



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

Chair

*Bobby Lee, At-Large
Residential Member*

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

Vice Chair

*Peter Schreiber
Pixar*

Treasurer

*Andrea Kirkpatrick
Oxford Properties*

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

Directors

*Geoffrey Sears
Wareham
Development*

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

*Andrew Allen
At-Large Business
Member*

6. Informational Items - No presentation; available for board review

A. Operations Report

B. 2026 Calendar of Actions

*Brooks Jessup,
At-Large Residential
Member*

7. Board and Staff Comments

8. Confirm date of Next Meeting – February 17, 2026

9. Adjournment

*Christa Williams,
Bay Street/CenterCal*

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 Quarterra 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	SYSERCO 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.	Jul-25
40th Street Multimodal Project	22242002	T-13	Design	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.	Jan-26
40th Street Multimodal Project Phase 2	TBD	SUT-05	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

Sidewalk Rehabilitation Project

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 Setpember 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 by 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

Table of Contents

Table of Contents	2
Annual Ridership Summary (YTD)	3
Ridership Summary	4
Average Daily Ridership Comparisons (YTD)	4
Daily Total Ridership by Date	5
Ridership by Day of the Week	6
Total Ridership by Time	7
Additional Ridership Data	9
Total Use (Boarding & Alighting) by Stop	10
On-Time Performance	13
TripShot App Usage	14
Automatic Passenger Counter Pilot	15

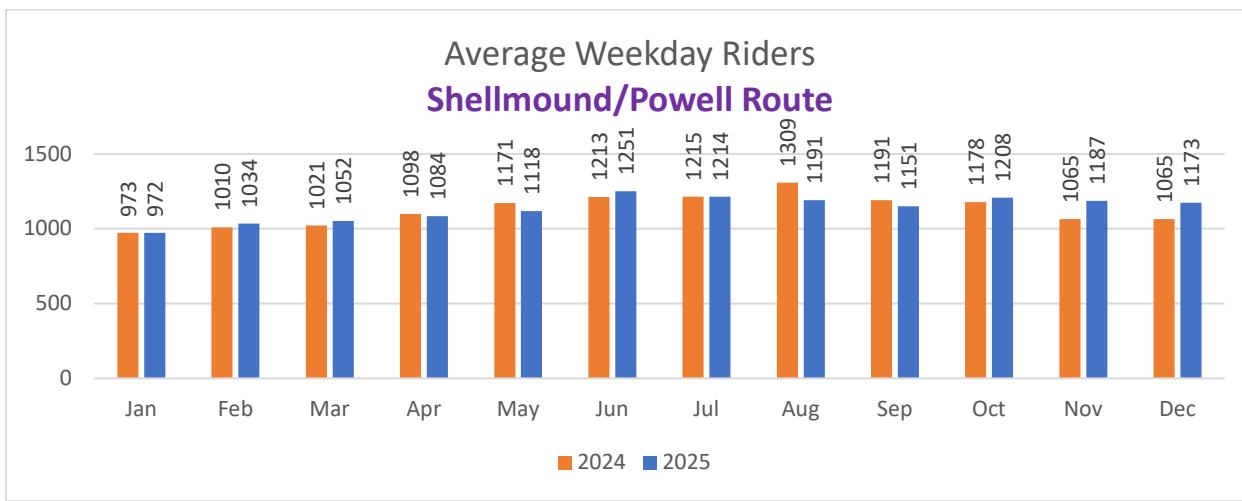
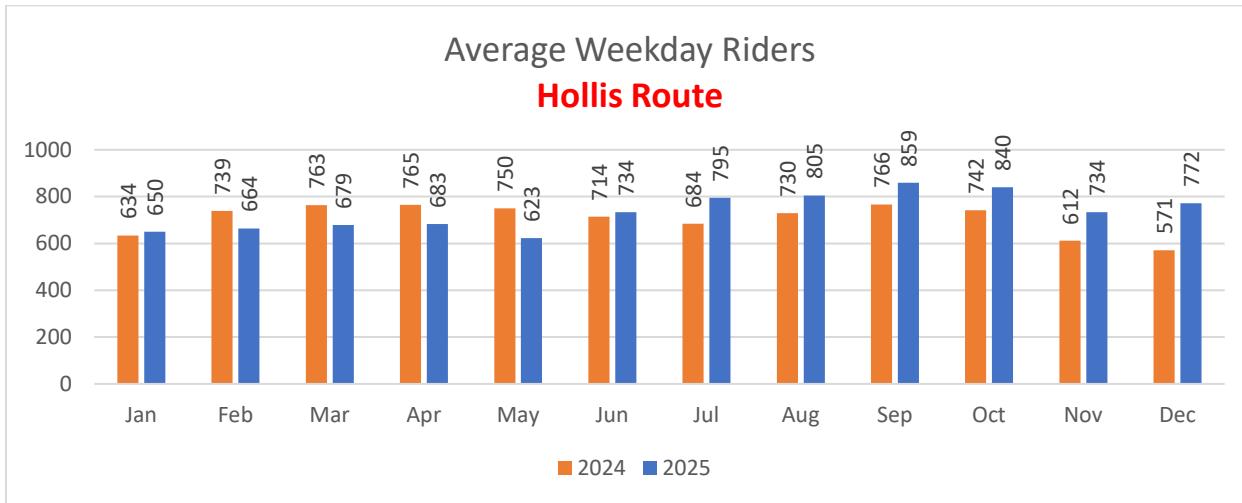
WEEKDAY RIDERSHIP													
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	35,671	32,264	36,353	38,870	36,567	41,700	44,190	41,898	42,206	47,082	36,500	42,793	476,094
# of Operating Days	22	19	21	22	21	21	22	21	21	23	19	22	254
Average Daily Ridership	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

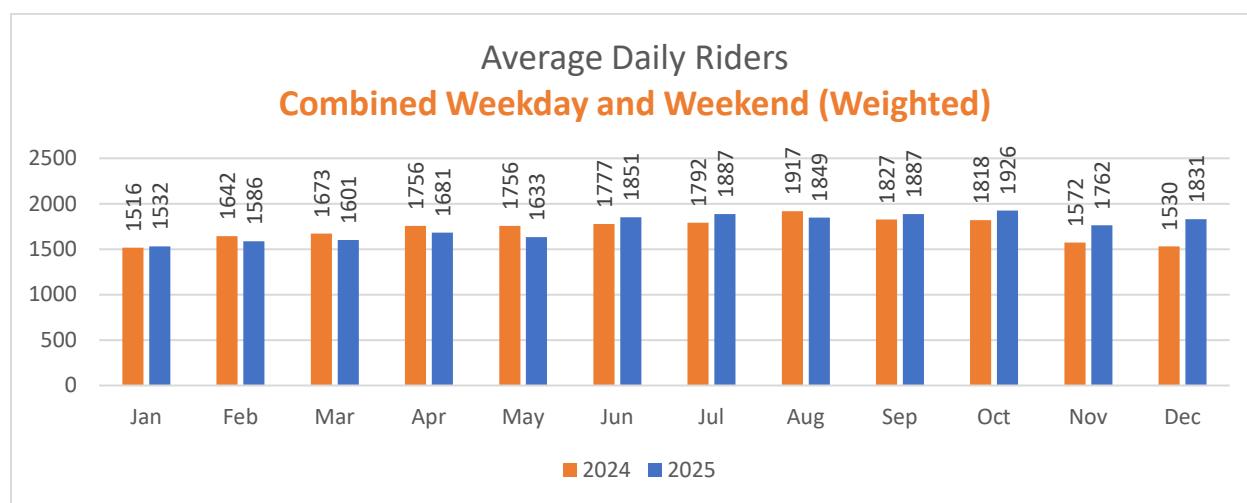
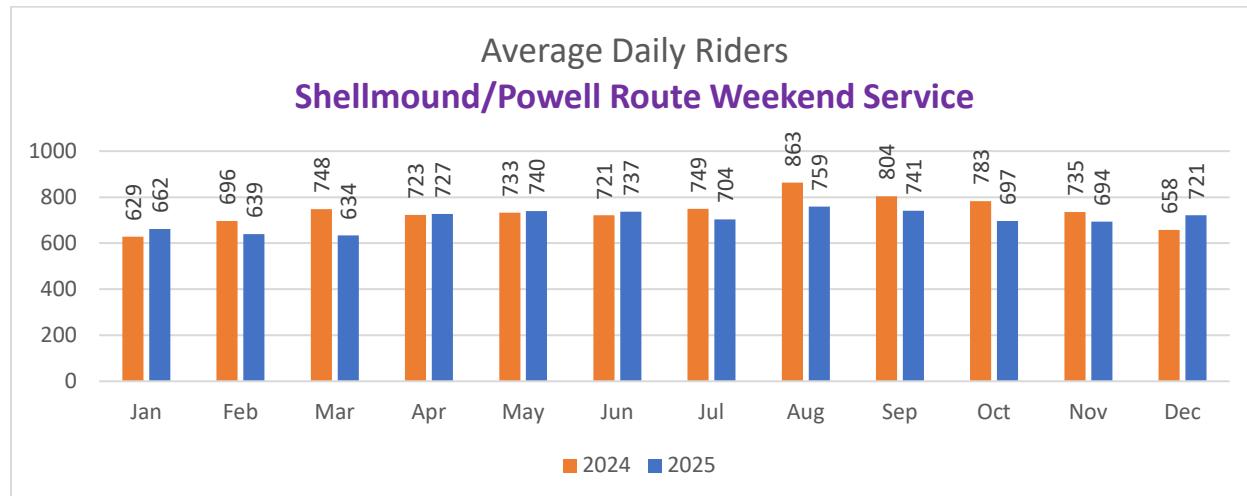
In December 2025, the Emery Go-Round ridership increased 2% from the previous month and 3% from the previous year.

