



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

Chair
Bobby Lee, At-Large
Residential Member

Vice Chair
Peter Schreiber
Pixar

Treasurer
Andrea Kirkpatrick
Oxford Properties

Secretary
Ally Fitzmaurice
Bay Center Investors, LLC

Directors
Geoffrey Sears
Wareham
Development

Colin Osborne
Employer Member

Andrew Allen
At-Large Business
Member

Brooks Jessup,
At-Large Residential
Member

Christa Williams,
Bay Street/CenterCal

AGENDA

Board of Directors Meeting
March 17, 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. **5 Minutes:** Consent Calendar
 - A. Approval of the Minutes of the February 17, 2026 Board of Directors Meeting
 - B. Approval of the Minutes of the February 26, 2026 Special Board of Directors Meeting
 - C. Review and Consider Approval of Resolution 26-01 Establishing May 19, 2026 at 11:00 AM as the Date and Time of the Annual Membership Meeting
4. **10 Minutes:** Board Governance & Administration
 - A. Review of Business, Corporate, and Employer Member Candidates
 - B. Review and Consider establishing the 2026 Executive Director Performance Review Ad-Hoc Committee
5. Business Items
 - A. **20 Minutes:** Review and Consider Approval of an Agreement with Piccadilly to develop, conduct, and report on the 2026 On-Board, Off-Board, and Employee Surveys
 - B. **20 Minutes:** Review and Consider Approval of an Agreement with Piccadilly for Emery-Go-Round Marketing Strategy, Media Planning, and Campaign Development Services for Fall 2026 and Spring 2027
6. Informational Items – No presentation; available for board review
 - A. February 2026 Operations and Marketing Report
7. Board and Staff Comments
8. Confirm date of Next Meeting – April 21, 2026
9. Adjournment

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION
ACTION SUMMARY MINUTES
Board of Directors Meeting
February 17, 2026

LOCATION: 1333 PARK AVENUE, GARDEN ROOM
EMERYVILLE, CA 94608
Hybrid Teams Meeting ID: 293 996 386 737
Passcode: 44op37ib

Directors Present:

Bobby Lee, Chair
Peter Schreiber, Vice Chair
Brooks Jessup, Director
Christa Williams, Director

Others Present:

Daniel Oliver, ALTRANS
Janet Shipp, ALTRANS
Lucey Gorrill, ALTRANS
Justine Burt, ALTRANS via Teams
Pedro Jimenez, City of Emeryville

1. Call to Order
*Bobby Lee called the Board of Director's meeting to order at 11:02 AM
A quorum was not present*
2. Informational Items
The Executive Director provided a brief overview of informational materials included in the published agenda packet. No deliberation occurred.
3. Adjournment
As quorum was not established, no business was conducted. The meeting adjourned at 11:50 AM

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION
ACTION SUMMARY MINUTES
Board of Directors Meeting
February 26, 2026

**LOCATION: 1333 PARK AVENUE, GARDEN ROOM
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
Ally Fitzmaurice, Director
Andrew Allen, Director*

Others Present:

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

1. Call to Order
Peter Schreiber called the Board of Director's meeting to order at 10:35am
2. Public Comment: 10:35am
No public comments
3. Consent Calendar: 10:35am
 - A. Approval of the Minutes of the January 20, 2026 Board of Directors Meeting
 - B. Approval of the Minutes of the February 4, 2026 Special Board of Directors Meeting
 - C. Review and Consider Approval to Reinvest Matured CD Funds into New Accounts
 - D. Review and Consider Approval of Audit Engagement with Maze & Associates for Preparation of 2025 Audited Financial Statements
 - E. Review and Consider Approval of Modified Amendment 3 to Extend the Fueling Agreement with AC Transit Through June 30, 2026
 - F. Review and Consider Approval of Trademark Licensing Agreement with ALTRANS TMA, Inc.

Andrew Allen motioned for approval of the Consent Calendar. Andrea Kirkpatrick seconded the motion.

This item was approved by a unanimous vote.

*Yes: 7
No: 0
Abstain: 0*

4. Action Items: 10:37am

A. Appoint Audit Review Committee: 10:37am

Peter Schreiber and Andrew Allen agreed to be part of the Audit Review Committee. Colin may be able to be part of the committee depending on the timeframe. Daniel will ask Bobby Lee and Brooks Jessup if they would like to be part of the committee.

B. Review and Consider Management Recommendation to Discontinue Automatic Passenger Counter (APC) Pilot Program: 10:40am

Andrea Kirkpatrick motioned for approval to Discontinue Automatic Passenger Counter Pilot Program. Andrew Allen seconded the motion.

This item was approved by a unanimous vote.

Yes: 7

No: 0

Abstain: 0

C. Review and consider approval of the sub-committee's recommendation to enter into an agreement with Piccadilly to develop, conduct, and report on the 2026 On-Board and Off-Board Surveys: 10:46am

Geoff Sears motioned for approval to amend the agreement with Piccadilly to develop, conduct, and report on the 2026 On-Board and Off-Board surveys by removing Berkeley and Oakland from the prospective off-board survey recipients, addition of in-person staffing at employment centers and businesses, and addition of gift-card incentives for employee survey respondents. Christa Williams seconded the motion.

This item was approved by a unanimous vote.

Yes: 7

No: 0

Abstain: 0

5. Board and Staff Comments: 11:17am

No staff comments

6. Confirm date of Next Meeting – March 17, 2026

The meeting date was confirmed for March, 17, 2026

7. Adjournment

The meeting was adjourned at approximately 11:19am

RESOLUTION NO. 26-01

RESOLUTION OF THE EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

Establish Date and Time of 2026 Annual Membership Meeting

WHEREAS, Article IV, Section 2 of the Amended and Restated Bylaws of the TMA requires the membership to meet annually on a date and time established by resolution of the Board;

WHEREAS, the Board has selected a date and time for the 2025 Annual Membership Meeting to be May 19, 2025 at 11:00 AM;

NOW, THEREFORE, BE IT RESOLVED, That the Board has established the date and time of the Annual Membership Meeting to be May 19, 2025 at 11:00 AM.

I certify the foregoing Resolution was adopted by the Board of Directors of the Emeryville Transportation Management association at a regular meeting, held on Tuesday, March 17, 2027 by the following vote:

AYES:

NOS:

ABSTAIN:

ABSENT:

Bobby Lee, Chair
Emeryville Transportation Management Association

Ally Fitzmaurice, Secretary
Emeryville Transportation Management Association



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: March 17, 2026
SUBJECT: Board Director Vacancies and Eligibility

Current Vacant Board Seats

As of March 2026, the ETMA Board of Directors has 2 vacant seats:

- 1 Business Member
- 1 Corporate Member

Business Member

Definition: Article III § 1(2) of the Bylaws of the ETMA

“Business Members” shall mean those persons or entities who own commercial property or operate a business in the Emeryville area and who pay fees or dues as set forth in Section 4 of this Article, but do not qualify as Corporate, Employer or either Class A or B Residential Members. Business Members shall elect two (2) Directors to the Board of Directors.

Term: Article V § 2 of the Bylaws of the ETMA

Each elected Director representing the Business Members shall hold office for three (3) years or until he or she resigns or is removed, pursuant to Section 20 of this Article.

Vacancies: Article V § 18(2) of the Bylaws of the ETMA

Directors elected by the Business or Employer Members shall be replaced by the Board, to serve until the next annual Membership meeting.

Corporate Member

Definition: Definition: Article III § 1(1) of the Bylaws of the ETMA

Per Article III, Section 1 of the Amended and Restated Bylaws of the ETMA, “Corporate Members” shall mean those six (6) persons or entities who own commercial property in Emeryville and who pay the largest amount of fees and dues as set forth in Section 4 of this Article. Corporate Members shall each designate one Director to the Board of Directors. In the event a Corporate Member does not designate a Director, then the Member that is the next-highest payer of fees and dues shall designate a Director, who shall serve until the Corporate Member designates a Director or until the next Annual Membership Meeting, whichever is earlier. Members shall not designate as a Director a person who is already serving as a Director.

Term: Article V § 2 of the Bylaws of the ETMA

Each Director designated by a Corporate Member shall hold office only as long as the Member that designated such Director is in good standing with the Corporation, or until the Director resigns, is removed or the Corporate Member designates a different Director. Directors designated by Corporate Members who no longer qualify as Corporate Members under Section 1(1) of Article III, based upon the amount of dues paid to the Corporation, shall serve up until the next Annual Membership Meeting. The determination of which members qualify as Corporate Members as set forth in Section 1(1) of Article III, shall be made prior to the Annual Membership Meeting, based on the amount of dues billed in the calendar year of the Annual Membership Meeting. Any new Corporate Members shall then designate

their Directors, who shall serve terms as provided herein. If a non-Corporate Member designates a Director due to the failure of a Corporate Member to designate a Director, pursuant to Article III, Section 1(1), that Director shall serve until the Corporate Member designates a Director or until the next Annual Membership Meeting, whichever is earlier.

