



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

Chair

*Bobby Lee, At-Large
Residential Member*

Treasurer

*Geoffrey Sears
Wareham
Development*

Secretary

*Andrew Allen
At-Large Business
Member*

Vice Chair

*Peter Schreiber
Pixar*

Directors

*Colin Osborne
At-Large Business
Member*

*Andrea Kirkpatrick
Oxford Properties*

*Ally Fitzmaurice
Bay Center Investors, LLC*

*Laurie Berberich
SPU 2100 Powell LP.*

*Brooks Jessup,
At-Large Residential
Member*

*Christa Williams,
Bay Street/CenterCal*

AGENDA

Board of Directors Meeting

May 20, 2025 @ 11:00 AM

1333 Park Avenue, Council Chambers, Emeryville, CA 94608

Hybrid [Teams](#): Meeting ID: 293 996 386 737 - Passcode: 44op37ib

1. Call to Order
2. Public Comment
3. Approval of the Minutes of the April 15, 2025 Board of Directors Meeting
4. Board of Directors Vacancies
5. Appointment of Officers (Page 6)
 - A. Chair
 - B. Vice Chair
 - C. Secretary
 - D. Treasurer
6. Executive Directors Report
 - A. Operations Report (Page 8)
 - B. Operations Update
 - C. Charter Request Update
 - D. RFP Update
 - E. Strategic Plan Quick Wins Update
 - i. Appoint Sub-Committee for on-going Strategic Plan programs
7. Business Items
 - A. Review and Consider Amending Article V, Section 20 (1) of the ETMA Bylaws allowing the removal of directors based on non-consecutive unexcused absences (Page 22)
 - B. 2025 1st Quarter Financial Report (Page 23)
 - C. Review and Consider approval of the 2026 Preliminary Budget & PBID Levy Recommendation to City Council (Page 27)
 - D. Discussion of on-bus advertising pilot program (Page 32)
 - E. Appoint Executive Director Performance Review Committee, if desired
8. Confirm date of Next Meeting – June 17, 2025
9. Adjournment

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Board of Directors Meeting

April 15, 2025

LOCATION: 1333 PARK AVENUE, GARDEN ROOM

EMERYVILLE, CA 94608

Hybrid Teams: Meeting ID: 293 996 386 737 – Passcode: 44op37ib

Directors Present: Bobby Lee, Chair
Peter Schreiber, Vice Chair
Geoffrey Sears, Treasurer
Colin Osbourne, Director
Laurie Berberich, Director
Ally Fitzmaurice, Director
Andrea Kirkpatrick, Director
Christa Williams, Director
Calvin Jordan, Director

Others Present: Daniel Oliver, ALTRANS
Janet Shipp, ALTRANS
Brooks Jessup, Member of the public
Robby Kendall, Fishnets & Film
Michelle Tranter, Fishnets & Film
Courtney Welch, City Council Member representing self

1. Call to Order
Bobby Lee called the Board of Director's meeting to order at 11:05 am
2. Public Comment: 11:05am
No comments
3. Recognition that Christa Williams, CenterCal/Bay Street has replaced David Palomo on the ETMA Board of Directors: 11:05am
Daniel introduced Christa Williams to the Board of Directors.
4. Approval of the Minutes of the March 25, 2025 Board of Directors Meeting: 11:07am
Geoff Sears motioned for approval of the Minutes of the March 25, 2025 Board of Directors Meeting. Calvin Jordan seconded the motion.

This item was approved by a unanimous vote.

Yes: 9

No: 0

Abstain: 0

5. Executive Directors Report: 11:08am

A. Operations Report

Daniel reviewed the Operations Report. The current cost per passenger trip is now \$6.07. This metric will be watched to see how it can improve. The 2019 year used as a comparison has been removed from the report. The report will now be comparing with last year and the previous year. This provides a more realistic view of what our ridership trends are. On time performance was averaged at 91%. TripShot tracking showed 10,223 who are using the app.

B. Incident Report, March 2, 2025: 11:13am

On March 2, 2025, around 4:40pm, one of the Operators on the Shellmound/Powell route had a medical emergency in which she lost consciousness for a moment. Because of this, the bus did make contact with an unoccupied vehicle. No passengers are claiming injury at this time. The Operator requested medical assistance and was transported to Highland Hospital where she was treated and released without injury. The bus has been repaired and the parked vehicle has filed a claim with MV's insurance.

6. Business Items: 11:17am

A. Review and Consider Amending Article V, Section 20(1) of the ETMA Bylaws allowing the removal of directors based on non-consecutive absences.

The current bylaws state that if a Director misses 3 consecutive meetings, then they can be removed by the Board by a majority vote. There was a request to change this bylaw to an automatic removal and to change it from 3 consecutive absences to 3 absences within a term year, which is May to April. After Daniel discussed this with the attorney, the attorney expressed some concern with the automatic removal because it opens up votes to be called into question. If a Director is automatically removed and not recognized by the Board, that Director no longer has a seat on the Board even though they may continue to attend. The attorney recommended keeping it as a Board decision but felt changing from 3 consecutive missed meetings to 3 absences within a term year would be a good option. Currently, the bylaws state that "if a Director has 3 unexcused absences from Board meetings, such Director may be removed from office by a vote of the majority of the Board as further specified by the Board policy". We are recommending to change that to "if the Director has 3 unexcused absences from a Board meeting within a term year, May through April, such Director may be removed by a vote of the majority of the Board members as further specified by the Board policy".

Geoff asked if a Board member can vote on their own removal. Colin asked what the definition of an unexcused absence is. Daniel will look into the definition of an unexcused absence. Bobby requested that Daniel ask the attorney to get clarification if a Board member can vote on their own absences on whether or not they can be

removed. Bobby requested also to understand the definition of unexcused absences in the Brown Act. After this information is attained, there can be a vote at the next meeting.

- B. Review and Consider Request for Charter Service for Fishnets & Film: 11:30am
The non-profit, Fishnets & Film, based in Emeryville, will be planning an event in which guests will be touring around Emeryville to explore what participating businesses have to offer. They have requested to utilize Emery Go Round buses as a charter to operate the event. Robby Kendall and Michelle Tranter presented their request to the Board to charter EGR buses.
Daniel asked the Board if they want to allow EGR buses to be chartered for private service. Fishnets & Film would like to decorate the inside of the buses, but the EGR logo would still be reflected on the outside of the bus. The Board would need to decide if they would allow EGR buses to be on a non-standard route. Would this cause confusion to residents? Do we want the outside of the bus to be covered up somehow? Do we want to begin negotiations for a contract? Colin asked if there would be any liability for insurance. Daniel will look into this and clarify. Robby is proposing a pilot on Saturday, June 7, during National Pride month. Bobby stated that the bus would need to be clearly shown as not being in regular service to avoid confusion. Bobby asked Daniel to look into best practices and guidelines for running a Charter bus program and what would be proposed with accepting applications for chartering the buses. Courtney Welch, City Council Member, came to represent herself to support the charter proposal personally. Bobby Lee motioned to consider request for a charter service for Fishnets & Film. Christa Williams seconded the motion.

This item was approved by a unanimous vote.

Yes: 9

No: 0

Abstain: 0

- C. Review and Consider approval to issue a Request for Proposals for Shuttle Operations and Maintenance: 11:45am
Daniel sent out the current draft of the RFP on Friday, April 11th. There were a few changes since the March subcommittee meeting. If approved, the plan is to have the RFP issued on May 5 and then the proposal submission deadline would be June 27th. At the August 19th BOD meeting the Board would select the vendor based on the subcommittee's recommendation. The actual approval of the agreement would be at the September 16th BOD meeting with services starting January 1, 2026. Daniel has a list of 16 shuttle vendors in the bay area that Daniel will be issuing the RFP to. The Board would like the RFP to be distributed to as many vendors as possible. Bobby would like to recognize MV drivers, at the Board level, for 10 years of service and above.

Bobby Lee motioned for approval to issue a Request for Proposals for Shuttle Operations and Maintenance. Ally Fitzmaurice seconded the motion.

This item was approved by a unanimous vote.

Yes: 9

No: 0

Abstain: 0

7. Confirm Date of Next Meeting

A. Annual Membership Meeting @11am – Elections and Appointments

The meeting date was confirmed for May 20, 2025 @11am

8. Adjournment

The meeting adjourned at approx. 12:05pm



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: May 20, 2025
SUBJECT: Duties of the Officers of the Emeryville Transportation Management Association

Duties of the Chair of the Board: Article VIII, Section 6

The Chair shall be the chief executive officer of the Corporation and shall, subject to the control of the Board, supervise and control the affairs of the Corporation and the activities of the officers. He or she shall perform all duties incident to his or her office and such other duties as may be required by law, the Articles, or these Bylaws, or which may be prescribed from time to time by the Board. The Chair shall preside at all meetings of the Board, the Executive Committee, and all meetings of Members. The Chair shall be entitled to notice of and to attend meetings of all committees. The Chair shall see that all orders and resolutions of the Board and of committees of the Board are carried into effect.

Duties of Vice-Chair of the Board: Article VIII, Section 7

The Vice-Chair will assist the Chair in carrying out his or her duties as set forth in Section 6 of this Article. In the absence of the Chair, or in the event of his or her inability or refusal to act, the Vice-Chair shall perform all the duties of the Chair, and when so acting shall have all the powers of, and be subject to all the restrictions on, the Chair. Together with the Chair and the Board, the Vice-Chair shall be responsible for the formation and implementation of the general policies of the Corporation. The Vice-Chair shall have such other powers and perform such other duties as may be prescribed by law, the Articles, or these Bylaws, or as may be prescribed by the Board.

Duties of Secretary: Article VIII, Section 8

The Secretary shall:

- 1) Certify and keep at the Principal Office the original or a copy of these Bylaws, as amended from time to time.
- 2) Keep at the Principal Office or at such other place as the Board determines, a book of minutes of all meetings of the Directors, committees of Directors, and of Members, recording therein the time and place of the meeting, whether it was regular or special, how it was called, how notice thereof was given, the names of those present or represented at the meeting, and the proceedings thereof.
- 3) See that all notices are duly given in accordance with these Bylaws or as required by law.
- 4) Be custodian of the records and of the seal of the Corporation (if any) and, at the request of the Chair, see that the seal is affixed to all duly executed documents, as authorized by law or by these Bylaws.
- 5) Keep at the Principal Office a Membership list containing the name and address of all Members.
- 6) When any Membership has been terminated, reflect such fact in the Membership list.
- 7) Exhibit at all reasonable times to any Director or his or her agent or attorney, on request therefore, the Bylaws, the Membership list, and the minutes of the proceedings of the Directors.

- 8) In general, perform all duties incident to the office of Secretary and such other duties as may be required by law, the Articles, or these Bylaws, or which may be assigned to him or her from time to time by the Board.

Duties of Treasurer: Article VIII, Section 9

Subject to the provisions of these Bylaws relating to the “Execution of Instruments, Deposits and Funds”, the Treasurer shall:

- 1) Have charge and custody of, and be responsible for, all funds and securities of the Corporation, and deposit all such funds in the name of the Corporation in such banks, trust companies, or other depositories as shall be selected by the Board.
- 2) Receive, and give receipt for, monies due and payable to the Corporation from any source whatsoever.
- 3) Disburse or cause to be disbursed the funds of the Corporation as may be directed by the Board, taking proper vouchers for such disbursements.
- 4) Keep and maintain adequate and correct accounts of the Corporation's properties and business transactions, including accounts of its assets, liabilities, receipts, disbursements, gains and losses.
- 5) Exhibit at all reasonable times the books of account and financial records to any Director or his or her agent or attorney, on request therefore.
- 6) Render to the Chair and Directors, whenever requested, an account of any or all of his or her transactions as Treasurer and of the financial condition of the Corporation.
- 7) Prepare, or cause to be prepared, and certify, or caused to be certified, the financial statements to be included in any required reports.
- 8) In general, perform all duties incident to the office of Treasurer and such other duties as may be required by law, the Articles or these Bylaws, or which may be assigned to him or her from time to time by the Board.

