



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
October 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. Reporting and Updates Report
 - A. Upcoming tabling events and board attendance/staffing
4. Approval of the Minutes of the September 15, 2026 Board of Directors Meeting
5. Board Governance & Administration
 - A. Appoint 2027 Transportation Study Ad-Hoc Committee
 - B. Appoint 2027 Agreement Ad-Hoc Committee
6. Action Items
 - A. Discussion of 2027 Calendar Priorities
 - B. Review and Consider Approval and Adoption of the 2027 Annual Budget
7. Informational Items – No presentation; available for board review
 - A. Operations Report
8. Board and Staff Comments
9. Confirm date of Next Meeting – November 17, 2026
10. Adjournment

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Board of Directors Meeting

September 15, 2026

LOCATION: 1333 PARK AVENUE, Council Chambers

EMERYVILLE, CA 94608

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

Directors Present:

*Bobby Lee, Chair
Ally Fitzmaurice, Secretary
Colin Osborne, Director
Christa Williams, Director
Peter Schreiber, Director
Geoff Sears, Director*

Others Present:

*Daniel Oliver, ALTRANS
Lucey Gorrill, ALTRANS via Teams
Andrew Ridley, ALTRANS via Teams
Justine Burt, ALTRANS via Teams
Janet Shipp, ALTRANS
Pedro Jimenez, City of Emeryville via Teams
Ryan Lau, AC Transit
Carissa Lee, AC Transit*

1. Call to Order

Bobby Lee called the Board of Director's meeting to order at 11:03am

2. Public Comment: 11:03am

No public comments

3. Consent Calendar: 11:03am

- A. Approval of the Minutes of the August 18, 2026 Board of Directors Meeting
- B. Review and Consider Approval of the Amendment 2 with John Tounger for Accounting and Bookkeeping Services
- C. Review and Consider Approval of Amendment 1 to the Shuttle Operations and Maintenance Agreement with MV Transportation, Inc. to add Charter Services
- D. Review and Consider Approval of Modified Amendment 4 to Extend the Fueling Agreement with AC Transit Through December 31, 2026
- E. Review and Consider Approval to Consolidate Certificate of Deposit Accounts

Bobby Lee motioned for approval of the Consent Calendar. Geoff Sears seconded the motion.

This item was approved by a unanimous vote.

Yes: 6

No: 0

Abstain: 0

4. Presentation: 11:08am

A. AC Transit: Sustaining Transit Service

Ryan Lau and Carissa Lee presented on the AC Transit Service. The slides of the presentation were sent to the Directors.

5. Business Items: 11:55am

A. Review and Discuss Draft Budget for 2027

Daniel reviewed the draft budget seeking input before next month when we seek approval. The 3% increase for the PBID was approved in July. This evening it will be brought to Council that the 8 to Go service will now be operated by AP3. September 30 will be the last day of service with EGR. There was an increase in anticipated investment revenue of approximately \$60,000. There is an increased cost for maintenance expenses that was not included in the preliminary budget. EGR was paying for the lowest tier of cleaning the buses and now we are contracted for a higher tier of cleaning.

B. Review and Discuss Support for November 2026 Ballot Measures: 11:45am

This agenda item was discussed by Bobby Lee and Daniel after the AC Transit presentation. Because we are a private organization, we can advocate for these measures but because we are publicly funded, we are still within some limitations.

Bobby Lee motioned for approval that the ETMA can provide some level of support for the 2026 Ballot Measures pending attorney approved verbiage. Peter Schreiber seconded the motion.

This item was approved.

Yes: 5

No: 0

Abstain: 1

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

A. Operations Report

7. Board and Staff Comments: 12:06pm

Christa discussed the first Emeryville Restaurant Week, taking place October 1–11, and EGR agreed to a \$1,500 premier sponsorship in exchange for advertising. Geoff would like to see a menu of opportunities for advertising suggested to the ETMA board. Christa mentioned again to provide screens in the buses to be used for advertising. Daniel will add the screen cost to the final budget. Daniel will send Colin the information for input on what type of screens to purchase.

8. Confirm date of Next Meeting: 12:20pm

The meeting date was confirmed for October 20, 2026.

9. Adjournment: 12:20pm

The meeting was adjourned at approximately 12:20pm.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: October 20, 2026
SUBJECT: Appoint 2027 Transportation Study Ad-Hoc Committee

Background

At the February 2026 meeting, when the ETMA board selected Piccadilly to conduct the 2026 survey initiative, the board discussed using the surveys to establish a baseline of rider demographics, program usage, and satisfaction with Emery Go-Round.

The Board also discussed conducting a broader transportation study in 2027 to help shape the program's future and identify services the ETMA should consider. Potential topics could include new or improved routes, transitioning to clean-air vehicles, autonomous-vehicle pilots, and microtransit.

Description

To assist staff in the development of the scope of work, request for proposals, and eventual vendor recommendation to the board, it is recommended to establish an ad-hoc committee for the 2027 Transportation Study.

