>240,329</b>	<b>233,000</b>	<b>270,000</b>	<b>37,000</b>	<b>16%</b>	
<b>Office Expenses</b>						
42 Supplies and Postage	2,466	3,500	<b>3,500</b>	0	0%	2010 Budget

**Emeryville TMA**

11/12/2010

2011 Expenditure Budget - Operating and Capital

	2009 Actual	2010 Budget	2011 Budget	2010/2011 \$ Variance	2009/2010 % Variance	Assumptions/Notes
43 Copy Expense	2,040	6,000	<b>6,000</b>	0	0%	2010 Budget
44 Business License and Taxes	1,069	500	<b>500</b>	0	0%	2010 Budget
<b>Total Office Expenses</b>	<b>5,575</b>	<b>10,000</b>	<b>10,000</b>	<b>0</b>	<b>0%</b>	
<b>Occupancy</b>						
45 Rent	74,944	78,000	<b>75,468</b>	(2,532)	-3%	Actual for 7/1/10-6/30/11 is \$71,874
46 Building and Grounds Maintenance	5,966	10,000	<b>6,145</b>	(3,855)	-39%	2009 Actual increased by 3%
47 Facility Improvements	13,910					2009 Actual increased by 3%
48 Telephone and utilities	5,400	6,500	<b>6,500</b>	0	0%	2010 Budget
<b>Total Occupancy</b>	<b>100,220</b>	<b>94,500</b>	<b>88,113</b>	<b>(6,387)</b>	<b>-7%</b>	
<b>Marketing</b>						
49 Printing and Publications	7,639	7,500	<b>8,504</b>	1,004	13%	2010 Actual + 3% CPI
50 Other Marketing Expenses	8,462	2,500	<b>8,716</b>	6,216	249%	2009 Actual increased by 3%
<b>Total Marketing</b>	<b>16,101</b>	<b>10,000</b>	<b>17,220</b>	<b>7,220</b>	<b>72%</b>	
51 <b>Pilot Projects and Research</b>		15,000		(15,000)	-100%	Nothing anticipated
<b>Insurance</b>						
52 Property	1,300	2,855	<b>1,365</b>	(1,490)	-52%	2009 Actual increased by 5%
53 Commercial Liability. Directors and Officers	4,084	2,525	<b>4,288</b>	1,763	70%	2009 Actual increased by 5%
<b>Total TMA Insurance</b>	<b>5,384</b>	<b>5,380</b>	<b>5,653</b>	<b>273</b>	<b>5%</b>	
<b>Conferences, Conventions &amp; Meetings</b>						
54 Dues and Subscriptions	1,680	1,000	<b>1,680</b>	680	68%	ACT, APTA, Chamber memberships (based on FY09)
55 Conferences and Travel		1,200		(1,200)	-100%	Assume no travel
56 Meetings	3,744	2,000	<b>2,000</b>	0	0%	Board; Staff; Community meetings hosted (based on FY09)
<b>Total Conferences, Conventions &amp; Meetings</b>	<b>5,424</b>	<b>4,200</b>	<b>3,680</b>	<b>(520)</b>	<b>-12%</b>	
<b>Total Indirect Costs</b>	<b>373,033</b>	<b>372,080</b>	<b>394,665</b>	<b>22,585</b>	<b>6%</b>	
<b>Total Shuttle Costs</b>	<b>2,185,013</b>	<b>2,436,496</b>	<b>2,416,340</b>	<b>(20,156)</b>	<b>-1%</b>	
57 <b>Contingency</b>						
58 <b>8 to Go</b>	112,416	63,572		(63,572)	-100%	Contract complete at the end of August
<b>Total TMA Expenses</b>	<b>2,297,429</b>	<b>2,500,068</b>	<b>2,416,340</b>	<b>(83,728)</b>	<b>-3%</b>	

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

**STAFF REPORT MEMORANDUM**

DATE: December 12, 2010  
FROM: Peter Oswald, Executive Director  
SUBJECT: ETMA Work Plan

RECOMMENDATION

It is recommended that your Board adopt the EMTA Short Term Work Plan

BACKGROUND

In October 2010 the staff presented to you a draft EMTA Short Term Work Plan which you discussed at your meeting. Staff also solicited comments from Board members and reviewed EGR operations further.