Non-Liability of Officers: Article VIII, Section 10

Officers shall not be personally liable for the debts, liabilities, or other obligations of the Corporation.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION



Emery Go-Round

Monthly Operations Report
April 2025

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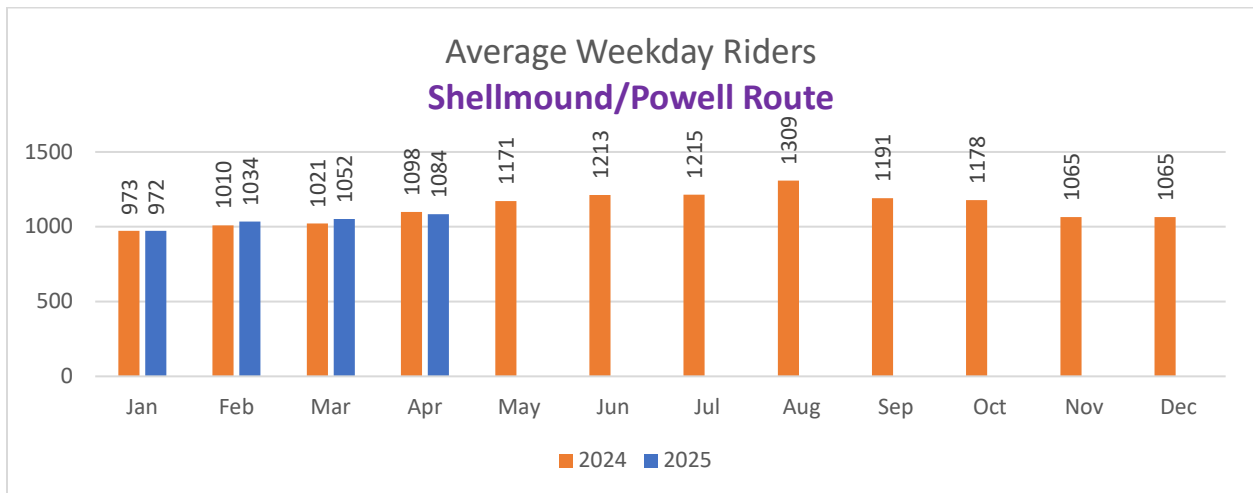
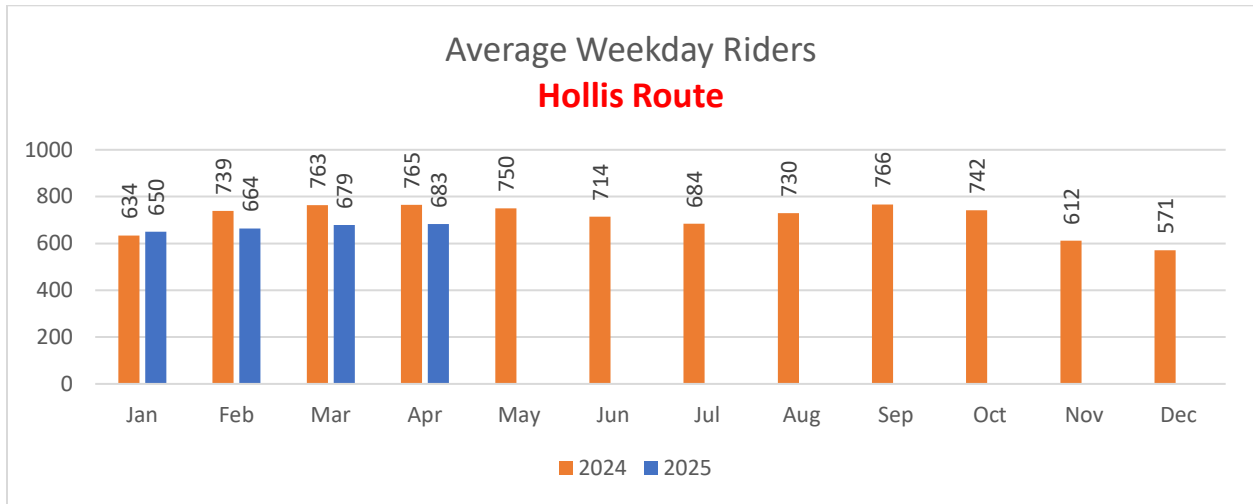
WEEKDAY RIDERSHIP													
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	35,671	32,264	36,353	38,870									143,158
# of Operating Days	22	19	21	22									84
Average Daily Ridership	1621	1698	1731	1767									1,704
% Increase/Decrease from Prior Month	-1%	5%	2%	2%									
% Increase/Decrease from Prior Year	1%	-3%	-3%	-5%									
2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	35,354	34,974	37,472	40,965	42,266	38,524	41,770	44,851	39,133	44,148	33,552	34,349	467,358
# of Operating Days	22	20	21	22	22	20	22	22	20	23	20	21	255
Average Daily Ridership	1607	1749	1784	1862	1921	1926	1899	2039	1957	1919	1678	1636	1,833
% Increase/Decrease from Prior Month	-2%	9%	2%	4%	3%	0%	-1%	7%	-4%	-2%	-13%	-2%	
% Increase/Decrease from Prior Year	16%	12%	11%	11%	5%	5%	2%	9%	7%	3%	-5%	-1%	
WEEKEND RIDERSHIP													
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekend Ridership	5292	5113	6340	5090									21,835
# of Operating Days	8	8	10	7									33
Average Daily Ridership	662	639	634	727									662
% Increase/Decrease from Prior Month	0%	-3%	-1%	15%									
% Increase/Decrease from Prior Year	5%	-8%	-15%	1%									
2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekend Ridership	5032	5568	6728	5780	5862	7206	5991	7765	7236	6265	6619	5924	75,976
# of Operating Days	8	8	9	8	8	10	8	9	9	8	9	9	103
Average Daily Ridership	629	696	748	723	733	721	749	863	804	783	735	658	738
% Increase/Decrease from Prior Month	-15%	11%	7%	-3%	1%	-2%	4%	15%	-7%	-3%	-6%	-11%	
% Increase/Decrease from Prior Year	20%	28%	23%	7%	7%	7%	6%	18%	12%	4%	0%	-11%	
COMBINED RIDERSHIP													
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Ridership	40,963	37,377	42,693	43,960	-	-	-	-	-	-	-	-	164,993
# of Operating Days	30	27	31	29	-	-	-	-	-	-	-	-	117
Total Service Hours	2,781	2,444	2,746	2,781									10,751
Average Daily Ridership (Weighted)	1,532	1,586	1,601	1,681									1,410
Passengers Per Service Hour (Pax/SH)	15	15	16	16									15
Operations Cost	\$ 253,540.39	\$ 230,469.07	\$ 250,939.82	\$ 253,608.11									\$ 988,557.39
Cost Per Passenger Trip	\$ 6.19	\$ 6.17	\$ 5.88	\$ 5.77									\$ 5.99
% Increase/Decrease from Prior Month	0%	3%	1%	5%									
% Increase/Decrease from Prior Year	1%	-3%	-4%	-4%									-7%
2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Ridership	40,386	40,542	44,200	46,745	48,128	45,730	47,761	52,616	46,369	50,413	40,171	40,273	543,334
# of Operating Days	30	28	30	30	30	30	30	31	29	31	29	30	358
Total Service Hours	2,781	2,556	2,713	2,781	2,781	2,634	2,781	2,826	2,589	2,893	2,601	2,555	32,489
Average Daily Ridership (Weighted)	1,516	1,642	1,673	1,756	1,811	1,777	1,792	1,917	1,827	1,818	1,572	1,530	1,518
Passengers Per Service Hour (Pax/SH)	15	16	16	17	17	17	17	19	18	17	15	16	17
Operations Cost	\$ 232,512.72	\$ 216,620.43	\$ 226,964.35	\$ 231,942.63	\$ 232,403.25	\$ 221,572.59	\$ 231,900.33	\$ 235,684.09	\$ 219,918.03	\$ 239,917.63	\$ 221,512.32	\$ 216,798.18	\$ 2,727,746.55
Cost Per Passenger Trip	\$ 5.76	\$ 5.34	\$ 5.13	\$ 4.96	\$ 4.83	\$ 4.85	\$ 4.86	\$ 4.48	\$ 4.74	\$ 4.76	\$ 5.51	\$ 5.38	\$ 5.02

Ridership Summary

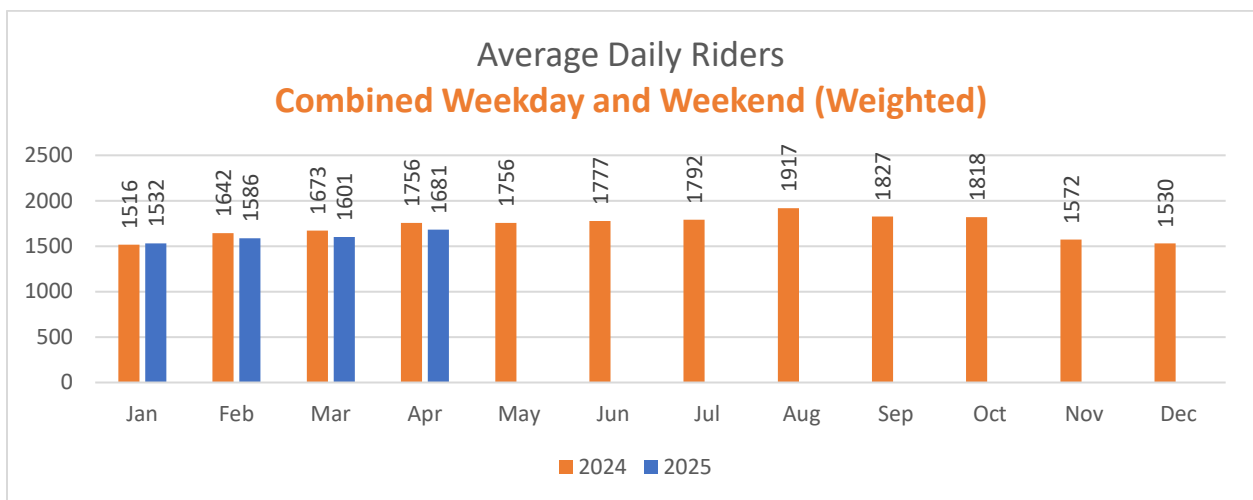
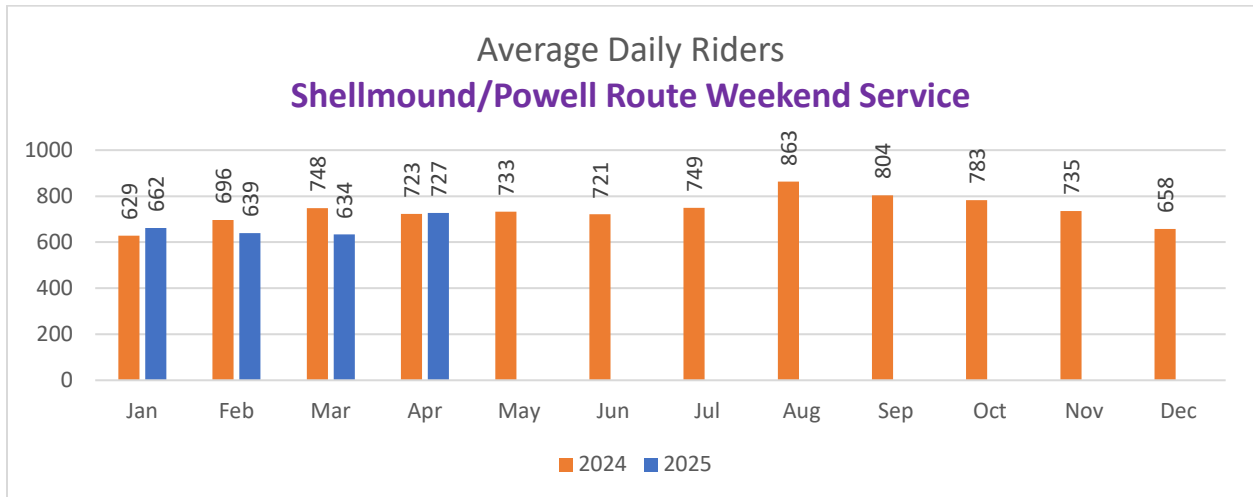
In April 2025, the Emery Go-Round ridership increased 2% from the previous month and decreased 5% from the previous year.