Order	Owner	Levy Amount	Designated Director
1	BAY STREET CENTERCAL LLC	\$ 417,724.94	Christa Williams
2	Oxford Properties	\$ 339,922.62	Andrea Kirkpatrick
3	FEDERAL REALTY OP LP	\$ 306,633.96	
4	Wareham Development Corporation	\$ 305,479.30	Geoff Sears
5	REGENCY CENTERS LP	\$ 171,715.70	
6	KBSIII TOWERS EMERYVILLE LLC	\$ 164,330.90	
7	IKEA PROPERTY INC	\$ 128,302.60	
8	LMV II EMERYVILLE HOLDINGS LP	\$ 103,127.84	
9	RLJ HYH/HGN EMERYVILLE LP - Hilton/Hyatt	\$ 101,631.24	
10	PIXAR	\$ 101,285.56	Peter Schreiber
11	SPUS8 2100 POWELL LP	\$ 91,561.00	
12	BAY CENTER INVESTOR LLC	\$ 87,972.20	Ally Fitzmaurice
13	BCSP HOLLIS PROPERTY LLC	\$ 60,257.66	
14	PRIME US TOWER EMERYVILLE LLC	\$ 60,020.56	
15	BCORE EMERYTECH OWNER LLC	\$ 59,321.92	

Upcoming Available Seats

At the 2026 Annual Membership meeting, the ETMA will hold elections for 1 Employer Member director. This seat is currently held by Director Colin Osborne, representing Novartis, and was appointed by the ETMA Board after the eligible class members failed to elect a representative.

Employer Member

Definition: Article III § 1(5) of the Bylaws of the ETMA

“Employer Members” shall mean a class of members consisting of those five (5) employers with the highest number of employees, according to the City of Emeryville’s Comprehensive Annual Financial Reports, who do not qualify as Corporate Members. Employer Members shall elect one (1) Director to the Corporation’s Board of Directors.

Term: Article V § 2 of the Bylaws of the ETMA

Each elected Director representing the Employer Members shall hold office for one (1) year or until he or she resigns or is removed, pursuant to Section 20 of this Article.

Vacancies: Article V § 18(2) of the Bylaws of the ETMA

Directors elected by the Business or Employer Members shall be replaced by the Board, to serve until the next annual Membership meeting.

City of Emeryville

**Statistical Section - Table XVII
Principal Employers
Current Year and Nine Years Ago**

Employer	2025			2016	
	Number of Employees	Rank	Percentage of Total City Employment	Number of Employees	Percentage of Total City Employment
Pixar Animation Studios	1,145	1	12.87%	1,220	5.68%
AC Transit	300	2	3.37%	601	2.80%
Peet's Coffee & Tea Inc.	282	3	3.17%	282	1.31%
IKEA	268	4	3.01%	380	1.77%
Grocery Outlet Headquarters	253	5	2.84%		
Oaks Card Club	217	6	2.44%	374	1.74%
City of Emeryville*	173.28	7	1.95%		
Amyris Inc.	171	8	1.92%	200	0.93%
Novartis Corp	155	9	1.74%	350	1.63%
Grifols Diagnostic Solutions	154	10	1.73%	450	2.10%
Clif Bar & Co				388	1.81%
AAA of Northern CA, Nevada, Utah				378	1.76%
Total Principal Employers	3,118		35.04%	4,623	21.53%
Total Labor Force (1)	8,900				

Notes:

Source: Avenu Insights & Analytics, FY2016, City of Emeryville -- ACFR Publication Report

(1) Total City Labor Force provided by EDD Labor Force Data

Results based on direct correspondence with City's local businesses.

*City of Emeryville - FY24-25 Budget.

The following employers have not responded to Avenu's employee count inquires:

Ginkgo Bioworks

Geltor, Inc.

Whole Foods Market Regional Office



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: March 17, 2026
SUBJECT: Establish Ad Hoc Committee: Executive Director Performance Review

Description

The Board will consider establishing a temporary Ad Hoc Committee consisting of fewer than a quorum of the Board to conduct a performance review of the Executive Director and to assist with drafting a proposed new agreement.

The committee's formal role will be to:

- Review the Executive Director's performance using the metrics established at the previous performance review, and may include any additional metrics the committee deems relevant.
- Work with the Executive Director to draft a proposed new agreement for review by the Board's legal counsel.
- Present a recommendation to the full Board regarding the Executive Director's performance and the proposed agreement.

The committee will automatically dissolve upon presentation of its recommendations to the Board.

Proposed Motion

- Appoint Directors Ally Fitzmaurice, Andrea Kirkpatrick, and Bobby Lee, who previously served on the 2025 committee to serve on the 2026 Ad-Hoc Committee.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION



Emery Go-Round

Monthly Operations and Marketing Report
February 2026

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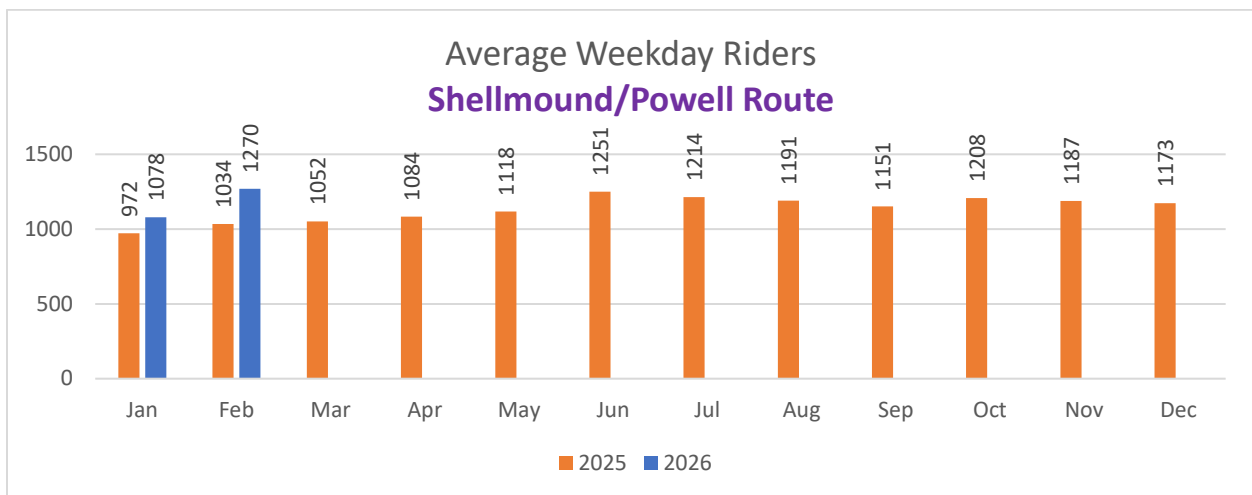
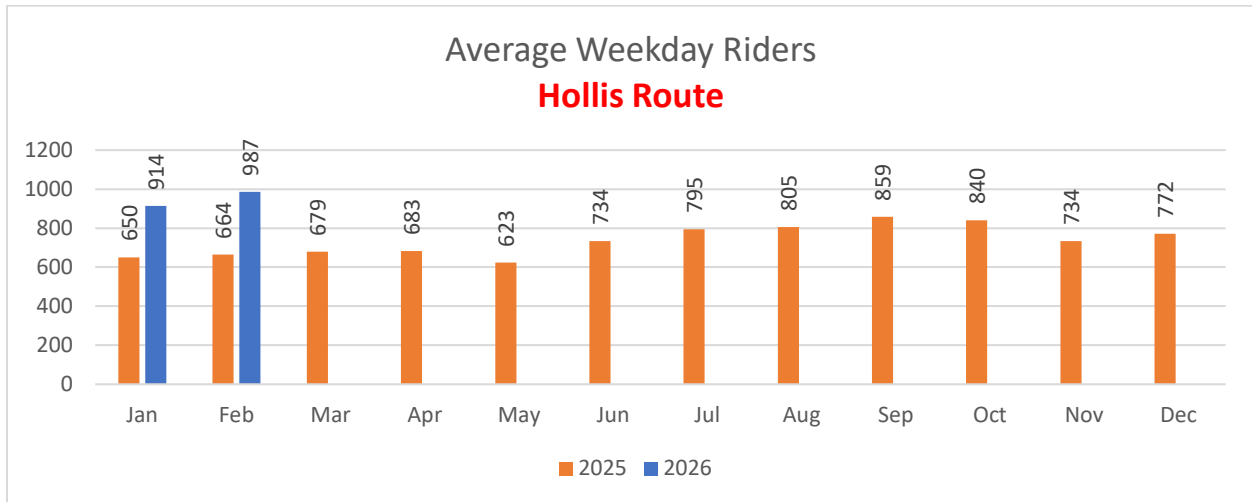
WEEKDAY RIDERSHIP													
2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	41,843	42,877											84,720
# of Operating Days	21	19											40
Average Daily Ridership	1993	2257											2,118
% Increase/Decrease from Prior Month	2%	13%											
% Increase/Decrease from Prior Year	23%	33%											
% of Pre COVID Baseline	43%	52%											48%
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%
WEEKEND RIDERSHIP													
2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekend Ridership	6650	6340											12,990
# of Operating Days	9	8											17
Average Daily Ridership	739	793											764
% Increase/Decrease from Prior Month	3%	7%											
% Increase/Decrease from Prior Year	12%	24%											
% of Pre COVID Baseline	104%	78%											91%
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	5768	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%
COMBINED RIDERSHIP													
2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Ridership	48,493	49,217	-	-	-	-	-	-	-	-	-	-	97,710
# of Operating Days	30	27	-	-	-	-	-	-	-	-	-	-	57
Total Service Hours	2,713	2,444											5,157
Average Daily Ridership (Weighted)	1,857	2,101											1,714
Passengers Per Service Hour (Pax/SH)	18	20											19
Operations Cost	\$ 271,618.80	\$ 253,807.45											\$ 525,426.25
Cost Per Passenger Trip	\$ 5.60	\$ 5.16											\$ 5.38
% Increase/Decrease from Prior Month	1%	13%											
% Increase/Decrease from Prior Year	21%	33%											12%
% of Pre COVID Baseline (Total Ridership)	52%	63%											58%
% of Pre COVID Baseline (Pax/SH)	70%	81%											76%
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%