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

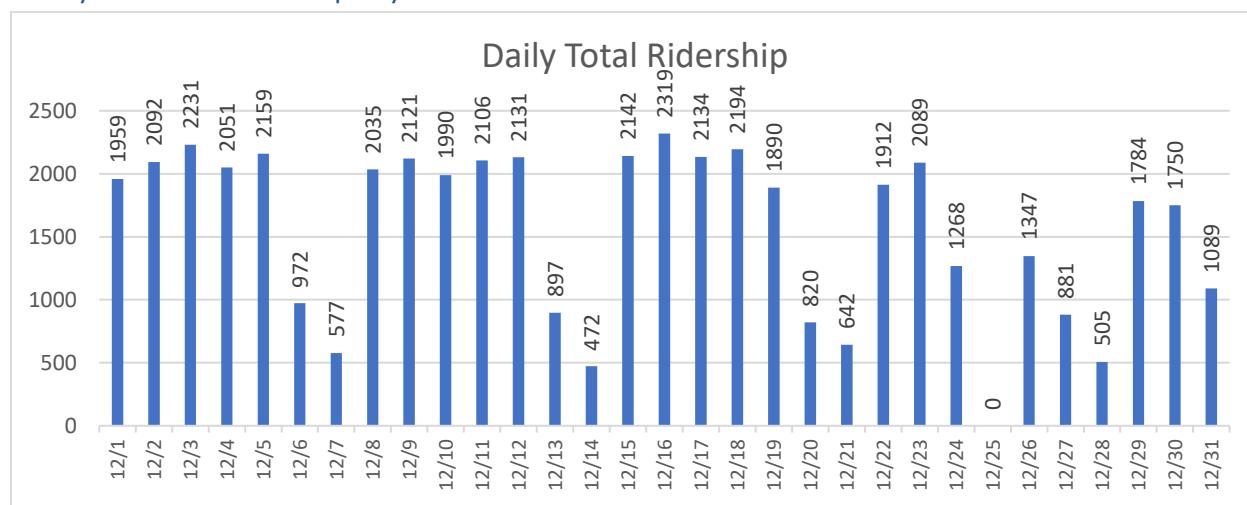
Average Daily Ridership Comparisons (YTD)



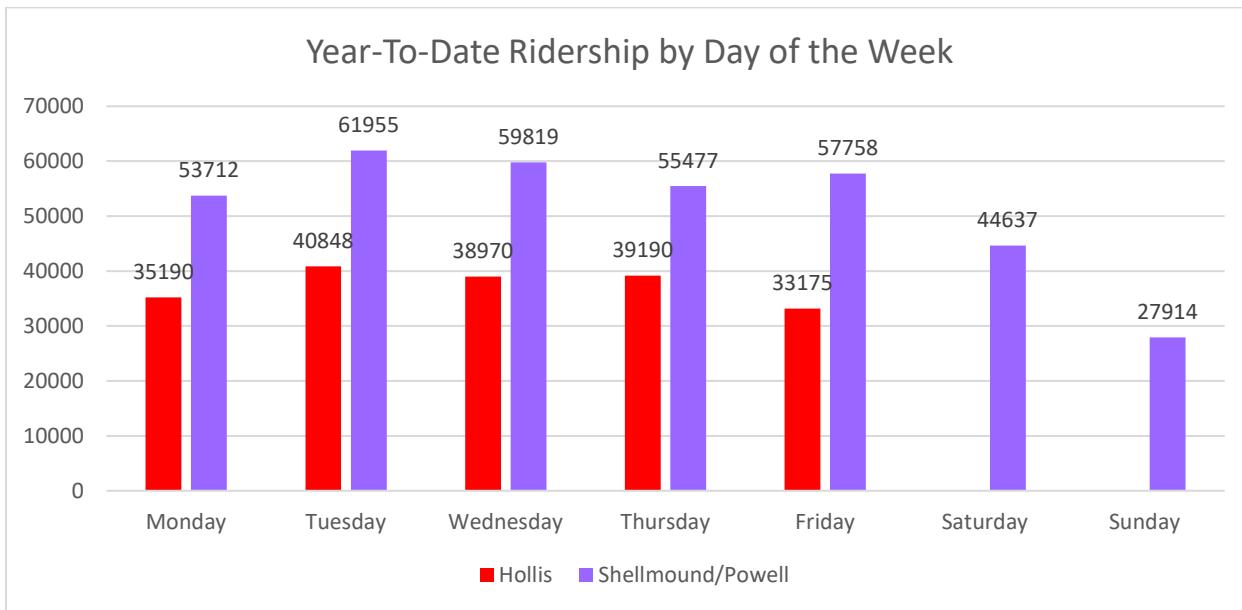
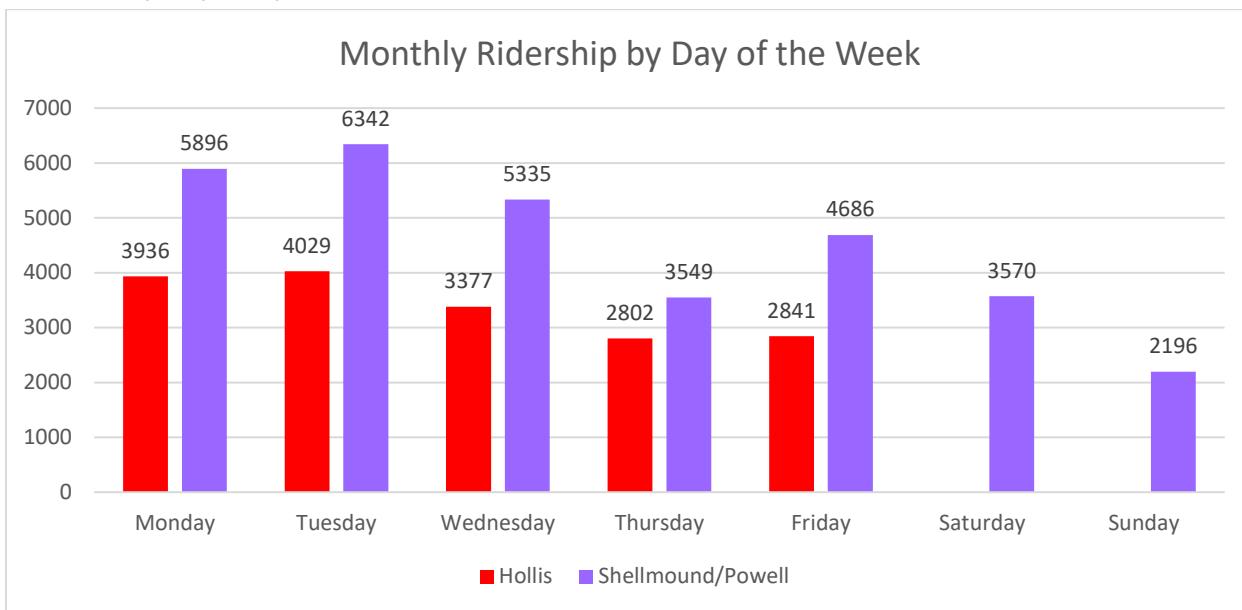
Average Daily Ridership Comparisons (YTD) (cont'd)



