



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

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Residential Member*

Vice Chair

*Peter Schreiber
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Treasurer

*Andrea Kirkpatrick
Oxford Properties*

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*Andrew Allen
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*Brooks Jessup,
At-Large Residential
Member*

*Christa Williams,
Bay Street/CenterCal*

AGENDA

Board of Directors Meeting

January 20, 2026 @ 11:00 AM

1333 Park Avenue, Garden Room, 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 November 18, 2025 Board of Directors Meeting
4. Reporting and Updates
 - A. Digital Marketing Campaign Report – Lucey Gorrill, ALTRANS
 - B. Operations Updates and Review – Jennifer Singer, MV
 - C. Project/Research Updates – Daniel Oliver, ALTRANS
5. Business Items
 - A. Review and Consider Emery Go-Round participation in the Emeryville Visual Art Grant
 - B. City of Emeryville Public Works
 - C. Review of Strategic Plan and 2026 Priorities
6. Informational Items - No presentation; available for board review
 - A. Operations Report
 - B. 2026 Calendar of Actions
7. Board and Staff Comments
8. Confirm date of Next Meeting – February 17, 2026
9. Adjournment

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Board of Directors Meeting

November 18, 2025

LOCATION: 1333 PARK AVENUE, COUNCIL CHAMBERS

EMERYVILLE, CA 94608

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

Directors Present:

*Peter Schreiber, Vice Chair
Andrea Kirkpatrick, Treasurer
Christa Williams, Director
Colin Osborne, Director
Geoffrey Sears, Director*

Others Present:

Daniel Oliver, ALTRANS
Lucey Gorrill, ALTRANS
Janet Shipp, ALTRANS
Justine Burt, ALTRANS via Teams

1. Call to Order
Peter Schreiber called the Board of Director's meeting to order at 11:04am
2. Public Comment: 11:04am
No public comments
3. Approval of the Minutes of the October 21, 2025 Board of Directors Special Meeting: 11:05am
Geoff Sears motioned for approval of the Minutes of the October 21, 2025 Board of Directors Meeting. Christa Williams seconded the motion.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

4. Executive Directors Report
 - A. October Operations Summary: 11:05am
Daniel highlighted the successful Truck or Treat Emery-Go-Round outreach event. Daniel shared that MV had all 27 drivers participate in the Safety Awareness training. Daniel also shared the turnover rate of MV drivers and Geoff requested that MV benchmark this to see what might be able to change in the turnover rate. In February, Daniel shared that a new schedule for drivers will be launched.
 - B. Project/Research Updates: 11:17
*Daniel reviewed Board seat openings.
AV Consultant update: Bobby, Brooks and Daniel will be scheduling introductory calls with AV Consultants.*

EGR stop review findings will be shared at the January BOD mtg.

C. 2026 Calendar of Actions: 11:19am

Daniel reviewed the 2026 Calendar of Actions and highlighted that MV and the City will be presenting more regularly. Daniel noted that the Strategic Plan Implementation Sub-Committee is working to identify and select a vendor for surveys and hopes to have this selection by January with results seen in September. Geoff voiced concern that the survey process of waiting 6 months for the survey results is too long. The board would like to see milestone dates in the 5-year Strategic Plan. Daniel will add milestones and durations of how long certain goals may take to the Strategic Plan and send to the Directors for review. The Board will also share what they feel are priorities. Colin requested a Gantt chart for the next 5 years be provided to see where we are.

5. Consent Calendar: 11:36am

A. Review and Consider Approval of Amendment 5 to the Transportation Agreement with Quatterra to extend the term of service for the Emery Express shuttle through December 31, 2026

B. Review and Consider Approval of Amendment 3 for a short-term extension to the fueling agreement with AC Transit
ETMA will need a new AC Transit Fueling Agreement for 2026. AC Transit needs more time to complete the agreement. In the meantime, a 1-month amendment is being prepared to extend the current agreement through January 2026. The amendment was not completed or available for presentation, but board is willing to approve the amendment conditional on the Agreements Sub-Committee's review and the changes being limited to the term.

Geoff Sears motioned for the Approval of the Consent Calendar as presented. Andrea Kirkpatrick seconded the motion.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

6. Business Items:

A. Clean Fleet Update and Discussion: 11:47am

Justine Burt attended the Board via Teams to present on findings on electrifying the fleet and the complexities this involves. Geoff shared that he feels that this is not something realistic that can be done because of the Caltrans' mandate that no EV batteries can be stored in a yard under an overpass. Daniel agreed that it is reasonable to table the electrification discussion for now and pursue other options in the development of the fleet plan

At approximately 11:56am, the fire alarm went off, evacuation was required, and the board agreed to adjourn.

- B. Presentation of Holiday Marketing Plan
Not presented due to evacuation
- C. Appointment of Marketing Sub-Committee
Not appointed due to evacuation
- 7. Informational Items
The Board received the informational reports listed on the agenda. No discussion.
- 8. Board and Staff Comments
Not heard due to evacuation
- 9. Confirm date of Next Meeting – January 20, 2026
No confirmed due to evacuation
- 10. Adjournment

2025 Emery Go-Round Meta Ad Campaigns Report

Overview:

We ran 2 ad campaigns for Emery Go-Round on Meta (Facebook and Instagram) through November and December. The campaigns aimed to highlight Emery Go-Round as a free shuttle and a convenient way to get to holiday shopping destinations.


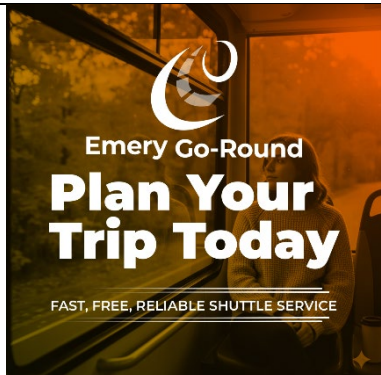
- Autumn Campaign – Late November
- Holiday Campaign – All of December

Target Audience:

- 25-55 year olds
- People who live or work in and around Emeryville



Autumn Campaign: 11/22/2025 - 11/30/2025

- Total cost: \$98.74
- Clicks per Individuals reached: 1.9% click rate

| Results | Total/Ave | Ad A | Ad B |
|---------------------|-----------|---|---|
| | |  |  |
| Cost Per Click | \$0.83 | \$0.69 | \$1.03 |
| Impressions | 8,961 | 4,896 | 4,065 |
| Individuals Reached | 6,354 | 3,819 | 3,071 |
| Website Clicks | 119 | 71 | 48 |
| Instagram Likes | 18 | 14 | 4 |
| Instagram Follows | 5 | (unspecified) | (unspecified) |

Holiday Ad Campaign: 12/8/2025 - 12/31/2025

- Total cost: \$954.91
- Clicks per Individuals reached: 1.7% click rate

| Results | Total/Ave | Ad A | Ad B |
|---------------------|-----------|---|---|
| | |  |  |
| Cost Per Click | \$0.89 | \$0.90 | \$0.88 |
| Impressions | 137,659 | 69,120 | 68,539 |
| Individuals Reached | 61,596 | 29,673 | 30,159 |
| Website Clicks | 1,073 | 535 | 538 |
| Instagram Likes | 84 | 38 | 46 |
| Facebook Likes | 69 | 24 | 45 |
| Instagram Follows | 28 | (unspecified) | (unspecified) |



| Project | Project Number | CIP Book Label | Project Phase | Project Status | Last Update |
|---|----------------|----------------|---------------|---|-------------|
| Community Facilities | | | | | |
| Facility Resiliency Upgrades | 24650009 | COF-01 | Construction | Five EV chargers installed to support fleet electrification resiliency, including three single-port 30kW chargers at City Hall and two dual-port 8.3kW chargers at Emeryville Police Department. Solar panel inverters replaced at City Hall to improve system functionality. | Oct-23 |
| Civic Center HVAC | 15650018 | FM-06 | Construction | SYNERCO started working in the building on 2/11/25. Programmed BMS software, Installed New VAV Controller and new wiring. New Thermostat units are installed throughout the building. The contractor also air balanced VAVs. Installed InteliCLOUD software to improve HVAC system performance and optimizing energy consumption. Legacy installed new boiler for the HVAC System. | May-25 |
| Civic Center Exterior Painting | 16650015 | FM-04 | Construction | Renovation and replacement of exterior wood windows at the Old City Hall Building began on August 4, 2025. A total of 42 windows were replaced in the building, including the City Council Chambers and offices on the second floor, offices on the first floor and the garden level. Window installation was completed on October 3, 2025. | Oct-25 |
| Emergency Operations Center (EOC) | 16475004 | CF-10 | Pre-Planning | Project is not activated. | Aug-23 |
| Corporation Yard Improvements/Maintenance Yard Relocation | 15475010 | CF-05 | Planning | FMW site remediation and construction is on-going | Sep-25 |
| Essential Infrastructure | | | | | |
| Stormwater Management | 24475011 | ESI-01 | Planning | Staff has completed an Asset Management Plan with survey and analysis anticipated to begin mid-2026. | Dec-25 |
| Bridge Maintenance Program | 24475012 | ESI-02 | Planning | Award Inspection and Design Contract at February 3, 2026 Council meeting | Jan-26 |
| Powell Street Sewer | 24511013 | ESI-03 | Pre-Planning | Civil Engineering Consultant and City staff are evaluating design alternatives. | Jan-26 |
| Hydraulic Separator Units | 24254014 | ESI-04 | Planning | Coordinating with other stakeholders; plan to accept Caltrans funding at Council in October 2024. | Oct-24 |
| Climate Action Plan Implementation | 20475005 | CF-17 | Planning | Street closure support provided for community-led Spooky Streets event on October 31st. | Nov-25 |
| McLaughlin Powell Bioswale | 16475010 | CF-01 | Planning | Avian Assessment is in the preliminary phase of contract execution. | Jan-26 |
| Rehabilitation of City Sewer Laterals | 20650006 | FM-15 | Construction | Bids for project have been received and analyzed. Lowest responsive bidder is being contacted for contract execution. | Jan-26 |
| Sanitary Sewer Rehabilitation Program | 15511005 | SS-01 | Construction | Ongoing project. | Apr-24 |
| North Hollis Undergrounding District | 19475007 | ST-14 | Pre-Planning | Class 5 estimate performed by PG&E resulted in determination that insufficient funds are available to proceed with project. EPW to review and consider options of providing additional funding via City funding or interagency work credit purchase, selling work credits to another agency, or no-build option. 2026 Update: No change in status, insufficient funding to proceed with PG&E minimum project. | Jan-26 |

Sustainable Transportation

| | | | | | |
|--|----------|--------|--------------|--|--------|
| Sustainable Streetscapes | 24221005 | SUT-01 | Construction | Sustainable Streetscapes construction continues with work along the Hollis Street corridor set to be completed in Winter 2026. Mainline paving on Hollis Street was completed in late 2025, and work continues to adjust utilities to the new pavement grade. Work will happen this month (January 2026) on five new bus pads on Hollis Street as well as the installation of the permanent lane striping. Also as a part of this project, new benches, bus stop lighting, curb ramps and speed humps are being installed at various locations around the City. | Jan-26 |
| ATP Studies | 24475018 | SUT-02 | Planning | Public survey for Powell Street Redesign Project was open from mid-December 2024 to mid-February 2025 and the consultants are working on synthesizing community input to inform 10% design. Presentations were made at TSC in June 2025 and BPAC in July 2025. Project will return to TSC and Council in January 2026 - February 2026. | Dec-25 |
| Traffic Signals and Street Lights | 24250019 | SUT-03 | Construction | The City has completed an upgrade to all video detection cameras on Hollis Street Traffic Signals. Bicycle detection will be more reliable, and new passive pedestrian detection will be installed to allow for crosswalk activation without pressing the button. Animal Prints have been installed city-wide at locations that have passive pedestrian detection. | Oct-25 |
| The Emeryville Loop | new | SUT-04 | Planning | BPAC approved 59th/Hollis as the pilot location for a bike detection confirmation light at their September 2025 meeting. Project is being completed through Planning Department/ Public Works Department through COA of 5801 Christie Avenue. Consultant scope is finalized in July 2025. Design and early analysis will be completed up to 35% level by Summer 2026. | Jul-25 |
| 40th Street Multimodal Project | 22242002 | T-13 | Design | The 40th Street Multimodal Project has reached a major milestone, with the final design for Part 1 (40th Street) and Part 2 (Shellmound Street) at 95%. Based on this advanced design and the completion of key technical studies in August 2025, the project is now moving into its formal public environmental review phase. The City Council approved the official project description for the environmental document on November 18, 2025, after which a draft CEQA Environmental Document will be released for a 45-day public comment period starting in late November and will close on January 7, 2026. Concurrently, the public art component is progressing, with community input on the artwork anticipated this Fall/Winter 2025-2026. On the funding front, the project has been exceptionally successful, securing a total of \$34 million in available funding to date from a combination of federal, state, regional, and local sources. | Jan-26 |
| 40th Street Multimodal Project Phase 2 | TBD | SUT-05 | Design | See above. | Jan-26 |
| Sidewalk Rehabilitation Project | 15475023 | PB-01 | Ongoing | Staff has recently dispatched maintenance teams to address concerns about lifted sidewalk slab edges on Powell St west of the freeway. | Sep-24 |
| Urban Greening | | | | | |
| Street Tree Study | 18254016 | FM-13 | Design | 100% Plans Completed. Target for first plantings is FY2025/2026. See Project URG-04. | Nov-25 |
| Parks Projects | 24650010 | URG-01 | Planning | Developing scope to include Doyle Hollis and Davenport Parks. | Jan-26 |
| Park Studies | 24475020 | URG-02 | Planning | Public Works and Community Services staff are reviewing the 2011 Parks and Recreation Strategic Plan and assessing what updates need to be made. | Sep-23 |
| Northwest Linear Park | TBD | URG-03 | Pre-Planning | Planning entitlements for funding source have been renewed through 2027. Project inactive and on hold. In association with Ashby Interchange bike-ped overcrossing consider street closure and minor bikeway improvements if private development no longer supports park project. | Jan-26 |
| Urban Tree Planting Program | 24251004 | URG-04 | Planning | Groundbreaking event held October 30, 2025. Project slated for completion early spring 2026. | Nov-25 |

| Project | Project Number | CIP Book Label | Project Phase | Project Status | Last Update |
|--|---------------------|----------------|---------------|--|-------------|
| Completed Projects | | | | | |
| Quiet Zone Safety Engineering Measures | 19475008 | T-04 | Complete | Ribbon cutting took place in August! Council accepted project as complete on September 3. | Oct-24 |
| Marina Dredging | 19495003 | M-01 | Complete | Dredging was completed November 2023. | Nov-23 |
| Annual Street Rehabilitation/Preventative Maintenance | 17240005 | T-01B | Complete | Final bike lane work completed on Adeline Street in September/October 2023. FY21/22 Project to be accepted as complete by City Council in November 2023. | Oct-23 |
| Marina Park and Powell Street Lighting | 17495012 | M-03 | Construction | Project is Complete. Accepted as complete at May City Council Meeting. | Jun-25 |
| 40th Street Bridge Rail Painting / Lumec Streetlight Pole Painting | 15475028 / 15475015 | ST-01 / ST-04 | Construction | Project is Complete | May-25 |
| Large Trash Separator in Storm Drain Line | 18475009 | ST-13 | Complete | Construction is complete and the equipment is functioning. The contract was accepted by City Council in September 2023. | Oct-23 |



Strategic Plan Summary

Summary

The Ten-Year Strategic Plan (2025-2034) was adopted the ETMA Board of Directors in January 2025. It provides the potential framework of capabilities the ETMA can implement to achieve the winning aspiration:

“Become the simplest way to get around Emeryville, attracting former and new passengers with a frictionless, community oriented, multimodal service.”