Ridership Summary

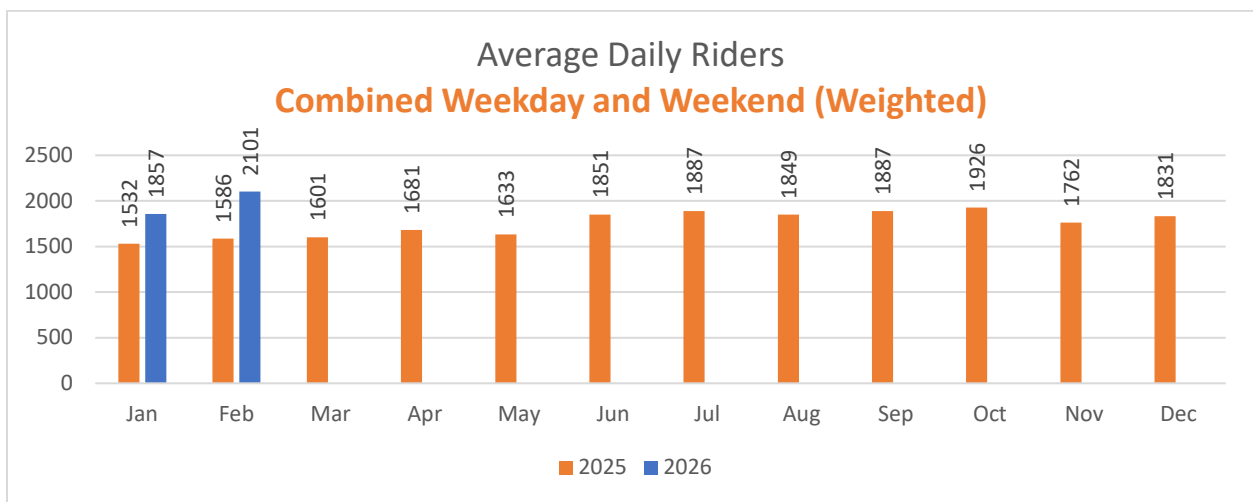
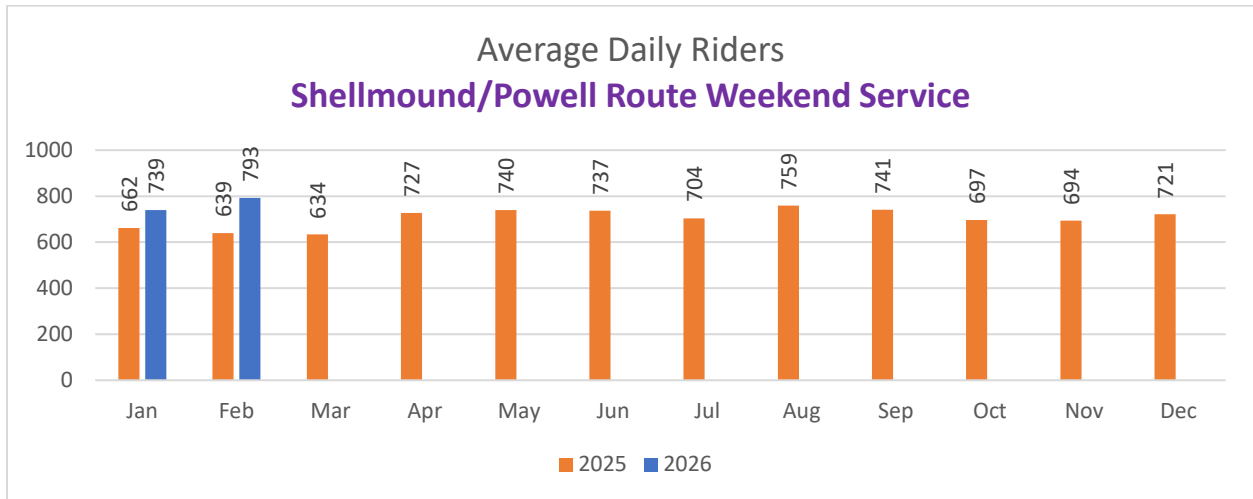
In February 2026, the Emery Go-Round ridership increased 13% from the previous month and 33% from the previous year.

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

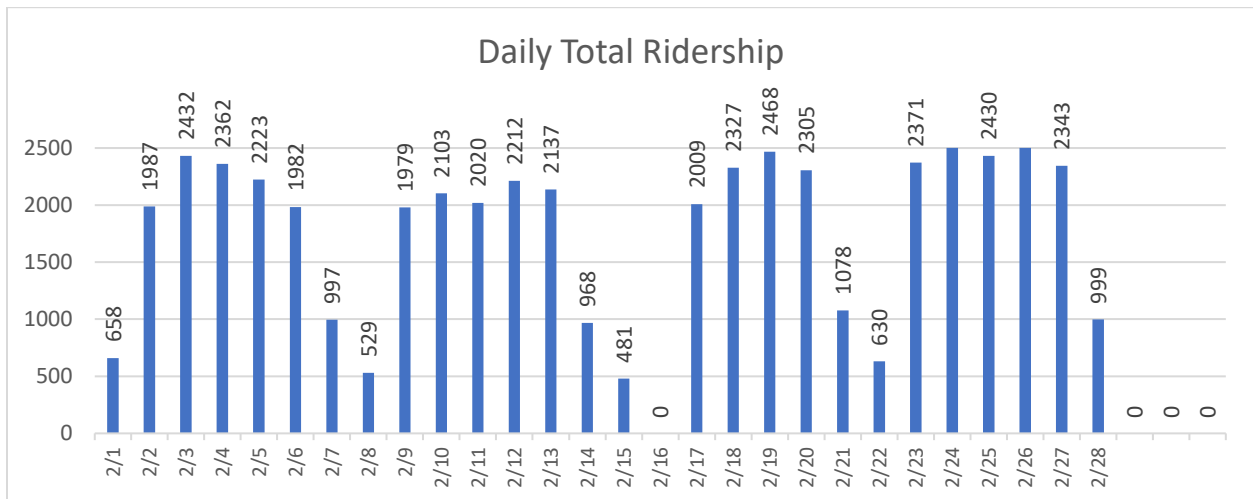
Average Daily Ridership Comparisons (YTD)