Weekday ridership peaked at 5:00 PM for the Hollis Route and 5:00 PM for the Shellmound/Powell Route. Saturday ridership peaked at 2:30PM and Sunday ridership peaked at 4:30 PM

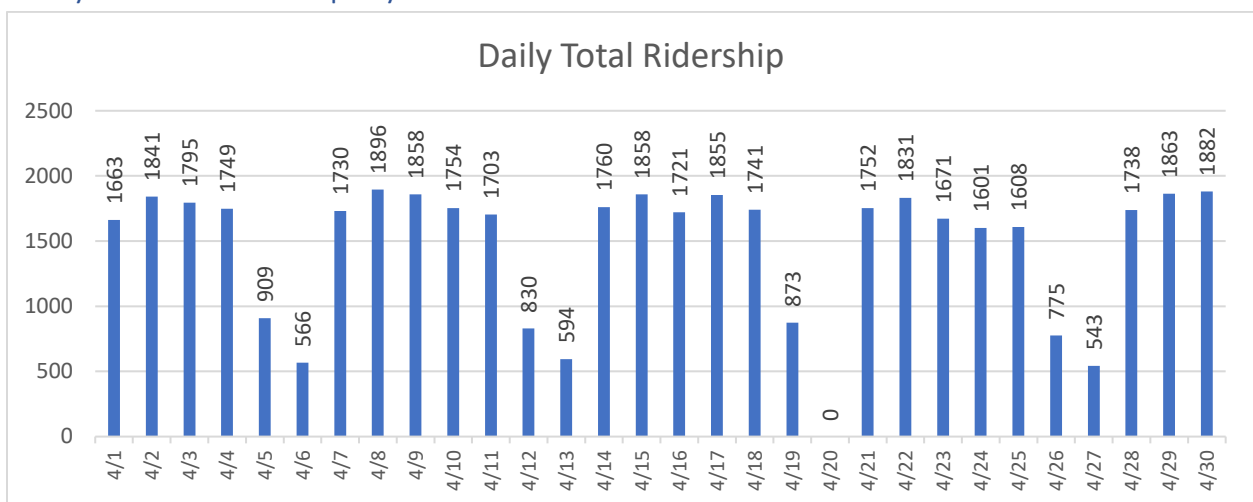
Average Daily Ridership Comparisons (YTD)



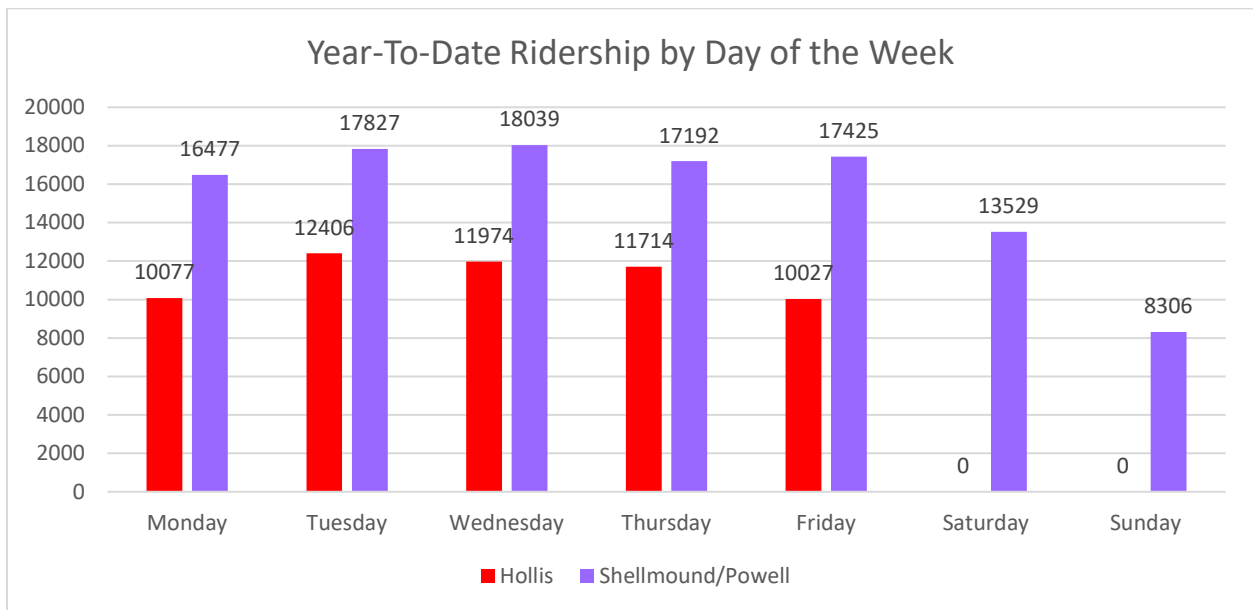
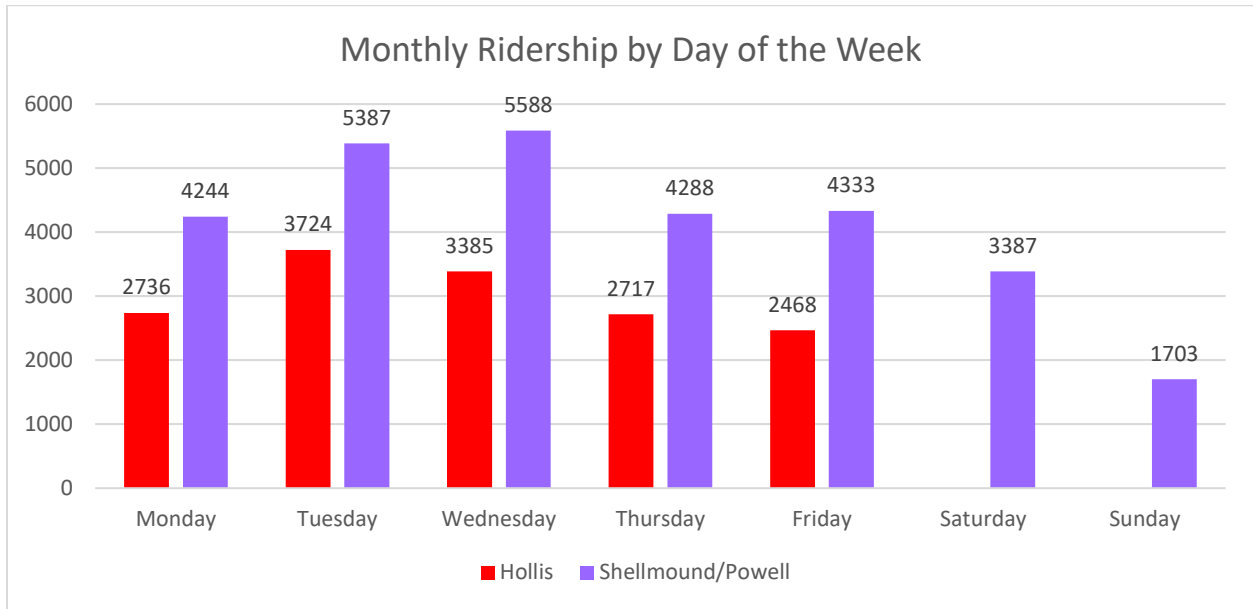
Average Daily Ridership Comparisons (YTD) (cont'd)



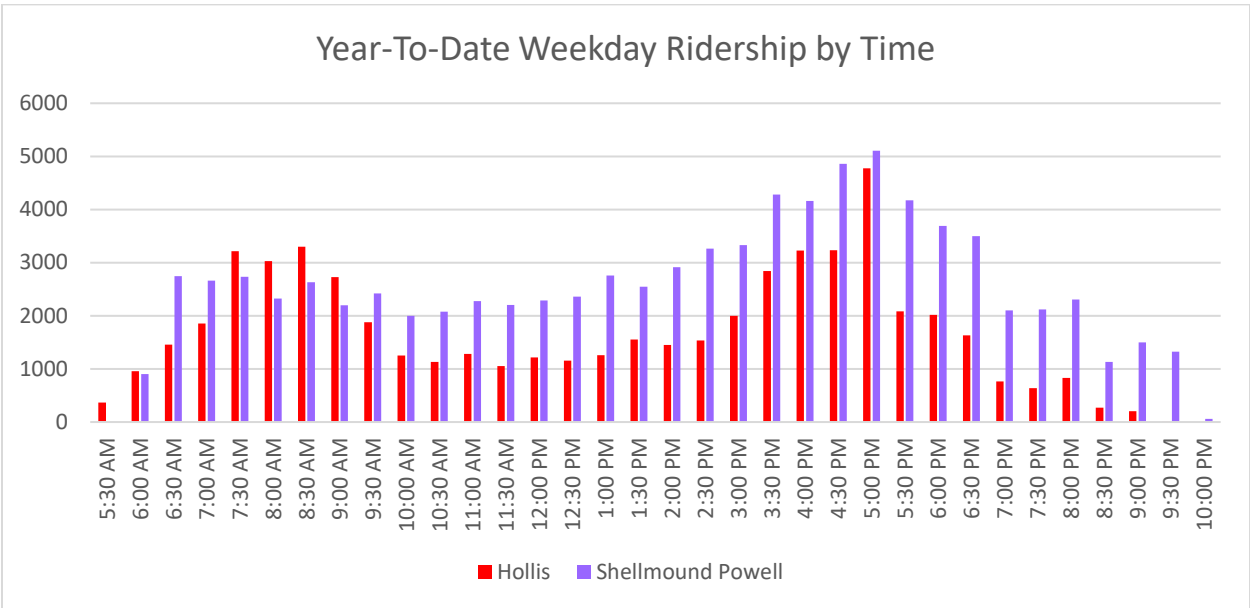
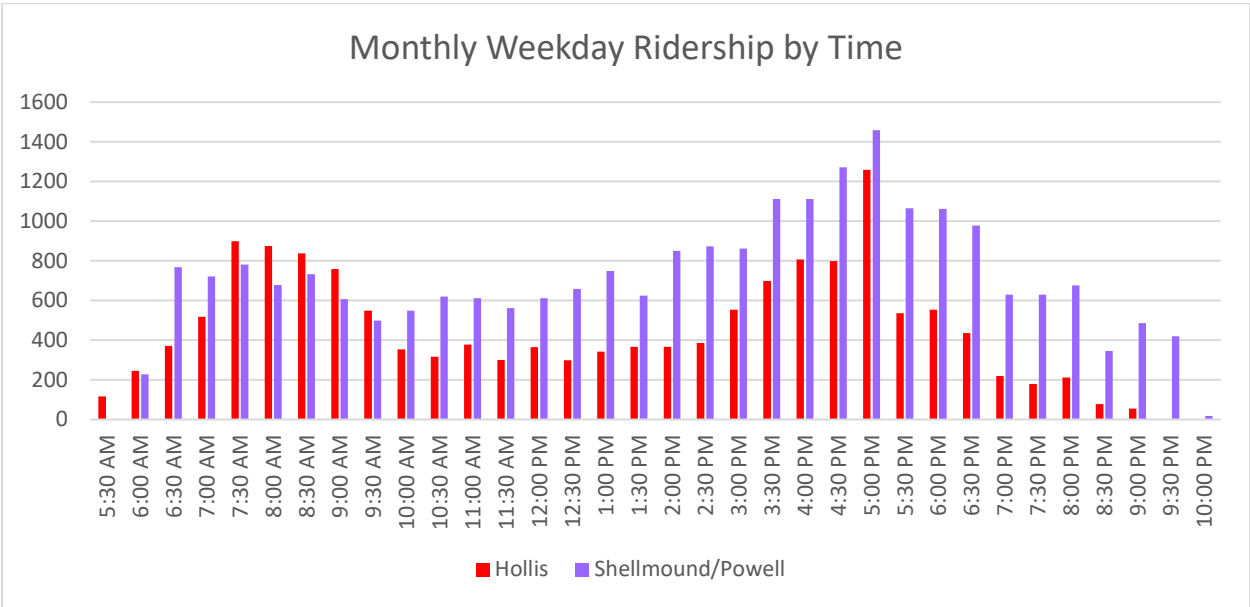
Daily Total Ridership by Date