CAP 1 - Scaling operating and administrative costs through acquisition and consolidation

Consolidation of routes, such as incorporating the Emery Express route into Emery Go-Round service when it is due for renewal in 2027.

CAP 2 - Marketing

Marketing Implementation: Implementation of marketing strategies such as social media, employment center meetings, and tabling events.

Marketing Plan Development: Strategic roadmap to promote awareness and engagement across all customer segments. A marketing plan will steer outreach and program engagement activity. Will facilitate identification of demographics interested in current and new services.

Marketing Plan Implementation: Goal and metric oriented, carried out over the course of the year via informed and diverse initiatives and methodologies.

CAP 3 - Networking

The ETMA will begin networking routinely with other SF Bay Area TMAs in order to learn best-practices, share information, ideas and, where applicable, resources.

CAP 4 - Non-shuttle program elements

Multi-Modal Pass Subsidies: Potential provision of Clipper Start or Clipper BayPass transit passes or subsidized memberships to Bay Wheels or Veo E-Scooter

Transit Rewards App Partnership: Partnership with and marketing of a transit rewards app will make the ETMA's offerings more valuable to existing users and enticing for new ones.

Late Night Ride Hail: Subsidized ride hail through Lyft or other ride-hailing services to provide after-hours service to pre-determined locations or within a geographic area

CAP 5 - Service Planning

Considering the City's Active Transportation Plan: Ensuring that Emery Go-Round services are considered and the ETMA is consulted regarding any transportation plans and developments throughout the City.

Service Schedule Alignment: Annual Emery Go-Round system review, stop usage analysis, alignment with Active Transportation Plan, future-ready routing.

Fleet Replacement Plan: Long-term plan for replacing, sizing, and potentially electrifying fleet vehicles.

Express/High Frequency Service: Express service to key/highly utilized stops and/or increasing the frequency from 15 minutes to 10 or less.

Fleet Automation: Implementation of an autonomous vehicle system.

CAP 6 - Finances

2030 PBID Renewal: Anticipated renewal of the PBID for 10-15 years with the potential of an expanded purview beyond shuttle operation, eg. multi-modal subsidies.

Non-PBID Revenue:

- **Fee for service:** TDM Planning and Management or TDM Review/Enforcement contracting with the City
- **Investment:** Continued investment of fund reserves to passively increase revenue

Quick Win Initiatives

| Initiative | Description | Reason for Prioritization | Timeline |
|--|--|---|---|
| On-Board and Off-Board Survey | Collect data on current riders and non-users to inform service improvements and outreach. | Gain insight into the who, how and why of those that do and don't use the shuttle | 6 months from engagement |
| Marketing Plan Development | Strategic roadmap to promote awareness and engagement across all customer segments. | A marketing plan will steer outreach and program engagement activity | 3 months from engagement |
| Fleet Plan Development | Long-term plan for replacing, sizing, and potentially electrifying fleet vehicles. | Provide a defined roadmap and timeline for fleet replacements | 1-3 months for discussion and decisions, up to 2 years for vehicle delivery |
| System-Ride Review | Annual system review, stop usage analysis, alignment with Active Transportation Plan, future-ready routing | Aligns our services with up-to-date use and need | Annual, ongoing, as needed |
| Route Augmentations, such as Watergate Express service or ride-hail | Adjustments to current routes and/or re-establishment of past routes; the addition of flexible services such as ride-hail to minimize empty buses, save costs, and establish on-demand access. | Expansion of routing into unserved areas which have promise of ridership | 3-4 months to develop and implement |
| Charter Program | Contracted transportation services offered to external groups (e.g., private charters). | | 1-2 months to get fleet in compliance |
| Improving Passenger Experience at MacArthur | Enhancements such as signage, protected or designated waiting areas, and transit arrival screens. | Enhancements would be an active step in improving passenger experience | Dependent on BART's responsiveness and existing plans/initiatives |
| On-Bus Advertising | Allow members to use the buses as moving billboards, displaying approved advertising | Provides a benefit to the largest contributors and increases the visual appeal of the buses | 2-3 months |

Long Term Considerations

- 2030 PBID renewal will confirm the TMA's expansion of services, or restrict it to current operations. As well, it will renew the main funding source for the EGR.
- Investment fund utilization should be monitored and managed at least on a quarterly basis based on risk and yield.
- The ETMA's participation as a testing ground or live operating ground for autonomous vehicle service.
- Quarterra is not conditionally obligated to fund the Emery Express service after June 2027. The ETMA will need to decide whether to seek funding to continue the route, end the route, or merge the stop into existing service.
- Engagement with the city to modify their standard Conditions of Approval to make the ETMA the agency for transit-based conditions.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION



Emery Go-Round

Monthly Operations Report
December 2025

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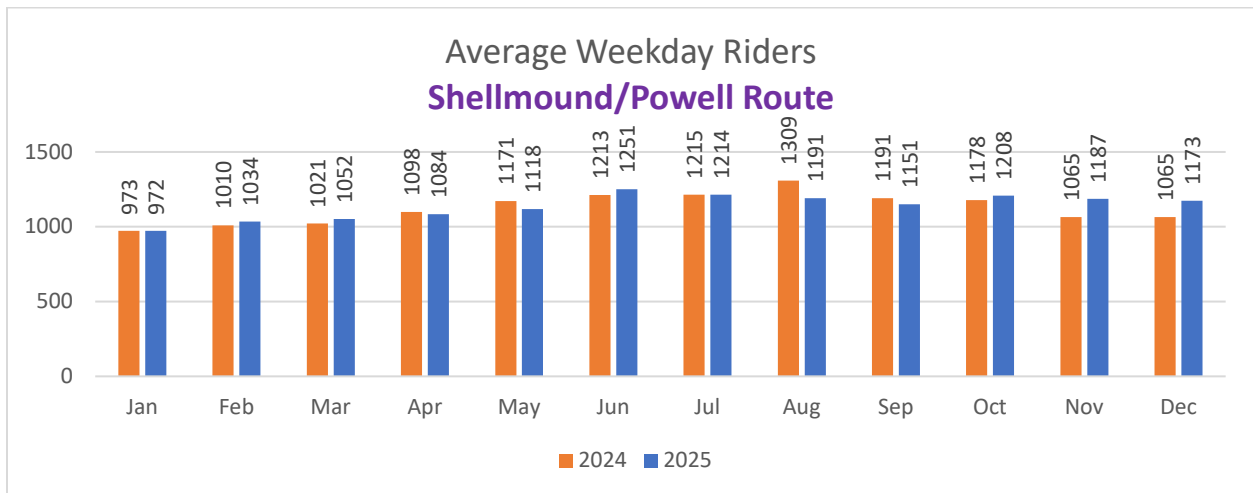
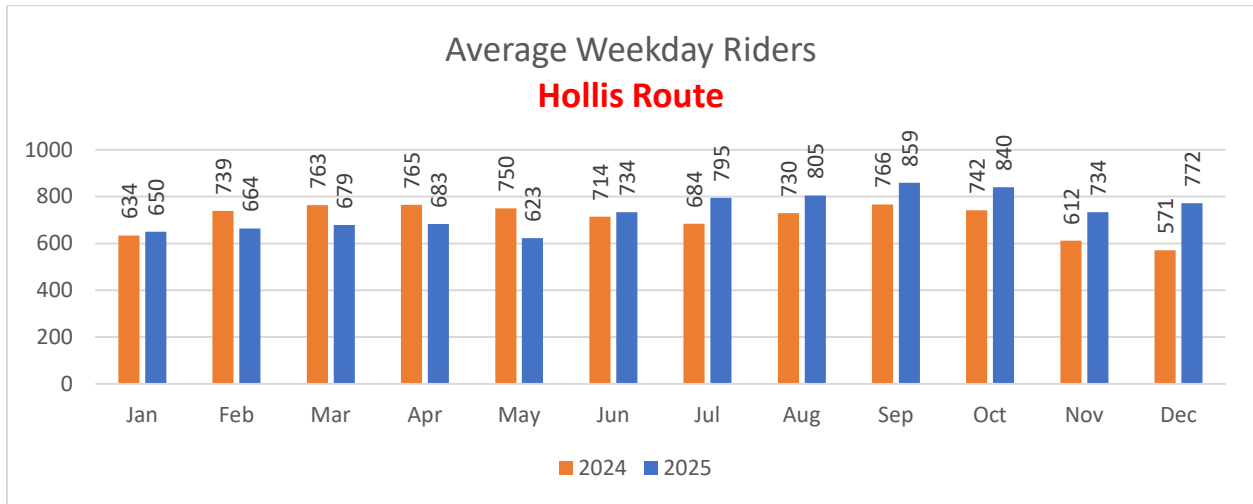
| WEEKDAY RIDERSHIP | | | | | | | | | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|
| 2025 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total to Date |
| Total Monthly Weekday Ridership | 35,671 | 32,264 | 36,353 | 38,870 | 36,567 | 41,700 | 44,190 | 41,898 | 42,206 | 47,082 | 36,500 | 42,793 | 476,094 |
| # of Operating Days | 22 | 19 | 21 | 22 | 21 | 21 | 22 | 21 | 21 | 23 | 19 | 22 | 254 |
| Average Daily Ridership | 1621 | 1698 | 1731 | 1767 | 1741 | 1986 | 2009 | 1995 | 2010 | 2047 | 1921 | 1945 | 1,874 |
| % Increase/Decrease from Prior Month | -1% | 5% | 2% | 2% | -1% | 14% | 1% | -1% | 1% | 2% | -6% | 1% | |
| % Increase/Decrease from Prior Year | 1% | -3% | -3% | -5% | -9% | 3% | 6% | -2% | 3% | 7% | 15% | 19% | |
| % of Pre COVID Baseline | 35% | 39% | 36% | 39% | 36% | 40% | 41% | 38% | 40% | 41% | 41% | 48% | 40% |
| 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 | 6661 | 6634 | 5630 | 7586 | 5927 | 5572 | 6940 | 5766 | 72,551 |
| # of Operating Days | 8 | 8 | 10 | 7 | 9 | 9 | 8 | 10 | 8 | 8 | 10 | 8 | 103 |
| Average Daily Ridership | 662 | 639 | 634 | 727 | 740 | 737 | 704 | 759 | 741 | 697 | 694 | 721 | 704 |
| % Increase/Decrease from Prior Month | 0% | -3% | -1% | 15% | 2% | 0% | -5% | 8% | -2% | -6% | 0% | 4% | |
| % Increase/Decrease from Prior Year | 5% | -8% | -15% | 1% | 1% | 2% | -6% | -12% | -8% | -11% | -6% | 9% | |
| % of Pre COVID Baseline | 93% | 63% | 70% | 82% | 82% | 71% | 67% | 61% | 50% | 61% | 64% | 79% | 70% |
| 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 | 43,228 | 48,334 | 49,820 | 49,484 | 48,133 | 52,654 | 43,440 | 48,559 | 548,645 |
| # of Operating Days | 30 | 27 | 31 | 29 | 30 | 30 | 30 | 31 | 29 | 31 | 29 | 30 | 357 |
| Total Service Hours | 2,781 | 2,444 | 2,746 | 2,781 | 2,713 | 2,701 | 2,781 | 2,746 | 2,668 | 2,893 | 2,521 | 2,781 | 32,556 |
| Average Daily Ridership (Weighted) | 1,532 | 1,586 | 1,601 | 1,681 | 1,633 | 1,851 | 1,887 | 1,849 | 1,887 | 1,926 | 1,762 | 1,831 | 1,537 |
| Passengers Per Service Hour (Pax/SH) | 15 | 15 | 16 | 16 | 16 | 18 | 18 | 18 | 18 | 18 | 17 | 17 | 17 |
| Operations Cost | \$ 253,540.39 | \$ 230,469.07 | \$ 250,939.82 | \$ 253,608.11 | \$ 248,989.74 | \$ 247,505.05 | \$ 253,654.62 | \$ 250,803.02 | \$ 246,000.66 | \$ 261,619.12 | \$ 235,760.50 | \$ 253,241.48 | \$ 2,986,131.58 |
| Cost Per Passenger Trip | \$ 6.19 | \$ 6.17 | \$ 5.88 | \$ 5.77 | \$ 5.76 | \$ 5.12 | \$ 5.09 | \$ 5.07 | \$ 5.11 | \$ 4.97 | \$ 5.43 | \$ 5.22 | \$ 5.44 |
| % Increase/Decrease from Prior Month | 0% | 3% | 1% | 5% | -3% | 13% | 2% | -2% | 2% | 2.1% | -9% | 4% | |
| % Increase/Decrease from Prior Year | 1% | -3% | -4% | -4% | -10% | 4% | 5% | -4% | 3% | 6% | 12% | 20% | 1% |
| % of Pre COVID Baseline (Total Ridership) | 43% | 47% | 45% | 47% | 44% | 51% | 49% | 45% | 46% | 48% | 50% | 59% | 48% |
| % of Pre COVID Baseline (Pax/SH) | 57% | 62% | 57% | 61% | 59% | 64% | 64% | 60% | 61% | 64% | 64% | 72% | 62% |
| 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 |
| % Increase/Decrease from Prior Month | 5% | 8% | 2% | 5% | 3% | -2% | 1% | 7% | -5% | -0.5% | -14% | -3% | |
| % Increase/Decrease from Prior Year | 16% | 13% | 10% | 13% | 5% | 2% | 5% | 9% | 7% | 4% | -6% | 0% | 6% |
| % of Pre COVID Baseline (Total Ridership) | 43% | 49% | 47% | 49% | 48% | 49% | 46% | 47% | 45% | 46% | 44% | 49% | 47% |
| % of Pre COVID Baseline (Pax/SH) | 57% | 64% | 60% | 65% | 64% | 62% | 62% | 62% | 61% | 61% | 58% | 65% | 62% |