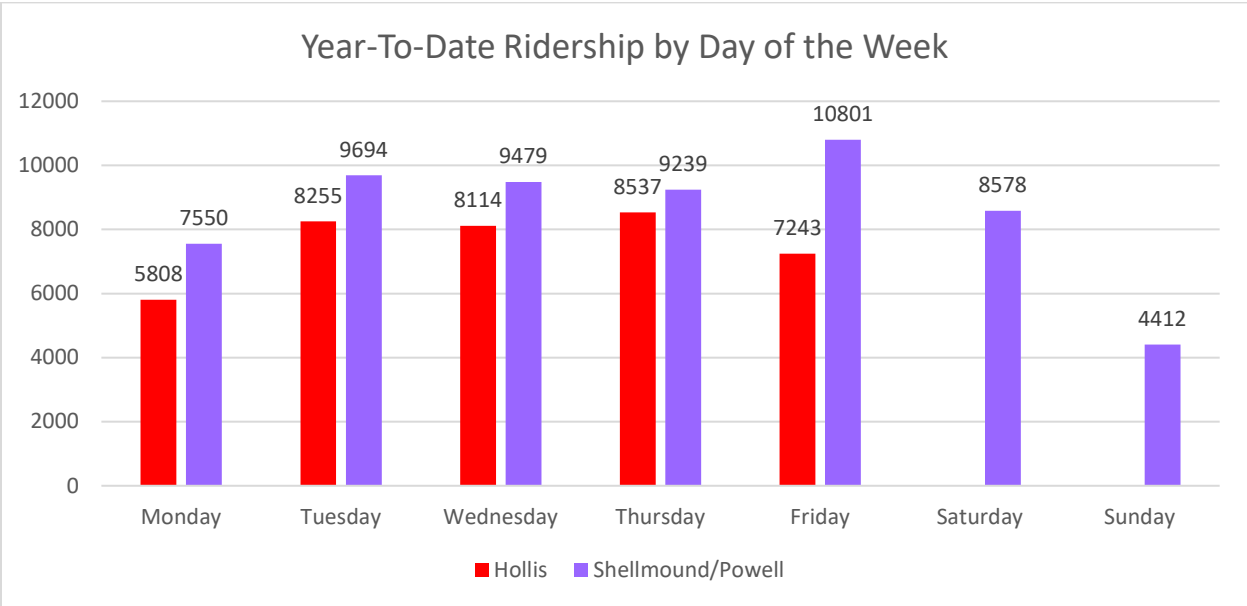
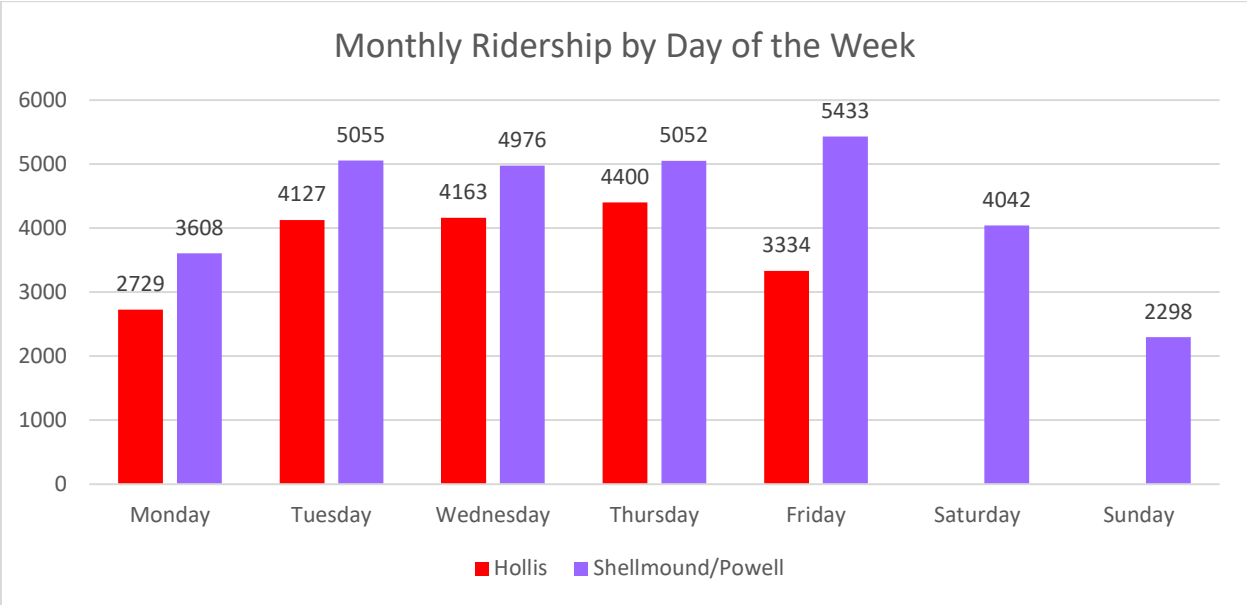
Average Daily Ridership Comparisons (YTD) (cont'd)



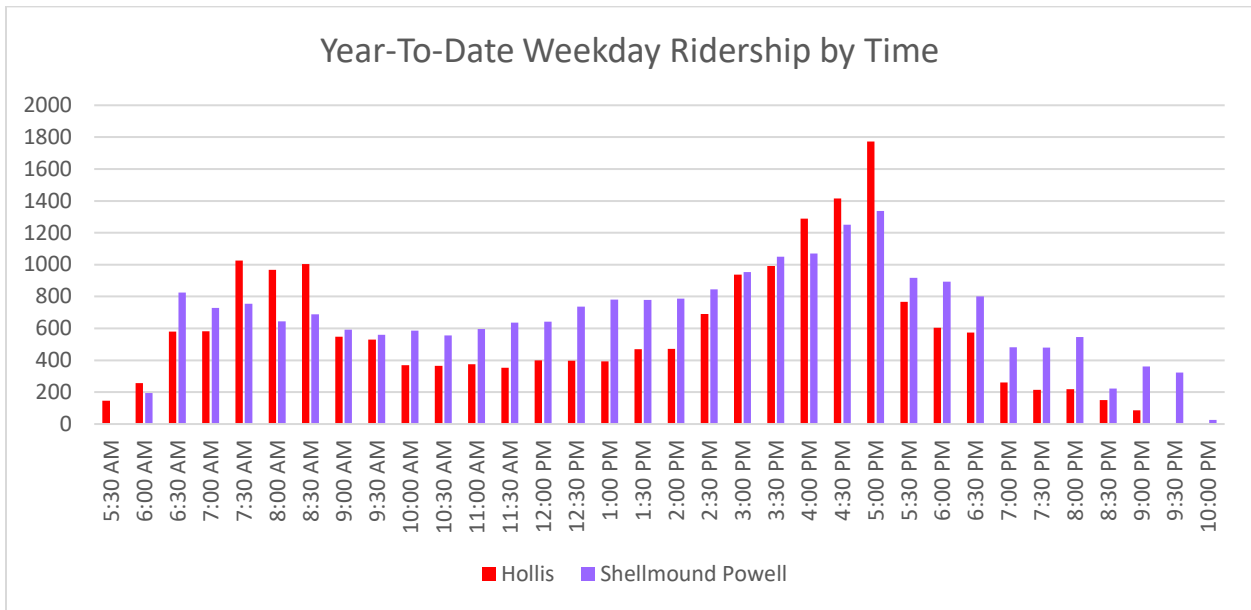
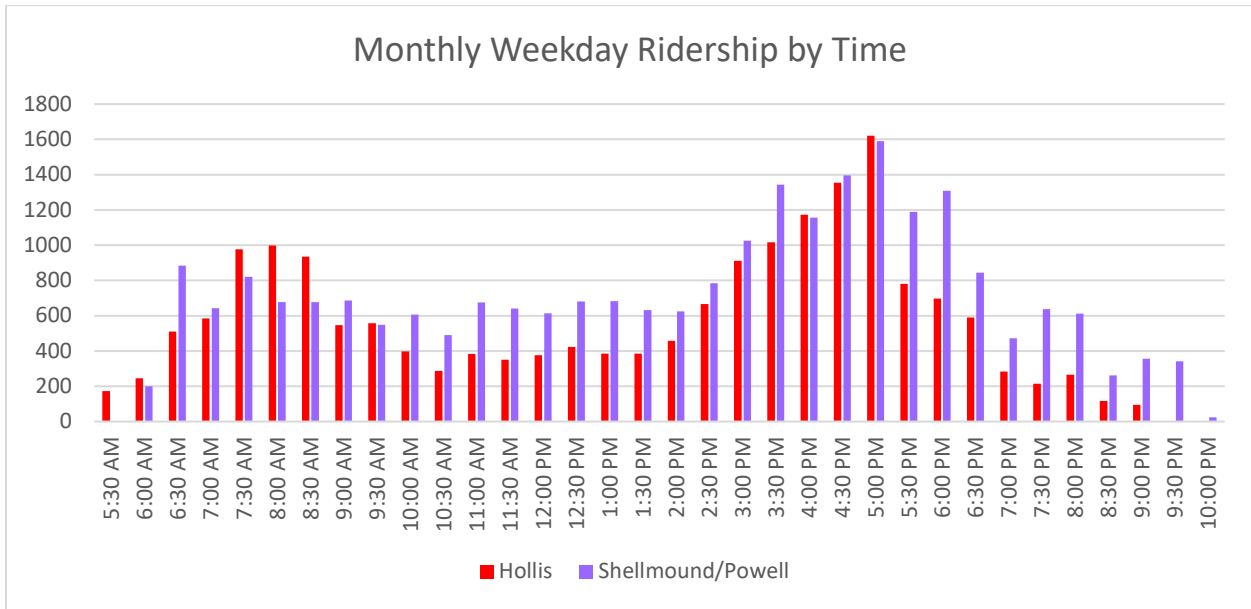
Daily Total Ridership by Date