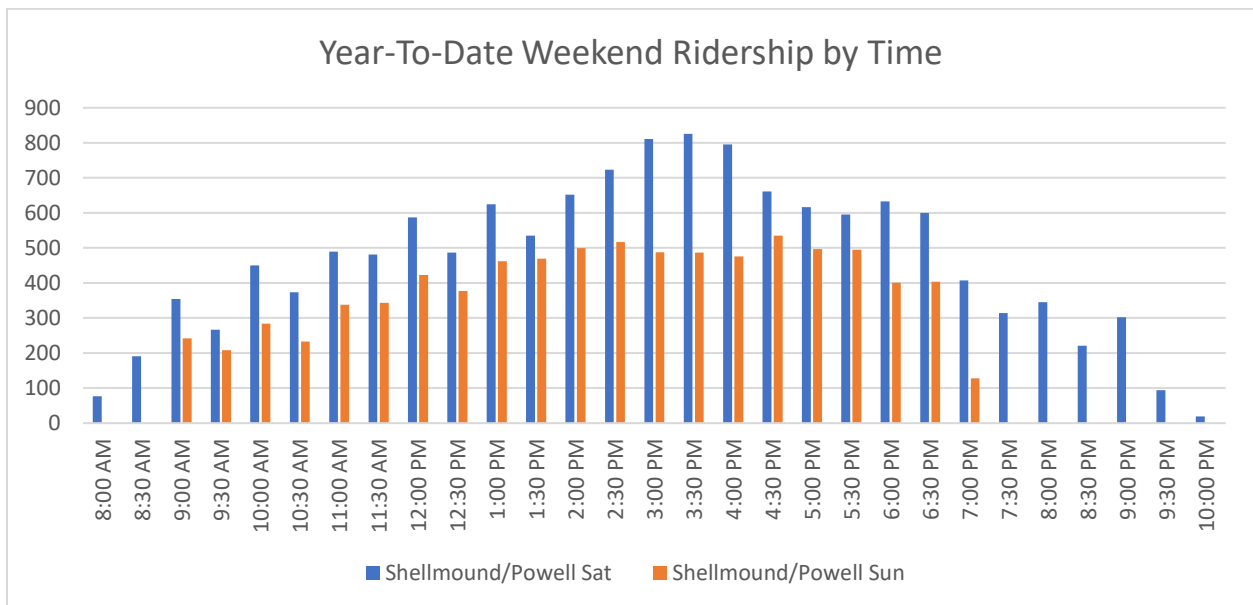
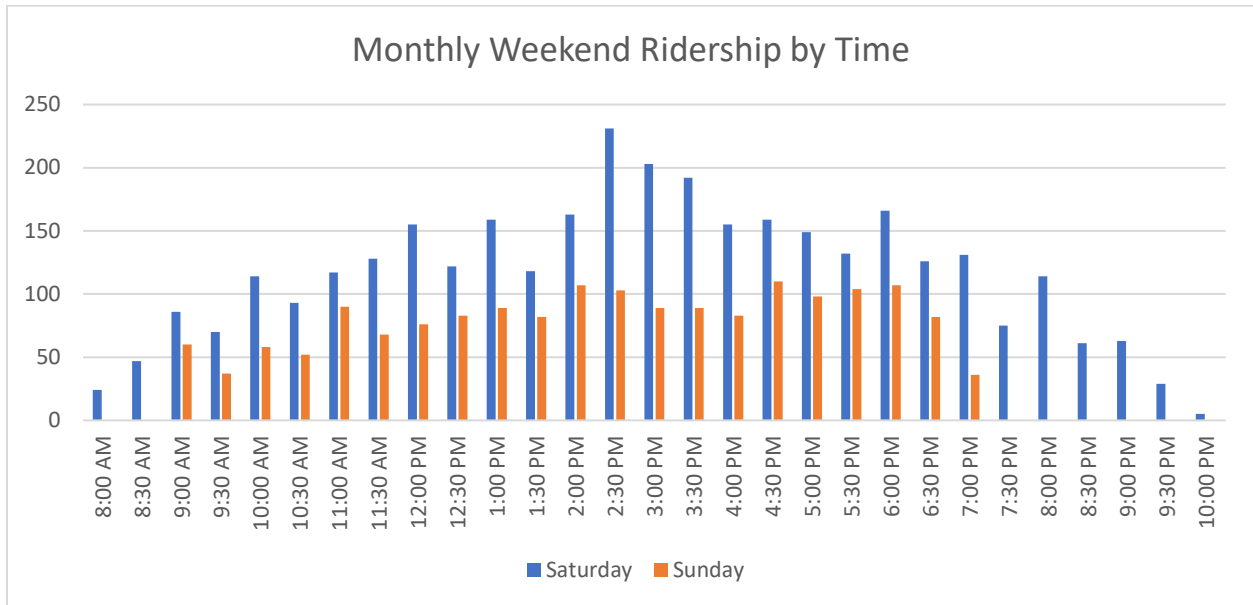
Ridership by Day of the Week



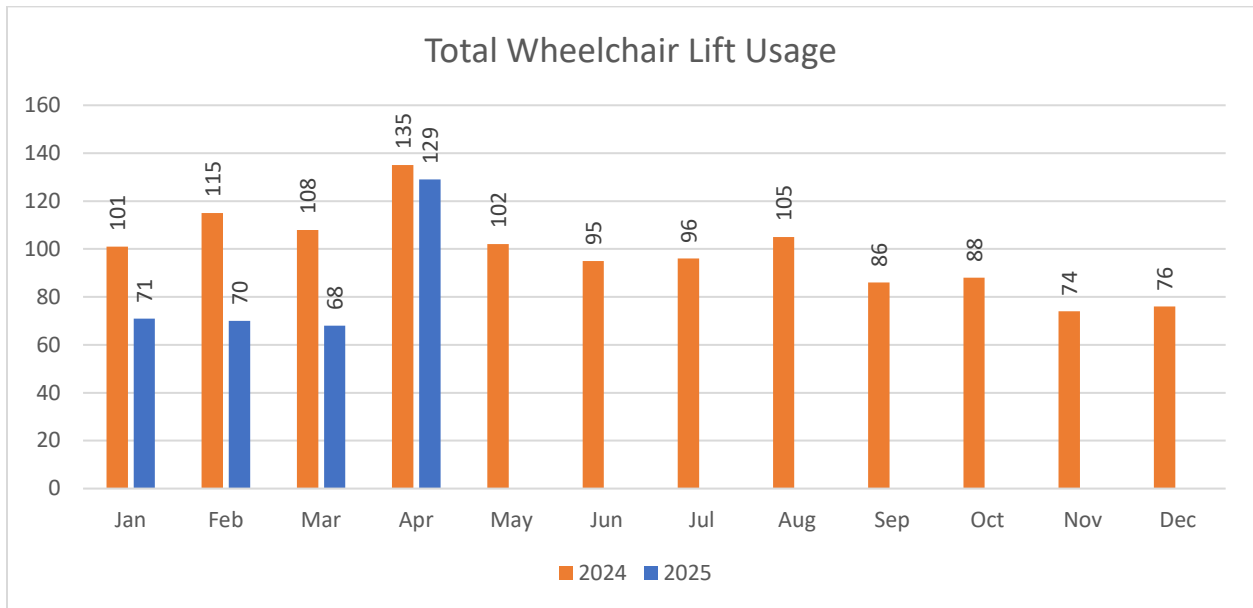
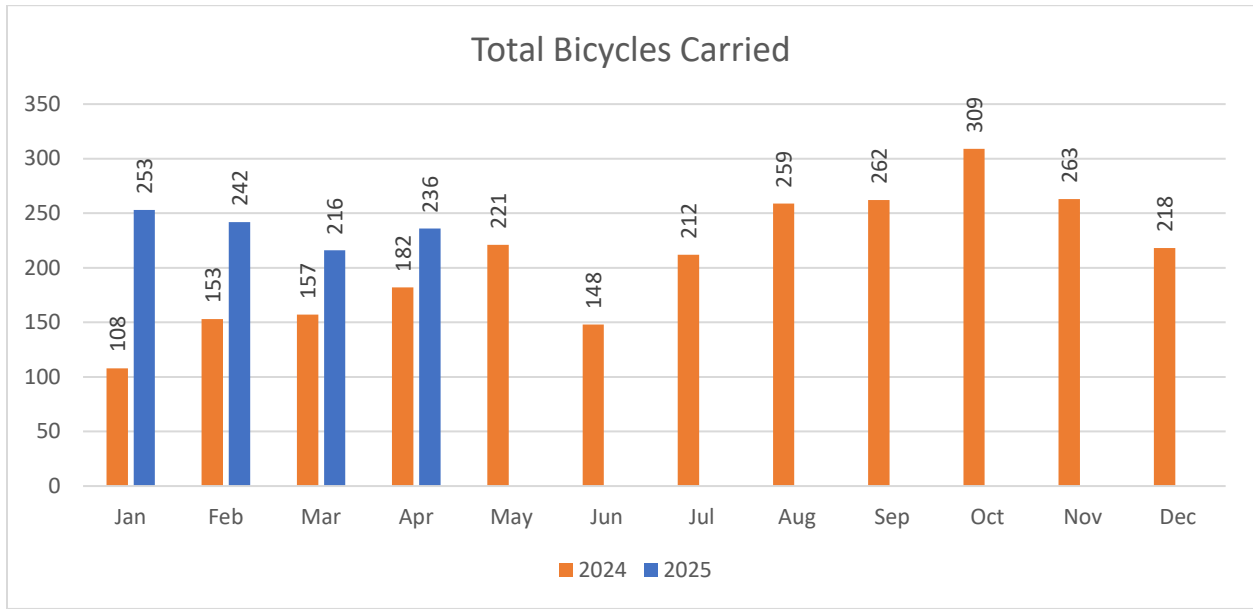
Total Ridership by Time



Total Ridership by Time, Cont'd



Additional Ridership Data



Total Use (Boarding & Alighting) by Stop

Hollis Weekday Service

Hollis	Boarding	Alighting	Monthly Total Use	% of Monthly Total Use
MacArthur BART Station	6346	6052	12398	41.3%
Berkeley Bowl SB	1470	1482	2952	9.8%
Hollis @ 59th SB	1730	266	1996	6.6%
Horton @ 59th (Amtrak) NB	286	1452	1738	5.8%
Hollis @ 65th SB	1339	354	1693	5.6%
Park Ave @ San Pablo (IHOP) WB	643	814	1457	4.9%
Hollis @ 65th NB	114	966	1080	3.6%
Hollis @ 53rd SB	753	153	906	3.0%
Hollis @ 59th NB	164	595	759	2.5%
Emery St @ 40th EB	216	492	708	2.4%
Stanford Ave @ Horton WB	102	584	686	2.3%
Hollis @ 63rd SB	620	56	676	2.3%
Park Ave @ Pixar WB	185	413	598	2.0%
Hollis @ 64th NB	60	492	552	1.8%
Hollis @ 53rd NB	159	390	549	1.8%
Park Ave @ Pixar EB	390	115	505	1.7%
Hollis @ 45th SB	306	174	480	1.6%
Hollis @ 45th NB	147	147	294	1.0%
Total	15030	14997	30027	100.0%