Ridership Summary

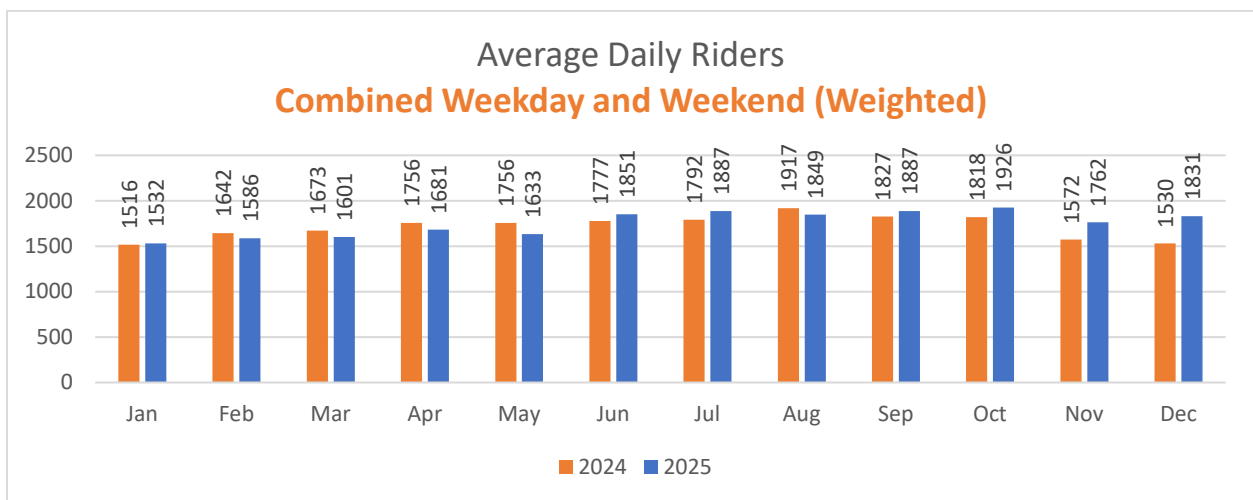
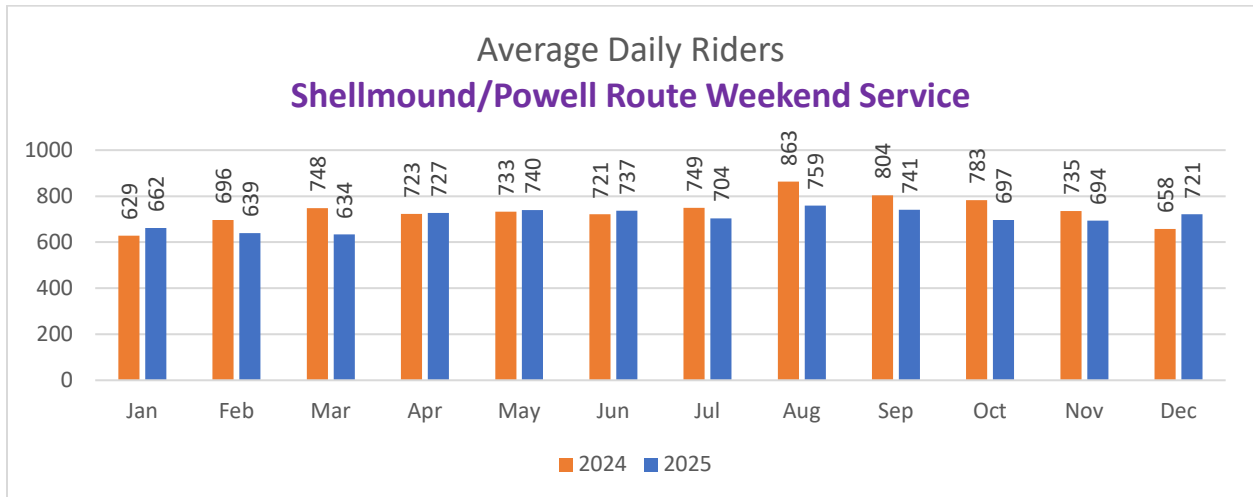
In December 2025, the Emery Go-Round ridership increased 2% from the previous month and 3% from the previous year.

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

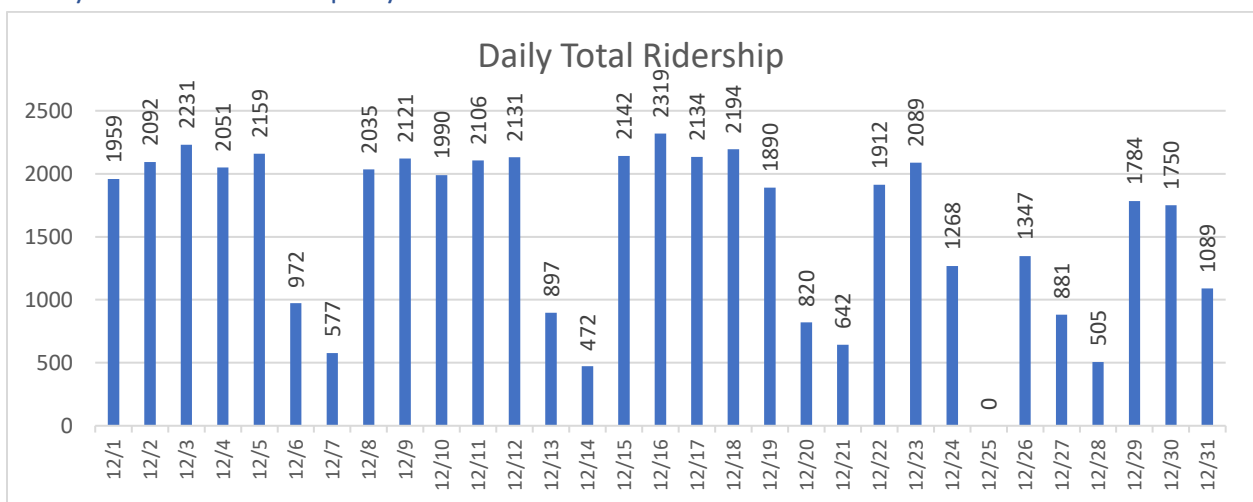
Average Daily Ridership Comparisons (YTD)



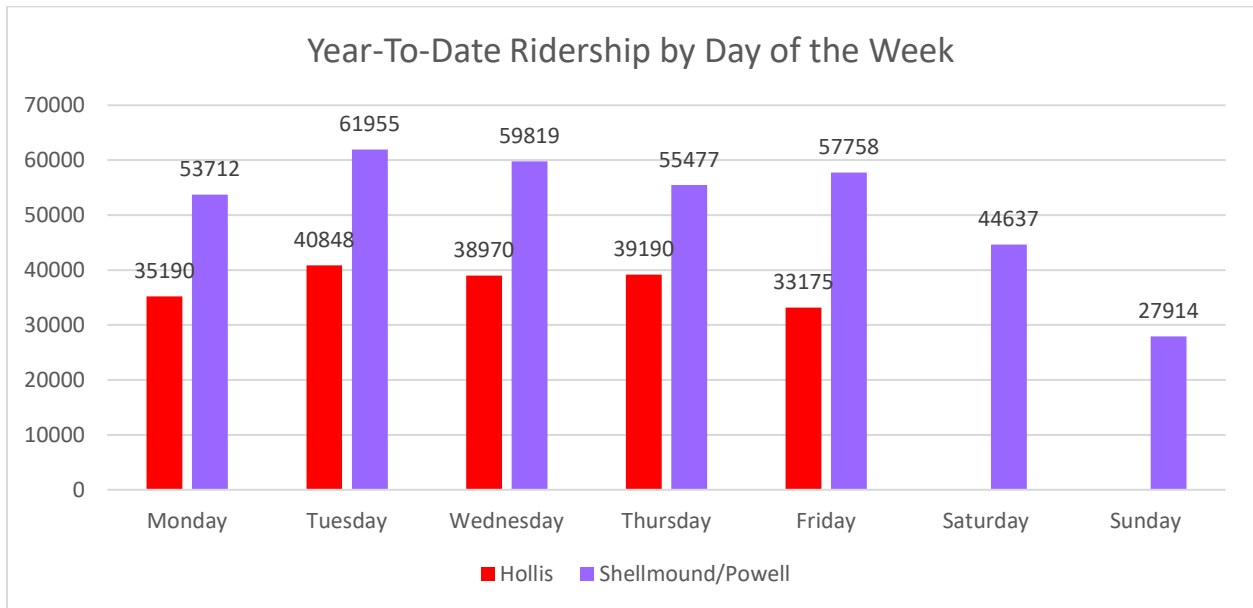
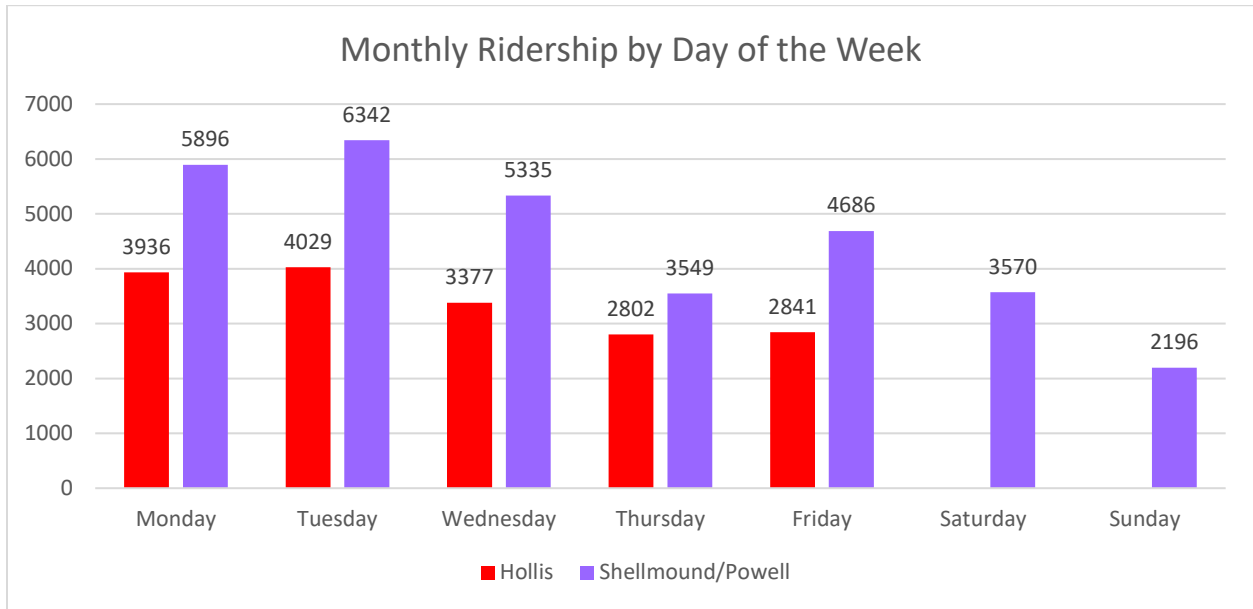
Average Daily Ridership Comparisons (YTD) (cont'd)



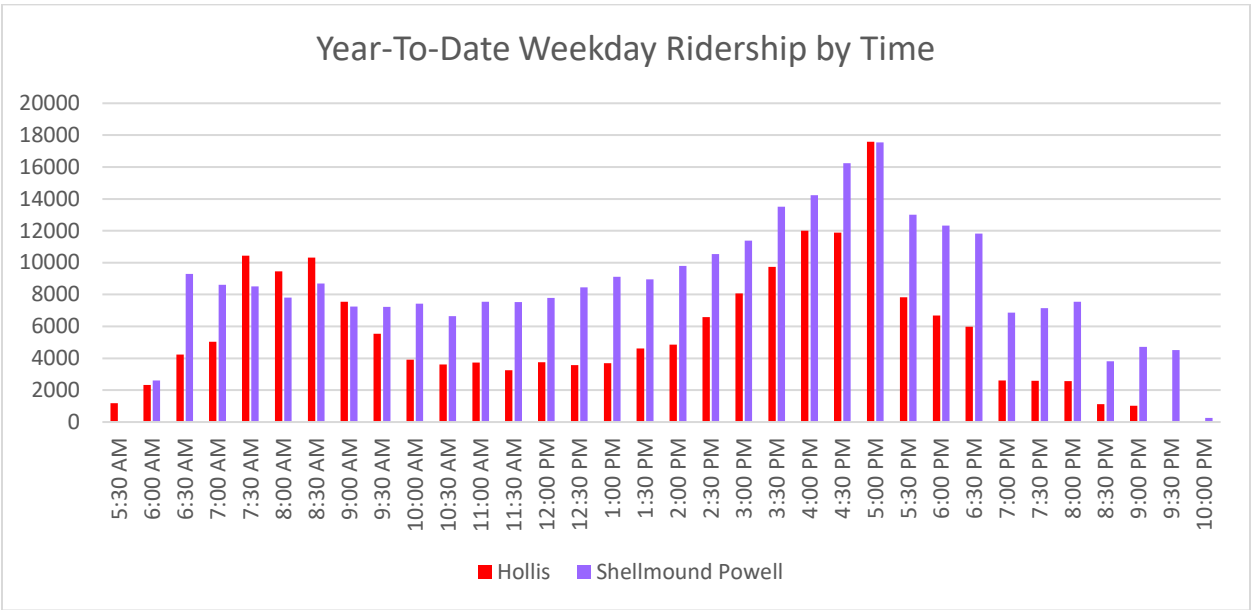
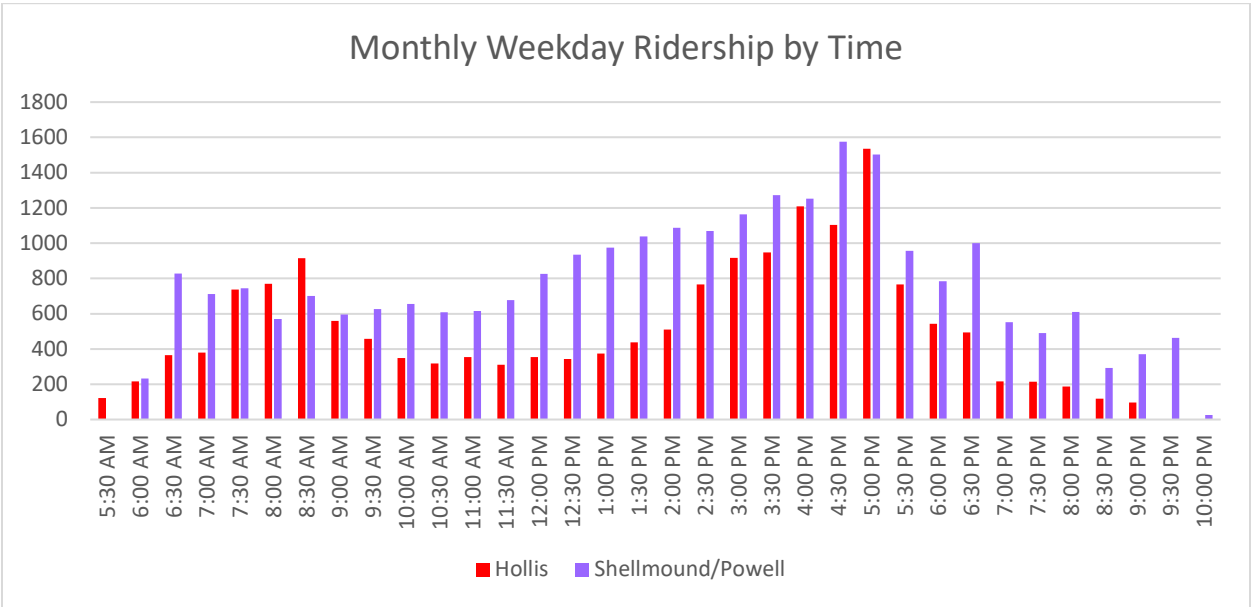
Daily Total Ridership by Date