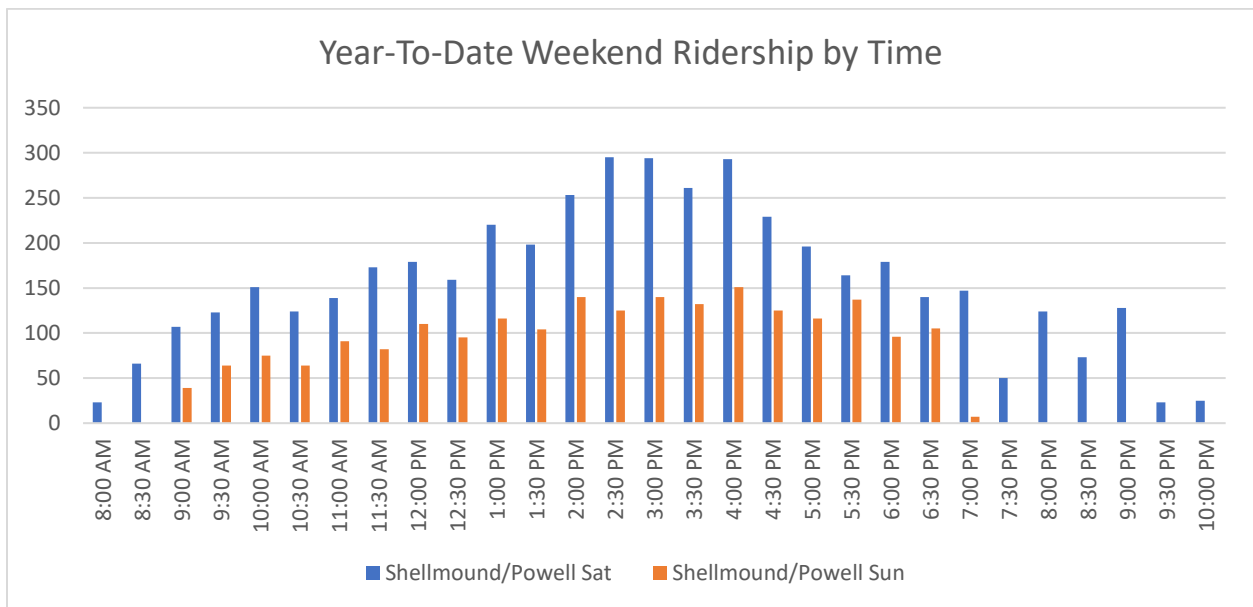
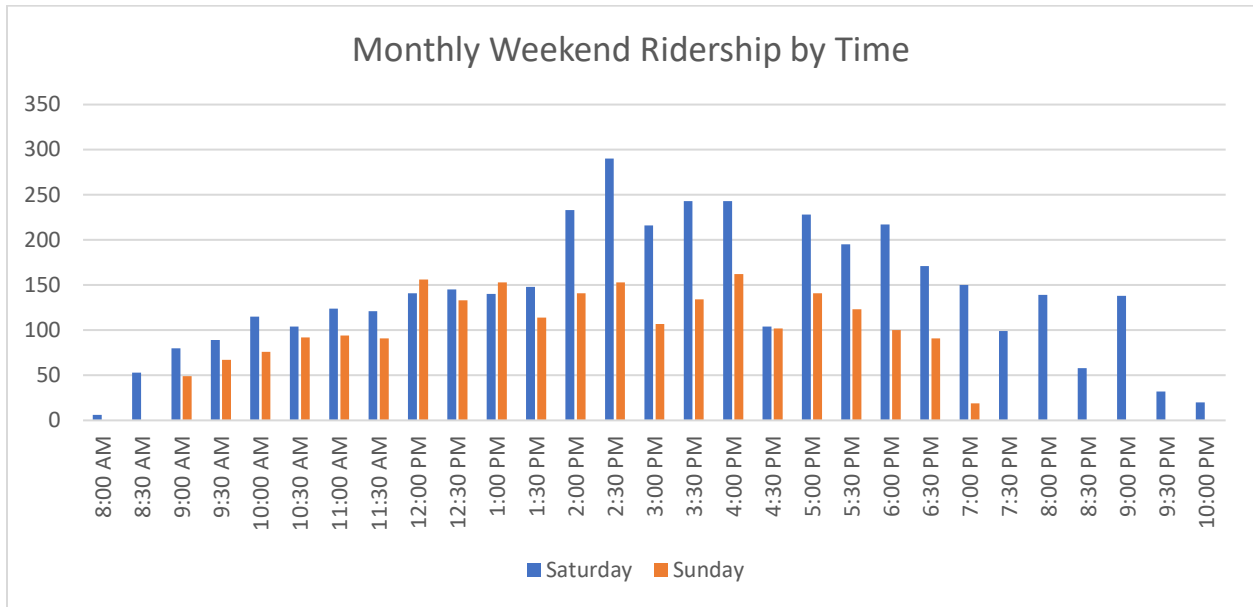
Ridership by Day of the Week



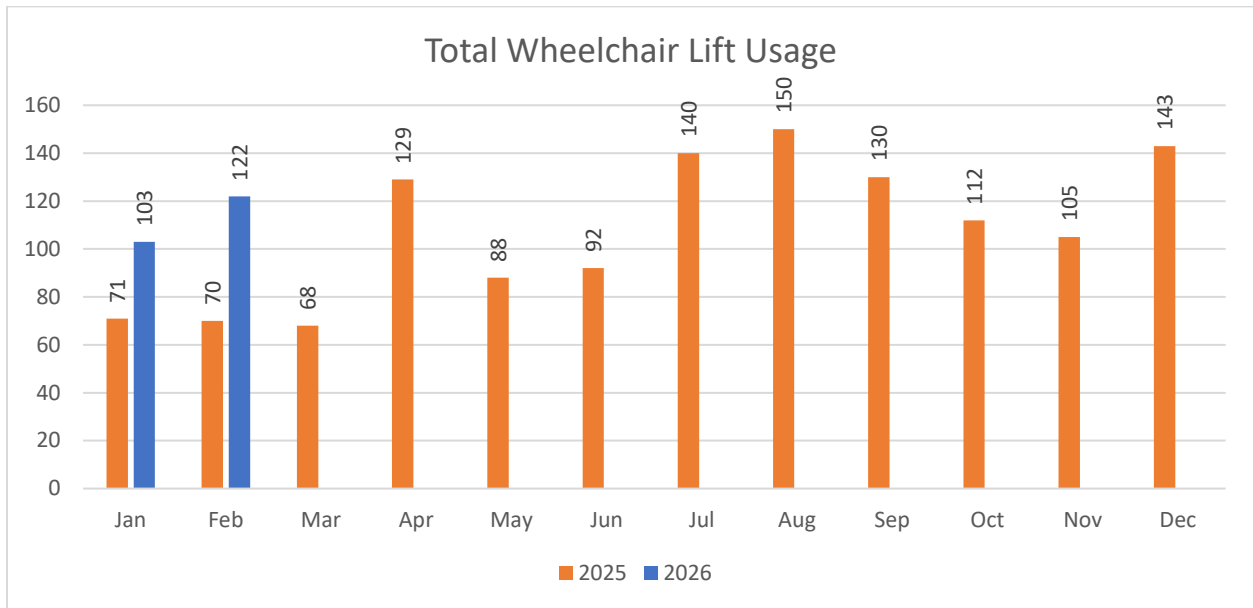
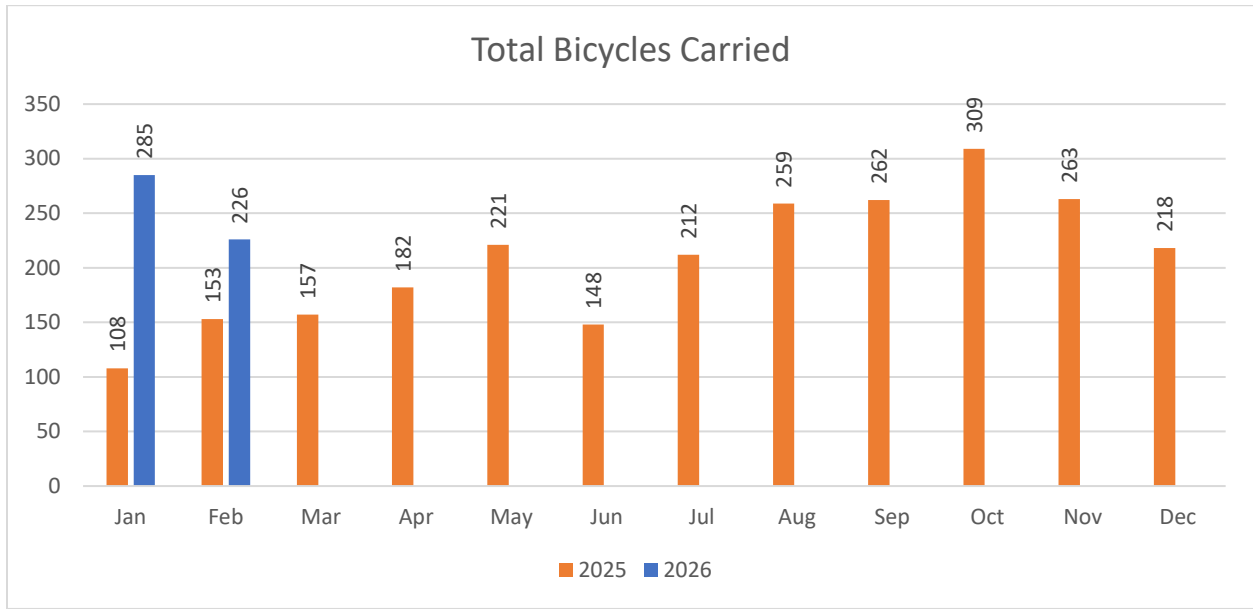
Total Ridership by Time