DISCUSSION

For the most part the proposed Short Term Work Plan remains as is with the addition of further work on the Annual Report, the future new bus yard, and specific grant packages on the yard, buses, shelters, and fixed guide way.

FINANCIAL CONSIDERATIONS

Specific action items in the work plan are covered by the budget and/or grants.

# **EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION**

## **SHORT TERM WORK PLAN**

*September 2010*  
Adopted \_\_\_\_\_, 2010

### ***INTRODUCTION***

The Emeryville Transportation Management Association (TMA) was formed in 1996 as a non-profit California corporation. As economic development activity was underway, corporate business recognized the merits of providing their employees convenient access to and from the worksite to BART—the Bay Area’s rapid transit rail system. After securing seed money from the City of Emeryville and the Bay Area Air Quality Management District, the TMA began to operate free shuttle buses, a system known as Emery Go-Round (EGR). During the late 1990’s, this system grew, and was mainly funded by entitlement assessments imposed on new development or redevelopment. In the early 2000s, the Emeryville business community and the City of Emeryville decided that the TMA should have a more permanent and stable source of funding.

In 2001 the City of Emeryville formed the Citywide Property and Business Improvement District (“PBID”) under the Property and Business Improvement District Law of 1994. Assessments are levied against only business parcels., The revenue generated from the PBID provides a stable funding source for transportation services which benefit the property owners. In 2006, the PBID was renewed for a period of ten years. The PBID will need to be renewed in 2016 if the property owners want to continue funding EGR through PBID assessments.

The EGR shuttle is considered one of the most successful shuttle services in the Bay Area, if not California. The system is fare free and in 2009 carried 1.2 million passengers. EGR is effectively a rubber tire extension of BART to from the MacArthur BART station. Since the PBID is a Special District formed by the City, Emeryville contracts with the Emeryville TMA (which acts as the Owners Association as defined in Section 36614.5 of the Code) to operate the shuttle service.

### ***EXISTING SERVICES***

From the onset of forming the TMA, the TMA’s primary function has been to operate the Emery Go-Round as a free shuttle. Over the years the TMA has provided some additional experimental transportation programs or transportation related services. The TMA helped implement a pilot program to help “incubate” a car-sharing enterprise. Working with property owners and major employers, the TMA identified corporations who initially subsidized car-sharing car pods in

various locations throughout the City. The pilot program proved successful and car-sharing, provided by Zip-Car, is now a stand-alone program in the City. In 2008, the City received a local grant to provide paratransit service in cooperation with the Senior Center. Because of the TMA's expertise, the City contracted with the TMA to operate the paratransit service. The paratransit contract between the TMA and City for this program has been renewed on an annual basis.

### ***EXISTING EMERY GO ROUND***

The existing Emery Go-Round shuttle system comprises of 13 buses carrying 1.2 million passengers annually. All four routes originate at the MacArthur BART Station. Service is most extensive during the weekdays with reduced service on Saturday and further reduced service on Sunday. Buses run from 5:47 in the morning until 10:23 at night. Saturday service is 9:25 AM to 9:30 PM. Sunday service is 10:20 AM to 6:40 PM. Service frequency is every 15 minutes during the week and every 20 minutes on weekends. The system does not run on New Year's Day, President's Day, Easter, Memorial Day, Independence Day, Labor Day, or Christmas. About 30,000 service hours are provided annually. While riders are not charged a fare, the per passenger trip cost is about \$1.52 which makes Emery Go-Round one of the most efficient transit services in the Bay Area. With the exception of one Thomas bus which will be phased out in the short term, the equipment is International 38 foot cutaways seating 32 passengers. The last four buses acquired, of the 13, are hybrid. All buses are equipped with NextBus GPS technology. This technology gives the rider real time tracking and real time arrival information at various stops and at NextBus signs located in various businesses. Buses are parked and routine maintenance is provided at a yard leased by the TMA. The yard is located in Emeryville. The TMA contracts with SFO shuttle for day to day field operation of the EGR system. This contract with SFO runs through the end of 2011. More extensive maintenance is contracted to Penske Trucking and Idealbase. AC Transit, under contract with the TMA, fuels and washes the buses. The buses are fueled and washed at AC Transit's yard in Emeryville.