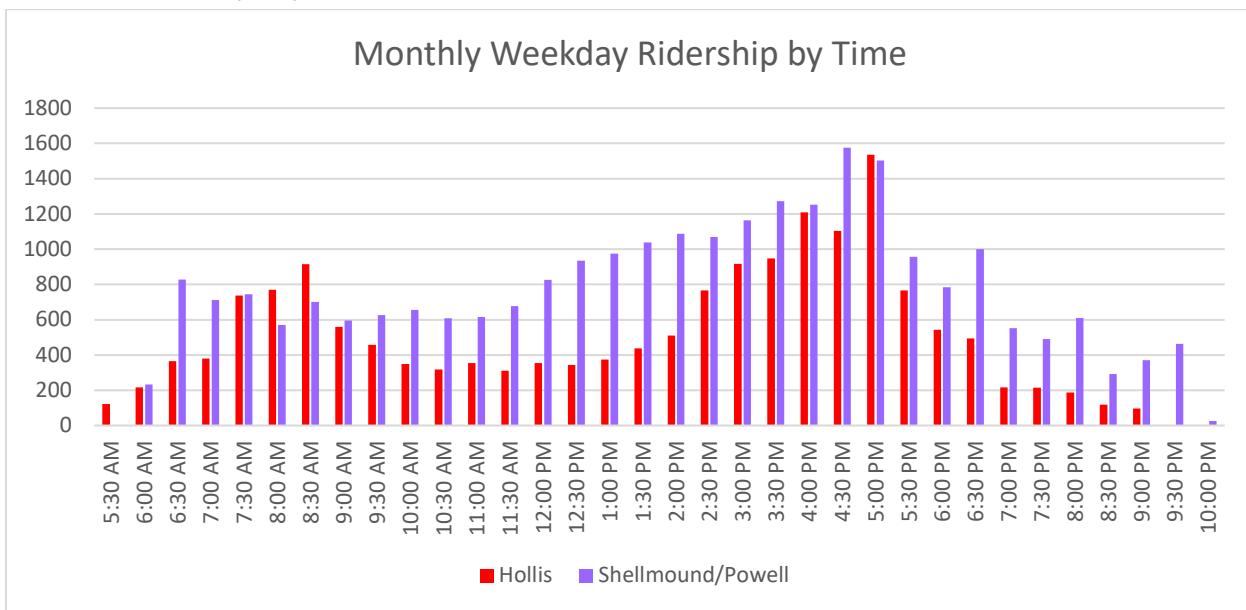
Daily Total Ridership by Date



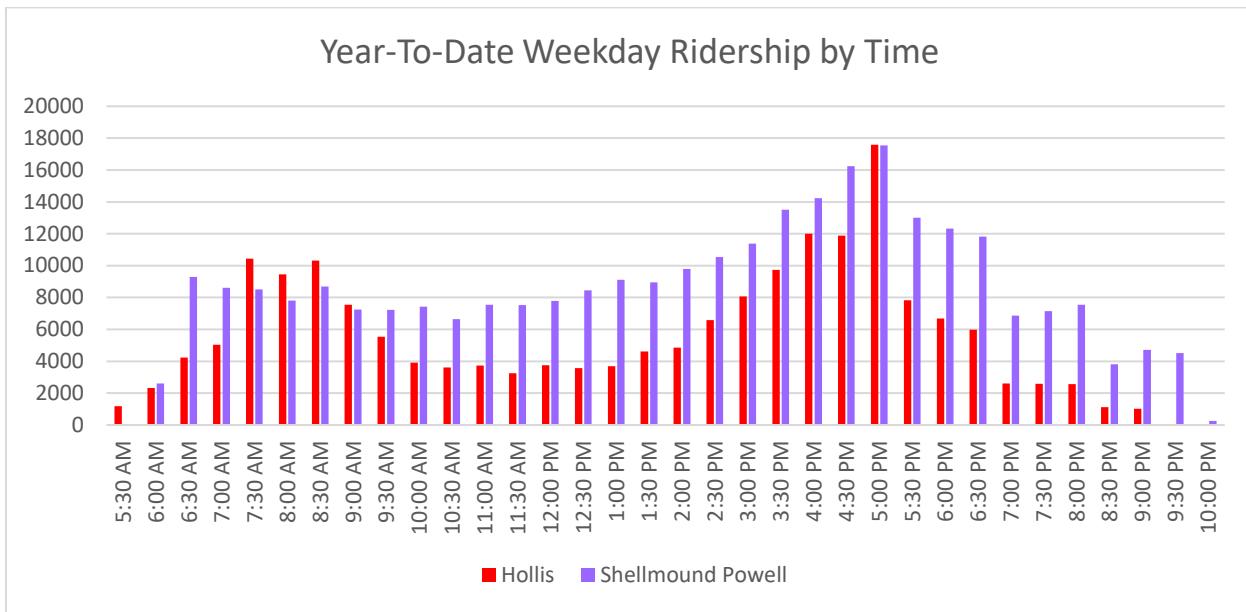
Ridership by Day of the Week



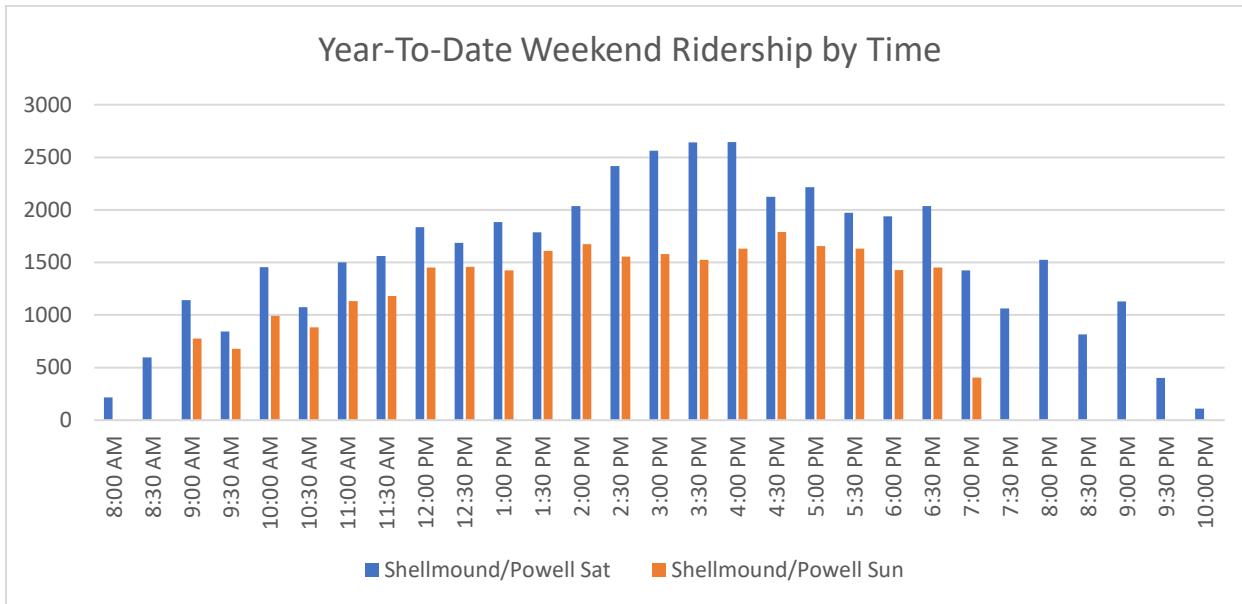
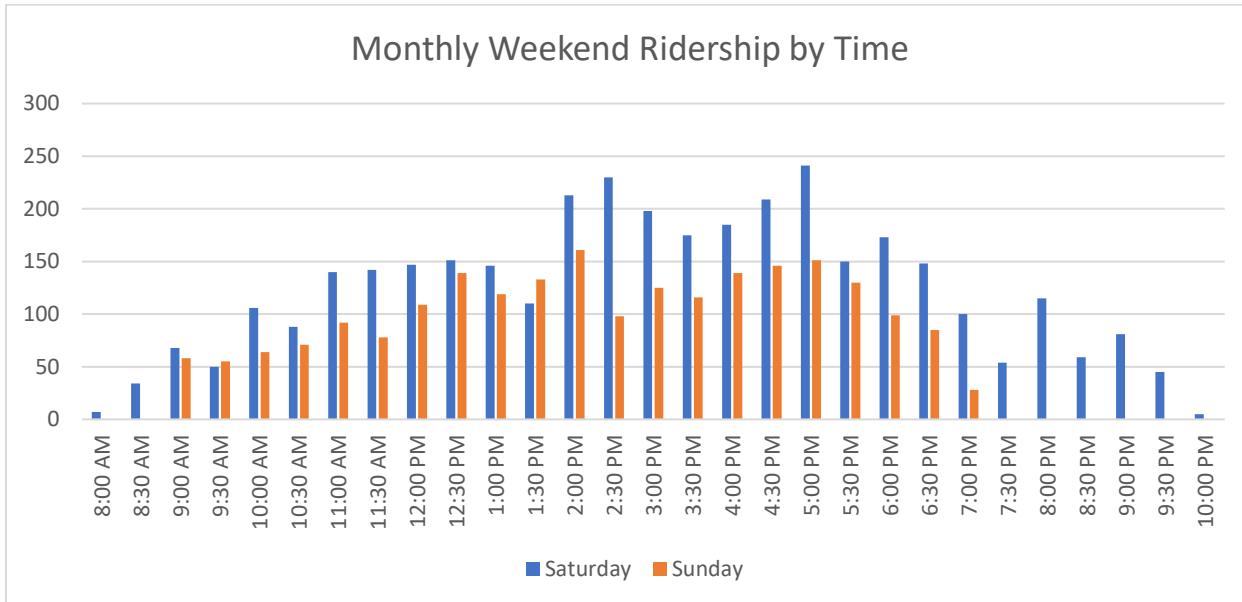
Total Ridership by Time