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	7573	8232	15805	42.2%
Berkeley Bowl SB	1864	2045	3909	10.4%
Hollis @ 59th SB	2430	195	2625	7.0%
Hollis @ 65th SB	2093	387	2480	6.6%
Horton @ 59th (Amtrak) NB	285	1477	1762	4.7%
Park Ave @ San Pablo (IHOP) WB	740	962	1702	4.5%
Hollis @ 65th NB	147	1185	1332	3.6%
Hollis @ 53rd SB	843	205	1048	2.8%
Hollis @ 59th NB	136	768	904	2.4%
Hollis @ 53rd NB	252	600	852	2.3%
Park Ave @ Pixar EB	527	211	738	2.0%
Hollis @ 63rd SB	657	62	719	1.9%
Hollis @ 45th SB	456	243	699	1.9%
Emery St @ 40th EB	277	376	653	1.7%
Stanford Ave @ Horton WB	76	560	636	1.7%
Park Ave @ Pixar WB	218	394	612	1.6%
Hollis @ 64th NB	48	562	610	1.6%
Hollis @ 45th NB	131	247	378	1.0%
Total	18753	18711	37464	100.0%

Year to Date Total Use	% of Year to Date Total Use
31870	42.1%
7776	10.3%
5430	7.2%
4921	6.5%
3600	4.8%
3327	4.4%
2612	3.4%
2144	2.8%
1969	2.6%
1649	2.2%
1542	2.0%
1485	2.0%
1494	2.0%
1330	1.8%
1441	1.9%
1223	1.6%
1188	1.6%
778	1.0%
75779	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	8308	8636	16944	35.1%
Shellmound @ Bay St (IKEA) NB	500	2553	3053	6.3%
40th @ San Pablo WB	1363	1255	2618	5.4%
Shellmound @ Sonesta SB	2047	350	2397	5.0%
Christie @ Trader Joe's SB	1796	583	2379	4.9%
40th @ San Pablo EB	1501	873	2374	4.9%
Powell @ Police/Fire Station EB	1625	247	1872	3.9%
40th @ Horton WB	786	987	1773	3.7%
Shellmound @ Christie NB	397	1171	1568	3.3%
40th @ Horton EB	992	512	1504	3.1%
Powell @ Watergate Market WB	273	1195	1468	3.0%
65th @ Shellmound	367	885	1252	2.6%
Christie @ Public Market SB	624	490	1114	2.3%
40th @ Hollis WB	624	487	1111	2.3%
Christie @ 64th SB	246	826	1072	2.2%
40th @ Emery WB	637	318	955	2.0%
The Towers	453	500	953	2.0%
Shellmound @ Public Market NB	261	651	912	1.9%
40th @ Emery EB	256	640	896	1.9%
Powell @ The Marina	432	281	713	1.5%
40th @ Hollis EB	346	242	588	1.2%
Powell @ Hilton Garden Inn WB	105	184	289	0.6%
Christie @ FedEx SB	103	155	258	0.5%
Christie @ 65th SB	82	69	151	0.3%
Total	24124	24090	48214	100.0%

Year to Date Total Use	% of Year to Date Total Use
32658	34.9%
5560	5.9%
5139	5.5%
4478	4.8%
4971	5.3%
4627	5.0%
3797	4.1%
3411	3.6%
2874	3.1%
3042	3.3%
2852	3.1%
2421	2.6%
2120	2.3%
2131	2.3%
2167	2.3%
1790	1.9%
1793	1.9%
1856	2.0%
1824	2.0%
1471	1.6%
1124	1.2%
578	0.6%
481	0.5%
303	0.3%
93468	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	1994	2094	4088	32.3%
Shellmound @ Sonesta SB	870	281	1151	9.1%
Shellmound @ Bay St (IKEA) NB	160	877	1037	8.2%
Christie @ Trader Joe's SB	548	191	739	5.8%
40th @ San Pablo WB	359	268	627	4.9%
40th @ San Pablo EB	317	308	625	4.9%
40th @ Horton WB	284	206	490	3.9%
Powell @ Police/Fire Station EB	328	126	454	3.6%
40th @ Horton EB	209	240	449	3.5%
Shellmound @ Christie NB	109	303	412	3.3%
65th @ Shellmound	141	243	384	3.0%
40th @ Hollis WB	234	87	321	2.5%
Shellmound @ Public Market NB	97	211	308	2.4%
40th @ Emery EB	69	231	300	2.4%
Powell @ The Marina	122	140	262	2.1%
Powell @ Watergate Market WB	42	209	251	2.0%
40th @ Emery WB	132	48	180	1.4%
40th @ Hollis EB	78	73	151	1.2%
Christie @ 64th SB	70	70	140	1.1%
Christie @ Public Market SB	81	35	116	0.9%
Powell @ Hilton Garden Inn WB	28	33	61	0.5%
The Towers	29	30	59	0.5%
Christie @ FedEx SB	22	16	38	0.3%
Christie @ 65th SB	17	12	29	0.2%
Total	6340	6332	12672	100.0%

Year to Date Total Use	% of Year to Date Total Use
8354	32.2%
2277	8.8%
1992	7.7%
1528	5.9%
1383	5.3%
1264	4.9%
985	3.8%
925	3.6%
1023	3.9%
949	3.7%
797	3.1%
604	2.3%
636	2.5%
545	2.1%
558	2.2%
516	2.0%
375	1.4%
307	1.2%
309	1.2%
238	0.9%
108	0.4%
123	0.5%
100	0.4%
53	0.2%
25949	100.0%

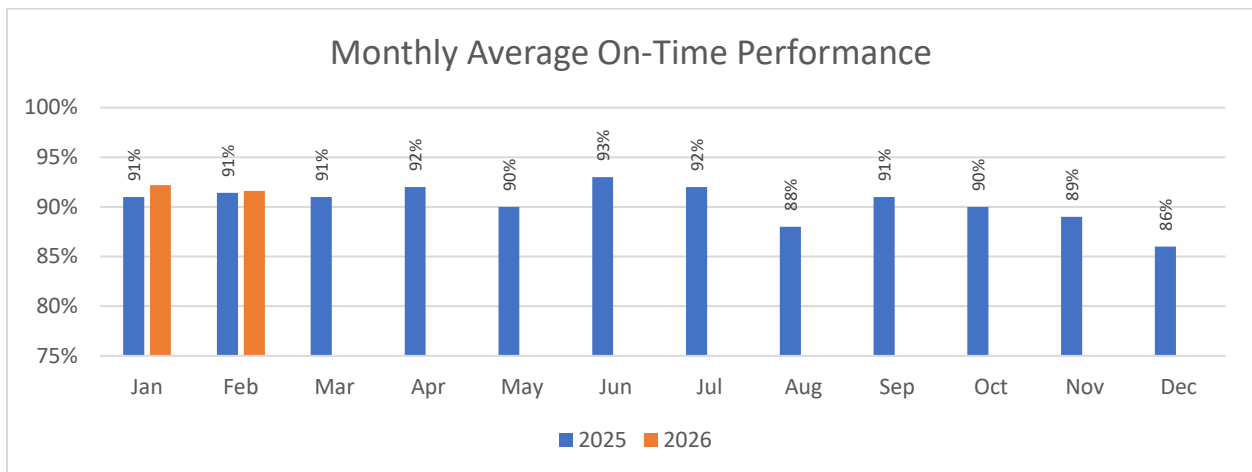
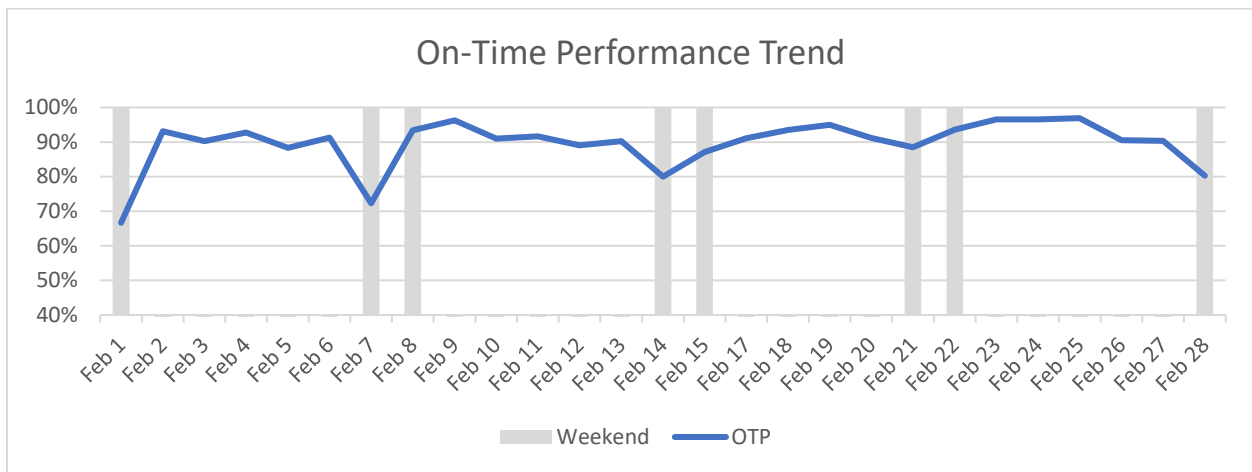
On-Time Performance