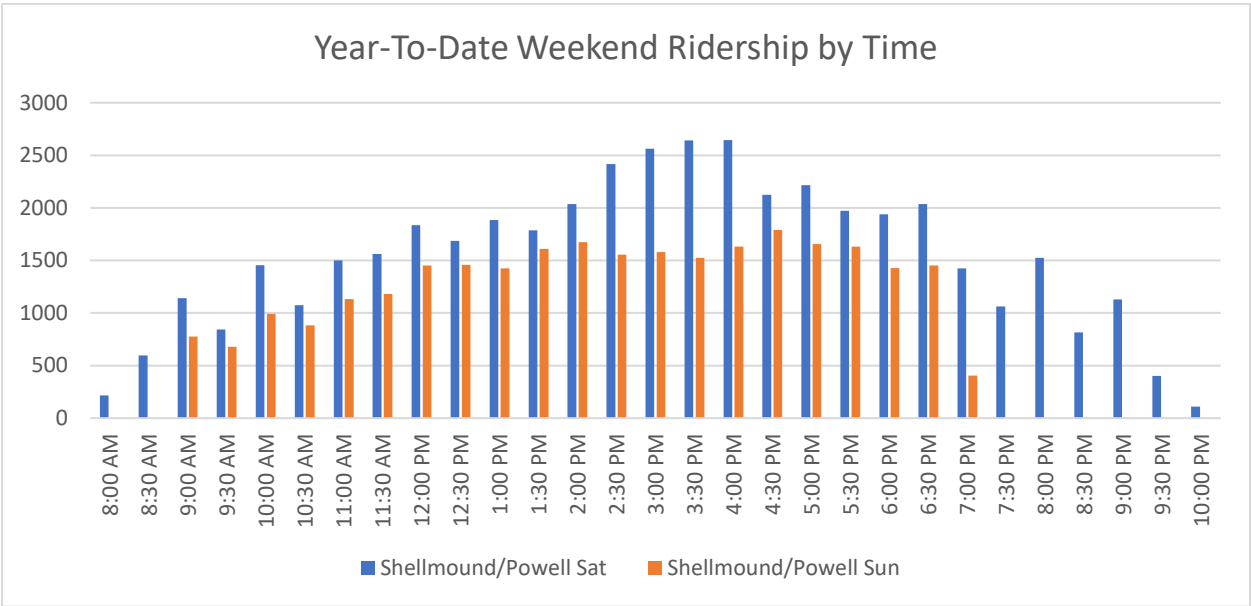
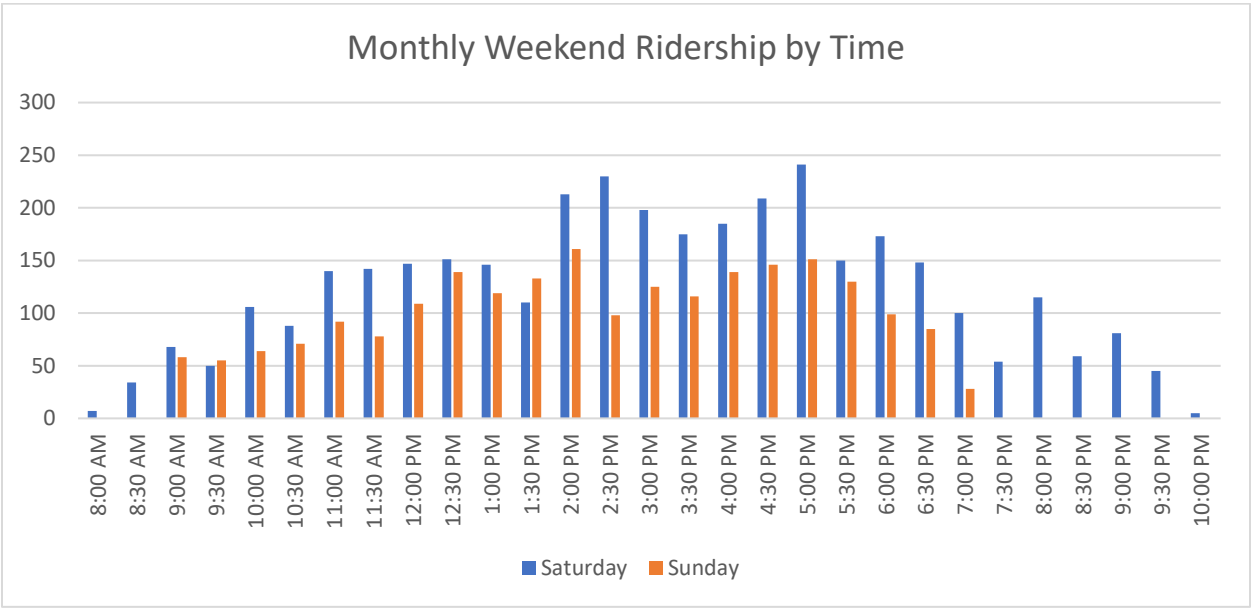
Ridership by Day of the Week



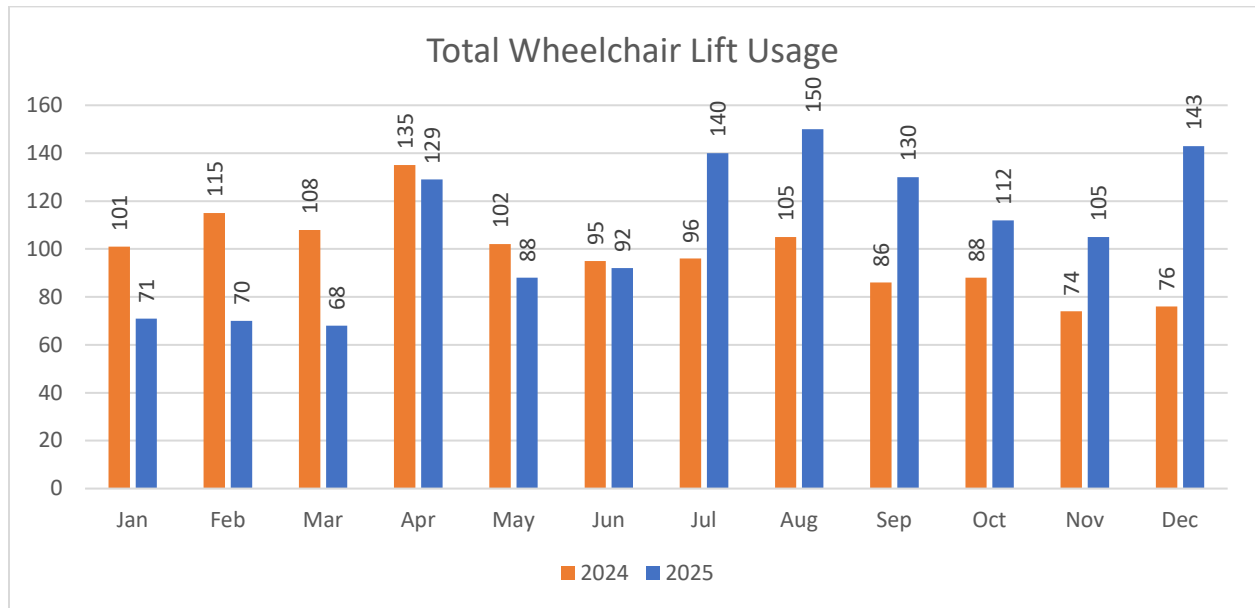
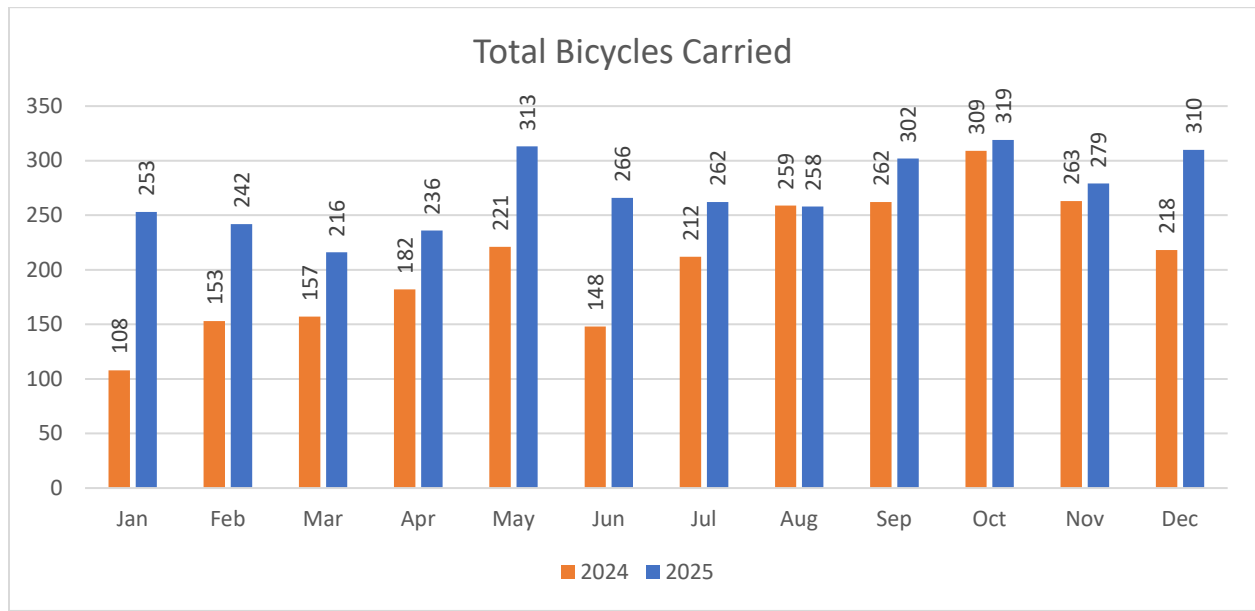
Total Ridership by Time



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 | 6663 | 7289 | 13952 | 41.1% |
| Berkeley Bowl SB | 1649 | 1672 | 3321 | 9.8% |
| Hollis @ 59th SB | 2165 | 395 | 2560 | 7.5% |
| Hollis @ 65th SB | 1756 | 517 | 2273 | 6.7% |
| Horton @ 59th (Amtrak) NB | 307 | 1350 | 1657 | 4.9% |
| Park Ave @ San Pablo (IHOP) WB | 735 | 813 | 1548 | 4.6% |
| Hollis @ 65th NB | 127 | 961 | 1088 | 3.2% |
| Hollis @ 53rd SB | 718 | 284 | 1002 | 3.0% |
| Hollis @ 59th NB | 248 | 739 | 987 | 2.9% |
| Hollis @ 63rd SB | 786 | 80 | 866 | 2.6% |
| Hollis @ 53rd NB | 288 | 473 | 761 | 2.2% |
| Park Ave @ Pixar EB | 470 | 212 | 682 | 2.0% |
| Hollis @ 45th SB | 415 | 264 | 679 | 2.0% |
| Stanford Ave @ Horton WB | 110 | 510 | 620 | 1.8% |
| Emery St @ 40th EB | 204 | 357 | 561 | 1.7% |
| Park Ave @ Pixar WB | 216 | 333 | 549 | 1.6% |
| Hollis @ 64th NB | 16 | 472 | 488 | 1.4% |
| Hollis @ 45th NB | 112 | 251 | 363 | 1.1% |
| Total | 16985 | 16972 | 33957 | 100.0% |

| Year to Date Total Use | % of Year to Date Total Use |
|------------------------|-----------------------------|
| 152639 | 40.7% |
| 34883 | 9.3% |
| 24988 | 6.7% |
| 22108 | 5.9% |
| 20567 | 5.5% |
| 18666 | 5.0% |
| 13026 | 3.5% |
| 10922 | 2.9% |
| 13054 | 3.5% |
| 9236 | 2.5% |
| 7655 | 2.0% |
| 7685 | 2.1% |
| 7053 | 1.9% |
| 7610 | 2.0% |
| 8222 | 2.2% |
| 7110 | 1.9% |
| 5568 | 1.5% |
| 3639 | 1.0% |
| 374631 | 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 | 9099 | 8795 | 17894 | 34.7% |
| Shellmound @ Sonesta SB | 2311 | 780 | 3091 | 6.0% |
| 40th @ San Pablo WB | 1631 | 1406 | 3037 | 5.9% |
| Shellmound @ Bay St (IKEA) NB | 393 | 2568 | 2961 | 5.7% |
| Christie @ Trader Joe's SB | 2192 | 730 | 2922 | 5.7% |
| 40th @ San Pablo EB | 1470 | 1034 | 2504 | 4.9% |
| 40th @ Horton WB | 903 | 1136 | 2039 | 4.0% |
| Powell @ Police/Fire Station EB | 1587 | 421 | 2008 | 3.9% |
| 40th @ Horton EB | 1151 | 764 | 1915 | 3.7% |
| Shellmound @ Christie NB | 332 | 1249 | 1581 | 3.1% |
| Powell @ Watergate Market WB | 265 | 936 | 1201 | 2.3% |
| 65th @ Shellmound | 401 | 772 | 1173 | 2.3% |
| Shellmound @ Public Market NB | 389 | 748 | 1137 | 2.2% |
| Christie @ 64th SB | 283 | 843 | 1126 | 2.2% |
| 40th @ Emery WB | 689 | 388 | 1077 | 2.1% |
| 40th @ Emery EB | 240 | 786 | 1026 | 2.0% |
| 40th @ Hollis WB | 478 | 515 | 993 | 1.9% |
| Christie @ Public Market SB | 516 | 377 | 893 | 1.7% |
| The Towers | 387 | 434 | 821 | 1.6% |
| Powell @ The Marina | 375 | 407 | 782 | 1.5% |
| 40th @ Hollis EB | 403 | 282 | 685 | 1.3% |
| Powell @ Hilton Garden Inn WB | 130 | 193 | 323 | 0.6% |
| Christie @ FedEx SB | 101 | 130 | 231 | 0.4% |
| Christie @ 65th SB | 82 | 60 | 142 | 0.3% |
| Total | 25808 | 25754 | 51562 | 100.0% |