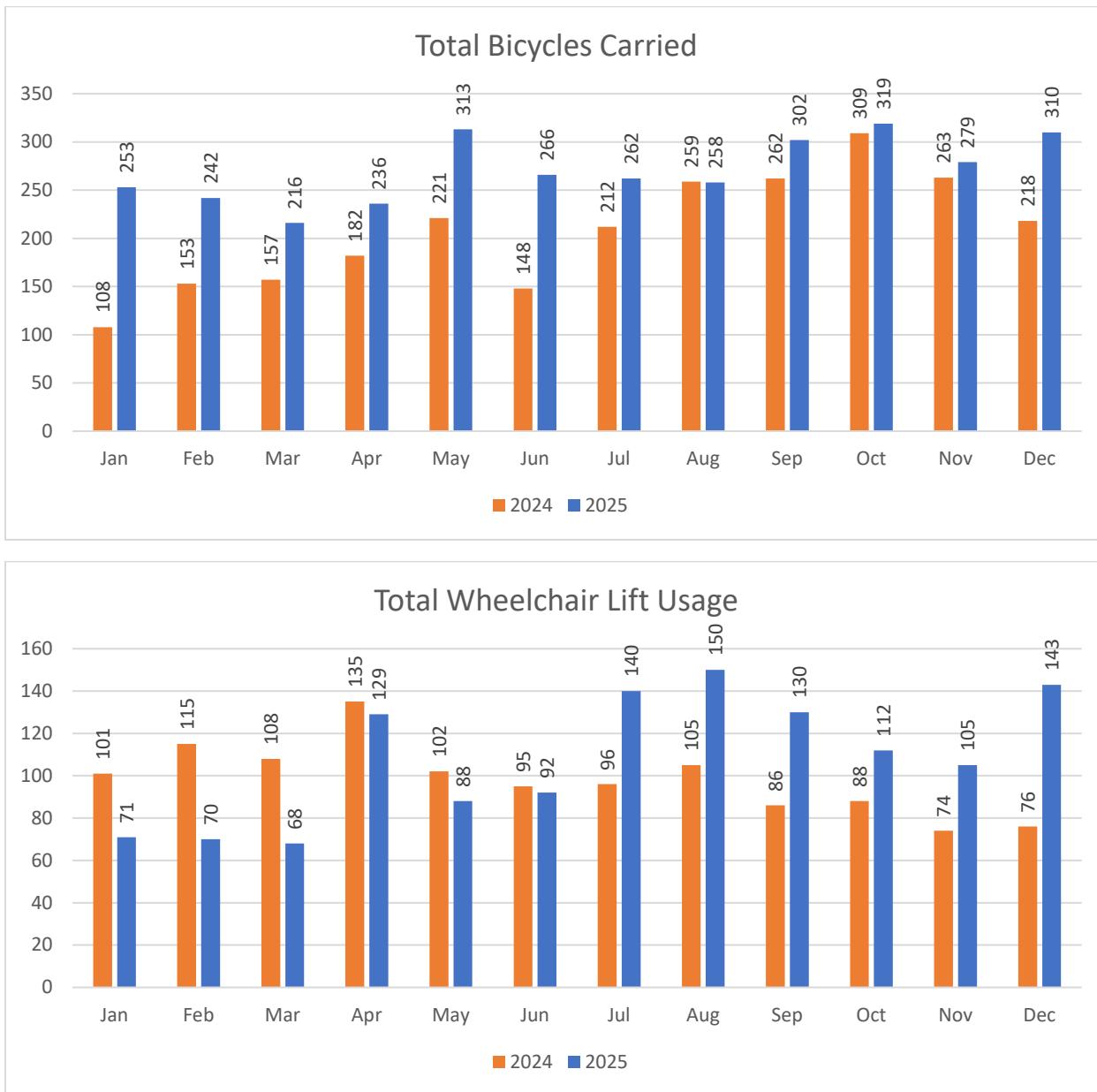
Year-To-Date Weekday Ridership by Time



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	Year to Date Total Use	% of Year to Date Total Use
MacArthur BART Station	9099	8795	17894	34.7%	194020	33.7%
Shellmound @ Sonesta SB	2311	780	3091	6.0%	26757	4.6%
40th @ San Pablo WB	1631	1406	3037	5.9%	32316	5.6%
Shellmound @ Bay St (IKEA) NB	393	2568	2961	5.7%	30471	5.3%
Christie @ Trader Joe's SB	2192	730	2922	5.7%	35292	6.1%
40th @ San Pablo EB	1470	1034	2504	4.9%	30016	5.2%
40th @ Horton WB	903	1136	2039	4.0%	21361	3.7%
Powell @ Police/Fire Station EB	1587	421	2008	3.9%	22410	3.9%
40th @ Horton EB	1151	764	1915	3.7%	21112	3.7%
Shellmound @ Christie NB	332	1249	1581	3.1%	22554	3.9%
Powell @ Watergate Market WB	265	936	1201	2.3%	15750	2.7%
65th @ Shellmound	401	772	1173	2.3%	11811	2.0%
Shellmound @ Public Market NB	389	748	1137	2.2%	12393	2.1%
Christie @ 64th SB	283	843	1126	2.2%	12282	2.1%
40th @ Emery WB	689	388	1077	2.1%	11891	2.1%
40th @ Emery EB	240	786	1026	2.0%	12155	2.1%
40th @ Hollis WB	478	515	993	1.9%	14709	2.6%
Christie @ Public Market SB	516	377	893	1.7%	11003	1.9%
The Towers	387	434	821	1.6%	11267	2.0%
Powell @ The Marina	375	407	782	1.5%	9761	1.7%
40th @ Hollis EB	403	282	685	1.3%	8389	1.5%
Powell @ Hilton Garden Inn WB	130	193	323	0.6%	3741	0.6%
Christie @ FedEx SB	101	130	231	0.4%	3389	0.6%
Christie @ 65th SB	82	60	142	0.3%	1697	0.3%
Total	25808	25754	51562	100.0%	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	Year to Date Total Use	% of Year to Date Total Use
MacArthur BART Station	1657	1905	3562	30.9%	43613	30.1%
Shellmound @ Bay St (IKEA) NB	120	800	920	8.0%	10360	7.1%
Shellmound @ Sonesta SB	709	131	840	7.3%	9083	6.3%
Christie @ Trader Joe's SB	578	148	726	6.3%	10324	7.1%
40th @ San Pablo WB	373	262	635	5.5%	8000	5.5%
40th @ San Pablo EB	299	252	551	4.8%	7346	5.1%
40th @ Horton EB	245	284	529	4.6%	6392	4.4%
40th @ Horton WB	288	218	506	4.4%	6111	4.2%
Shellmound @ Christie NB	143	357	500	4.3%	7109	4.9%
Shellmound @ Public Market NB	176	219	395	3.4%	3512	2.4%
65th @ Shellmound	146	241	387	3.4%	4307	3.0%
Powell @ Police/Fire Station EB	265	68	333	2.9%	4686	3.2%
40th @ Emery EB	72	189	261	2.3%	3329	2.3%
40th @ Emery WB	168	66	234	2.0%	2967	2.0%
Powell @ Watergate Market WB	35	188	223	1.9%	2812	1.9%
40th @ Hollis WB	105	99	204	1.8%	3381	2.3%
Powell @ The Marina	89	84	173	1.5%	3313	2.3%
40th @ Hollis EB	90	72	162	1.4%	1975	1.4%
Christie @ 64th SB	68	59	127	1.1%	2271	1.6%
Christie @ Public Market SB	79	39	118	1.0%	1597	1.1%
The Towers	19	29	48	0.4%	688	0.5%
Christie @ FedEx SB	17	14	31	0.3%	717	0.5%
Christie @ 65th SB	15	15	30	0.3%	295	0.2%
Powell @ Hilton Garden Inn WB	10	18	28	0.2%	779	0.5%
Total	5766	5757	11523	100.0%	144967	100.0%