### ***TMA MISSION: TMA EXISTING CHARGE AND AUTHORITY***

The Bylaws of the TMA state:

Section 1 (1)...the specific purposes of the Corporation...are to

- mitigate traffic congestion and
- develop transportation system and demand management strategies by coordinating the business community's efforts and working cooperatively with local government to address common transportation concerns,
- improve accessibility and mobility, and
- provide transportation services.

Section 1 (2)...the Corporation's activities include advocating and promoting transportation system and demand management strategies to

- reduce traffic congestion,
- reduce air pollution,
- reduce commuting costs,
- generate joint public/private sector approaches to solving transportation problems to and from the area served by the Corporation, and
- create a central information service for ridesharing, public transportation and other transportation-related subjects.

The PBID Management Plan and the City/TMA Shuttle Bus Funding Agreement essentially require the Emeryville TMA to provide a shuttle service every day of the week along routes determined by the TMA Board and generally from 6AM to 10PM weekdays, 10AM to 9:30PM on Saturdays, and from 11AM to 7PM on Sundays unless the Board determines an alternative schedule due to service demands and/or budget constraints.

### ***ESTABLISHING BOARD PRIORITIES***

In July 2010, the Executive Director of the TMA surveyed Board members as to their desires regarding future direction of the TMA. Proposed future activities were categorized into four main topics:

- EGR new Services
- New activities and Policies
- Marketing TMA Services and Operations
- EGR Operations.

At the Emeryville TMA Board meeting on July 21, 2010, the Board discussed a proposed Action Plan. It decided that it wanted to put emphasis on those items that could be done in the near term and that also could be done within budget constraints. The direction from the Board is to enhance the transit riding experience of the current Emery Go-Round riders.

### ***TMA Board Priorities***

As a result of the above process, the Board acknowledged with the recent staff transition, the rest of the year should be focused on operating the existing system and improving the general management of the TMA. The Board established the following priorities:

#### **Level 1 Priority Items**

1. Improve Website
2. Develop Emery Go-Round Phone App
3. Review existing route structure
4. Add Route & Schedule Information at All Bus Stops
5. Link Emery Go-Round with the West Berkeley Shuttle
6. Secure a Bus Yard (long-term lease or acquisition): Prepare scenarios that show both the stream of revenue required to repay a loan from the city, and the impact that this

commitment of funds will have on the overall TMA budget and other TMA priorities such as bus purchases.

7. User Surveys: Develop protocol for annual employer surveys.
8. Annual Report: Prepare 2010 Annual Report to be distributed to a wider base.
9. Safety Cameras: Upgrade and install up to date safety cameras on buses.

#### Level 2 Priority Items

1. Outreach with large employers so information on Emery Go-Round is included in new employee packets
2. Redesign Logo
3. Improve signage and passenger information at BART, on buses and at bus stops
4. Involve the TMA in local and regional policy planning and look for opportunities to obtain new funding
5. Provide Service to Berkeley Bowl (through West Berkeley Shuttle)
6. Secure Federal or State grants to acquire vehicles: Prepare a cost/benefit analysis on purchasing vs. leasing buses before a decision is made on acquiring new equipment
7. Public Outreach Surveys (at shopping centers)