The committee's formal role will be to:

- Establish goals for the study
- Develop the scope of work and request for proposals (RFP)
- Upon board approval to issue the RFP, review all proposals and make a vendor recommendation to the board
- Work with awarded vendor and staff to develop study methodology and instruments

The committee will automatically dissolve upon presentation of the final transportation study report.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: October 20, 2026
SUBJECT: Appoint 2027 Agreement Ad-Hoc Committee

Description

At the end of the calendar year, the ETMA has multiple agreements requiring amendments for renewal and/or modification or requiring a new agreement entirely. To assist staff in developing, reviewing and recommending of these agreements, it is recommended to establish an ad-hoc committee for the 2027 agreements.

Upcoming Amendments/Agreements:

Client/Contractor/Vendor	Document Type
AC Transit	New Fueling Agreement
MV Transportation	Amendment 2
Quarterra	Amendment 6
TripShot	Quote Approval, no Amendment required

The committee's formal role will be to:

- Assist staff with the development of amendments and agreements as needed
- Review amendments and agreement with staff and the ETMA's attorney
- Recommend approval of amendments and agreement to the rest of the ETMA board

The committee will automatically dissolve upon approval of all amendments and agreements.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: October 20, 2026
SUBJECT: Discussion of 2027 Calendar Priorities

Description

Leading up to the 2027 Calendar Year, it is important to discuss the ETMA Board's priorities and to provide an overview of the activities and initiatives that the ETMA will undergo throughout the year.

Activities, Initiatives, and Important Events

- **Fleet Plan: January 2027**
 - Proposed approval to place a purchase order with El Dorado National for vehicle procurement
- **Infotainment Screens: Spring**
 - We are receiving updated quotes and will present our recommendation for approval in the coming months.
- **Multi-Media Marketing Campaign: Spring**
 - February: Finalization
 - March: Board Approval
 - April: Launch
- **Multi-Media Marketing Campaign: Fall**
 - August: Finalization
 - September: Board Approval
 - October: Launch
- **Transportation Study: Fall Launch**
 - With the Committee formed in October 2026, the plan will be to issue the RFP in early Spring with the goal to begin the study in the Fall. Depending on the scope and required parameters, the study may take 6+ months to complete.
- **Emery Express Shuttle Absorption: Discussion/TBD**
 - Quarterra is currently required to provide the Emery Express through 2027. The program has been successful and seen increased ridership over the last year+. Because of these factors, the concept of absorbing the Emery Express into Emery Go-Round proper has been raised by board member and warrants discussion.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

EMERYVILLE TMA 2027 CALENDAR OF ACTIONS

January 19	
BOARD AGENDA AND ACTIONS	• Review and Consider approval to place a purchase order with El Dorado National for vehicle procurement • City of Emeryville Public Works Presentation
OTHER	• City to Provide ETMA with the 1st installment of PBID Funds by January 15th. • Request Audit Engagement Letter from Maze & Associates

February 16	
BOARD AGENDA AND ACTIONS	• Review and Consider Approval of Audit Engagement with Maze & Associates for Preparation of 2026 Audited Financial Statements • Appoint Audit Review Committee
OTHER	• Finalization of the 2027 Spring Multi-Media Marketing Campaign Plan

March 16	
BOARD AGENDA AND ACTIONS	• Review and Consider Approval of Resolution 27-01 Establishing May 18, 2026 at 11:00am as the Date and Time of the Annual Membership Meeting • Review of Business, Corporate, and Employer Member Candidates • Review and Consider Approval of the Spring 2027 Multi-Media Marketing Campaign
OTHER	•

April 20	
BOARD AGENDA AND ACTIONS	• City of Emeryville Public Works Update
OTHER	• Launch 2027 Spring Multi-Media Marketing Campaign • Prepare 2027 Annual Report • Distribute Nomination Forms to Employer and Business Members – NLT April 15th • Post Annual Membership Invite – NLT April 15th • Provide City with Annual Report by the 30th • Conduct Annual Audit Review Committee (prior to Board May meeting). • Prepare 2027 Preliminary Budget & PBID Levy Recommendation • ETMA Budget Forecasting Review with Chair & Treasurer

May 18	
ANNUAL MEMBERSHIP MEETING	
- Election of Employer Members - Election of Business Members	
BOARD AGENDA AND ACTIONS	- Election of Officers 1st Quarter Financial Report - Review of the 2028 Preliminary Budget for recommendation to the City for 2027-28 PBID Levy
OTHER	- Tax Filings – Due May 15th - City to notify TMA of any changes to the identity of property owners or amounts of assessments on PBID properties in May

June 15	
BOARD AGENDA AND ACTIONS	- Authorize signing and the filing of the TMA's Federal Tax Return and State Annual Information Return. - Review and Accept Independent Auditors Report on the 2026 Financial Statements
OTHER	- City to provide ETMA with 2nd installment of PBID funds by the 15th - Provide City with prior year audit, receipts and expenditures by the 30th. - Provide City with prior year annual financial and operations report. - Provide City with the preliminary budget and proposed PBID levy for the following year by the 3rd - 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.