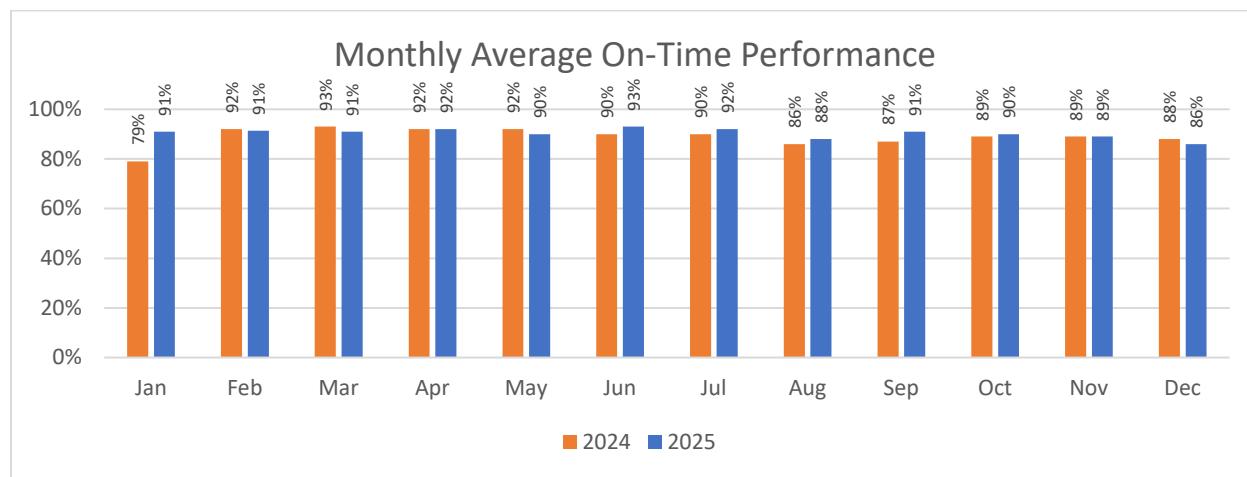
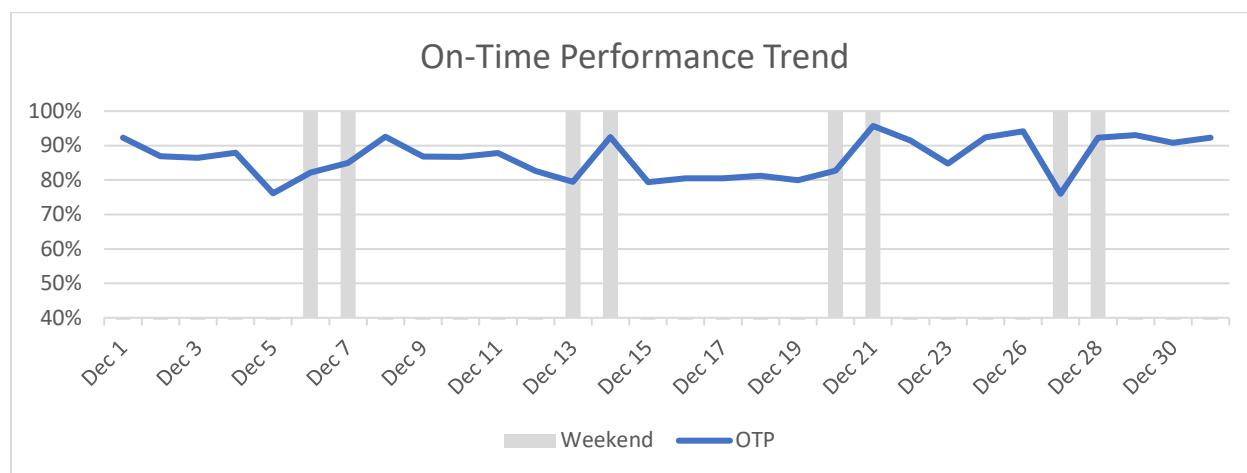
On-Time Performance

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 and OTP of 86%
- The Average Total Monthly OTP for all routes was 86%

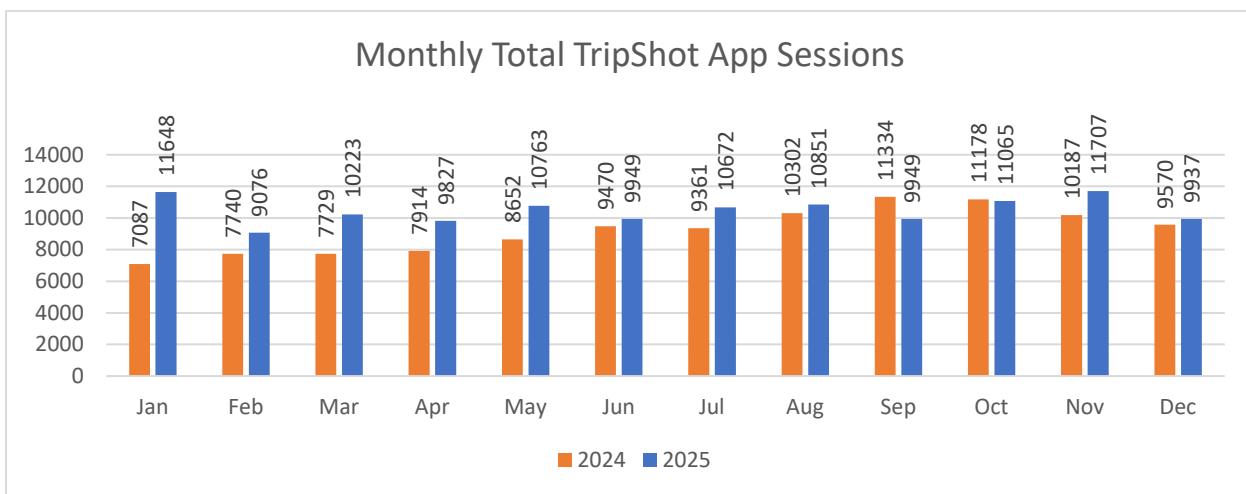
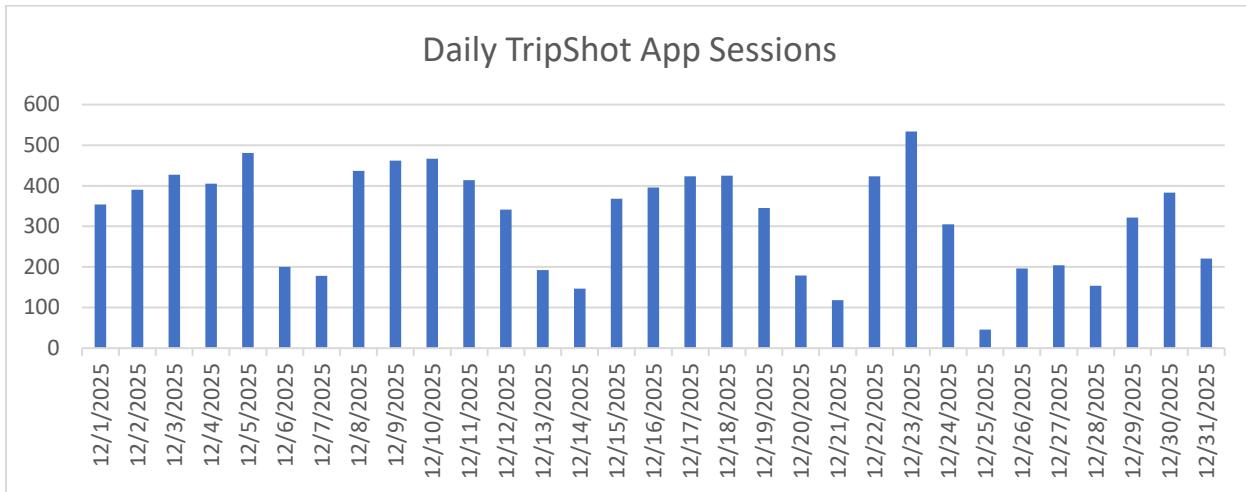


TripShot App Usage

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

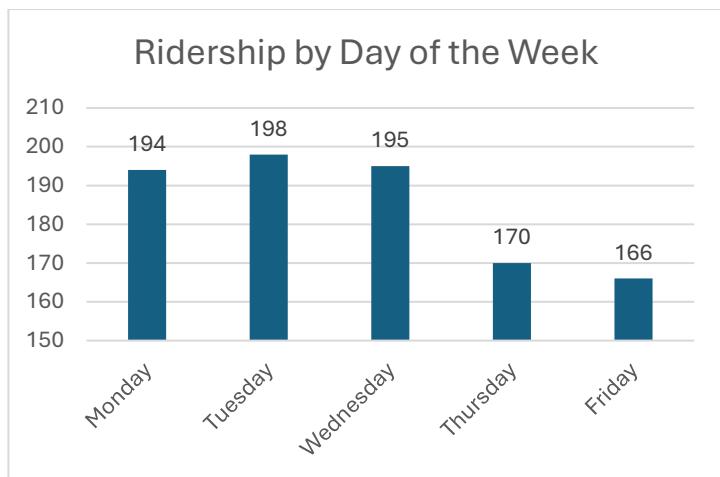
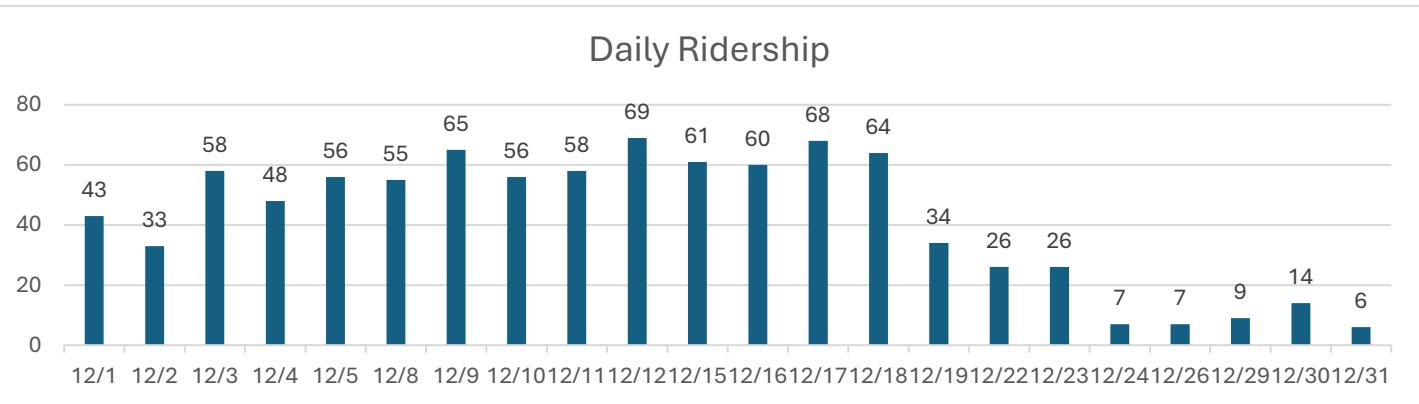
	Driver Reported Boarding	APC Reported Boarding	Variance	% Variance
751	2178	2171	-7	-0%
752	2116	0	-2116	-100%
8699	3870	0	-3870	-100%