Year to Date Total Use	% of Year to Date Total Use
46352	41.3%
10684	9.5%
3991	3.6%
6722	6.0%
6093	5.4%
5957	5.3%
3758	3.3%
3439	3.1%
5678	5.1%
2445	2.2%
2429	2.2%
3480	3.1%
1856	1.7%
1947	1.7%
2453	2.2%
2149	1.9%
1746	1.6%
1050	0.9%
112229	100.0%

Total Use (Boarding & Alighting) by Stop (cont'd)

Shellmound/Powell Weekday Service

Shellmound/Powell Weekday	Boarding	Alighting	Monthly Total Use	% of Monthly Total Use
MacArthur BART Station	7773	8333	16106	35.5%
Christie @ Trader Joe's SB	2352	717	3069	6.8%
40th @ San Pablo WB	1320	1250	2570	5.7%
40th @ San Pablo EB	1568	951	2519	5.5%
Shellmound @ Bay St (IKEA) NB	277	2146	2423	5.3%
Shellmound @ Christie NB	516	1537	2053	4.5%
Powell @ Police/Fire Station EB	1637	383	2020	4.4%
40th @ Horton EB	1129	696	1825	4.0%
40th @ Horton WB	666	1045	1711	3.8%
Powell @ Watergate Market WB	227	1026	1253	2.8%
40th @ Hollis WB	680	500	1180	2.6%
Christie @ 64th SB	311	745	1056	2.3%
40th @ Emery EB	303	738	1041	2.3%
65th @ Shellmound	270	646	916	2.0%
The Towers	400	509	909	2.0%
40th @ Emery WB	581	320	901	2.0%
Shellmound @ Public Market NB	217	650	867	1.9%
Christie @ Public Market SB	475	345	820	1.8%
Powell @ The Marina	394	368	762	1.7%
40th @ Hollis EB	479	212	691	1.5%
Powell @ Hilton Garden Inn WB	105	235	340	0.7%
Christie @ FedEx SB	124	123	247	0.5%
Christie @ 65th SB	65	74	139	0.3%
Shellmound @ Marriott SB	0	0	0	0.0%
Total	21869	23549	45418	100.0%

Year to Date Total Use	% of Year to Date Total Use
58818	34.7%
10863	6.4%
10199	6.0%
9237	5.5%
8335	4.9%
7381	4.4%
7099	4.2%
6658	3.9%
6229	3.7%
4585	2.7%
4756	2.8%
3611	2.1%
3764	2.2%
3112	1.8%
3418	2.0%
3691	2.2%
3155	1.9%
3053	1.8%
2461	1.5%
2568	1.5%
1131	0.7%
1020	0.6%
637	0.4%
3677	2.2%
169458	100.0%

Total Use (Boarding & Alighting) by Stop (cont'd)

Shellmound/Powell Weekend Service

Shellmound/Powell Weekend	Boarding	Alighting	Monthly Total Use	% of Monthly Total Use
MacArthur BART Station	1385	1567	2952	30.9%
Christie @ Trader Joe's SB	565	173	738	7.7%
Shellmound @ Bay St (IKEA) NB	74	650	724	7.6%
40th @ San Pablo WB	338	253	591	6.2%
Shellmound @ Christie NB	144	416	560	5.9%
40th @ San Pablo EB	288	225	513	5.4%
40th @ Horton EB	237	232	469	4.9%
40th @ Horton WB	198	189	387	4.1%
Powell @ Police/Fire Station EB	263	101	364	3.8%
40th @ Hollis WB	257	87	344	3.6%
65th @ Shellmound	91	160	251	2.6%
Shellmound @ Public Market NB	69	177	246	2.6%
40th @ Emery EB	51	184	235	2.5%
Powell @ The Marina	105	128	233	2.4%
40th @ Emery WB	143	50	193	2.0%
Powell @ Watergate Market WB	29	130	159	1.7%
Christie @ 64th SB	75	82	157	1.6%
Christie @ Public Market SB	83	54	137	1.4%
40th @ Hollis EB	64	53	117	1.2%
Powell @ Hilton Garden Inn WB	28	35	63	0.7%
Christie @ FedEx SB	20	23	43	0.5%
The Towers	12	31	43	0.5%
Christie @ 65th SB	9	14	23	0.2%
Shellmound @ Marriott SB	0	0	0	0.0%
Total	4528	5014	9542	100.0%

Year to Date Total Use	% of Year to Date Total Use
13023	30.8%
3162	7.5%
2985	7.1%
2668	6.3%
2272	5.4%
2284	5.4%
1919	4.5%
1828	4.3%
1455	3.4%
1311	3.1%
1186	2.8%
1002	2.4%
1018	2.4%
773	1.8%
861	2.0%
749	1.8%
674	1.6%
495	1.2%
602	1.4%
238	0.6%
250	0.6%
205	0.5%
106	0.3%
1226	2.9%
42292	100.0%

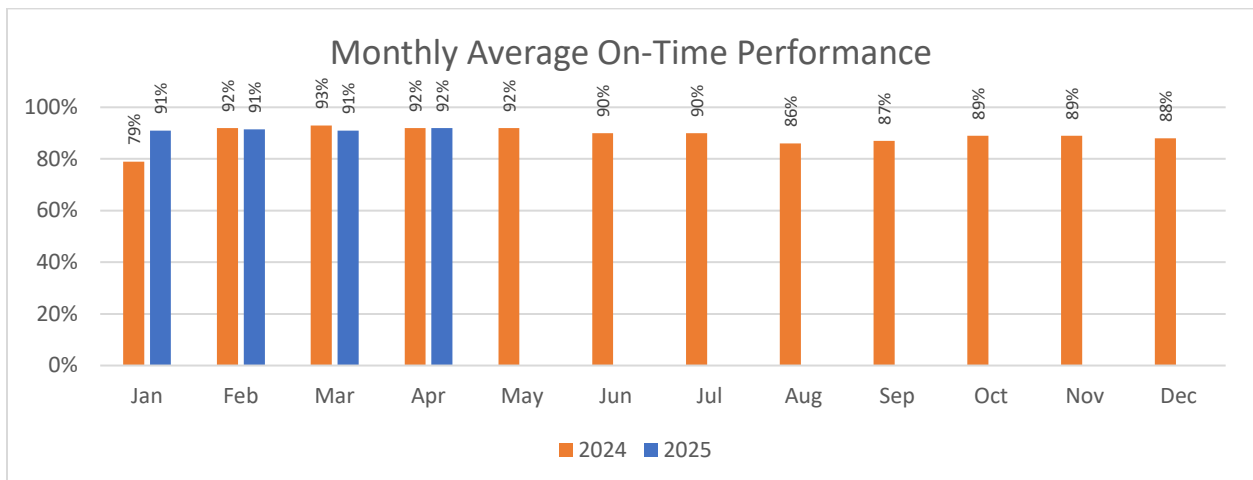
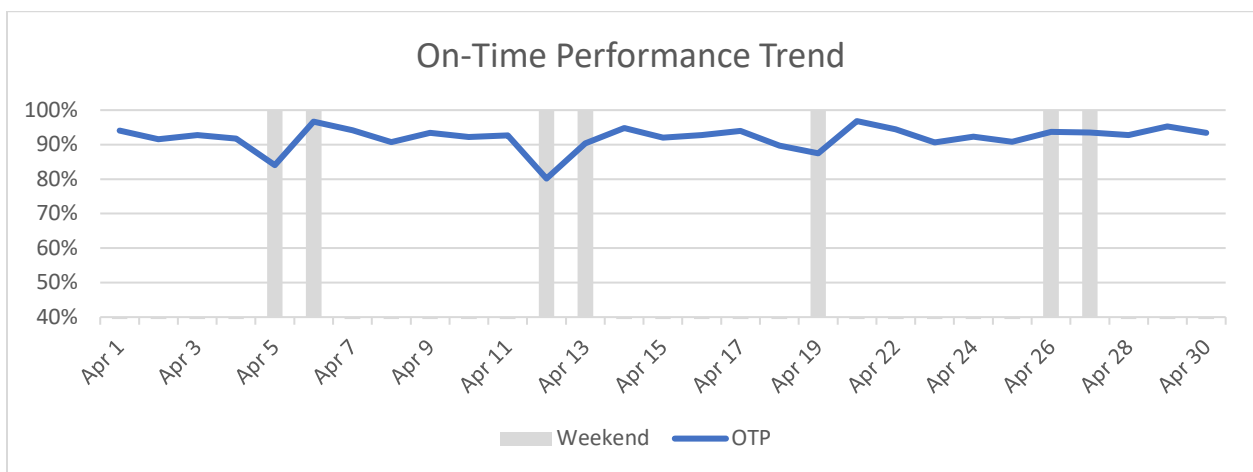
On-Time Performance

On-Time Performance (OTP) data is gathered from the TripShot app, which provides accurate GPS data for the shuttles and records the arrival and departure times for each of the timepoints along each route.

A shuttle is considered On-Time if it arrives up to 5 minutes after the scheduled time or departs no earlier than 1 minute before the scheduled time.

Throughout the month:

- The Hollis Route averaged an OTP of 94%
- The Shellmound/Powell Weekday Route averaged an OTP of 92%
- The Shellmound/Powell Weekend Route averaged an OTP of 89%
- The Average Total Monthly OTP for all routes was 92%

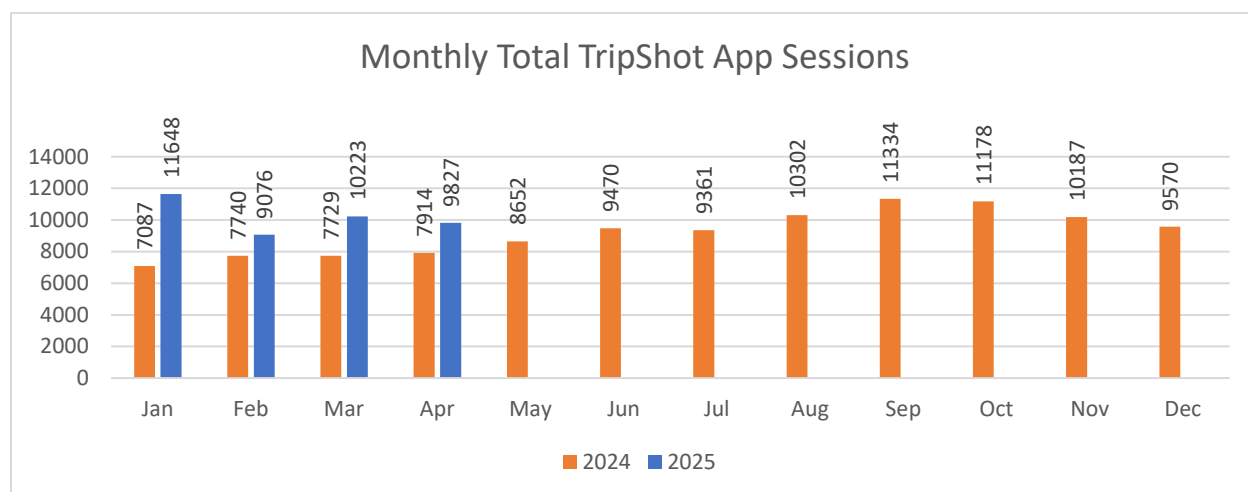
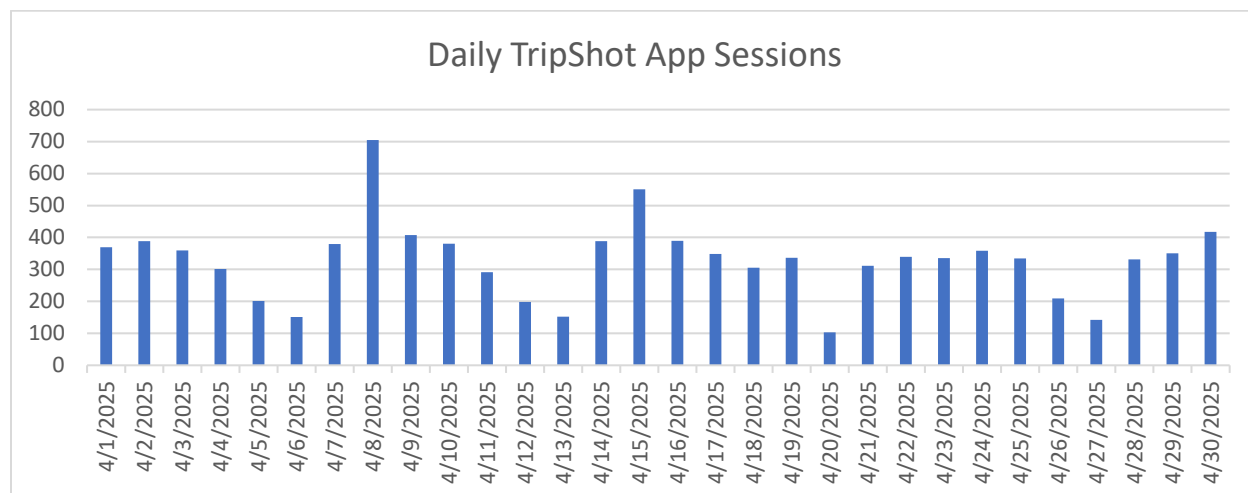