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

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

Throughout the month:

- The Hollis Route averaged an OTP of 94%
- The Shellmound/Powell Weekday Route averaged an OTP of 89%
- The Shellmound/Powell Weekend Route averaged an OTP of 83%
- The Average Total Monthly OTP for all routes was 92%

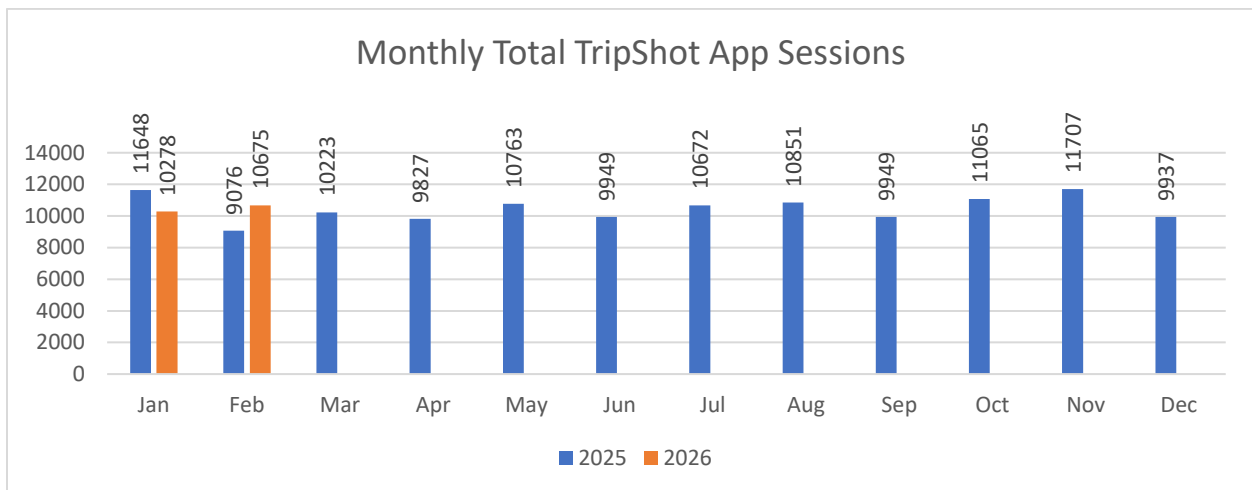
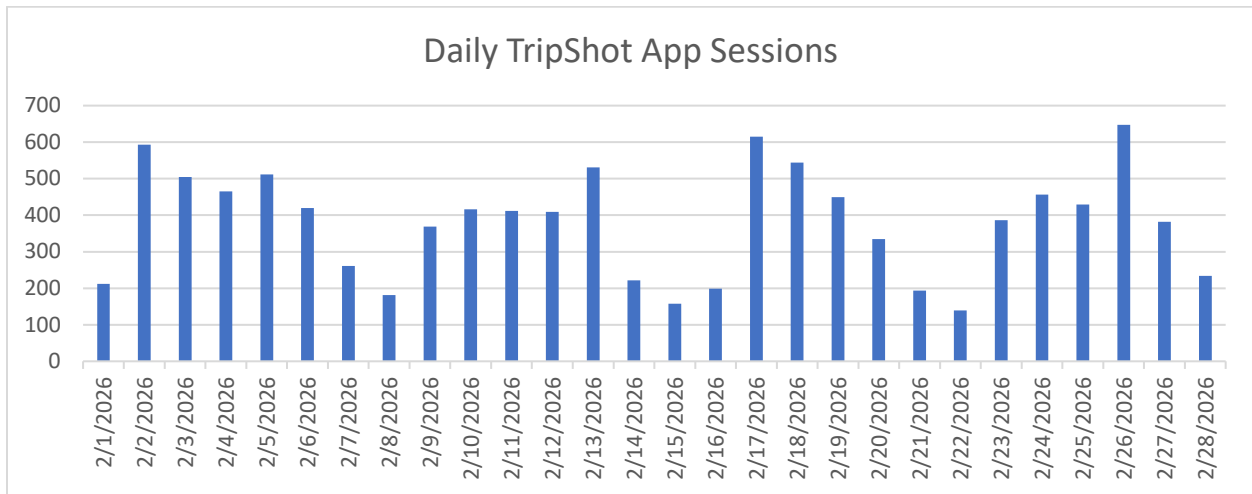


TripShot App Usage

Utilization

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

Total Monthly App Sessions: 10,675



Marketing Report

Meta Campaigns – Paid Social Media

Overview:

We ran 1 ad campaign for Emery Go-Round on Meta (Facebook and Instagram) through January. The campaign aimed to highlight Emery Go-Round as a free shuttle and a way to save money in the new year. We tested two different ads:

- Ad A: Rider focused image
- Ad B: Route focused graphic



Meta Target Audience:

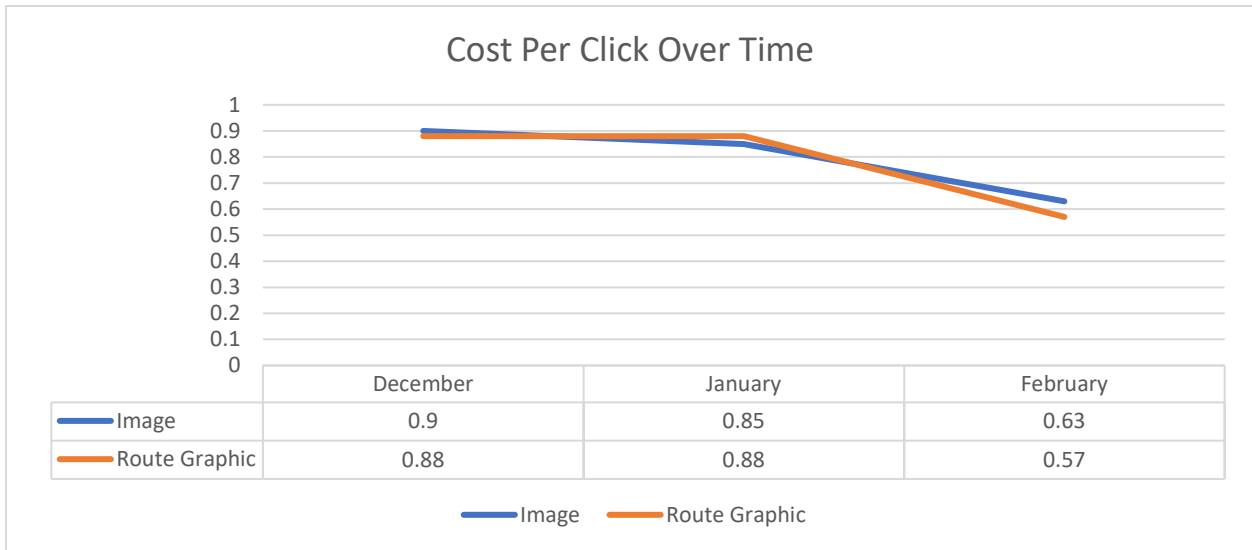
- 25-55 year olds
- People who live or work in and around Emeryville, including within zip codes of nearby BART stops.
- People identified as commuters and people interested in public transportation

**Note: Meta will show ads to some people outside the target age range and interests if the algorithm identifies them as likely to click on Emery Go-Round ad.*

February Campaign Dates: 2/1/2026 - 2/28/2026

- Total cost: \$999.97
- Ads averaged 2.4% click rate

Results	Total/Ave	Ad A	Ad B
			
Cost Per Click	\$0.60	\$0.63	\$0.57
Impressions	172,972	86,797	86,175
Individuals Reached	68,071	37,643	41,541
Website Clicks	1,665	791	874
Instagram Likes	93	21	72
Facebook Likes	105	65	40



Social Media Comments on Ads:

“Will this show up as an option on Google maps transit navigation?”