Alighting

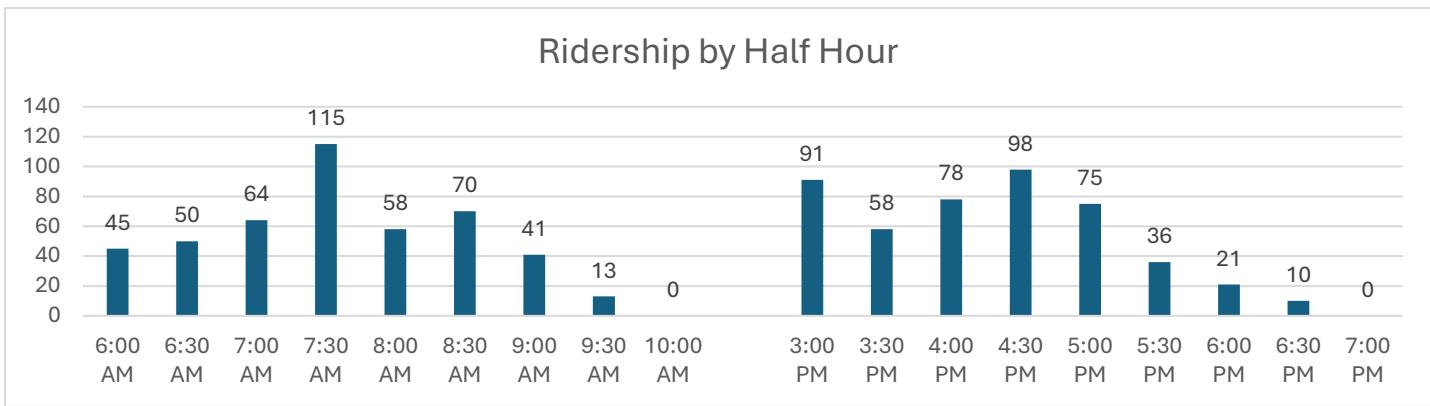
	Driver Reported Alighting	APC Reported Alighting	Variance	% Variance
751	2177	2277	100	+5%
752	2116	0	-2116	-100%
8699	3857	0	-3857	-100%



December 2025 Operations Report



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%

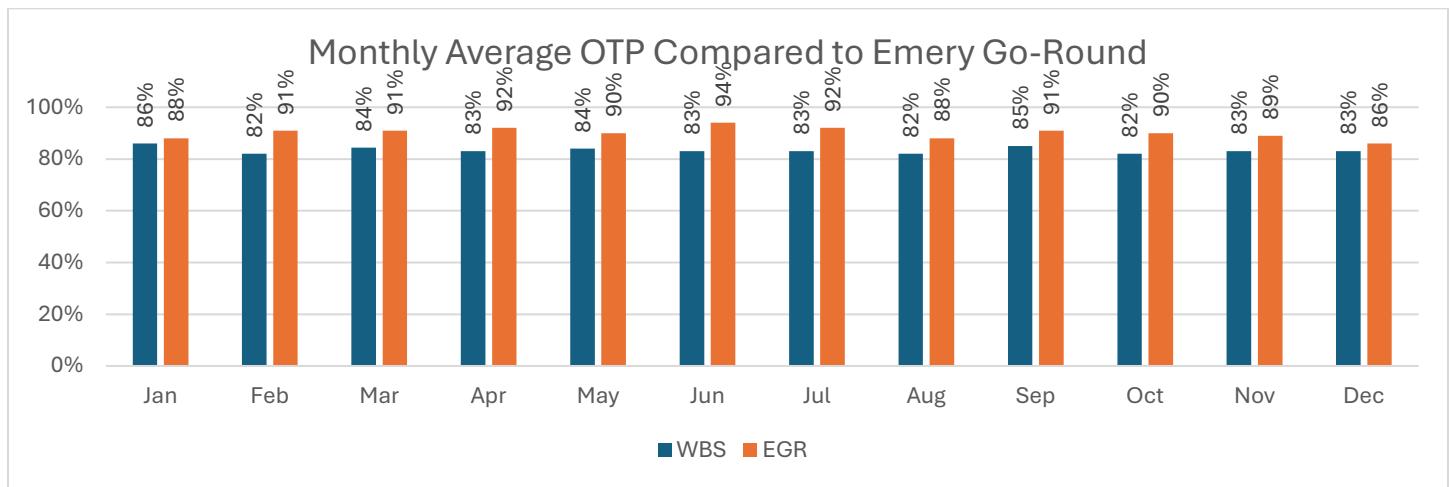
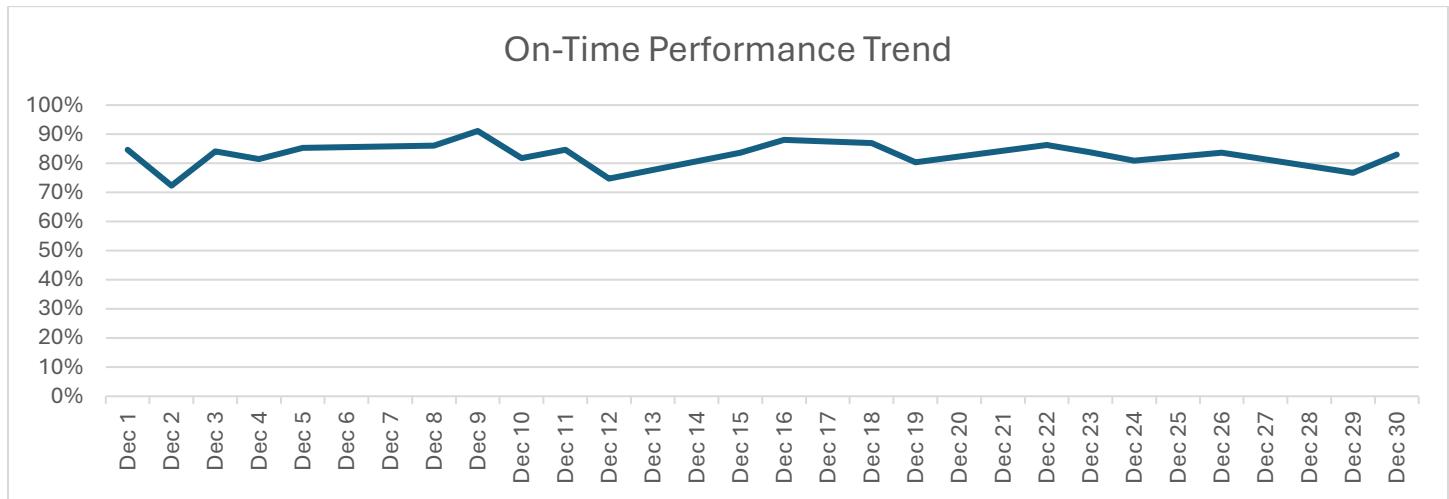


On-Time Performance

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.