TripShot App Usage

Utilization

The TripShot app does not require users to create accounts and the only data that is gathered is the IP address of the device, which changes based on the networks or cell towers that the device connects to. Because of this, it is not possible to track the number of TripShot app users, however, it is possible to track the number of app “sessions.” While this does not allow us to know how many people are using the app, it does tell us how often it is used.

Total Monthly App Sessions: 9,827





EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: May 20, 2025
SUBJECT: Review and Consider Amending Article V, Section 20 (1) of the ETMA Bylaws allowing the removal of directors based on non-consecutive absences.

Summary of Proposed Revision

It is proposed to modify the bylaws of the organization to revise the grounds under which a Director may be removed from office due to absences. This change modifies the criteria from requiring three (3) consecutive unexcused absences before removal, to allowing the removal of a Director to be removed, by vote of the majority of the board, after three (3) unexcused absences in a rolling 12-month period, whether or not the absences were consecutive.

Proposed Revision

Current Grounds for Removal of a Director

A Director may be removed from office under any of the following circumstances:

- (1) The Director has three (3) **consecutive** unexcused absences from Board meetings. Such Director may be removed from office by a vote of a majority of the Board as further specified by Board policy.
- (2) The Director is removed for good cause, as provided by law, by a vote of a majority of the Board.
- (3) The Designated Director is removed by the entity who designated him or her.

Proposed Grounds for Removal of a Director

A Director may be removed from office under any of the following circumstances:

- (1) The Director has three (3) unexcused absences from Board meetings **within a rolling 12-month period**. Such Director may be removed from office by a vote of a majority of the Board as further specified by Board policy.
 - a. An unexcused absence is defined as a failure by a director to attend a regularly scheduled board meeting without providing advance notice and a valid reason to the Board Chair or the Executive Director. Valid reasons include, but are not limited to, illness, personal or family emergencies, unavoidable professional obligations, or travel conflicts, provided these are communicated in advance.
 - b. However, if a director is unable to attend a majority of meetings within a rolling 12-month period—even with advance notice—the board may determine that the pattern of absences constitutes an inability to fulfill board duties. In such cases, these absences may be considered unexcused for the purposes of removal, at the discretion of the board.
- (2) The Director is removed for good cause, as provided by law, by a vote of a majority of the Board.
- (3) The Designated Director is removed by the entity who designated him or her.

Review and Consider Amending Article V, Section 20 (1) of the ETMA Bylaws allowing the removal of directors based on non-consecutive absences. - May 20, 2025



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ETMA 2025 1st Quarter Financial Report: Accrual Basis

REVENUE	Quarterly			
	Expected	Accrued	Variance	% Accrued
PBID Revenue				
NET PBID	2,320,444	2,320,444	-	100%

2025 Annual	
Budget	% Accrued
4,640,887	50%

Non-PBID Revenue

City of Emeryville - GBC	319,983	319,983	-	100%
Direct Bill Revenue	120,277	119,429	(848)	99%
8 to Go Revenue	40,540	26,552	(13,989)	65%
WBS Revenue	95,004	90,807	(4,197)	96%
Emery Express Revenue	77,208	76,063	(1,145)	99%
Misc. Revenue (Int. Income, Investments)	-	55,988	55,988	
Subtotal Non-PBID Revenues	653,012	688,821	35,809	105%
TOTAL REVENUE	2,973,455	3,009,265	35,809	101%

639,966	50%
120,277	99%
164,599	16%
388,228	23%
315,930	24%
199,774	28%
1,828,775	38%
6,469,662	47%

EXPENDITURES	Quarterly			
	Expected	Accrued	Variance	% Accrued
Direct Cost				
EGR Operations	731,828	735,518	3,690	101%
EGR Maintenance	25,000	14,759	(10,241)	59%
EGR Fuel	53,403	44,458	(8,945)	83%
EGR Communications	3,628	6,823	3,195	188%
EGR Misc Operations Expenses	2,500	2,051	(449)	82%
EGR Bus Leases/Purchases	-	-	-	
Subtotal Direct Cost	816,360	803,609	(12,751)	98%

2025 Annual	Annual
Budget	% Accrued
2,959,344	25%
100,000	15%
216,730	21%
117,274	6%
10,000	21%
500,000	0%
3,903,348	21%

Reimbursable Program Costs

8 to Go Operations	40,540	37,087	(3,453)	91%
West Berkeley Shuttle Operations	82,612	75,348	(7,264)	91%
Emery Express Operations	64,340	60,386	(3,954)	94%
Subtotal Reimbursable Program Costs	187,492	172,821	(14,671)	92%

164,599	23%
337,590	22%
263,275	23%
765,464	23%

Indirect Costs

Professional Services	120,826	134,911	14,085	112%
Occupancy (Facilities related expenses)	106,561	103,289	(3,272)	97%
TMA Insurance	54,000	51,334	(2,666)	95%
Conferences, Meetings, Office Expenses	-	577	577	
Membership & Public Outreach	-	-	-	
Pilot Projects & Research	-	-	-	
Subtotal Indirect Costs	281,387	290,111	8,724	103%
TOTAL ETMA BUDGET/EXPENSES	1,285,238	1,266,541	(18,697)	99%
TOTAL EGR BUDGET/EXPENSES	1,097,747	1,093,720	(4,027)	100%

505,879	27%
431,937	24%
62,000	83%
10,000	6%
10,000	0%
500,000	0%
1,519,816	19%
6,188,628	20%
5,423,164	20%



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ETMA 2025 1st Quarter Financial Report: Cash Basis

REVENUE	Quarterly			
	Expected	Accrued	Variance	% Accrued
PBID Revenue				
NET PBID	2,320,444	2,320,444	-	100%

2025 Annual	
Budget	% Accrued
4,640,887	50%

Non-PBID Revenue

City of Emeryville - GBC	319,983	319,983	-	100%
Direct Bill Revenue	120,277	-	(120,277)	0%
8 to Go Revenue	40,540	-	(40,540)	0%
WBS Revenue	95,004	148,835	53,831	157%
Emery Express Revenue	77,208	75,041	(2,166)	97%
Misc. Revenue (Int. Income, Investments)	-	55,988	55,988	
Subtotal Non-PBID Revenues	653,012		(653,012)	0%
TOTAL REVENUE	2,973,455		(2,973,455)	0%

639,966	50%
120,277	0%
164,599	0%
388,228	38%
315,930	24%
199,774	28%
1,828,775	0%
6,469,662	0%

EXPENDITURES	Quarterly			
	Expected	Accrued	Variance	% Accrued

2025 Annual	Annual
Budget	% Accrued

Direct Cost

EGR Operations	731,828	923,089	191,260	126%
EGR Maintenance	25,000	24,748	(252)	99%
EGR Fuel	53,403	43,291	(10,112)	81%
EGR Communications	3,628	89,991	86,363	2480%
EGR Misc Operations Expenses	2,500	2,051	(449)	82%
EGR Bus Leases/Purchases	-	-	-	
Subtotal Direct Cost	816,360	1,083,170	266,810	133%

2,959,344	31%
100,000	25%
216,730	20%
117,274	77%
10,000	21%
500,000	0%
3,903,348	28%

Reimbursable Program Costs

8 to Go Operations	40,540	44,540	4,000	110%
West Berkeley Shuttle Operations	82,612	93,945	11,333	114%
Emery Express Operations	64,340	77,440	13,101	120%
Subtotal Reimbursable Program Costs	187,492	215,925	28,434	115%

164,599	27%
337,590	28%
263,275	29%
765,464	28%

Indirect Costs

Professional Services	120,826	126,834	6,008	105%
Occupancy (Facilities related expenses)	106,561	137,800	31,239	129%
TMA Insurance	54,000	51,334	(2,666)	95%
Conferences, Meetings, Office Expenses	-	577	577	
Membership & Public Outreach	-	-	-	
Pilot Projects & Research	-	-	-	
Subtotal Indirect Costs	281,387	316,546	35,159	112%
TOTAL ETMA BUDGET/EXPENSES	1,285,238	1,615,641	330,402	126%
TOTAL EGR BUDGET/EXPENSES	1,097,747	1,399,715	301,968	128%

505,879	25%
431,937	32%
62,000	83%
10,000	6%
10,000	0%
500,000	0%
1,519,816	21%
6,188,628	26%
5,423,164	26%



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

DATE: May 20, 2025
SUBJECT: 2025 ETMA 1st Quarter Investment Balances

7-Month Featured CD – Improvement Project

This account was opened as a response to the closure of the Summit Bank account and has been earmarked for an improvement project to be discussed. The initial account matured on February 12, 2024 and the funds have been reinvested into new accounts, per Board decision, as shown below.

Improvement Project	Opening Amount	Opening Date	Term (Months)	Maturity Date	Interest Rate	APY	Current Balance*	Account Growth	Total Funds Growth	Account Status
Initial Investment	\$138,878	12-Jul-23	7	12-Feb-24	4.51%	4.60%	\$142,609	\$3,731	\$3,731	Closed
Maturity 1	\$142,609	24-Mar-24	7	24-Oct-24	4.65%	4.75%	\$146,544	\$3,935	\$7,666	Closed
Maturity 2	\$146,544	24-Oct-24	7	24-May-25	4.27%	4.35%	\$149,151	\$2,607	\$10,273	Active

IP-Funds A

The initial investment of these funds was opened as part of the September 2023 Investment Plan. The initial 7-month CD account matured on May 6, 2024 and the funds were reinvested in new accounts, per Board decision, as shown below.

IP-Funds A	Opening Amount	Opening Date	Term (Months)	Maturity Date	Interest Rate	APY	Current Balance*	Account Growth	Total Funds Growth	Account Status
Initial Investment	\$1,750,000	6-Oct-23	7	6-May-24	4.89%	5.00%	\$1,800,472	\$50,472	\$50,472	Closed
Maturity 1	\$1,800,472	8-May-24	13	8-Jun-25	4.22%	4.30%	\$1,864,764	\$64,292	\$114,764	Active

IP-Funds B

The initial investment of these funds was opened as part of the September 2023 Investment Plan. The initial 13-month CD account matured on November 6, 2024 and the funds were reinvested in new accounts, per Board decision, as shown below.