| Year to Date Total Use | % of Year to Date Total Use |
|------------------------|-----------------------------|
| 194020 | 33.7% |
| 26757 | 4.6% |
| 32316 | 5.6% |
| 30471 | 5.3% |
| 35292 | 6.1% |
| 30016 | 5.2% |
| 21361 | 3.7% |
| 22410 | 3.9% |
| 21112 | 3.7% |
| 22554 | 3.9% |
| 15750 | 2.7% |
| 11811 | 2.0% |
| 12393 | 2.1% |
| 12282 | 2.1% |
| 11891 | 2.1% |
| 12155 | 2.1% |
| 14709 | 2.6% |
| 11003 | 1.9% |
| 11267 | 2.0% |
| 9761 | 1.7% |
| 8389 | 1.5% |
| 3741 | 0.6% |
| 3389 | 0.6% |
| 1697 | 0.3% |
| 576547 | 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 | 1657 | 1905 | 3562 | 30.9% |
| Shellmound @ Bay St (IKEA) NB | 120 | 800 | 920 | 8.0% |
| Shellmound @ Sonesta SB | 709 | 131 | 840 | 7.3% |
| Christie @ Trader Joe's SB | 578 | 148 | 726 | 6.3% |
| 40th @ San Pablo WB | 373 | 262 | 635 | 5.5% |
| 40th @ San Pablo EB | 299 | 252 | 551 | 4.8% |
| 40th @ Horton EB | 245 | 284 | 529 | 4.6% |
| 40th @ Horton WB | 288 | 218 | 506 | 4.4% |
| Shellmound @ Christie NB | 143 | 357 | 500 | 4.3% |
| Shellmound @ Public Market NB | 176 | 219 | 395 | 3.4% |
| 65th @ Shellmound | 146 | 241 | 387 | 3.4% |
| Powell @ Police/Fire Station EB | 265 | 68 | 333 | 2.9% |
| 40th @ Emery EB | 72 | 189 | 261 | 2.3% |
| 40th @ Emery WB | 168 | 66 | 234 | 2.0% |
| Powell @ Watergate Market WB | 35 | 188 | 223 | 1.9% |
| 40th @ Hollis WB | 105 | 99 | 204 | 1.8% |
| Powell @ The Marina | 89 | 84 | 173 | 1.5% |
| 40th @ Hollis EB | 90 | 72 | 162 | 1.4% |
| Christie @ 64th SB | 68 | 59 | 127 | 1.1% |
| Christie @ Public Market SB | 79 | 39 | 118 | 1.0% |
| The Towers | 19 | 29 | 48 | 0.4% |
| Christie @ FedEx SB | 17 | 14 | 31 | 0.3% |
| Christie @ 65th SB | 15 | 15 | 30 | 0.3% |
| Powell @ Hilton Garden Inn WB | 10 | 18 | 28 | 0.2% |
| Total | 5766 | 5757 | 11523 | 100.0% |

| Year to Date Total Use | % of Year to Date Total Use |
|------------------------|-----------------------------|
| 43613 | 30.1% |
| 10360 | 7.1% |
| 9083 | 6.3% |
| 10324 | 7.1% |
| 8000 | 5.5% |
| 7346 | 5.1% |
| 6392 | 4.4% |
| 6111 | 4.2% |
| 7109 | 4.9% |
| 3512 | 2.4% |
| 4307 | 3.0% |
| 4686 | 3.2% |
| 3329 | 2.3% |
| 2967 | 2.0% |
| 2812 | 1.9% |
| 3381 | 2.3% |
| 3313 | 2.3% |
| 1975 | 1.4% |
| 2271 | 1.6% |
| 1597 | 1.1% |
| 688 | 0.5% |
| 717 | 0.5% |
| 295 | 0.2% |
| 779 | 0.5% |
| 144967 | 100.0% |

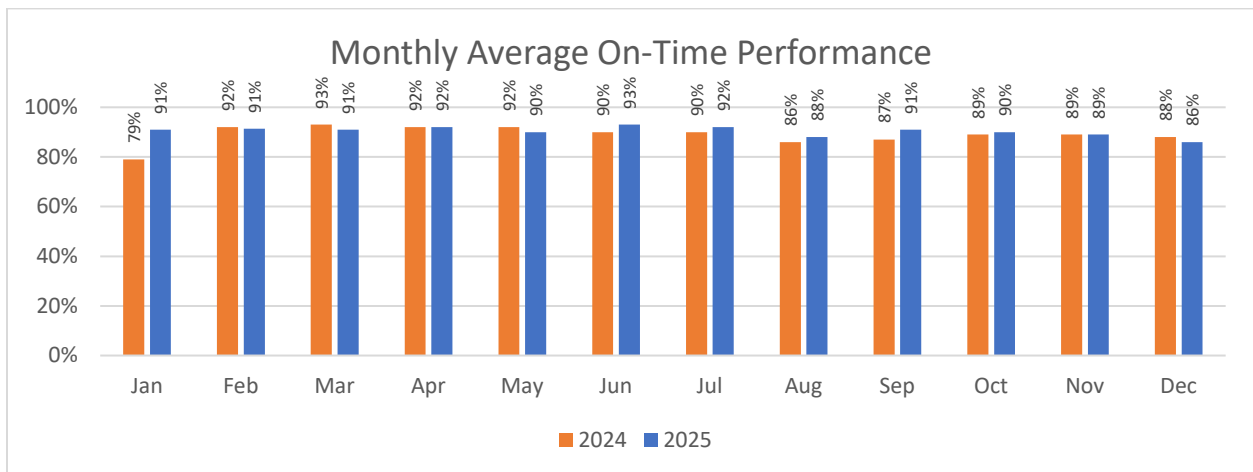
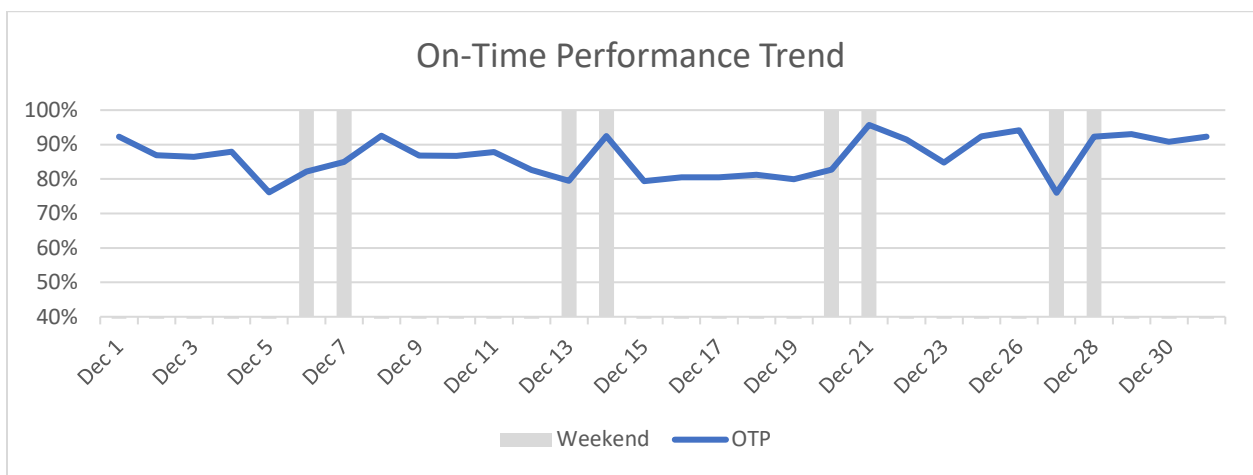
On-Time Performance

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 93%
- The Shellmound/Powell Weekday Route averaged an OTP of 80%
- The Shellmound/Powell Weekend Route averaged an OTP of 86%
- The Average Total Monthly OTP for all routes was 86%

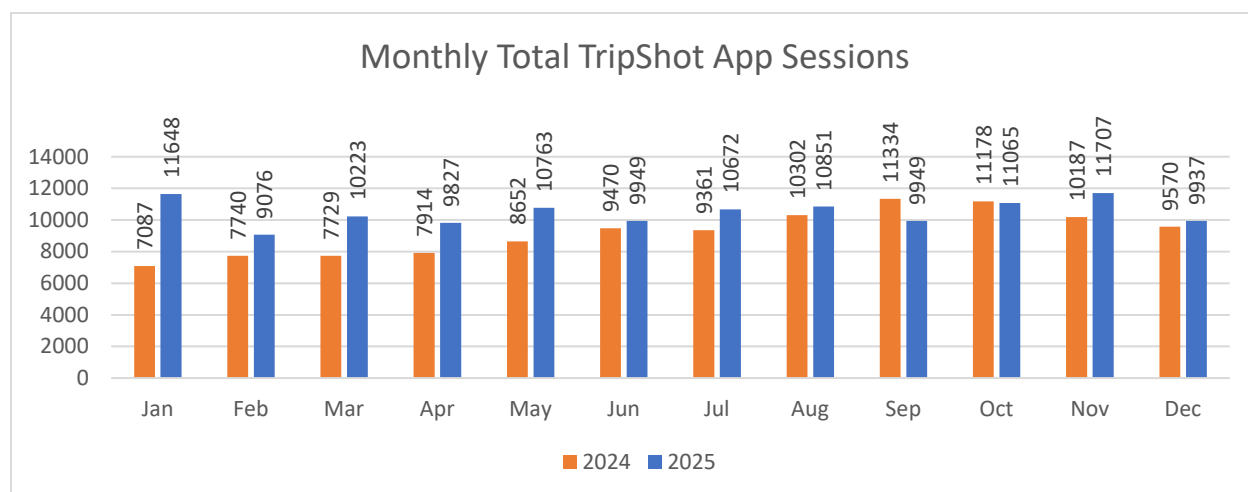
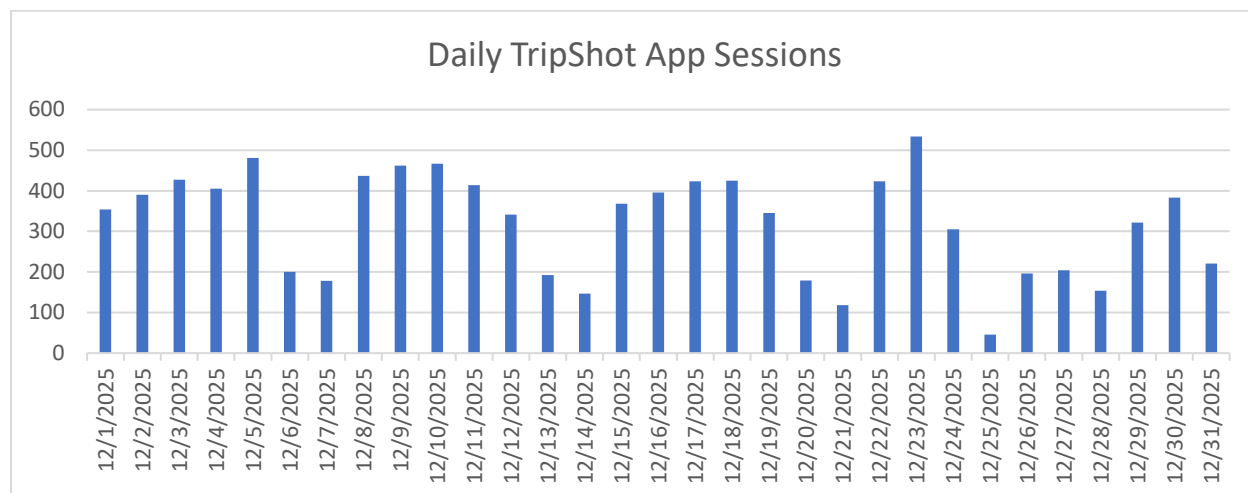


TripShot App Usage

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: 9,937



Automatic Passenger Counter Pilot

In June 2024, the ETMA began a pilot project that utilized the existing Automatic Passenger Counter (APC) hardware in the Emery Go-Round shuttles in conjunction with the TripShot system. Over the 1.5 last years, there have been issues in which the two systems were not able to properly communicate/report passenger traffic or there were hardware issues that required maintenance.

At the end of July 2025, all known issues were resolved and we were able to track and report on the accuracy of the APCs in August and September 2025. However, on October 10, 2025 TripShot implemented a software update that introduced a “bug” that resulted in the APC ridership being incorrectly reported. Concurrently, there seems to have been a hardware issue with two of the vehicles resulting in a lack of data. We are currently working with TripShot and Iris to identify if the data is recoverable.

Boarding

| | Driver Reported Boarding | APC Reported Boarding | Variance | % Variance |
|------|--------------------------|-----------------------|----------|------------|
| 751 | 2178 | 2171 | -7 | -0% |
| 752 | 2116 | 0 | -2116 | -100% |
| 8699 | 3870 | 0 | -3870 | -100% |

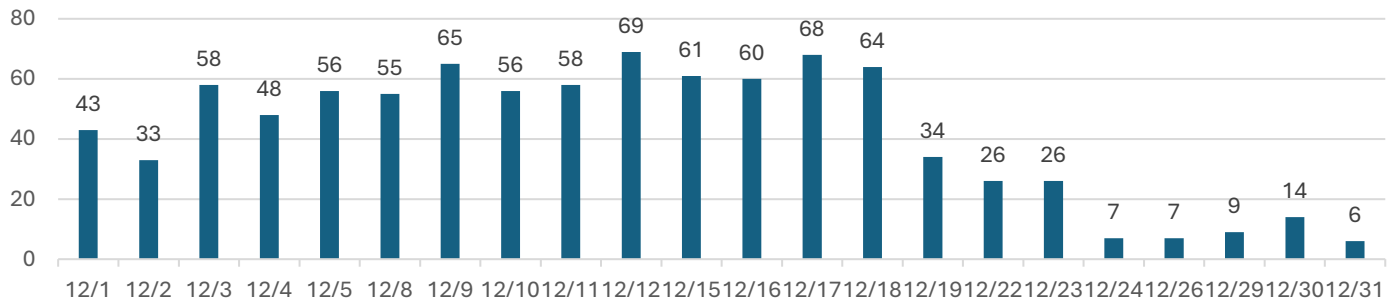
Alighting

| | Driver Reported Alighting | APC Reported Alighting | Variance | % Variance |
|------|---------------------------|------------------------|----------|------------|
| 751 | 2177 | 2277 | 100 | +5% |
| 752 | 2116 | 0 | -2116 | -100% |
| 8699 | 3857 | 0 | -3857 | -100% |