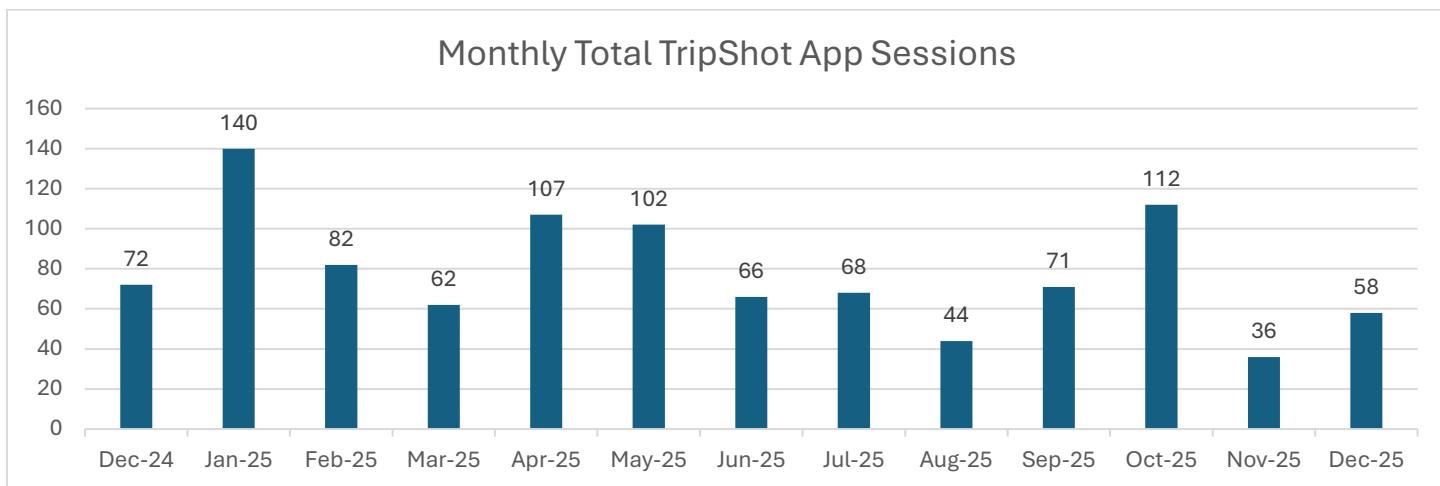
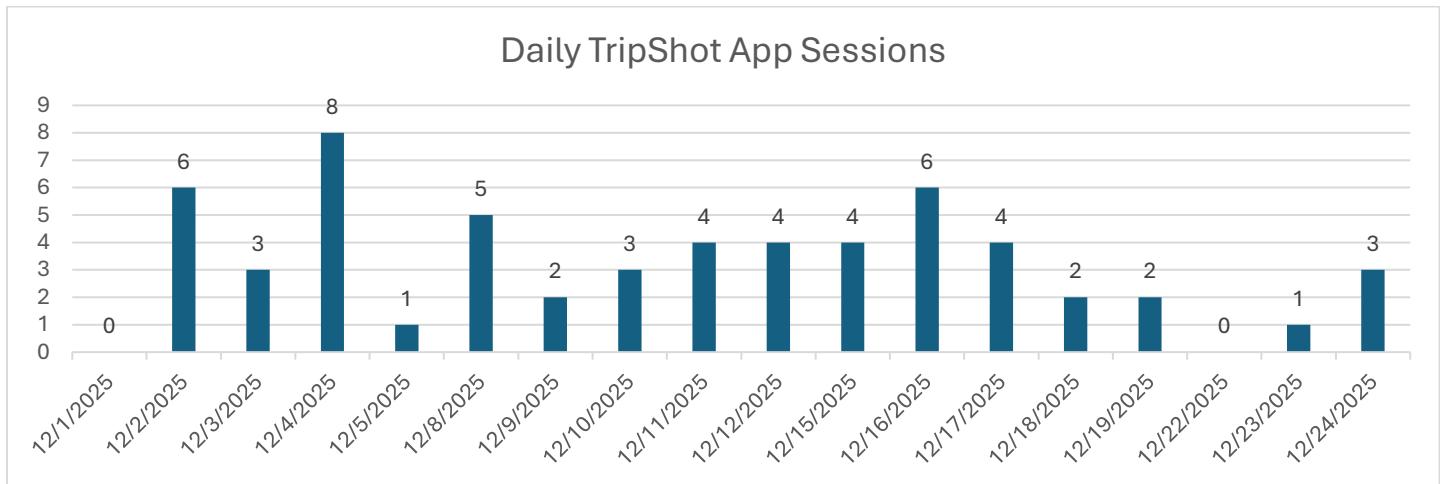
Overall On-Time Performance: 83%



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.