IP-Funds B	Opening Amount	Opening Date	Term (Months)	Maturity Date	Interest Rate	APY	Current Balance*	Account Growth	Total Funds Growth	Account Status
Initial Investment	\$1,750,000	6-Oct-23	13	6-Nov-24	4.89%	5.00%	\$1,845,198	\$95,198	\$95,198	Closed
Maturity 1	\$1,845,198	20-Nov-24	10	20-Sep-25	3.64%	3.70%	\$1,867,378	\$22,180	\$117,378	Active

IP-Flex

The initial investment of these funds was opened as part of the September 2023 Investment Plan. The initial 12-month CD account matured on October 6, 2024. Per Board decision, the matured funds were reinvested into a new 12-month CD along with an additional \$700,851, bringing the starting balance of the new account to \$2,000,000. The flexible nature of the account allows funds to be withdrawn as needed without penalty. This allows bills to be paid out of these funds while still earning a higher interest rate on the remaining funds.

IP-Flex	Opening Amount	Opening Date	Term (Months)	Maturity Date	Interest Rate	APY	Withdrawals	Current Balance*	Account Growth	Account Status
Initial Investment	\$2,000,000	6-Oct-23	12	6-Oct-24	3.45%	3.51%	(\$750,000)	\$1,299,249	\$49,249	Closed
Maturity 1	\$2,000,000	24-Oct-24	12	24-Oct-25	3.69%	3.75%	\$0	\$2,030,718	\$30,718	Active

**Current balances as of March 31, 2025*

Emeryville TMA

2026 Prelim. Budget

2026		2026	2026	ASSUMPTIONS
REVENUE	0% PBID Incr.	3% PBID Incr.	5% PBID Incr.	
PBID Revenue	4,746,070	4,888,452	4,983,374	
PBID District Related Costs	(105,183)	(107,604)	(109,217)	
NET PBID	4,640,887	4,780,848	4,874,156	
City of Emeryville - GBC	760,771	760,771	760,771	12.29% of EGR Operating Budget, per PBID Mgmt Plan. Does not include expenses derived from Reimbursable Shuttle Programs
Direct Bill Revenue	120,277	123,886	126,291	Increase based on PBID Increase
8 to Go Revenue	178,539	178,539	178,539	8 to Go Exp. + \$800/mo for Mgmt
WBS Revenue	402,986	402,986	402,986	WBS Exp. + \$1200/mo for Mgmt + 15% Ind. Cost Markup
Emery Express Revenue	336,656	336,656	336,656	EmExp Exp. + \$1000/mo for Mgmt + 20% Ind. Cost Markup
Misc. Revenue (Int. Income, Investments)	199,872	199,872	199,872	Estimated Growth for Existing CD Accounts if Reinvested
Subtotal Non-PBID Revenues	1,999,100	2,002,709	2,005,114	
TOTAL REVENUE	6,639,987	6,783,557	6,879,271	

EXPENDITURES	Estimated Expenditures	ASSUMPTIONS
Direct Cost		
EGR Operations	3,228,529	Estimated 8% Rate Increase
EGR Maintenance	100,000	
EGR Fuel	200,000	2024 Fuel Cost Per Service Hour = \$6.14
EGR Communications	114,825	Includes TripShot + APC Service for 21 Vehicles
EGR Misc Operations Expenses	10,000	
EGR Bus Leases/Purchases/Savings	500,000	Fleet Plan to be established in 2025
Subtotal Direct Cost	4,153,354	
Reimbursable Program Costs		
8 to Go Operations	178,539	Estimated 8% Rate Increase
West Berkeley Shuttle Operations	350,422	Estimated 8% Rate Increase
Emery Express Operations	280,547	Estimated 8% Rate Increase
Subtotal Reimbursable Program Costs	809,508	
Indirect Costs		
Professional Services	516,294	Mgmt, Accounting, Legal, Audit
Occupancy (Facilities related expenses)	434,305	Site lease, security, utilities, yard maintenance
TMA Insurance	61,210	
Conferences, Meetings, Office Expenses	5,000	
Membership & Public Outreach	100,000	Marketing Plan Implementation, based on 1.5% annual revenue, per Strategic Plan
Pilot Projects & Research	460,000	Implementation of Potential Service Enhancements, TBD before Oct 2025 and moved to line item
Subtotal Indirect Costs	1,576,809	
TOTAL ETMA BUDGET/EXPENSES	6,539,671	
TOTAL EGR BUDGET/EXPENSES	5,730,163	

Reserve Balance Summary	0% Increase	3% Increase	5% Increase	
Projected Fund Balance on Dec 31, 2025	6,721,597	6,721,597	6,721,597	
2025 Increase (Decrease) in Funds	100,316	243,886	339,600	
Projected Fund Balance on Dec 31, 2026	6,821,913	6,965,483	7,061,196	
15% Operating Reserve (per ETMA Policy)	980,951	980,951	980,951	The Operating Reserve includes those expenses budgeted for Reimbursable Shuttle Programs
Est. Avail. Fund Balance of Dec 31, 2026	5,840,963	5,984,532	6,080,246	

8 to Go		
	2026 Budget	Assumptions/Details
REVENUE	178,539	
EXPENDITURES		
Shuttle Operations	157,102	Based on 6 operating hours per day
Shuttle Maintenance	5,000	
Fuel	5,000	
Communications	960	Cell Phone and Radio
Professional Services	10,477	\$800/Month Management +Accounting
TOTAL EXPENDITURES	178,539	

West Berkeley Shuttle		
	2026 Budget	Assumptions/Details
REVENUE	402,986	
EXPENDITURES		
Shuttle Operations	331,383	
Real-Time Tracking	3,780	TripShot
Website	20	
Communications	839	Radio
Professional Services	14,400	\$1200/Month Management
Subtotal Direct Costs	350,422	
Indirect Costs (15%)	52,563	Rent, insurance, facility expenses, accounting services, etc.
TOTAL EXPENDITURES	402,986	

Quarterra (Lennar) - The Emery Express		
	2026 Budget	Assumptions/Details
REVENUE	336,656	
EXPENDITURES		
Shuttle Operations	252,549	Based on 7 operating hours per day
Fuel	15,158	
Communications	839	Radio
Professional Services	12,000	\$1000/Month Management
Subtotal - Direct Costs	280,547	
Indirect Costs (20%)	56,109	Rent, insurance, facility expenses, accounting services, etc.
TOTAL EXPENDITURES	336,656	

	Actual	Budget	Budget	Forecast	Forecast	Forecast	Forecast
REVENUE	2024	2025	2026 @ 3%	2027	2028	2029	2030
PBID Revenue							
PBID Revenue	4,607,835	4,746,070	4,888,452	4,888,452	4,888,452	4,888,452	4,888,452
District Related Costs	(102,833)	(105,183)	(107,604)	(107,604)	(107,604)	(107,604)	(107,604)
Net PBID	4,505,002	4,640,887	4,780,848	4,780,848	4,780,848	4,780,848	4,780,848
Non-PBID Revenue							
City of Emeryville - General Benefit Contribution	609,273	639,966	760,771	706,578	747,389	791,269	838,453
ETMA Direct Billed Revenue	116,984	120,277	123,886	123,886	123,886	123,886	123,886
8 to Go Revenue	144,689	164,599	178,539	192,822	208,248	224,908	242,900
WBS Revenue	342,423	388,228	402,986	435,224	470,042	507,646	548,257
Emery Express Revenue	299,890	315,930	336,656	363,588	392,675	424,089	458,017
Misc. Revenue (Interest income, investments, etc.)	223,127	199,774	199,872	205,868	209,985	214,185	218,468
Subtotal Non-PBID Revenues	1,736,386	1,828,774	2,002,709	2,027,966	2,152,225	2,285,982	2,429,982
TOTAL REVENUE	6,241,388	6,469,661	6,783,557	6,808,815	6,933,074	7,066,830	7,210,830

	Actual	Budget	Forecast	Forecast	Forecast	Forecast	Forecast
EXPENDITURES	2024	2025	2026	2027	2028	2029	2030
Direct Costs							
EGR Operations	2,729,754	2,959,344	3,228,529	3,486,811	3,765,756	4,067,016	4,392,378
EGR Maintenance	75,347	100,000	100,000	100,000	100,000	100,000	100,000
EGR Fuel	190,905	216,730	200,000	250,000	250,000	250,000	250,000
EGR Communications	119,087	117,274	114,825	120,000	120,000	120,000	120,000
EGR Misc. Operations Expenses	-	10,000	10,000	10,000	10,000	10,000	10,000
EGR Bus Leases/Purchases	88,907	500,000	500,000	500,000	500,000	500,000	500,000
Subtotal Direct Costs	3,204,000	3,903,348	4,153,354	4,466,811	4,745,756	5,047,016	5,372,378
Reimbursable Program Costs							
8 to Go Operations	147,121	164,599	178,539	192,822	208,248	224,908	242,900
West Berkeley Shuttle Operations	300,845	337,590	350,422	378,456	408,733	441,431	476,746
Emery Express Operations	252,909	263,275	280,547	302,990	327,229	353,408	381,680
Subtotal Reimbursable Program Costs	700,875	765,464	809,508	874,268	944,210	1,019,747	1,101,326
Indirect Costs							
Professional Services	504,373	505,879	516,294	542,109	569,214	597,675	627,559
Occupancy (Facilities related expenses)	539,802	431,937	434,305	456,020	478,821	502,762	527,901
TMA Insurance	57,376	62,000	61,210	64,271	67,484	70,858	74,401
Conferences, Meetings, Office Expenses	1,118	10,000	5,000	10,000	10,000	10,000	10,000
Membership & Public Outreach	-	10,000	100,000	10,000	10,000	10,000	10,000
Pilot Projects & Research	-	500,000	460,000	200,000	200,000	200,000	200,000
Bus Yard	-	-	-	-	-	-	-
Subtotal Indirect Costs	1,102,669	1,519,816	1,576,809	1,282,400	1,335,520	1,391,296	1,449,861
Contingency	-	-	-	-	-	-	-
TOTAL ETMA BUDGET/EXPENSES	5,007,544	6,188,628	6,539,671	6,623,479	7,025,485	7,458,059	7,923,565

Beginning of Year Fund Balance (Net Assets)	5,203,217	6,440,564	6,721,597	6,965,483	7,150,819	7,058,407	6,667,179
Increase (Decrease) in Funds	1,233,844	281,033	243,886	185,336	(92,412)	(391,228)	(712,734)
Non-Cash Dep., Amortization, Financing Adjustment	3,503	-	-	-	-	-	-
Net Change in Assets	1,237,347	281,033	243,886	185,336	(92,412)	(391,228)	(712,734)
End of Year Fund Balance (Net Assets)	6,440,564	6,721,597	6,965,483	7,150,819	7,058,407	6,667,179	5,954,444
15% Operating Reserve (per ETMA Policy)	751,132	928,294	980,951	993,522	1,053,823	1,118,709	1,188,535
Est. Avail. Fund Balance	5,689,433	5,793,303	5,984,532	6,157,297	6,004,584	5,548,470	4,765,909

ASSUMPTIONS

4%

24%

6%

1%

6%

6%

1. PBID Revenue Forecasting based on a 3% annual increase.
2. Investment interest rates estimated to begin declining in 2027
3. Operations Expense Forecasting based on an 8% annual increase for Emery Go-Round and Reimbursable Shuttle Programs
4. Assumes Quatterra continues to operate the Emery Express after their initial 5-year commitment (2022-2027)
5. Professional Services, Occupancy and TMA Insurance Forecasts based on a 5% annual increase