#### Level 3 Priority Items

1. Participate in transportation fairs
2. Place free Wi-Fi on buses

#### Suggestions from Emeryville Sustainable Transportation Plan

1. Bike Share Program: Duplicate car share pilot.
2. Car Pool/Van Pool: Website link to 511.org.

### ***TMA SHORT TERM WORK PLAN AND STATUS***

#### ***LEVEL 1 PRIORITY ITEMS***

##### **1. Improve Website.**

Status: Staff has reviewed the website and has developed a list of improvements. Staff met with Media Net Channel (the developer of the website) and requested a proposal to revamp the website. Media Net Channel responded with a cost of \$1,000. Staff currently is working with them to revise the website. Target schedule is to roll out the revised website in November to coincide with route and schedule changes.

**2. Develop Emery Go-Round Phone App.**

Staff met with Media Net Channel and requested a proposal to develop an app for Emery Go-Round that could be obtained through iTunes. Media Net Channel proposed cost is \$4,000. This is a pending item with a lower priority than revising the webpage.

**3. Review Existing Route Structure.**

The Emery Go-Round Route structure has been evaluated by staff, a route consultant, and SFO Shuttle. The findings and recommendations were presented to the Board in September. The Board approved consolidating the Hollis North, and the Hollis South into one route; extension of the Hollis line to Berkeley Bowl; consolidating the BART Shopper and the Powell routes into a single route re-named as the Shellmound/Powell Route; and to convert the Watergate Express to peak hour service. The Board approval of these route changes was contingent on legal review of extending the consolidated Hollis Line to Berkeley Bowl and further rider analysis of the Watergate Express Route. Staff will report the outcome of these reviews at the October board meeting. These route changes will need to be reflected when the Route Schedule Guide is reprinted. Signs at the 37 bus stops will need to be updated. Implementation is targeted for the week of the Thanksgiving holiday.

**4. Add Route & Schedule Information at all Bus Stops**

Staff is researching the cost of acquiring new transit signs for 37 bus stops. Staff will request assistance from the City of Emeryville to mount new signs on the poles at all of the stops.

**5. Link Emery Go-Round with the West Berkeley Shuttle**

The Board formed a Sub-Committee to work with Staff to develop a budget for the Emeryville TMA to manage and operate the West Berkeley Shuttle and a draft contract for such an arrangement. The Sub-Committee and staff met with representatives of the Berkeley Gateway Transportation Management Association and presented the budget and contract. Berkeley Gateway representatives were favorable to the proposal and are currently conferring with their Board. If both Boards approve the contract in November or December, Emeryville TMA could begin operation of the West Berkeley shuttle by January 1, 2011 or February 1, 2011.

## **6. Secure a Bus Yard (long term lease or acquisition)**

Staff is working with our broker to identify potential sites. Parcels in Emeryville that meet the TMA's needs appear to be few and costly. The yard should be 30,000 to 45,000 square feet to meet the TMA's near term needs with some allowance for future growth. Staff has identified a parcel of land that has been declared excess by Caltrans and is working with the City of Oakland to clarify zoning of the parcel.

Prepare a special Augmented Budget and Work Plan for Project Development of the Bus Yard.

After clarification of possible ownership of a new site, certain site development work will need to be completed. Some of these tasks are as follows:

- Obtain necessary entitlements and permits
- Site Development Plan
- Site Landscape and fencing plan
- Ingress egress traffic analysis
- Possible design of structure and architectural plans (or alternatively, moving of current temporary structure to new site)
- Sewer connection
- Water meter
- Construction plans
- Signage

## **7. User Surveys**

Staff has secured a proposal from EMC Research to survey three EGR customer groups: Employees, residents, and day visitor/shoppers. Staff is reviewing the merits of the proposal and will evaluate whether funds should be budgeted for some or all of the proposed work.

## **10. Annual Report**

Develop the 2010 Annual Report in an informative format and distribute to PBID members, riders, Emeryville public and private leaders, and Emeryville employees and citizens.