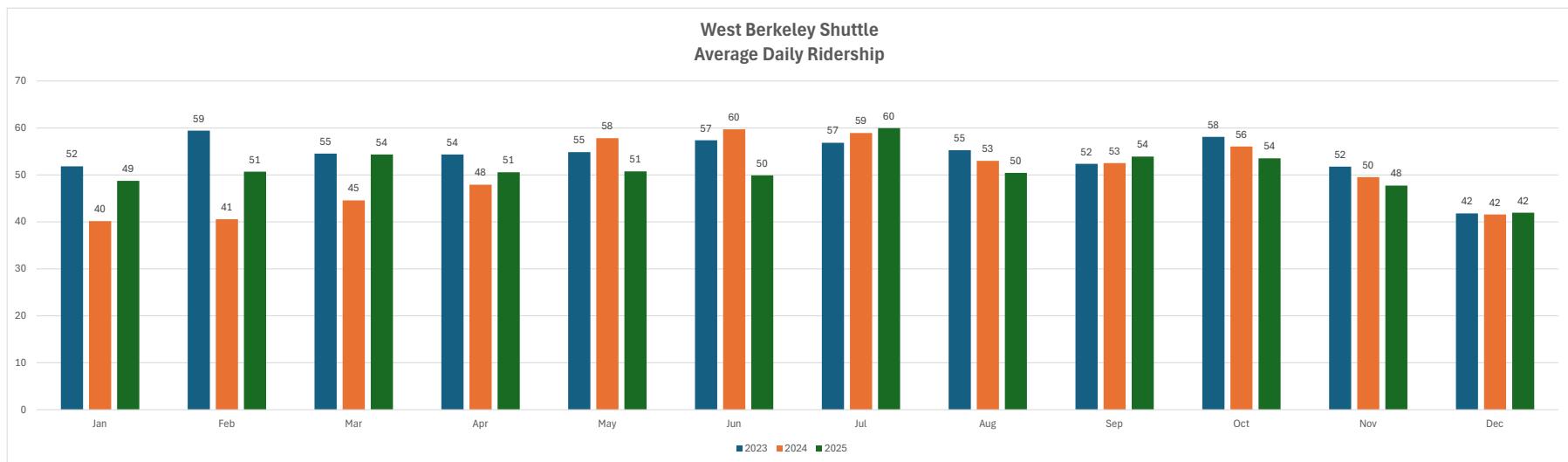
Total Monthly App Sessions: 58





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

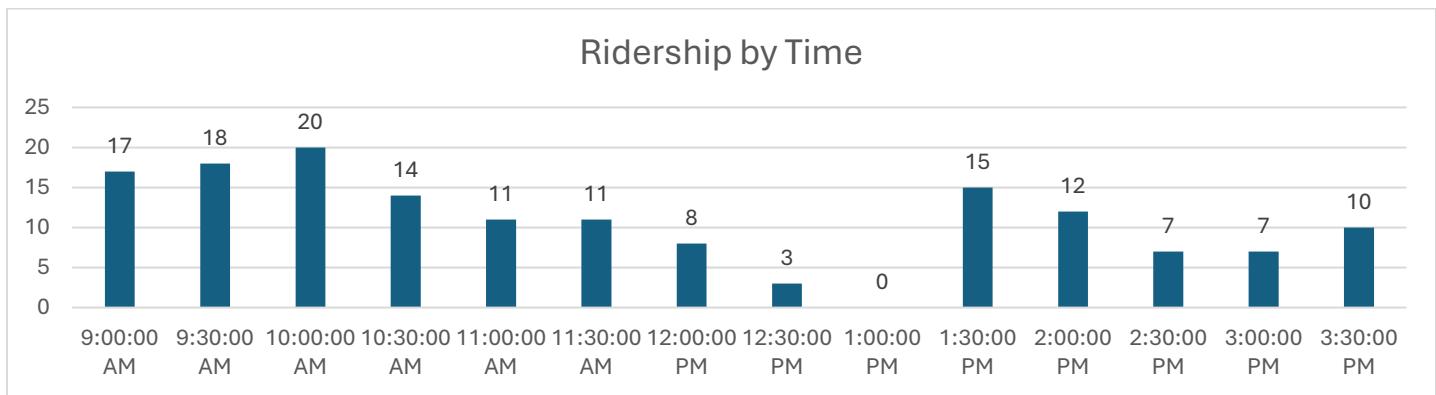
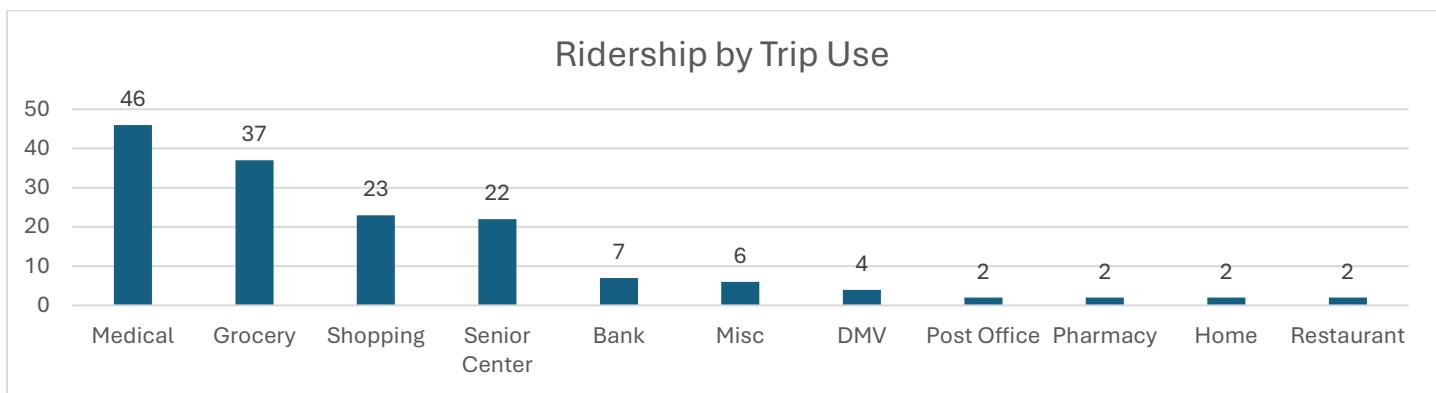
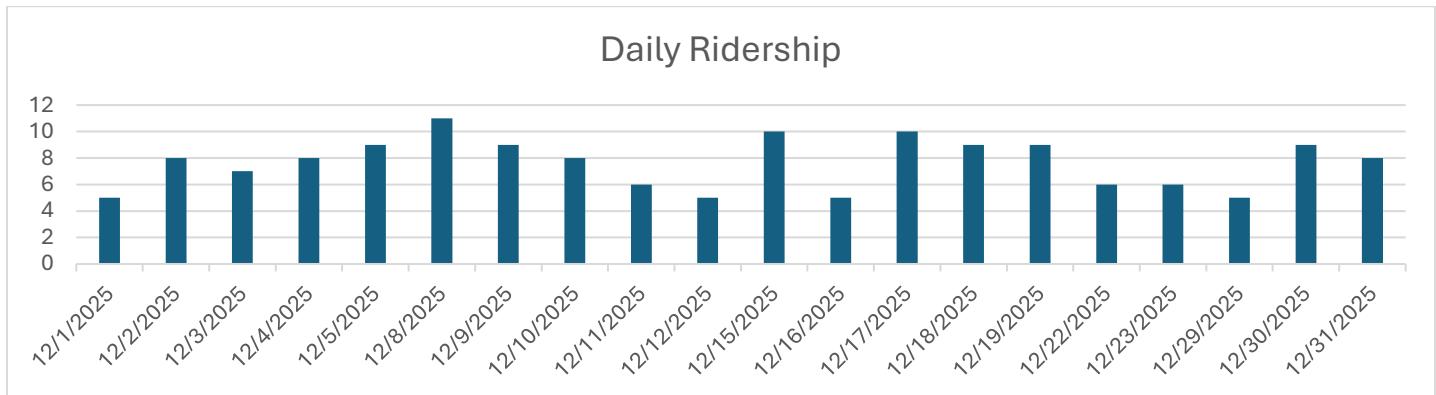
Daily Average Trips: 7

Number of Users: 19

How Trips Are Scheduled

Scheduled: 65%

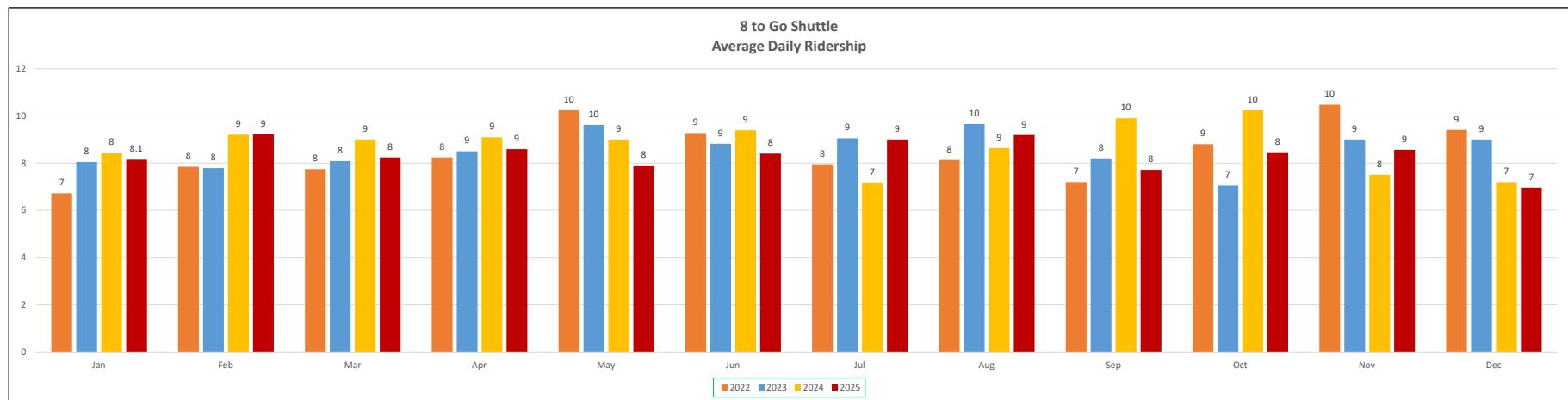
Add-On: 35%





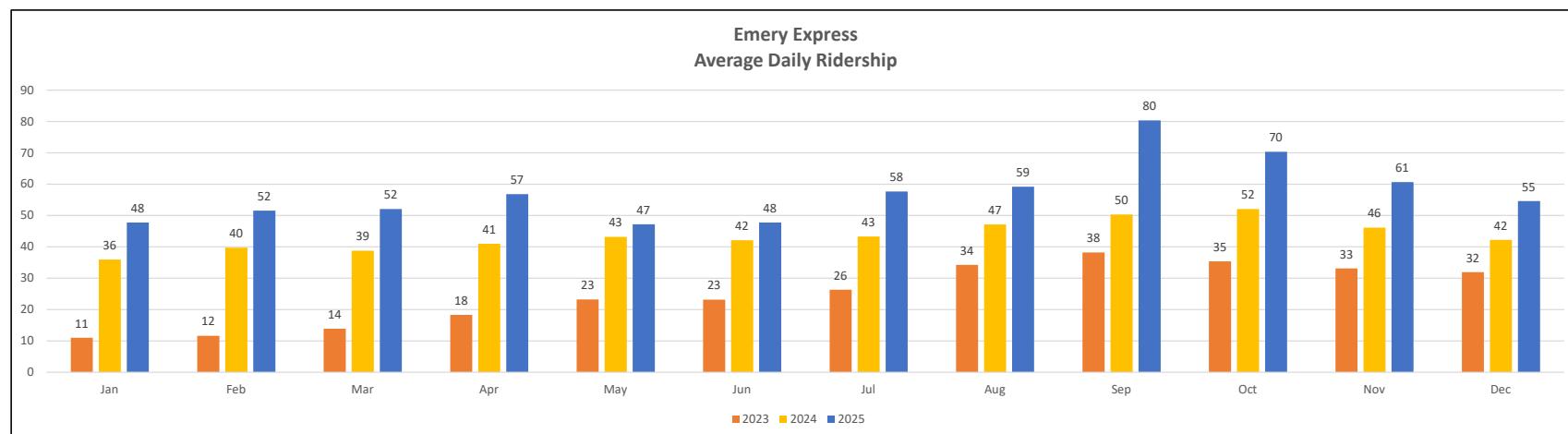
8 to Go Paratransit

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	2,145
# 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%



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 & Associates 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

Apr 21	1. City of Emeryville Public Works Update	1. Prepare 2026 Annual Report 2. Distribute Nomination Forms to Employer and Business Members – NLT April 15 th 3. Post Annual Membership Invite – NLT April 15 th 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	<u>Annual Membership Meeting</u> 1. Election of Employer Members 2. Election of Business Members	1.
May 19	<u>Board Meeting</u> 1. Election of Officers 2. 1 st 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	1. City Council to appoint 2 Residential Members 2. Tax Filings – Due May 15 th 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	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	1. City to provide ETMA with 2 nd installment of PBID funds by the 15 th 2. Provide City with prior year audit, receipts and expenditures by the 30th. 3. Provide City with prior year annual financial and operations report.

		<ol 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	<ol 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	<ol 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 	<ol 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	<ol 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 	<ol style="list-style-type: none"> 1.
Oct 20	<ol style="list-style-type: none"> 1. City of Emeryville Public Works Update 2. Approval of Resolution to Adopt 2026 Annual Budget 	<ol style="list-style-type: none"> 1. Agreement Review Sub-Committee to meet to discuss Amendments for Quarterra, and AC Transit
Nov 17	<ol style="list-style-type: none"> 1. 3rd Quarter Financial Report 2. Consider Approval of Services Agreement Extension with Lennar (Quarterra) 3. Renewal of AC Transit Fuel Agreement 4. Review of 2027 Calendar of Actions 	<ol 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	<ol 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
Bright Nights Janitorial	Commercial General Liability	9/26/2026
Bright Nights Janitorial	Workers Compensation	9/25/2026
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