Emeryville TMA

2026 Prelim. Budget vs Actuals

REVENUE	2021 Final	2021 Actual	% +/-	2022 Final	2022 Actual	% +/-	2023 Final	2023 Actual	% +/-	2024 Final	2024 Actual	% +/-	2025 Final	2026 0% PBID Increase	2026 3% PBID Increase	2026 5% PBID Increase
PBID Revenue																
PBID Revenue	4,178,547	4,178,547	100%	4,343,798	4,343,798	100%	4,474,112	4,474,112	100%	4,607,835	4,607,835	100%	4,746,070	4,746,070	4,888,452	4,983,374
District Related Costs	(95,535)	(95,535)	100%	(98,345)	(98,345)	100%	(100,560)	(100,560)	100%	(102,833)	(102,833)	100%	(105,183)	(105,183)	(107,604)	(109,217)
Net PBID	4,083,012	4,083,012	100%	4,245,453	4,245,453	100%	4,373,552	4,373,552	100%	4,505,002	4,505,002	100%	4,640,887	4,640,887	4,780,848	4,874,156
Non-PBID Revenue																
City of Emeryville - General Benefit Contribution	556,368	556,368	100%	564,726	564,726	100%	634,164	634,164	100%	609,273	609,273	100%	639,966	760,771	760,771	760,771
ETMA Direct Billed Revenue	109,578	109,764	100%	109,578	109,764	100%	112,865	113,373	100%	115,360	116,984	101%	120,277	120,277	123,886	126,291
8 to Go Revenue	109,000	101,668	93%	128,250	112,688	88%	145,900	111,384	76%	143,615	144,689	101%	164,599	178,539	178,539	178,539
WBS Revenue	340,000	230,352	68%	252,498	254,027	101%	322,000	295,013	92%	337,353	342,423	102%	388,228	402,986	402,986	402,986
Emery Express Revenue	-	-	-	229,200	187,805	82%	428,400	351,911	82%	328,976	299,890	91%	315,930	336,656	336,656	336,656
Misc. Revenue (Interest income, investments, etc.)	3,500	1,989	57%	3,000	1,630	54%	3,000	45,473	1516%	215,338	223,127	104%	199,774	199,872	199,872	199,872
Subtotal Non-PBID Revenues	1,118,446	1,000,140	89%	1,287,252	1,230,640	96%	1,646,329	1,551,318	94%	1,749,915	1,736,386	99%	1,828,774	1,999,100	2,002,709	2,005,114
TOTAL REVENUE	5,201,458	5,083,151	98%	5,532,705	5,476,093	99%	6,019,881	5,924,870	98%	6,254,916	6,241,388	100%	6,469,661	6,639,987	6,783,557	6,879,271
EXPENDITURES	2021 Final	2021 Actual	% +/-	2022 Final	2022 Actual	% +/-	2023 Final	2023 Actual	% +/-	2024 Revised	2024 Actual	% +/-	2025 Final	2026 Prelim.		
Direct Costs																
EGR Operations	2,400,000	2,066,386	86%	2,420,000	2,117,761	88%	2,700,000	2,431,320	90%	2,725,819	2,729,754	100%	2,959,344		3,228,529	
EGR Maintenance	315,000	156,801	50%	300,000	191,239	64%	220,000	194,494	88%	102,280	75,347	74%	100,000		100,000	
EGR Fuel	300,000	185,781	62%	325,000	262,333	81%	360,000	214,510	60%	240,000	190,905	80%	216,730		200,000	
EGR Communications	60,000	53,814	90%	55,000	47,272	86%	55,000	112,872	205%	101,569	119,087	117%	117,274		114,825	
EGR Misc. Operations Expenses	15,000	564	4%	5,000	-	0%	10,000	343	3%	10,000	-	0%	10,000		10,000	
EGR Bus Leases/Purchases/Savings	500,000	391,759	78%	500,000	266,246	53%	500,000	161,953	32%	500,000	88,907	18%	500,000		500,000	
Subtotal Direct Costs	3,590,000	2,855,105	80%	3,605,000	2,884,852	80%	3,845,000	3,115,492	81%	3,679,668	3,204,000	87%	3,903,348		4,153,354	
Reimbursable Program Costs																
8 to Go Operations	109,000	110,936	102%	128,250	113,042	88%	145,900	105,505	72%	134,015	147,121	110%	164,599		178,539	
West Berkeley Shuttle Operations	320,000	209,507	65%	252,498	253,269	100%	280,000	247,133	88%	280,359	300,845	107%	337,590		350,422	
Emery Express Operations	-	-	-	191,000	123,159	64%	357,000	283,832	80%	260,947	252,909	97%	263,275		280,547	
Subtotal Reimbursable Program Costs	429,000	320,443	75%	571,748	489,471	86%	782,900	636,469	81%	675,321	700,875	104%	765,464		809,508	
Indirect Costs																
Professional Services	515,000	483,428	94%	550,000	430,492	78%	575,000	522,621	91%	510,000	504,373	99%	505,879		516,294	
Occupancy (Facilities related expenses)	350,000	245,895	70%	365,000	496,647	136%	510,000	484,070	95%	527,000	539,802	102%	431,937		434,305	
TMA Insurance	22,000	21,840	99%	25,000	49,235	197%	50,000	55,275	111%	60,801	57,376	94%	62,000		61,210	
Conferences, Meetings, Office Expenses	25,000	143	1%	10,000	210	2%	10,000	231	2%	10,000	1,118	11%	10,000		5,000	
Membership & Public Outreach	25,000	5,403	22%	15,000	3,368	22%	10,000	220	2%	10,000	-	0%	10,000		100,000	
Pilot Projects & Research	-	-	-	25,000	-	0%	25,000	-	0%	25,000	-	0%	500,000		460,000	
Bus Yard	1,200,000	2,335,188	195%	-	88,456	-	-	5,800	-	-	-	-	-		-	
Subtotal Indirect Costs	2,137,000	3,091,897		990,000	1,068,408		1,180,000	1,068,216		1,142,801	1,102,669	96%	1,519,816		1,576,809	
Contingency/Reserve Replenishment				347,757	-	-	135,000	-	-	135,000	-	0%	-		-	
TOTAL ETMA BUDGET/EXPENSES	6,156,000	6,267,445	102%	5,514,505	4,442,731	81%	5,942,900	4,820,178	81%	5,632,791	5,007,544	89%	6,188,628		6,539,671	
TOTAL EGR BUDGET/EXPENSES	5,727,000	5,947,002	104%	4,942,757	3,953,260	80%	5,160,000	4,183,709	81%	4,957,470	4,306,669	87%	5,423,164		5,730,163	
	2021 Budget	2021 Actual		2022 Budget	2022 Actual		2023 Budget	2023 Actual		2024 Final	2024 Actual		2025 Final	2026 0% PBID Increase	2026 3% PBID Increase	2026 5% PBID Increase
Beginning of Year Fund Balance (Net Assets)		4,236,247			3,031,153			4,080,669			5,203,217		6,440,564	6,721,597	6,721,597	6,721,597
Increase (Decrease) in Funds	(954,542)	(1,184,294)		18,200	1,033,362		76,981	1,104,692		622,126	1,233,844		281,033	100,316	243,886	339,600
Non-Cash Depreciation, Financing and Amortization Adjmts		(20,800)			16,153			17,856		-	3,503		-	-	-	-
Net Change in Assets		(1,205,094)			1,049,515			1,122,549		622,126	1,237,347		281,033	100,316	243,886	339,600
End of Year Fund Balance (Net Assets)		3,031,153			4,080,669			5,203,217		5,825,343	6,440,564		6,721,597	6,821,913	6,965,483	7,061,196

Emeryville TMA

2026 Prelim. Qtrly Budget

REVENUE	2026 Q1	2026 Q2	2026 Q3	2026 Q4	2026 Annual
PBID Revenue	2,444,226	-	2,444,226	-	4,888,452
PBID District Related Costs	(53,802)	-	(53,802)	-	(107,604)
NET PBID	2,390,424	-	2,390,424	-	4,780,848
City of Emeryville - GBC	380,386	-	380,386	-	760,771
Direct Bill Revenue	123,886	-	-	-	123,886
8 to Go Revenue	43,864	45,181	45,620	43,875	178,539
WBS Revenue	98,279	100,120	101,052	103,535	402,986
Emery Express Revenue	81,959	84,479	85,739	84,479	336,656
Misc. Revenue (Int. Income, Investments)	44,808	41,884	-	113,180	199,872
Subtotal Non-PBID Revenues	773,181	271,664	612,796	345,068	2,002,709
TOTAL REVENUE	3,163,605	271,664	3,003,220	345,068	6,783,557
EXPENDITURES	2026 Q1	2026 Q2	2026 Q3	2026 Q4	2026 Annual
Direct Cost					
EGR Operations	793,956	808,225	815,687	810,661	3,228,529
EGR Maintenance	25,000	25,000	25,000	25,000	100,000
EGR Fuel	48,913	50,090	50,706	50,291	200,000
EGR Communications	3,664	20,664	3,664	86,832	114,825
EGR Misc Operations Expenses	2,500	2,500	2,500	2,500	10,000
EGR Bus Leases/Purchases	125,000	125,000	125,000	125,000	500,000
Subtotal Direct Cost	999,033	1,031,479	1,022,557	1,100,285	4,153,354
Reimbursable Program Costs					
8 to Go Operations	43,864	45,181	45,620	43,875	178,539
West Berkeley Shuttle Operations	85,460	87,061	87,871	90,030	350,422
Emery Express Operations	68,299	70,399	71,449	70,399	280,547
Subtotal Reimbursable Program Costs	197,623	202,641	204,940	204,304	809,508
Indirect Costs					
Professional Services	120,252	142,502	123,537	130,003	516,294
Occupancy (Facilities related expenses)	108,116	107,311	109,026	109,853	434,305
TMA Insurance	54,100	-	7,110	-	61,210
Conferences, Meetings, Office Expenses	1,250	1,250	1,250	1,250	5,000
Membership & Public Outreach	25,000	25,000	25,000	25,000	100,000
Pilot Projects & Research	115,000	115,000	115,000	115,000	460,000
Subtotal Indirect Costs	423,718	391,063	380,923	381,106	1,576,809
TOTAL ETMA BUDGET/EXPENSES	1,620,373	1,625,183	1,608,421	1,685,694	6,539,671
TOTAL EGR BUDGET/EXPENSES	1,422,751	1,422,542	1,403,480	1,481,390	5,730,163



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: May 20, 2025
SUBJECT: Discussion of On-Bus Advertising Pilot Program

Pilot Refinement and Discussion Questions

1. Equity
 - a. What contribution threshold should qualify a property owner for this opportunity?
 - b. Are there any opportunities for businesses, who don't qualify as property owners, to participate? AMC, for example, who's property is owned by Bay Street, but may want to have movie ads.
 - c. Do we anticipate any pushback from non-eligible members?
 - d. If approved beyond the pilot, will there be a scheduled rotation for eligible members? Ie. if Pixar has a design up in June, do they not get to do it again for a 6 months or unless all other eligible members decline? Or is it first come first serve?
2. Outreach/Contracting
 - a. How should this opportunity be marketed to qualifying members?
 - b. What is our process for reviewing, approving, and rotating advertisements? Not the design itself, but the member request? Ie an application?
3. Branding/Aesthetics
 - a. Will there be design guidelines, restrictions, requirements? Ie. Color, Content, Size, etc
 - b. Who approves the final design?
4. Logistics
 - a. Will the print, installation, and removal be contracted/managed by the member or would the ETMA contract with a regular vendor and pass the costs on to the member?
 - b. Will there be limits to how long the ad can stay up?
 - c. Will the ads be on every shuttle (21) or will on a select number?
5. Financial
 - a. Other than the cost to design, print, and install, will there be any markup costs associated or is this an at-cost benefit for qualifying members?