July 20	
BOARD AGENDA AND ACTIONS	No Scheduled Actions
OTHER	- City Council Meeting to adopt Assessment Levy and Annual Report Presentation - Prepare Extension for John Tounger Accounting

August 17	
BOARD AGENDA AND ACTIONS	- City of Emeryville Public Works Update 2nd Quarter Financial Report
OTHER	- Contact AC Transit to begin preparation of Amendment 1 to the fueling agreement - Request 2028 pricing from MV - Finalization of the 2027 Fall Multi-Media Marketing Campaign Plan

September 21	
BOARD AGENDA AND ACTIONS	• Review & Discuss Draft Budget for 2027 (final action scheduled for October meeting). • Review & Consider Approval to extend agreement with John Tounger for Bookkeeping and Tax Preparations • Appoint 2028 Agreement Ad-Hoc Committee • Review and Consider establishing the 2027 Executive Director Performance Review Ad-Hoc Committee • Review and Consider Approval of the Fall 2027 Multi-Media Marketing Campaign
OTHER	• Begin preparations for amendments, extensions, and new 2028 contracts.

October 19	
BOARD AGENDA AND ACTIONS	• City of Emeryville Public Works Update • Approval of Resolution to Adopt 2026 Annual Budget
OTHER	• Launch 2027 Fall Multi-Media Marketing Campaign • Agreement Review Sub-Committee to meet to discuss Amendments for AC Transit, MV Transportation, and Quatterra

November 16	
BOARD AGENDA AND ACTIONS	• 3rd Quarter Financial Report • Review and Consider Approval of ○ Amendment 1 with AC Transit ○ Amendment 3 with MV Transportation ○ Service Extension with Quatterra • Review of 2028 Calendar of Actions Closed Session: Summary of Executive Director Performance Review
OTHER	• Council Approval of 2027 Budget

December 21	
BOARD AGENDA AND ACTIONS	• No Scheduled Actions. Hold for Agreements/Decisions not able to be finalized in November

2027 FINANCIAL MILESTONES

January
1/1: Beginning of Fiscal Year 1/15: City to provide 1st installment of PBID Funds
February
2/16: Board approval of engagement with Auditor
May
5/18: 1st Quarter Financial Report 5/18: Approval the 2028 Preliminary Budget for recommendation to the City for 2027-27 PBID Levy
June
6/15: Authorize signing and the filing of the TMA's Federal Tax Return and State Annual Information Return. 6/15: Review and Accept Independent Auditors Report on the 2025 Financial Statements
August
8/17: 2nd Quarter Financial Report
September
9/21: Review & Discuss Draft Budget for 2028 (final action scheduled for October meeting). 9/21: Review and Consider approval to reinvest matured CD funds
October
10/15: CD Funds Mature and are reinvested if Board approves 10/19: Review and Consider Approval and Adoption of the 2028 Annual Budget
November
11/16" 3rd Quarter Financial Report

SERVICE AGREEMENTS

Shuttle Clients	Description	Contract End Date
Quarterra	The Emery Express Shuttle Operations	12/31/2026

Contractors	Description	Contract End Date
AC Transit	Fueling Agreement	12/31/2026
ALTRANS	Executive Director	12/31/2028
CalTrans	Bus Yard Lease	8/31/2050
Hanson Bridget	Attorney	2001 Engagement Letter, Ongoing
John Tounger	Accounting/Bookkeeping	9/30/2027
Maze and Associates	Annual Financial Audit	Annual Engagement letter
MV Transportation	Operations and Maintenance	12/31/2027
TripShot	Real-Time Tracking	12/31/2026

Vendor	Description	Contract End Date
Allied Landscape	Landscaping	Auto Renew
Centralized Vision	Security Monitoring	Auto Renew
CiviCorps Recycling	Recycling	Ongoing Expense
EBMUD	Water/Sewer	Ongoing Expense
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