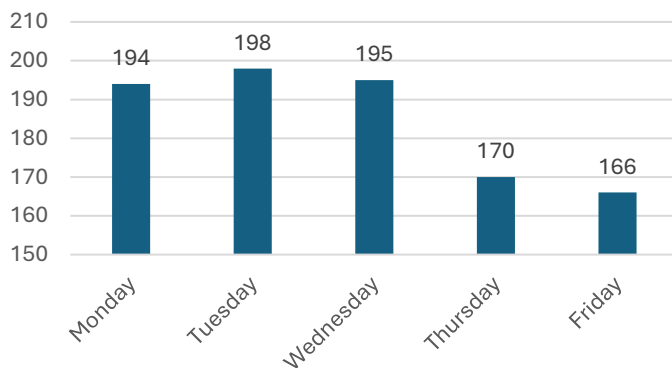


December 2025 Operations Report

Daily Ridership

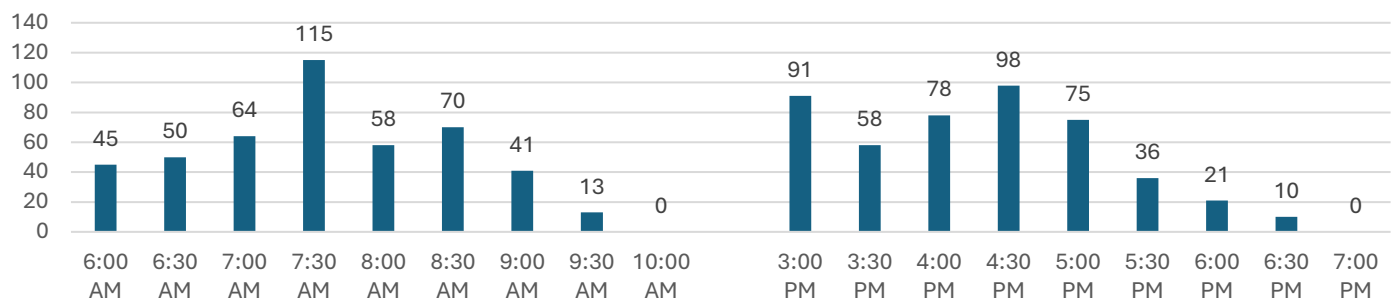


Ridership by Day of the Week



| Stop | Boarding | Alighting | Usage | % |
|----------------|----------|-----------|-------|--------|
| Ashby BART | 444 | 504 | 948 | 51.4% |
| Dwight @ 6th | 175 | 165 | 340 | 18.4% |
| #700 Heinz | 169 | 85 | 254 | 13.8% |
| 2600 10th St. | 52 | 62 | 114 | 6.2% |
| Heinz @ 7th | 34 | 46 | 80 | 4.3% |
| 7th @ Parker | 23 | 31 | 54 | 2.9% |
| Potter @ 7th | 16 | 30 | 46 | 2.5% |
| #725 Potter | 5 | 0 | 5 | 0.3% |
| 9th @ Carleton | 5 | 0 | 5 | 0.3% |
| Total | 923 | 923 | 1846 | 100.0% |

Ridership by Half Hour

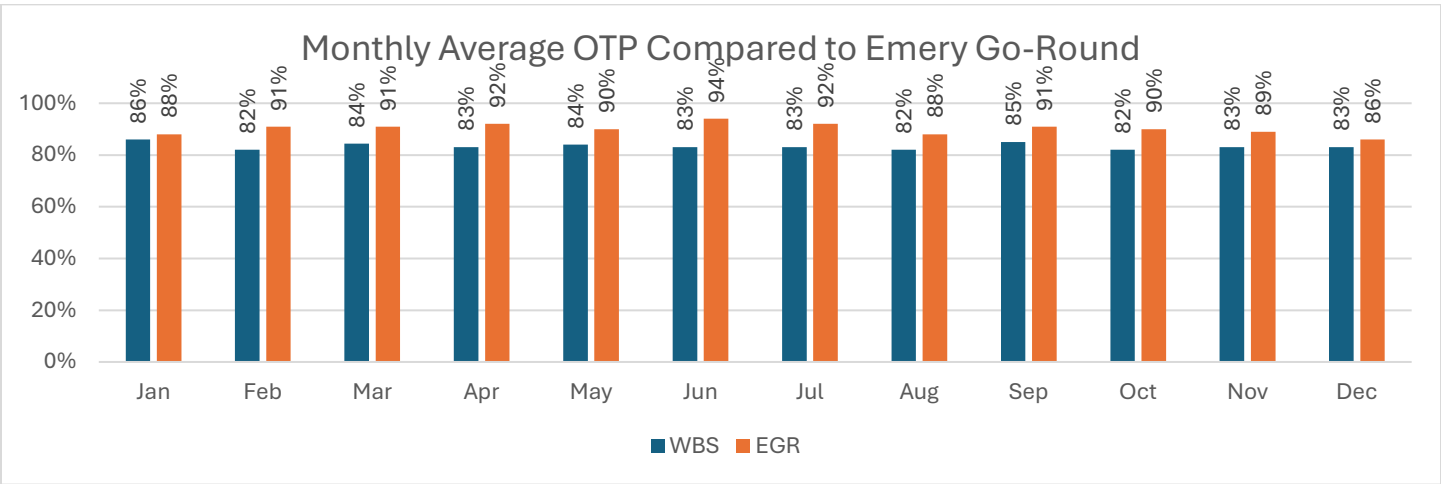
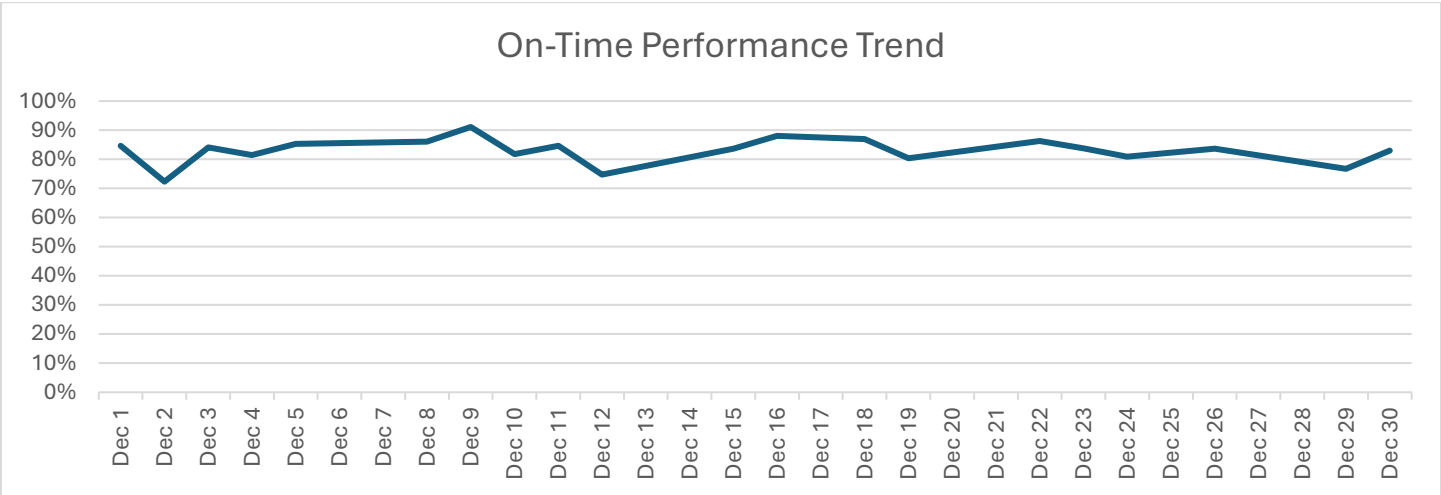


On-Time Performance

On-Time Performance 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.

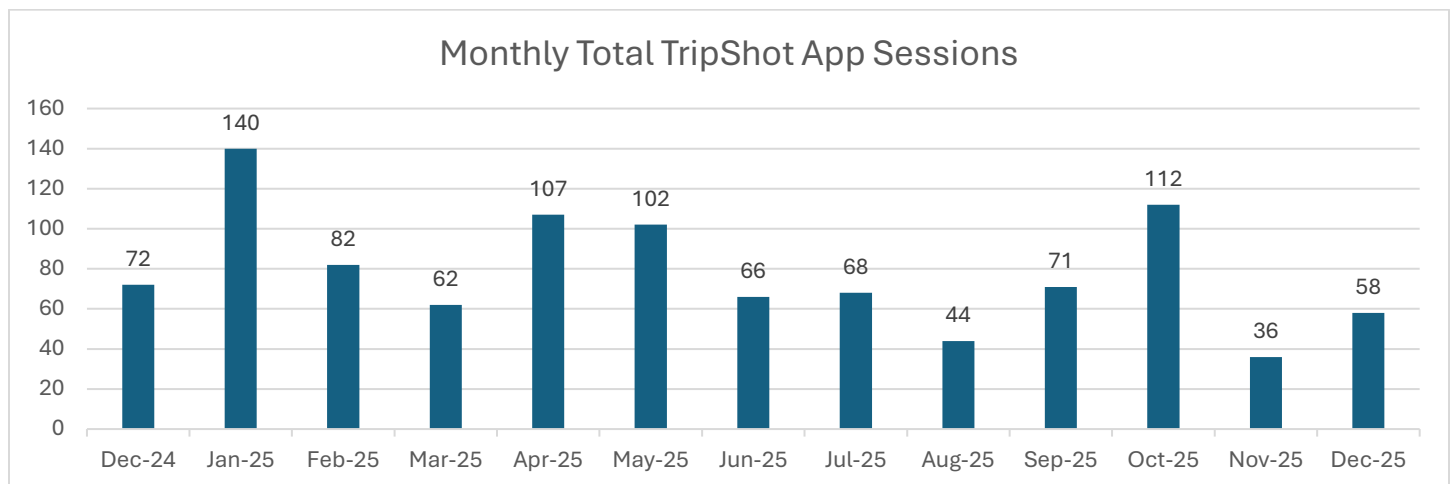
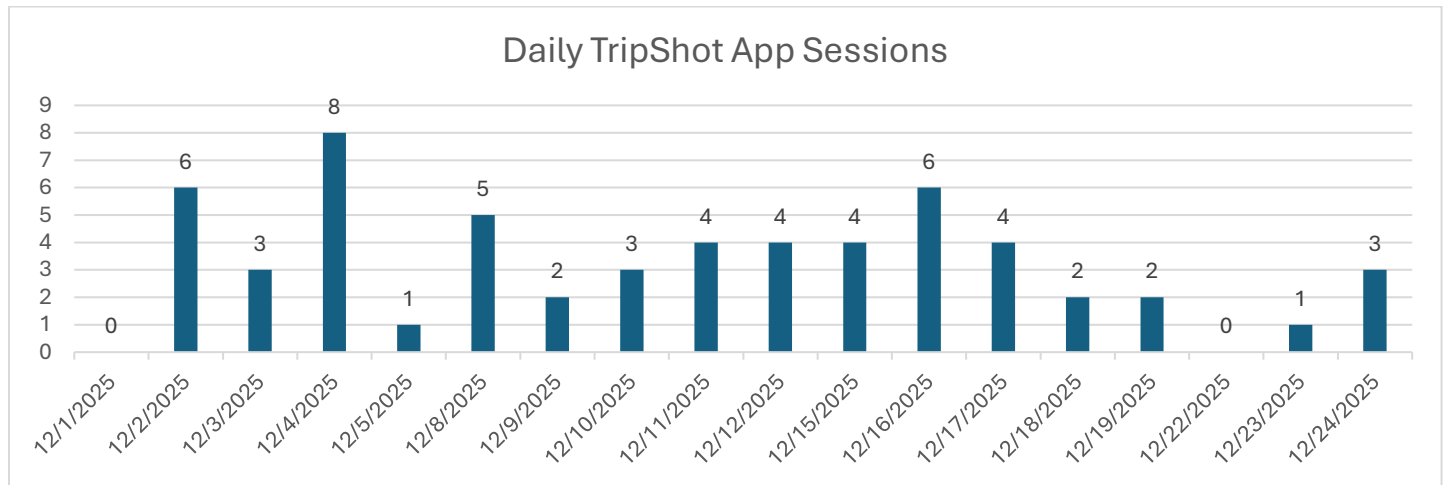
Overall On-Time Performance: 83%



TripShot App Usage:

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.