## **11. Safety Cameras**

Review current safety cameras on buses and implement a comprehensive safety camera program to equip all buses with up to date safety cameras. Only half the current fleet

has safety cameras and they consist of two different systems (the older of the two systems is no longer manufactured).

## *LEVEL 2 PRIORITY ITEMS*

### **1. New Employee Packet Information on Emery Go-Round**

Reprinting of the Route and Schedule Guide, which is schedule for November 2010, is required before this item can be implemented. After the new Guide is printed, staff will work with the Emeryville Chamber of Commerce to reach out to the human resource personnel of major employers. The Guide and other information regarding Emery Go-Round will be provided to interested employers for their new employee orientation packets.

### **2. Redesign logo**

Several proposed logos were developed and presented to the Board at the September meeting. While the Board did not adopt a new logo, staff was given direction to move towards a stylized “E” design. This item will return to the Board in October 2010. Although not critical, it would be helpful to have the new logo for the new Route Guide and to place on the buses. A decision on a new logo is needed for the new bus stop signs.

### **3. Improve signage and passenger information at BART, on buses, and at bus stops**

Staff has met with BART on two issues: a temporary sign at McArthur BART that directs BART passengers from the BART lobby to the location of shuttle buses; and a permanent real time NextBus sign at the Emery Go-Round stop. BART staff is currently reviewing the TMA’s request for the temporary sign. The target schedule for a new temporary sign is November 2010. The “real time” electronic sign at the Emery Go-Round McArthur BART stop will coincide with BART’s reconstruction of that station. BART expects to commence construction in fall 2010 with completion in 2012.

In September 2010, the Board approved staff recommendation to execute a contract with Media Net Channel to place visual monitors on all Emery Go-Round buses. Monitor installation will be operational in December 2010. The monitors will primarily display advertising but TMA is granted a certain amount of time for announcements. TMA can also offer display time to the City for public announcements. A longer term goal is to implement a program to use the video displays to announce the upcoming bus stop.

Existing signs at most bus stops (but not at all bus stops) display the EGR logo, the route name, and info on calling NextBus for real time arrival time of the next bus. For the new signs planned at all 37 stops, the new logo, route name, NextBus phone number and the route schedule will be placed on the signs.

During the month of October 2010, professional route guide holders will be installed on all 13 buses in the EGR fleet. (Currently Route Guides are kept in a box on the floor of the bus.)

#### **4. Involve the TMA in local and regional policy planning and lobby to obtain grants**

This is a long term and ongoing work item and effort. Staff has already met with representatives of the Metropolitan Transportation Commission and the Alameda County Transportation Commission to brief them on TMA's capital needs. In summary they are:

- Bus Yard, \$1million
- New fleet of 14 thirty foot transit coaches, \$5.6million
- Shelters at bus stops \$600,000
- Future fixed guide way study, \$500,000.

Staff also intends on briefing representatives of the Air Quality Management District on the TMA's capital needs. The Alameda County Transportation Commission (CTC) is preparing to update their Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan (TEP). The CWTP articulates Alameda's transportation priorities for the Regional Transportation Plan adopted by the Metropolitan Transportation Commission. Projects should be in the RTP in order to be eligible for state/federal funding. Alameda CTC is initiating a process to develop a TEP for reauthorization of Alameda's sales tax dedicated to transportation. This is an opportunity for the TMA. Staff plans to devote resources in Fall of 2010 to prepare Project Fact Sheets which define the project, scope and cost estimates on the above four needs. The Project Fact Sheets will be used to provide input to Alameda CTC's process to update the CWTP and TEP. Staff will collaborate and partner with the City as Alameda CTC develops their plans.

Prepare a special Augmented Budget and Work Plan to develop specific grant application packages for:

- Bus Yard Acquisition
- Replacement Vehicle Fleet
- Bus Shelters
- Fixed Guide way Study

**5. Provide service to Berkeley Bowl**

Part of the recommendation to the Board in September on consolidation of the Hollis line was to extend the Hollis line to the Berkeley Bowl. The Board approved the recommendation subject to legal review and is expected to finalize approval in October 2010. Implementation will be initiated the week of Thanksgiving 2010.