INSURANCE

Insured	Policy	Expiration Date
Emeryville TMA	Commercial General Liability	4/2/2027
Emeryville TMA	Umbrella Liability	4/2/2027
Emeryville TMA	Directors and Officers Liability	9/1/2027
Emeryville TMA	Commercial Property	9/1/2027
Allied Landscape	Automobile Liability	3/1/2027
Allied Landscape	Commercial General Liability	3/1/2027
Allied Landscape	Umbrella Liability	3/1/2027
Allied Landscape	Workers Compensation	3/1/2027
ALTRANS TMA, Inc.	Automobile Liability	11/30/2026
ALTRANS TMA, Inc.	Commercial General Liability	10/22/2026
ALTRANS TMA, Inc.	Excess Liability	10/22/2026
ALTRANS TMA, Inc.	Professional Liability	1/10/2027
ALTRANS TMA, Inc.	Workers Compensation	9/1/2027
Bright Nights Janitorial	Commercial General Liability	9/26/2027
Bright Nights Janitorial	Workers Compensation	9/25/2026
Centralized Vision	Automobile Liability	8/10/2027
Centralized Vision	Commercial General Liability	8/10/2027
Centralized Vision	Cyber Liability	8/10/2027
Centralized Vision	Umbrella Liability	8/10/2027
Centralized Vision	Workers Compensation	8/10/2027
John Tounger	Automobile Liability	4/22/2027
John Tounger	Commercial General Liability	4/22/2027
John Tounger	Umbrella Liability	4/22/2027
John Tounger	Workers Compensation	2/27/2027
MV Transportation	Auto Physical Damage/Property	5/1/2027
MV Transportation	Automobile Liability (\$10M)	5/1/2027
MV Transportation	Commercial General Liability	5/1/2027
MV Transportation	Excess Liability	5/1/2028
MV Transportation	Add'l Excess Liability (\$10M)	5/1/2029
MV Transportation	Umbrella Liability	5/1/2027
MV Transportation	Workers Compensation	5/1/2027
Oracle Security	Automobile Liability	11/15/2026
Oracle Security	Commercial General Liability	10/10/2026
Oracle Security	Excess Liability	10/10/2026
Oracle Security	Workers Compensation	4/4/2027
Premier Fleet Cleaning (MV Sub-Contractor)	Automobile Liability	1/24/2027
Premier Fleet Cleaning (MV Sub-Contractor)	Commercial General Liability	4/28/2027
Premier Fleet Cleaning (MV Sub-Contractor)	Workers Compensation	4/28/2027

Emeryville TMA

2027 Final Budget

REVENUE		2027 Final	ASSUMPTIONS
PBID Revenue		5,035,106	1.7% of assessment to County Assessor + 24,500 to City for legal and administrative fees. Approved by City Council in July 2026
PBID District Related Costs		(110,097)	
NET PBID		4,925,009	
City of Emeryville - GBC		720,620	12.29% of EGR Operating Budget, per PBID Mgmt Plan. Approved by City Council in July 2026
Direct Bill Revenue		127,602	Increase based on PBID Increase
Emery Express Revenue		333,939	EmExp Exp. + \$1000/mo for Mgmt + 20% Ind. Cost Markup
Misc. Revenue (Int. Income, Investments)		242,905	
Subtotal Non-PBID Revenues		1,425,067	
TOTAL REVENUE		6,350,076	

EXPENDITURES		2027 Final	ASSUMPTIONS
Direct Cost			
EGR Operations		3,385,432	
EGR Maintenance		194,120	Vehicle Maintenance plus increased cleaning
EGR Fuel		200,000	
EGR Communications		267,924	Includes TripShot and infotainment screens
EGR Misc Operations Expenses		10,000	
EGR Bus Leases/Purchases/Savings		200,000	Estimated financing of ENC buses
Subtotal Direct Cost		4,257,476	
Reimbursable Program Costs			
Emery Express Operations		278,283	
Subtotal Reimbursable Program Costs		278,283	
Indirect Costs			
Professional Services		529,001	Mgmt, Accounting, Legal, Audit
Occupancy (Facilities related expenses)		530,772	Site lease, security, utilities, yard maintenance
TMA Insurance		63,545	
Conferences, Meetings, Office Expenses		5,000	
Membership & Public Outreach		282,500	\$1250/mo for marketing & outreach + \$120k for multi-media campaigns + wraps for new vehicles
Pilots, Projects & Research		200,000	Transporation Study and MacArthur Waiting Area
Subtotal Indirect Costs		1,610,818	
TOTAL ETMA BUDGET/EXPENSES		6,146,577	
TOTAL EGR BUDGET/EXPENSES		5,868,294	

Reserve Balance Summary	2027 Final	
Projected Fund Balance on Dec 31, 2026	7,976,426	
2026 Increase (Decrease) in Funds	203,499	
Projected Fund Balance on Dec 31, 2027	8,179,926	
15% Operating Reserve (per ETMA Policy)	921,986	The Operating Reserve includes those expenses budgeted for Reimbursable Shuttle Programs
Est. Avail. Fund Balance of Dec 31, 2027	7,257,939	