- “It’s really the best and it shows up on the TripShot app”
- “yes”

“Please add West Oakland BART <3”

“I love it but find the steps very steep”

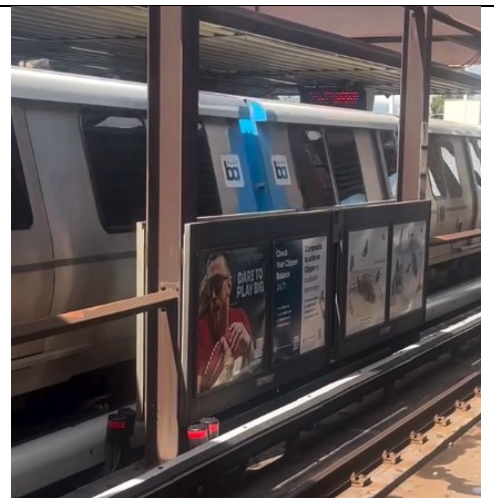
“West Oakland BART”

Marketing: Organic Social Media

Post Date: February 21, 2026

“Can’t get enough of BART? Emery Go-Round can get you there! Buses arrive at MacArthur BART every 15 minutes, just steps from the station”

[video of BART train pulling into MacArthur]





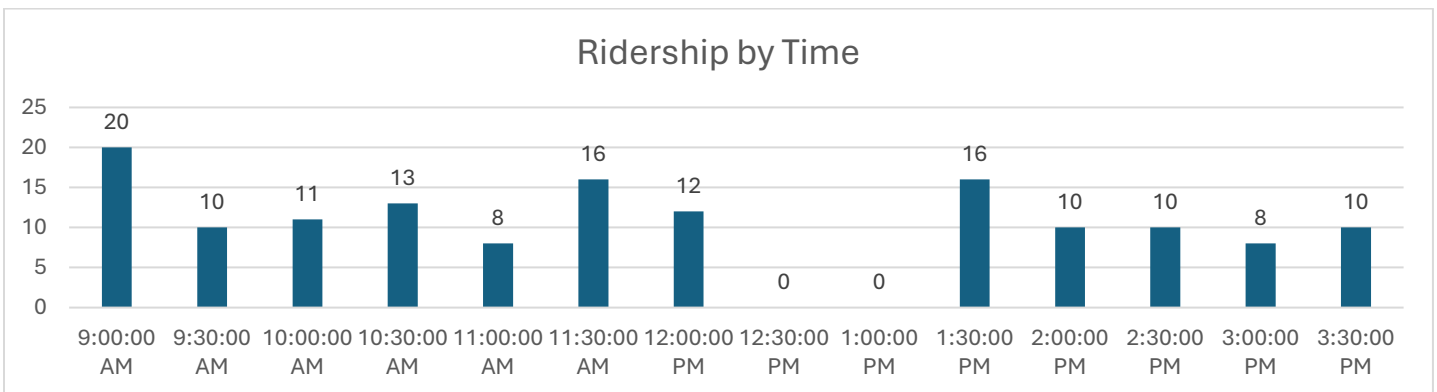
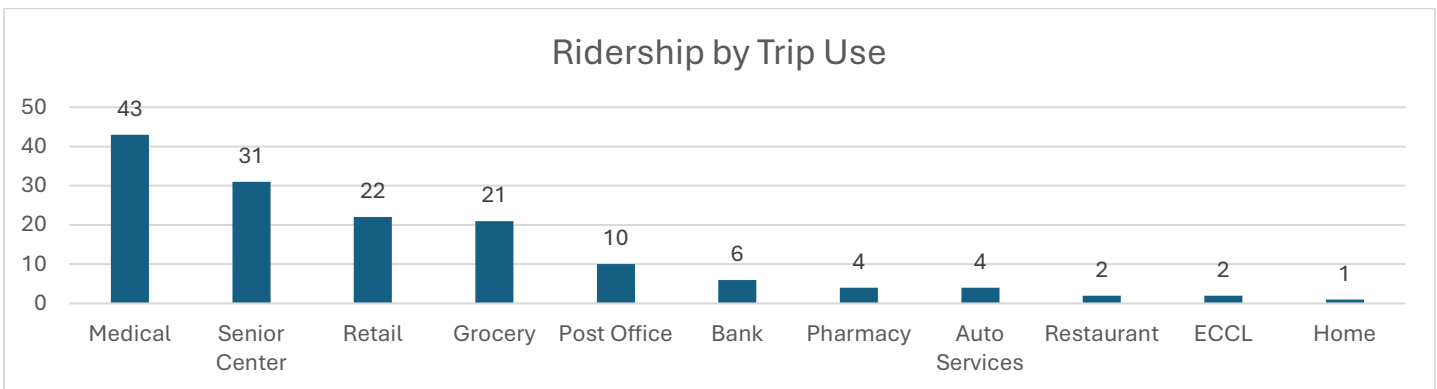
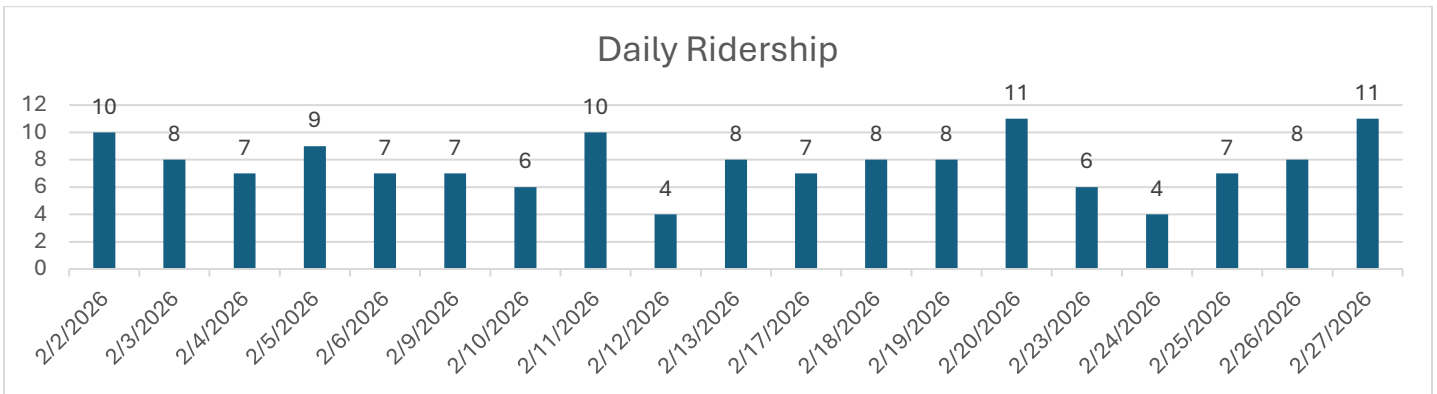
February 2026 8 to Go Ridership Report

Monthly Statistics

Total Number of Trips: 146
 Daily Average Trips: 8
 Number of Users: 20

How Trips Are Scheduled

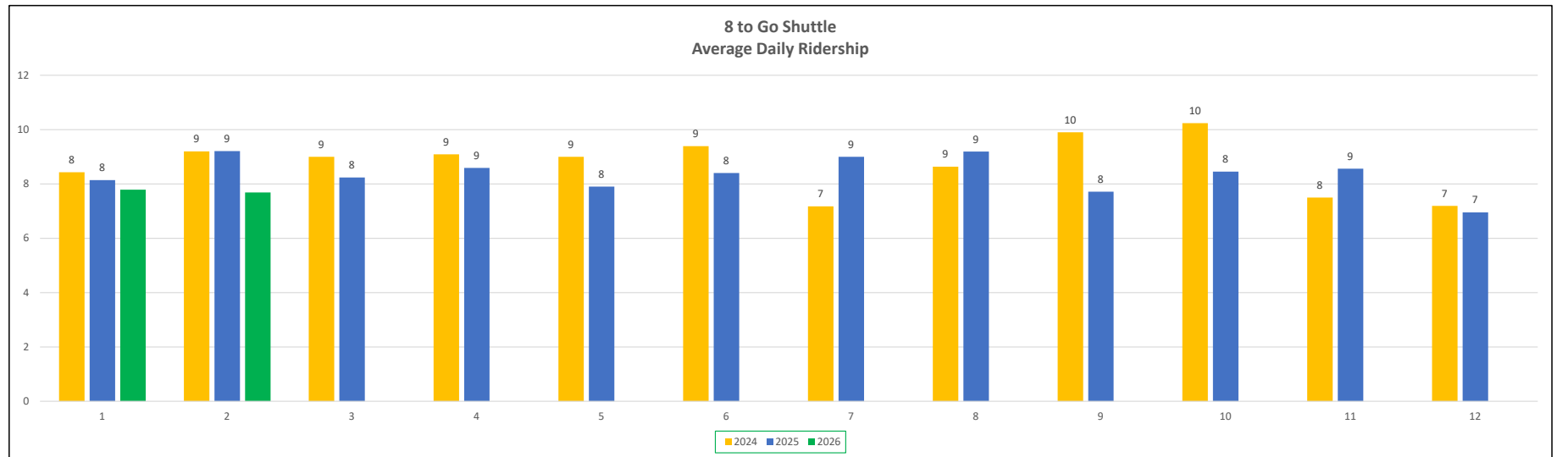
Scheduled: 81%
 Add-On: 28%





8 to Go Paratransit

2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Monthly Ridership	148	146											294
# of Operating Days	19	19											38
Average Daily Ridership	8	8											8
Cost per Passenger Trip	\$ 75.35	\$ 78.74											\$ 77.03
% Increase/Decrease from Prior Month	12%	-1%											
% Increase/Decrease from Prior Year	-4%	-17%											
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	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%	





ANNUAL RIDERSHIP SUMMARY (YTD)/COMPARISON

Emery Express Shuttle													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2026													
Total Monthly Ridership	1,467	1,400											2,867
# of Operating Days	22	19											41
Average Daily Ridership	67	74											70
Cost per Passenger Trip	\$ 14.52	\$ 13.37											\$ 13.96
% Increase/Decrease from Prior Month	22%	11%											
% Increase/Decrease from Prior Year	40%	43%											
2025													
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													
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%	