**6. Lease/Purchase Analysis of Bus Acquisition**

EMTA has been expanding its fleet over the past several years. The fleet has been expanded to upgrade to meet increasing passenger usage, to meet California Air Resource Board requirements, and to reduce emissions by acquiring hybrids. Of the 13 vehicles in the EMG fleet, 5 are owned. The remainder of the fleet is under various types mechanisms: lease, lease purchase, and purchase. The consultant reviewing the EGR route and schedule was also asked to review our fleet. From an operational perspective, the consultant recommended that EGR convert its fleet to regular transit coaches. While these are more expensive than the current cutaways, the useful life of the bus is much longer- 12 to 20 years rather than the 7 to 10 years. Staff will work with the Board in early 2011 to ascertain whether the Board desires to convert to transit coaches. In this analysis, before any equipment is ordered, a thorough lease versus purchase will be prepared and presented to the Board.

**7. User Surveys**

In spring 2011 staff will recommend a work plan to survey potential user of the system.

*LEVEL 3 PRIORITY ITEMS*

**8. Participate in Transportation Fairs**

In spring 2011 staff will prepare a package of material to have on hand for transportation fairs or community events. This will include marketing materials, Route and Schedule Guides, and PowerPoint presentations. Staff will work with MTC and Alameda CTC to identify such venues.

**9. Place free Wi-Fi on the buses**

As part of the TMA's contract with Media Net Channel, all buses are scheduled to have free Wi-Fi by December 2010.

## *SUGGESTIONS FROM THE EMERYVILLE SUSTAINABILITY TRANSPORTATION PLAN*

Two items were identified from the Plan:

### **1. Bike Share Program**

The Board identified this as a possible work item but felt that it should be a pilot program similar to the car share program. TMA is willing to participate with the City to identify and work with employers who might initially fund bike locations, bike lockers, and bikes, and assist in marketing the program. The Board's policy is that such a program should be self sustaining or City sponsored.

### **2. Carpool/Vanpool matching**

The Board determined that TMA sponsored carpool/vanpool matching could be a future program with new sources of revenue. The TMA will continue to support/encourage carpooling and van pooling by highlighting 511.org on the TMA's website and other materials.

## *ADDITIONAL STAFF RECOMMENDATION*

Staff recommends that a follow up retreat be schedule in late 2010 or early 2011 to discuss and formulate policy on the following items:

- Composition of the fleet-continue with the cutaways or convert to transit coaches
- Lease versus purchase of the fleet
- Future fleet size (interrelated with growth and development of Emeryville)
- Future bus yard needs
- Future role of TMA and activities
- Future office needs (interrelated with future role of TMA)
- Future staffing needs
- Renewal of the Property Based Improvement District (PBID) scheduled for 2014

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

**STAFF REPORT MEMORANDUM**

DATE: December 12, 2010  
FROM: Peter Oswald, Executive Director  
SUBJECT: Executive Director Review

RECOMMENDATION

It is recommended that your Board appoint a Committee to evaluate the performance of the Executive Director, said Committee to inform the Executive Director and your Board of the evaluation.

BACKGROUND

In your May 2010 meeting you adopted Policies and Procedures, once of which included the evaluation of the Executive Director.

DISCUSSION

Such Committee should be appointed so as to perform the evaluation in January to February of 2011. This will allow time for your Board to make a decision on continuing the contract with Gray-Bowen and on what terms, continuance beginning in April 2011.

FINANCIAL CONSIDERATIONS

Not applicable.