Emeryville TMA

2027 Final Qtrly Budget

REVENUE	2027 Q1	2027 Q2	2027 Q3	2027 Q4	2027 Annual
PBID Revenue	2,517,553	-	2,517,553	-	5,035,106
PBID District Related Costs	(55,048)	-	(55,048)	-	(110,097)
NET PBID	2,462,504	-	2,462,504	-	4,925,009
City of Emeryville - GBC	360,310	-	360,310	-	720,620
Direct Bill Revenue	127,602	-	-	-	127,602
Emery Express Revenue	80,996	83,485	84,729	84,729	333,939
Misc. Revenue (Int. Income, Investments)	-	-	-	242,905	242,905
Subtotal Non-PBID Revenues	568,909	83,485	445,039	327,635	1,425,067
TOTAL REVENUE	3,031,413	83,485	2,907,544	327,635	6,350,076
EXPENDITURES	2027 Q1	2027 Q2	2027 Q3	2027 Q4	2027 Annual
Direct Cost					
EGR Operations	830,622	848,245	853,692	852,873	3,385,432
EGR Maintenance	48,530	48,530	48,530	48,530	194,120
EGR Fuel	50,000	50,000	50,000	50,000	200,000
EGR Communications	256,590	3,778	3,778	3,778	267,924
EGR Misc Operations Expenses	2,500	2,500	2,500	2,500	10,000
EGR Bus Leases/Purchases	-	-	80,000	120,000	200,000
Subtotal Direct Cost	1,188,242	953,053	1,038,500	1,077,681	4,257,476
Reimbursable Program Costs					
Emery Express Operations	67,497	69,571	70,608	70,608	278,283
Subtotal Reimbursable Program Costs	67,497	69,571	70,608	70,608	278,283
Indirect Costs					
Professional Services	125,578	146,773	125,578	131,071	529,001
Occupancy (Facilities related expenses)	132,340	131,535	133,207	133,692	530,772
TMA Insurance	56,285	-	7,260	-	63,545
Conferences, Meetings, Office Expenses	1,250	1,250	1,250	1,250	5,000
Membership & Public Outreach	3,750	62,500	3,750	212,500	282,500
Pilots, Projects & Research	-	-	-	200,000	200,000
Subtotal Indirect Costs	319,203	342,058	271,045	678,513	1,610,818
TOTAL ETMA BUDGET/EXPENSES	1,574,941	1,364,682	1,380,153	1,826,801	6,146,577
TOTAL EGR BUDGET/EXPENSES	1,507,445	1,295,111	1,309,545	1,756,193	5,868,294