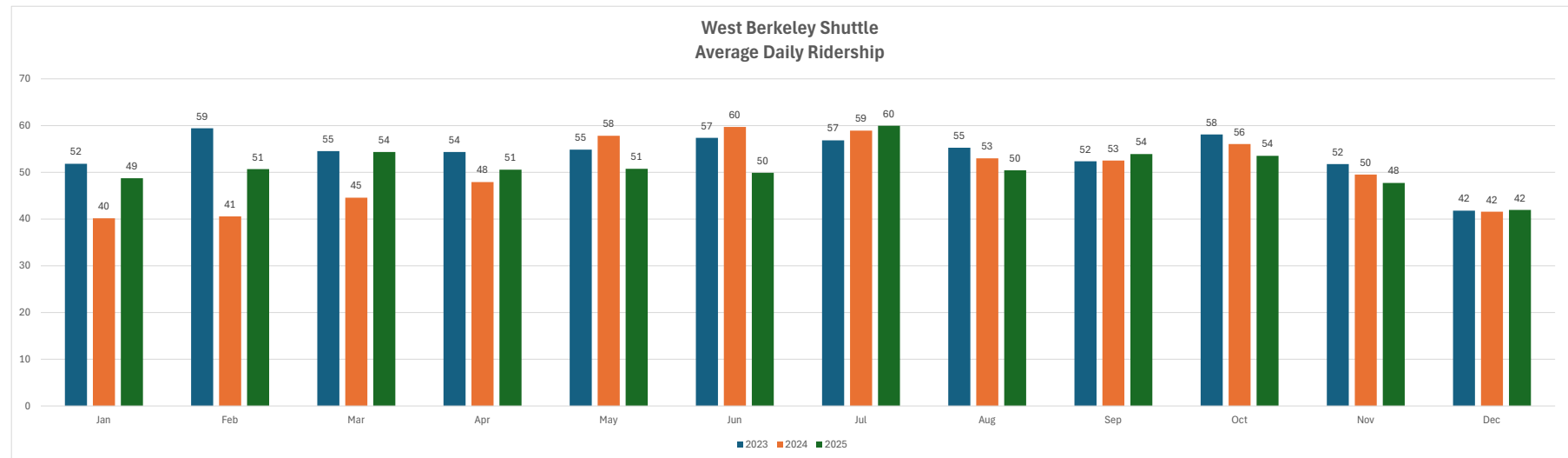
Total Monthly App Sessions: 58





ANNUAL RIDERSHIP SUMMARY (YTD)/COMPARISON

| West Berkeley Shuttle | | | | | | | | | | | | | |
|--------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 2025 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 1,023 | 963 | 1,141 | 1,112 | 1,066 | 1,048 | 1,319 | 1,059 | 1,078 | 1,231 | 859 | 923 | 12,822 |
| # of Operating Days | 21 | 19 | 21 | 22 | 21 | 21 | 22 | 21 | 20 | 23 | 18 | 22 | 251 |
| Average Daily Ridership | 49 | 51 | 54 | 51 | 51 | 50 | 60 | 50 | 54 | 54 | 48 | 42 | 51 |
| Cost Per Passenger Trip | \$ 25.18 | \$ 24.78 | \$ 22.36 | \$ 23.49 | \$ 23.75 | \$ 23.93 | \$ 19.49 | \$ 23.97 | \$ 21.36 | \$ 21.59 | \$ 26.93 | \$ 27.46 | \$ 23.46 |
| % Increase/Decrease from Prior Month | 17% | 4% | 7% | -7% | 0% | -2% | 20% | -16% | 7% | -1% | -11% | -12% | |
| % Increase/Decrease from Prior Year | 21% | 25% | 22% | 6% | -12% | -16% | 2% | -5% | 3% | -4% | -4% | 1% | 2% |
| % of Pre COVID Baseline | 19% | 21% | 24% | 23% | 23% | 23% | 28% | 23% | 21% | 20% | 19% | 21% | 0% |
| 2024 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 883 | 811 | 936 | 1,054 | 1,272 | 1,194 | 1,296 | 1,166 | 998 | 1,289 | 941 | 873 | 12,713 |
| # of Operating Days | 22 | 20 | 21 | 22 | 22 | 20 | 22 | 22 | 19 | 23 | 19 | 21 | 253 |
| Average Daily Ridership | 40 | 41 | 45 | 48 | 58 | 60 | 59 | 53 | 53 | 56 | 50 | 42 | 50 |
| Cost Per Passenger Trip | \$ 26.68 | \$ 27.37 | \$ 24.43 | \$ 22.34 | \$ 18.19 | \$ 18.58 | \$ 18.22 | \$ 20.25 | \$ 22.10 | \$ 18.70 | \$ 22.79 | \$ 25.64 | \$ 21.61 |
| % Increase/Decrease from Prior Month | -4% | 1% | 10% | 7% | 21% | 3% | -1% | -10% | -1% | 7% | -12% | -16% | |
| % Increase/Decrease from Prior Year | -23% | -32% | -18% | -12% | 5% | 4% | 4% | -4% | 0% | -4% | -4% | -1% | -7% |
| % of Pre COVID Baseline | 16% | 17% | 19% | 22% | 26% | 28% | 28% | 24% | 21% | 21% | 19% | 21% | 22% |
| 2023 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 1,140 | 1,129 | 1,254 | 1,087 | 1,207 | 1,262 | 1,137 | 1,271 | 1,047 | 1,278 | 1,035 | 836 | 13,683 |
| # of Operating Days | 22 | 19 | 23 | 20 | 22 | 22 | 20 | 23 | 20 | 22 | 20 | 20 | 253 |
| Average Daily Ridership | 52 | 59 | 55 | 54 | 55 | 57 | 57 | 55 | 52 | 58 | 52 | 42 | 54 |
| Cost Per Passenger Trip | \$ 17.79 | \$ 16.33 | \$ 17.16 | \$ 18.07 | \$ 17.34 | \$ 16.52 | \$ 17.17 | \$ 16.96 | \$ 19.04 | \$ 16.40 | \$ 19.10 | \$ 23.75 | \$ 17.78 |
| % Increase/Decrease from Prior Month | 8% | 15% | -8% | 0% | 1% | 5% | -1% | -3% | -5% | 11% | -11% | -19% | |
| % Increase/Decrease from Prior Year | 53% | 54% | 34% | 37% | 20% | 14% | 10% | 8% | -5% | -7% | -3% | -13% | 14% |
| % of Pre COVID Baseline | 20% | 25% | 24% | 25% | 25% | 27% | 27% | 25% | 21% | 22% | 20% | 21% | 23% |





December 2025 8 to Go Ridership Report

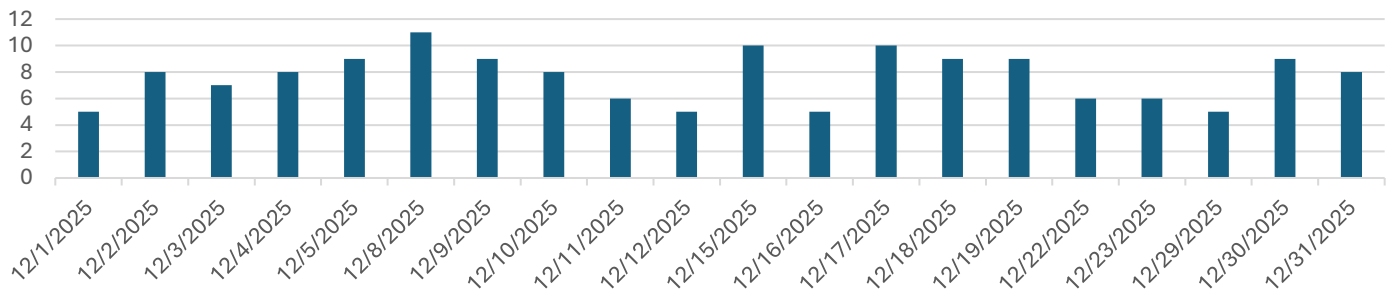
Monthly Statistics

Total Number of Trips: 153
Daily Average Trips: 7
Number of Users: 19

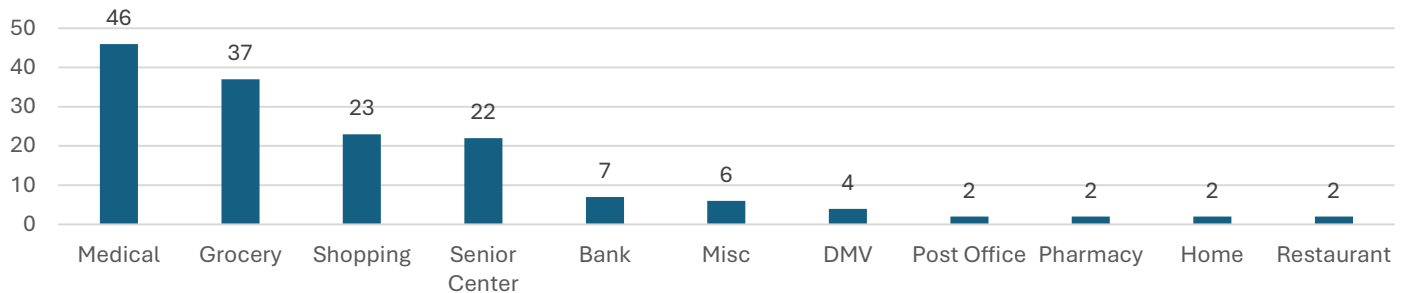
How Trips Are Scheduled

Scheduled: 65%
Add-On: 35%

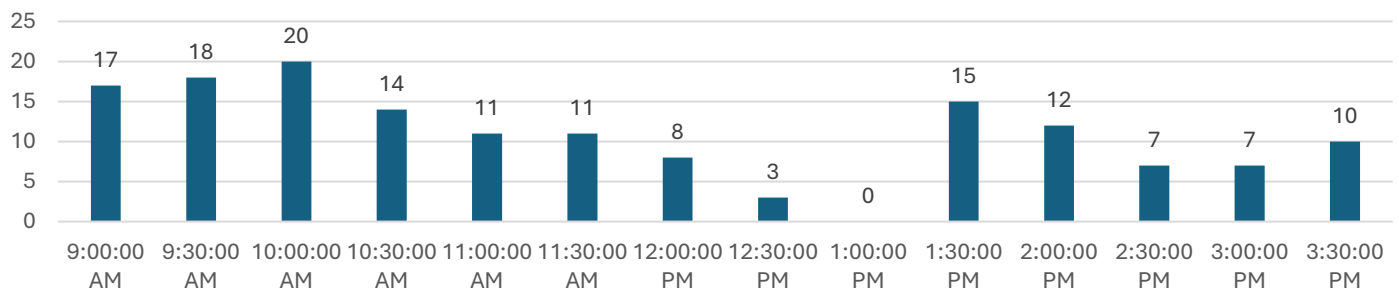
Daily Ridership



Ridership by Trip Use



Ridership by Time

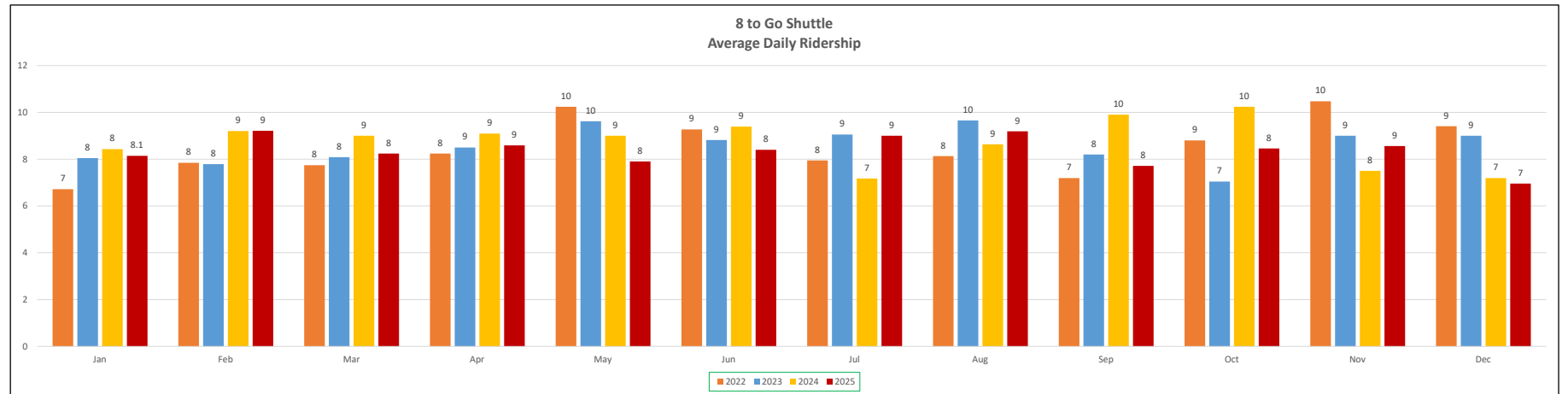




ANNUAL RIDERSHIP SUMMARY (YTD)/COMPARISON

8 to Go Paratransit

| 2025 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|--------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Total Monthly Ridership | 171 | 175 | 173 | 189 | 166 | 168 | 198 | 193 | 162 | 186 | 137 | 153 | 2,071 |
| # of Operating Days | 21 | 19 | 21 | 22 | 21 | 20 | 22 | 21 | 21 | 22 | 16 | 22 | 248 |
| Average Daily Ridership | 8.1 | 9 | 8 | 9 | 8 | 8 | 9 | 9 | 8 | 8 | 9 | 7 | 8 |
| Cost per Passenger Trip | \$ 70.97 | \$ 63.73 | \$ 69.59 | \$ 67.73 | \$ 73.82 | \$ 72.95 | \$ 63.22 | \$ 65.94 | \$ 74.59 | \$ 68.47 | \$ 72.92 | \$ 68.89 | \$ 69.16 |
| % Increase/Decrease from Prior Month | 13% | 13% | -11% | 4% | -8% | 6% | 7% | 2% | -16% | 10% | 1% | -19% | |
| % Increase/Decrease from Prior Year | -3% | 0% | -8% | -6% | -12% | -11% | 25% | 6% | -22% | -17% | 14% | -3% | |
| 2024 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 177 | 184 | 189 | 200 | 198 | 169 | 122 | 190 | 198 | 215 | 120 | 151 | 2,113 |
| # of Operating Days | 21 | 20 | 21 | 22 | 22 | 18 | 17 | 22 | 20 | 21 | 16 | 21 | 241 |
| Average Daily Ridership | 8 | 9 | 9 | 9 | 9 | 9 | 7 | 9 | 10 | 10 | 8 | 7 | 9 |
| Cost per Passenger Trip | \$ 60.44 | \$ 57.64 | \$ 57.74 | \$ 57.41 | \$ 57.43 | \$ 58.66 | \$ 79.38 | \$ 61.78 | \$ 54.93 | \$ 56.14 | \$ 79.20 | \$ 68.33 | \$ 61.13 |
| % Increase/Decrease from Prior Month | -10% | 9% | -2% | 1% | -1% | 4% | -24% | 20% | 15% | 3% | -27% | -4% | |
| % Increase/Decrease from Prior Year | 5% | 18% | 11% | 7% | -6% | 6% | -21% | -11% | 21% | 45% | -17% | -24% | |
| 2023 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 177 | 148 | 186 | 170 | 202 | 194 | 172 | 222 | 164 | 155 | 171 | 188 | 2,149 |
| # of Operating Days | 22 | 19 | 23 | 20 | 21 | 22 | 19 | 23 | 20 | 22 | 19 | 20 | 250 |
| Average Daily Ridership | 8 | 8 | 8 | 9 | 10 | 9 | 9 | 10 | 8 | 7 | 9 | 9 | 9 |
| Cost per Passenger Trip | \$ 47.21 | \$ 50.24 | \$ 47.64 | \$ 45.69 | \$ 42.56 | \$ 43.21 | \$ 42.10 | \$ 40.39 | \$ 46.09 | \$ 50.92 | \$ 43.80 | \$ 42.25 | \$ 44.90 |
| % Increase/Decrease from Prior Month | -14% | -3% | 4% | 5% | 13% | -8% | 3% | 7% | -15% | -14% | 28% | 4% | |
| % Increase/Decrease from Prior Year | 20% | -1% | 4% | 3% | -6% | -5% | 14% | 19% | 14% | -20% | -14% | 0% | 1% |