**Emeryville Transportation Mgt. Assoc.**

**Check register**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Deposit</u>	<u>Check</u>	<u>Balance</u>
<b>8 to Go</b>							
Check	10/15/2010	270	SFO 8 to go (SFO Shuttle Bus)	Sept		2,436.58	2,284.14
Check	10/29/2010	271	Penske Truck Leasing	Maintenance fees		219.81	2,064.33
Total 8 to Go					0.00	2,656.39	2,064.33
<b>Money Market 48000108</b>							
Transfer	10/15/2010			Funds Transfer		75,000.00	1,237,985.64
Transfer	10/31/2010			Funds Transfer		75,000.00	1,162,985.64
Deposit	10/31/2010			Interest	911.96		1,163,897.60
Total Money Market 48000108					911.96	150,000.00	1,163,897.60
<b>Operating acct 4500054</b>							
Check	10/01/2010	e file	BIT Ideal Lease	Bus L2101 Lease payment		4,182.89	53,841.76
Check	10/01/2010	e	LMI.net	Sept		22.16	53,819.60
Check	10/01/2010	efile	6701 San Pablo, LLC	Rent		5,815.08	48,004.52
Check	10/01/2010	efile	Bryce Nesbitt	Service		800.00	47,204.52
Check	10/01/2010	efile	John Tounger, CPA	Accounting		1,400.00	45,804.52
Check	10/05/2010	5912	City of Oakland	License		300.00	45,504.52
Check	10/15/2010	5614	BIT Ideal Lease	Bus L2101 Lease payment		4,182.89	41,321.63
Check	10/15/2010	5912	SFO Shuttle Bus Co.	Sept		89,014.46	-47,692.83
Transfer	10/15/2010			Funds Transfer	75,000.00		27,307.17
Check	10/29/2010	5913	Hanson Bridgett Inc.	Legal services		180.00	27,127.17
Check	10/29/2010	5914	Gray-Bowen	Sept services		17,942.60	9,184.57
Check	10/29/2010	5915	Anchor Auto Body & Detailing	Bus cleaning inv#85512		2,100.00	7,084.57
Check	10/29/2010	5916	Tech Source, LLC	Logo for EmeryGoRound		3,000.00	4,084.57
Check	10/31/2010	efile	Navistar	Installment Bus 112		2,996.61	1,087.96
Check	10/31/2010	efile	TCF Equipment Finance #100	2102 2103 payment		7,889.17	-6,801.21
Check	10/31/2010	efile	TCF Equipment Finance, Inc.	Bus 2107		4,406.34	-11,207.55
Transfer	10/31/2010			Funds Transfer	75,000.00		63,792.45
Check	10/31/2010			Service Charge		57.02	63,735.43
Check	10/31/2010	5919	Sprint	Driver phones		659.23	63,076.20
Check	10/31/2010	5920	AT&T 3862	Phone 451-3862		138.31	62,937.89
Check	10/31/2010	5921	AdMac	Logo Design		2,634.00	60,303.89
Check	10/31/2010	5922	Barbara Duffy	Aug services		937.50	59,366.39
Check	10/31/2010	5923	AT&T-3761	652 3761		38.78	59,327.61
Check	10/31/2010	5924	First Bankcard	Office		45.50	59,282.11
Check	10/31/2010	5925	Alhambra and Sierra Springs	Water Service		179.03	59,103.08
Check	10/31/2010	5926	Transit Information Products	Bus Guide Holders		2,550.55	56,552.53
Check	10/31/2010	5927	BIT Ideal Lease	Bus M112 2006 Int 3200 Lease payment		433.95	56,118.58
Check	10/31/2010	5928	BIT Ideal Lease	Bus M112 2006 Int repair		132.86	55,985.72
Check	10/31/2010	5929	Yorn Landscaping	Yard cleaning		540.00	55,445.72
Check	10/31/2010	5931	AC Transit	Fuel Sept		16,268.62	39,177.10
Check	10/31/2010	5932	Penske Truck Leasing	109,110,111 Lease and repairs		13,401.18	25,775.92
Total Operating acct 4500054					150,000.00	182,248.73	25,775.92