REVENUE	2022 Final	2022 Actual	% +/-	2023 Final	2023 Actual	% +/-	2024 Final	2024 Actual	% +/-	2025 Final	2025 Actual	% +/-	2026 Final	2026 To Date	% +/-	2027 Final
PBID Revenue																
PBID Revenue	4,343,798	4,343,798	100%	4,474,112	4,474,112	100%	4,607,835	4,607,835	100%	4,746,070	4,746,070	100%	4,888,452	2,390,424	49%	5,035,106
District Related Costs	(98,345)	(98,345)	100%	(100,560)	(100,560)	100%	(102,833)	(102,833)	100%	(105,183)	(105,183)	100%	(107,604)		0%	(110,097)
Net PBID	4,245,453	4,245,453	100%	4,373,552	4,373,552	100%	4,505,002	4,505,002	100%	4,640,887	4,640,887	100%	4,780,848	2,390,424	50%	4,925,009
Non-PBID Revenue																
City of Emeryville - General Benefit Contribution	564,726	564,726	100%	634,164	634,164	100%	609,273	609,273	100%	639,966	639,966	100%	760,771	380,386	50%	720,620
ETMA Direct Billed Revenue	109,578	109,764	100%	112,865	113,373	100%	115,360	116,984	101%	120,277	119,429	99%	123,886	119,340	96%	127,602
8 to Go Revenue	128,250	112,688	88%	145,900	111,384	76%	143,615	144,689	101%	164,599	158,373	96%	162,840	38,922	24%	-
WBS Revenue	252,498	254,027	101%	322,000	295,013	92%	337,353	342,423	102%	388,228	365,961	94%	-	-	-	-
Emery Express Revenue	229,200	187,805	82%	428,400	351,911	82%	328,976	299,890	91%	315,930	313,344	99%	322,145	79,469	25%	333,939
Misc. Revenue (Interest income, investments, etc.)	3,000	1,630	54%	3,000	45,473	1516%	215,338	223,127	104%	199,774	221,257	111%	208,869	43,154	21%	242,905
Subtotal Non-PBID Revenues	1,287,252	1,230,640	96%	1,646,329	1,551,318	94%	1,749,915	1,736,386	99%	1,828,774	1,818,330	99%	1,578,511	661,270	42%	1,425,067
TOTAL REVENUE	5,532,705	5,476,093	99%	6,019,881	5,924,870	98%	6,254,916	6,241,388	100%	6,469,661	6,459,217	100%	6,359,360	3,051,694	48%	6,350,076
EXPENDITURES	2022 Final	2022 Actual	% +/-	2023 Final	2023 Actual	% +/-	2024 Revised	2024 Actual	% +/-	2025 Final	2025 Actual	% +/-	2026 Final	2026 To Date	% +/-	2027 Final
Direct Costs																
EGR Operations	2,420,000	2,117,761	88%	2,700,000	2,431,320	90%	2,725,819	2,729,754	100%	2,959,344	2,986,836	101%	3,256,114	804,750	25%	3,385,432
EGR Maintenance	300,000	191,239	64%	220,000	194,494	88%	102,280	75,347	74%	100,000	96,793	97%	100,000	13,029	13%	194,120
EGR Fuel	325,000	262,333	81%	360,000	214,510	60%	240,000	190,905	80%	216,730	196,965	91%	195,325	55,649	28%	200,000
EGR Communications	55,000	47,272	86%	55,000	112,872	205%	101,569	119,087	117%	117,274	31,358	27%	393,687	92,459	23%	267,924
EGR Misc. Operations Expenses	5,000	-	0%	10,000	343	3%	10,000	-	0%	10,000	3,606	36%	10,000	-	0%	10,000
EGR Bus Leases/Purchases/Savings	500,000	266,246	53%	500,000	161,953	32%	500,000	88,907	18%	500,000	-	0%	250,000	-	0%	200,000
Subtotal Direct Costs	3,605,000	2,884,852	80%	3,845,000	3,115,492	81%	3,679,668	3,204,000	87%	3,903,348	3,315,559	85%	4,205,126	965,887	23%	4,257,476
Reimbursable Program Costs																
8 to Go Operations	128,250	113,042	88%	145,900	105,505	72%	134,015	147,121	110%	164,599	150,981	92%	162,840	37,630	23%	-
West Berkeley Shuttle Operations	252,498	253,269	100%	280,000	247,133	88%	280,359	300,845	107%	337,590	304,797	90%	-	-	-	-
Emery Express Operations	191,000	123,159	64%	357,000	283,832	80%	260,947	252,909	97%	263,275	249,120	95%	268,454	62,954	23%	278,283
Subtotal Reimbursable Program Costs	571,748	489,471	86%	782,900	636,469	81%	675,321	700,875	104%	765,464	704,898	92%	431,295	100,583	23%	278,283
Indirect Costs																
Professional Services	550,000	430,492	78%	575,000	522,621	91%	510,000	504,373	99%	505,879	530,990	105%	521,405	134,623	26%	529,001
Occupancy (Facilities related expenses)	365,000	496,647	136%	510,000	484,070	95%	527,000	539,802	102%	431,937	550,159	127%	434,438	117,980	27%	530,772
TMA Insurance	25,000	49,235	197%	50,000	55,275	111%	60,801	57,376	94%	62,000	63,559	103%	61,210	21,983	36%	63,545
Conferences, Meetings, Office Expenses	10,000	210	2%	10,000	231	2%	10,000	1,118	11%	10,000	2,096	21%	5,000	1,838	37%	5,000
Membership & Public Outreach	15,000	3,368	22%	10,000	220	2%	10,000	-	0%	10,000	6,173	62%	128,000	4,751	4%	282,500
Pilots, Projects & Research	25,000	-	0%	25,000	-	0%	25,000	-	0%	500,000	-	0%	300,000	-	0%	200,000
Bus Yard	-	88,456		-	5,800		-			-	-					-
Subtotal Indirect Costs	990,000	1,068,408		1,180,000	1,068,216		1,142,801	1,102,669	96%	1,519,816	1,152,977	76%	1,450,054	281,174	19%	1,610,818
Contingency/Reserve Replenishment	347,757	-		135,000	-		135,000		0%	-						
TOTAL ETMA BUDGET/EXPENSES	5,514,505	4,442,731	81%	5,942,900	4,820,178	81%	5,632,791	5,007,544	89%	6,188,628	5,173,433	84%	6,086,474	1,347,644	22%	6,146,577
TOTAL EGR BUDGET/EXPENSES	4,942,757	3,953,260	80%	5,160,000	4,183,709	81%	4,957,470	4,306,669	87%	5,423,164	4,468,536	82%	5,655,180	1,247,061	22%	5,868,294
	2022 Budget	2022 Actual		2023 Budget	2023 Actual		2024 Final	2024 Actual		2025 Final	2025 Actual		2026 Final			2027 Final
Beginning of Year Fund Balance (Net Assets)		3,031,153			4,080,669			5,203,217		6,440,565	6,440,565		7,703,541			7,976,426
Increase (Decrease) in Funds	18,200	1,033,362		76,981	1,104,692		622,126	1,233,844		281,033	1,285,784		272,886			203,499
Non-Cash Depreciation, Financing and Amortization Adjmts		16,153			17,856		-	3,504		-	(22,809)		-			
Net Change in Assets		1,049,515			1,122,549			1,237,348			1,262,976		272,886			203,499
End of Year Fund Balance (Net Assets)		4,080,669			5,203,217			6,440,565			7,703,541		7,976,426			8,179,926