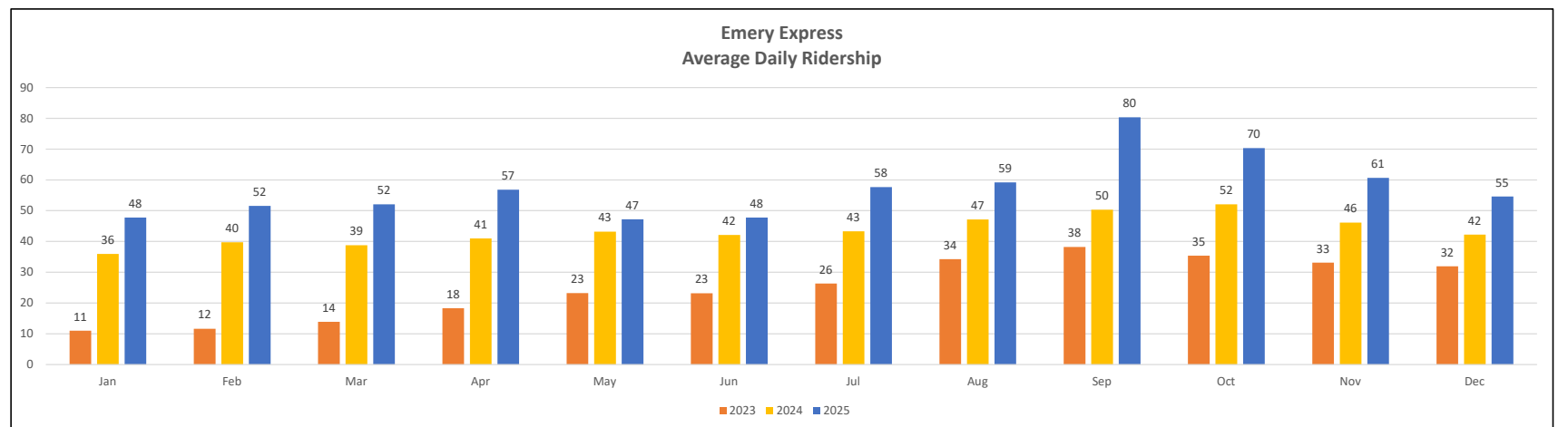




ANNUAL RIDERSHIP SUMMARY (YTD)/COMPARISON

Emery Express Shuttle

| 2025 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|--------------------------------------|-----------|-----------|-----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|
| Total Monthly Ridership | 1,051 | 979 | 1,093 | 1,250 | 944 | 1,003 | 1,268 | 1,243 | 1,687 | 1,617 | 1,213 | 1,201 | 14,549 |
| # of Operating Days | 22 | 19 | 21 | 22 | 20 | 21 | 22 | 21 | 21 | 23 | 20 | 22 | 254 |
| Average Daily Ridership | 48 | 52 | 52 | 57 | 47 | 48 | 58 | 59 | 80 | 70 | 61 | 55 | 57 |
| Cost per Passenger Trip | \$ 19.13 | \$ 17.51 | \$ 17.36 | \$ 16.12 | \$ 20.09 | \$ 19.06 | \$ 15.74 | \$ 16.40 | \$ 12.22 | \$ 13.99 | \$ 15.99 | \$ 17.86 | \$ 16.42 |
| % Increase/Decrease from Prior Month | 13% | 8% | 1% | 9% | -17% | 1% | 21% | 3% | 36% | -12% | -14% | -10% | |
| % Increase/Decrease from Prior Year | 33% | 30% | 34% | 39% | 9% | 13% | 33% | 26% | 60% | 35% | 32% | 29% | |
| 2024 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 791 | 795 | 814 | 902 | 950 | 842 | 866 | 1,037 | 1,006 | 1,197 | 968 | 887 | 11,055 |
| # of Operating Days | 22 | 20 | 21 | 22 | 22 | 20 | 20 | 22 | 20 | 23 | 21 | 21 | 254 |
| Average Daily Ridership | 36 | 40 | 39 | 41 | 43 | 42 | 43 | 47 | 50 | 52 | 46 | 42 | 44 |
| Cost per Passenger Trip | \$ 23.81 | \$ 21.46 | \$ 22.02 | \$ 20.87 | \$ 19.85 | \$ 20.33 | \$ 21.76 | \$ 18.17 | \$ 17.02 | \$ 16.46 | \$ 17.62 | \$ 20.21 | \$ 19.73 |
| % Increase/Decrease from Prior Month | 13% | 11% | -2% | 6% | 5% | -3% | 3% | 9% | 7% | 3% | -11% | -8% | |
| % Increase/Decrease from Prior Year | 227% | 242% | 179% | 124% | 86% | 82% | 64% | 38% | 32% | 47% | 39% | 32% | |
| 2023 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 242 | 221 | 319 | 366 | 487 | 509 | 527 | 787 | 764 | 778 | 662 | 638 | 6,300 |
| # of Operating Days | 22 | 19 | 23 | 20 | 21 | 22 | 20 | 23 | 20 | 22 | 20 | 20 | 252 |
| Average Daily Ridership | 11 | 12 | 14 | 18 | 23 | 23 | 26 | 34 | 38 | 35 | 33 | 32 | 25 |
| Cost per Passenger Trip | \$ 113.72 | \$ 120.42 | \$ 100.77 | \$ 75.37 | \$ 38.80 | \$ 37.09 | \$ 32.56 | \$ 25.08 | \$ 22.85 | \$ 24.66 | \$ 27.61 | \$ 26.99 | 41 |
| % Increase/Decrease from Prior Month | 17% | 6% | 19% | 32% | 27% | 0% | 14% | 30% | 12% | -7% | -6% | -4% | |
| % Increase/Decrease from Prior Year | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2157% | 976% | 413% | 239% | |
| 2022 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | - | - | - | - | - | - | - | - | 22 | 69 | 129 | 207 | 427 |
| # of Operating Days | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 | 21 | 20 | 22 | 76 |
| Average Daily Ridership | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 3 | 6 | 9 | 6 |
| Cost per Passenger Trip | | | | | | | | | \$ 667.76 | \$ 284.59 | \$ 149.48 | \$ 105.05 | \$ 176.48 |
| % Increase/Decrease from Prior Month | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 94% | 96% | 46% | |



Emeryville TMA 2026 Calendar of Actions

| Month/Date | Board Actions/Information Items | Other |
|------------|---|--|
| Jan 20 | <ol style="list-style-type: none"> 1. Digital Marketing Campaign Report 2. Operations Update and Review with MV 3. City of Emeryville Public Works Update 4. Review and consider participation in Emeryville Visual Art Grant 5. Review of Strategic Plan and 2026 Priorities | <ol style="list-style-type: none"> 1. City to Provide ETMA with the 1st installment of PBID Funds by January 15th. 2. Request Audit Engagement Letter from Maze & Associates |
| Feb 17 | <ol style="list-style-type: none"> 1. 2025 Year-End Summary Report 2. 4th Quarter Financial Report 3. Review and Consider Approval of Audit Engagement with Maze & Associations for preparation of 2024 Audited Financial Statements 4. Appoint Audit Review Committee – 3 Directors (Treasurer Exempt) 5. Review and Consider Approval of agreement with Market Research firm for on-board and off-board surveys 6. Review and Consider Approval of Fueling Agreement with AC Transit 7. Review recommendation to either expand or discontinue APC Pilot | <ol style="list-style-type: none"> 1. Strategic Plan Implementation Sub-Committee to work with Market Research vendor to draft and finalize survey instruments. |
| Mar 17 | <ol style="list-style-type: none"> 1. Adopt Resolution to set Annual Membership Meeting – (May 20th, 2025) 2. Review of Employer and Business Member Candidates 3. Re-Engage Executive Director Performance Review Committee 4. Review and Consider approval to issue 2026 On-Board and Off-Board surveys | <ol style="list-style-type: none"> 1. Spring Multi-Media Marketing Campaign |

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|--------|---|--|
| Apr 21 | <ol style="list-style-type: none"> 1. City of Emeryville Public Works Update | <ol style="list-style-type: none"> 1. Prepare 2026 Annual Report 2. Distribute Nomination Forms to Employer and Business Members – NLT April 15th 3. Post Annual Membership Invite – NLT April 15th 4. Provide City with Annual Report by the 30th 5. Conduct Annual Audit Review Committee (prior to Board May meeting). 6. Prepare 2026 Preliminary Budget & PBID Levy Recommendation 7. ETMA Budget Forecasting Review with Chair & Treasurer |
| May 19 | <p>Annual Membership Meeting</p> <ol style="list-style-type: none"> 1. Election of Employer Members 2. Election of Business Members | <ol style="list-style-type: none"> 1. |
| May 19 | <p>Board Meeting</p> <ol style="list-style-type: none"> 1. Election of Officers 2. 1st Quarter Financial Report 3. Review of the 2027 Preliminary Budget for recommendation to the City for 2026-27 PBID Levy 4. Authorize signing and the filing of the TMA's Federal Tax Return and State Annual Information Return. 5. Review and Accept Independent Auditors Report on the 2025 Financial Statements | <ol style="list-style-type: none"> 1. City Council to appoint 2 Residential Members 2. Tax Filings – Due May 15th 3. City to notify TMA of any changes to the identity of property owners or amounts of assessments on PBID properties in May 4. Request Extension for 8 to Go Paratransit Agreement (From COE) 5. 8 to Go Agreement reviewed by Agreements Review Committee 6. ALTRANS Agreement reviewed by Agreements Review Committee |
| Jun 16 | <ol style="list-style-type: none"> 1. City of Emeryville Public Works Update 2. Review & Consider Approval of 8 to Go Agreement Extension (expires June 30, 2026). 3. Closed Session: Summary of Executive Director Performance Review 4. Review & Consider Approval of Agreement with ALTRANS for ETMA Management | <ol style="list-style-type: none"> 1. City to provide ETMA with 2nd installment of PBID funds by the 15th 2. Provide City with prior year audit, receipts and expenditures by the 30th. 3. Provide City with prior year annual financial and operations report. |

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|--------|--|---|
| | | <ul style="list-style-type: none"> 4. Provide City with the preliminary budget and proposed PBID levy for the following year by the 3rd 5. City and TMA liaisons to meet on a semi-annual basis to collaborate on City's planning efforts to improve Emery Go-Round mobility access throughout the City. 6. Summer Digital Marketing Campaign |
| Jul 21 | 1. No Scheduled Actions | <ul style="list-style-type: none"> 1. City Council Meeting to adopt Assessment Levy and Annual Report Presentation 2. Prepare Extension for John Tounger Accounting |
| Aug 18 | <ul style="list-style-type: none"> 1. City of Emeryville Public Works Update 2. 2nd Quarter Financial Report 3. Review & Consider Approval to extend agreement with John Tounger for Bookkeeping and Tax Preparations 4. Review findings of 2026 On-Board and Off-Board surveys | <ul style="list-style-type: none"> 1. Strategic Plan Implementation Sub-Committee to discuss findings and next steps for Marketing Plan Development, Fleet Plan Development, and Service Enhancements Development 2. Contact AC Transit to begin preparation of amendment 1 to the fueling agreement |
| Sep 15 | <ul style="list-style-type: none"> 1. Review & Discuss Draft Budget for 2026 (final action scheduled for October meeting). 2. Review and Approval of agreement with Marketing Firm for a development of a marketing plan | <ul style="list-style-type: none"> 1. |
| Oct 20 | <ul style="list-style-type: none"> 1. City of Emeryville Public Works Update 2. Approval of Resolution to Adopt 2026 Annual Budget | <ul style="list-style-type: none"> 1. Agreement Review Sub-Committee to meet to discuss Amendments for Quatterra, and AC Transit |
| Nov 17 | <ul style="list-style-type: none"> 1. 3rd Quarter Financial Report 2. Consider Approval of Services Agreement Extension with Lennar (Quatterra) 3. Renewal of AC Transit Fuel Agreement 4. Review of 2027 Calendar of Actions | <ul style="list-style-type: none"> 1. Council Approval of 2026 Budget 2. Fall Multi-Media Marketing Campaign |
| Dec 15 | 1. No Scheduled Actions. Hold for Agreements/Decisions not able to be finalized in November | <ul style="list-style-type: none"> 1. Holiday Digital Marketing Campaign |

Service Agreements

| Service Agreements | | |
|--------------------|---------------------------------------|-------------------|
| Shuttle Clients | Description | Contract End Date |
| City of Emeryville | 8 to Go Paratransit Shuttle Operation | 6/30/2026 |
| Quarterra | The Emery Express Shuttle Operations | 12/31/2026 |

| Contractors | Description | Contract End Date |
|---------------------|----------------------------|---------------------------------|
| AC Transit | Fueling Agreement | 2/28/2026 |
| ALTRANS | Executive Director | 6/30/2026 |
| CalTrans | Bus Yard Lease | 8/31/2050 |
| Hanson Bridget | Attorney | 2001 Engagement Letter, Ongoing |
| John Tounger | Accounting/Bookkeeping | 9/30/2026 |
| Maze and Associates | Annual Financial Audit | Annual Engagement letter |
| MV Transportation | Operations and Maintenance | 12/31/2027 |
| TripShot | Real-Time Tracking | 12/31/2026 |

| Vendors | Description | End Date |
|--------------------------|--------------------------|-------------------|
| Allied Landscape | Landscaping | Auto Renew |
| Centralized Vision | Security Monitoring | Auto Renew |
| CiviCorps Recycling | Recycling | Ongoing Expense |
| EBMUD | Water/Sewer | Ongoing Expense |
| InMotion Hosting | Website Hosting | 10/26/2026 |
| Bright Nights Janitorial | Janitorial | Auto Renew |
| Convergint | Camera System Integrator | 10/5/2028 |
| Oracle Security | On-Site Security | Auto Renew |
| Phone.com | Phone Tree | Auto Renew |
| RFC Wireless | Radios | Ongoing Agreement |
| Sonicwall | Network security-1 year | 9/16/2026 |
| T-Mobile | Bus Yard Internet | Ongoing Expense |
| Verizon | Dispatch and Ops Phones | Auto Renew |

Insurance

| Insured | Policy | Expiration Date |
|----------------|----------------------------------|-----------------|
| Emeryville TMA | Commercial General Liability | 4/2/2026 |
| Emeryville TMA | Umbrella Liability | 4/2/2026 |
| Emeryville TMA | Directors and Officers Liability | 9/1/2026 |
| Emeryville TMA | Commercial Property | 9/1/2026 |

| | | |
|-------------------|------------------------------|----------|
| MV Transportation | Commercial General Liability | 5/1/2026 |
| MV Transportation | Excess Liability | 5/1/2026 |
| MV Transportation | Automobile Liability | 5/1/2026 |
| MV Transportation | Workers Compensation | 5/1/2026 |

| | | |
|-------------------|------------------------------|------------|
| ALTRANS TMA, Inc. | Commercial General Liability | 10/22/2026 |
| ALTRANS TMA, Inc. | Excess Liability | 10/22/2026 |
| ALTRANS TMA, Inc. | Professional Liability | 1/10/2026 |
| ALTRANS TMA, Inc. | Automobile Liability | 5/30/2026 |
| ALTRANS TMA, Inc. | Workers Compensation | 9/1/2026 |

| | | |
|--------------|------------------------------|-----------|
| John Tounger | Commercial General Liability | 4/22/2026 |
| John Tounger | Workers Compensation | 2/27/2026 |

| | | |
|------------------|------------------------------|----------|
| Allied Landscape | Commercial General Liability | 3/1/2026 |
| Allied Landscape | Umbrella Liability | 3/1/2026 |
| Allied Landscape | Automobile Liability | 3/1/2026 |
| Allied Landscape | Workers Compensation | 3/1/2026 |

| | | |
|--------------------|------------------------------|-----------|
| Centralized Vision | Commercial General Liability | 8/10/2026 |
| Centralized Vision | Umbrella Liability | 8/10/2026 |
| Centralized Vision | Automobile Liability | 8/10/2026 |
| Centralized Vision | Workers Compensation | 8/10/2026 |
| Centralized Vision | Cyber Liability | 8/14/2026 |

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|--------------------------|------------------------------|-----------|
| Bright Nights Janitorial | Commercial General Liability | 9/26/2026 |
| Bright Nights Janitorial | Workers Compensation | 9/25/2026 |

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|--|------------------------------|-----------|
| Premier Fleet Cleaning (MV Sub-Contractor) | Commercial General Liability | 4/28/2026 |
| Premier Fleet Cleaning (MV Sub-Contractor) | Automobile Liability | 7/24/2026 |
| Premier Fleet Cleaning (MV Sub-Contractor) | Workers Compensation | 4/28/2026 |