Emeryville TMA

2027 Final Forecast thru 2030

	Actual	Budget	Budget	Draft	Forecast	Forecast	Forecast
REVENUE	2024	2025	2026	2027	2028	2029	2030
PBID Revenue							
PBID Revenue	4,607,835	4,746,070	4,888,452	5,035,106	5,186,159	5,341,744	5,501,996
District Related Costs	(102,833)	(105,183)	(107,604)	(110,097)	(112,665)	(115,310)	(118,034)
Net PBID	4,505,002	4,640,887	4,780,848	4,925,009	5,073,494	5,226,434	5,383,962
Non-PBID Revenue				-			
City of Emeryville - General Benefit Contribution	609,273	639,966	760,771	720,620	737,492	802,196	873,211
ETMA Direct Billed Revenue	116,984	119,429	123,886	127,602	127,602	127,602	127,602
8 to Go Revenue	144,689	158,373	162,840	-	-	-	-
WBS Revenue	342,423	365,961	-	-			
Emery Express Revenue	299,890	313,344	322,145	333,939	360,654	389,507	420,667
Misc. Revenue (Interest income, investments, etc.)	223,127	221,257	208,869	242,905	247,764	252,719	257,773
Subtotal Non-PBID Revenues	1,736,386	1,818,330	1,578,511	1,425,067	1,473,512	1,572,024	1,679,253
TOTAL REVENUE	6,241,388	6,459,217	6,359,360	6,350,076	6,547,007	6,798,458	7,063,215
EXPENDITURES	2024	2025	2026	2027	2028	2029	2030
Direct Costs							
EGR Operations	2,729,754	2,986,836	3,256,114	3,385,432	3,656,266	3,948,768	4,264,669
EGR Maintenance	75,347	96,793	100,000	194,120	100,000	100,000	100,000
EGR Fuel	190,905	196,965	195,325	200,000	250,000	250,000	250,000
EGR Communications	119,087	31,358	393,687	267,924	120,000	120,000	120,000
EGR Misc. Operations Expenses	-	3,606	10,000	10,000	10,000	10,000	10,000
EGR Bus Leases/Purchases	88,907	-	250,000	200,000	375,000	550,000	750,000
Subtotal Direct Costs	3,204,000	3,315,559	4,205,126	4,257,476	4,511,266	4,978,768	5,494,669
Reimbursable Program Costs							
8 to Go Operations	147,121	150,981	162,840	-	-	-	-
West Berkeley Shuttle Operations	300,845	304,797	-	-			
Emery Express Operations	252,909	249,120	268,454	278,283	300,545	324,589	350,556
Subtotal Reimbursable Program Costs	700,875	704,898	431,295	278,283	300,545	324,589	350,556
Indirect Costs							
Professional Services	504,373	530,990	521,405	529,001	555,451	583,223	612,384
Occupancy (Facilities related expenses)	539,802	550,159	434,438	530,772	557,311	585,176	614,435
TMA Insurance	57,376	63,559	61,210	63,545	66,722	70,058	73,561
Conferences, Meetings, Office Expenses	1,118	2,096	5,000	5,000	10,000	10,000	10,000
Membership & Public Outreach	-	6,173	128,000	282,500	100,000	100,000	100,000
Pilots, Projects & Research	-	-	300,000	200,000	200,000	200,000	200,000
Bus Yard	-	-	-	-			
Subtotal Indirect Costs	1,102,669	1,152,977	1,450,054	1,610,818	1,489,484	1,548,458	1,610,381
TOTAL ETMA BUDGET/EXPENSES	5,007,544	5,173,433	6,086,474	6,146,577	6,301,295	6,851,814	7,455,606
Beginning of Year Fund Balance (Net Assets)	5,203,217	6,440,565	7,703,541	7,976,426	8,179,926	8,425,637	8,372,280
Increase (Decrease) in Funds	1,233,844	1,285,784	272,886	203,499	245,711	(53,357)	(392,391)
Non-Cash Dep., Amortization, Financing Adjustment	3,504	(22,809)	-	-	-	-	-
Net Change in Assets	1,237,347	1,262,976	272,886	203,499	245,711	(53,357)	(392,391)
End of Year Fund Balance (Net Assets)	6,440,565	7,703,541	7,976,426	8,179,926	8,425,637	8,372,280	7,979,890
15% Operating Reseve (per ETMA Policy)	751,132	776,015	912,971	921,986	945,194	1,027,772	1,118,341
Est. Avail. Fund Balance	5,689,433	6,927,526	7,063,455	7,257,939	7,480,442	7,344,508	6,861,549

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

Quarterra (Lennar) - The Emery Express		
	2027 Budget	Assumptions/Details
EXPENDITURES		
Shuttle Operations	248,349	Based on 7 operating hours per day
Fuel	17,095	
Communications	839	Radio
Professional Services	12,000	\$1000/Month Management
Subtotal - Direct Costs	278,283	
TOTAL EXPENDITURES	278,283	
Indirect Costs (20%)	55,657	Rent, insurance, facility expenses, accounting services, etc.
REVENUE	333,939	

Emeryville TMA

2027 Version Comparison

REVENUE	2027 Prelim	2027 Draft	2027 Final	CHANGE NOTES
PBID Revenue	5,035,106	5,035,106	5,035,106	Approved by Council in July 2026
PBID District Related Costs	(110,097)	(110,097)	(110,097)	
NET PBID	4,925,009	4,925,009	4,925,009	
City of Emeryville - GBC	720,620	720,620	720,620	Approved by Council in July 2026
Direct Bill Revenue	127,602	127,602	127,602	
8 to Go Revenue	167,148	-	-	Contract ended October 2026
Emery Express Revenue	330,962	330,962	333,939	
Misc. Revenue (Int. Income, Investments)	160,791	233,157	242,905	Estimated Growth for Existing CD Accounts if Reinvested
Subtotal Non-PBID Revenues	1,507,123	1,412,342	1,425,067	
TOTAL REVENUE	6,432,132	6,337,351	6,350,076	

EXPENDITURES	2027 Prelim	2027 Draft	2027 Final	CHANGE NOTES
Direct Cost				
EGR Operations	3,349,492	3,349,492	3,385,432	
EGR Maintenance	100,000	192,820	194,120	Inclusion of extra vehicle cleaning
EGR Fuel	200,000	200,000	200,000	
EGR Communications	107,348	107,348	267,924	Inclusion of Infotainment Screens in 12 buses
EGR Misc Operations Expenses	10,000	10,000	10,000	
EGR Bus Leases/Purchases/Savings	200,000	200,000	200,000	
Subtotal Direct Cost	3,966,841	4,059,661	4,257,476	
Reimbursable Program Costs				
8 to Go Operations	167,148	-	-	Contract ended October 2026
Emery Express Operations	275,802	275,802	278,283	
Subtotal Reimbursable Program Costs	442,950	275,802	278,283	
Indirect Costs				
Professional Services	535,309	529,001	529,001	Reflects new agreement with ALTRANS
Occupancy (Facilities related expenses)	527,772	530,772	530,772	Site lease, security, utilities, yard maintenance
TMA Insurance	63,545	63,545	63,545	
Conferences, Meetings, Office Expenses	5,000	5,000	5,000	
Membership & Public Outreach	282,500	282,500	282,500	
Pilots, Projects & Research	200,000	200,000	200,000	
Subtotal Indirect Costs	1,614,126	1,610,818	1,610,818	
TOTAL ETMA BUDGET/EXPENSES	6,023,916	5,946,280	6,146,577	
TOTAL EGR BUDGET/EXPENSES	5,580,967	5,670,479	5,868,294	

Reserve Balance Summary	2027 Prelim	2027 Draft	2027 Final	
Projected Fund Balance on Dec 31, 2026	7,751,246	7,751,246	-	
2026 Increase (Decrease) in Funds	408,216	391,070	403,795	
Projected Fund Balance on Dec 31, 2027	8,159,462	8,142,316	403,795	
15% Operating Reserve (per ETMA Policy)	903,587	891,942	921,986	The Operating Reserve includes those expenses budgeted for Reimbursable Shuttle Programs
Est. Avail. Fund Balance of Dec 31, 2027	7,255,875	7,250,374	(518,191)	



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION



Emery Go-Round

Monthly Operations and Marketing Report
September 2026

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ANNUAL RIDERSHIP SUMMARY (YTD)/COMPARISON

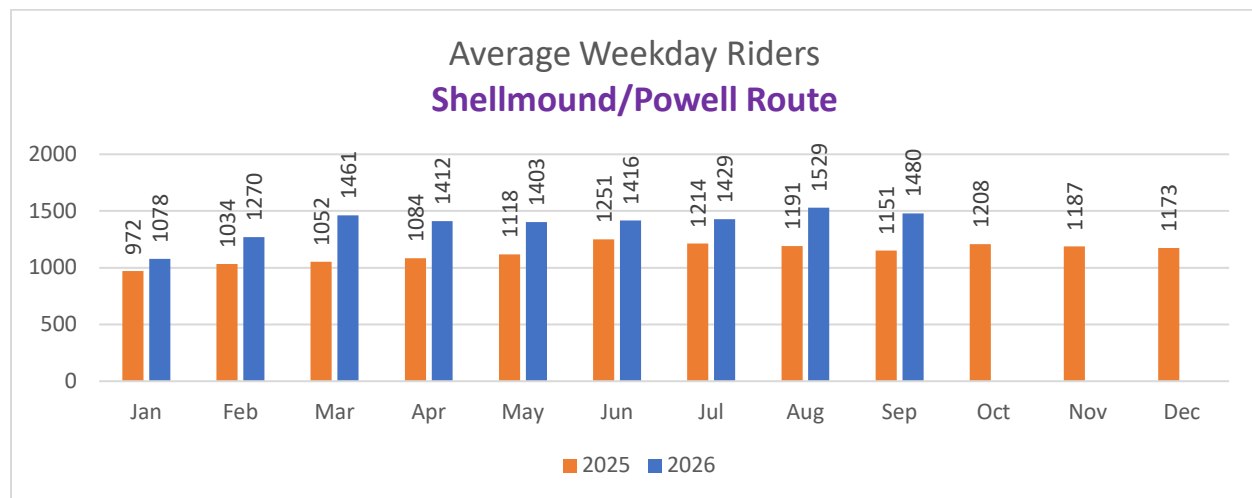
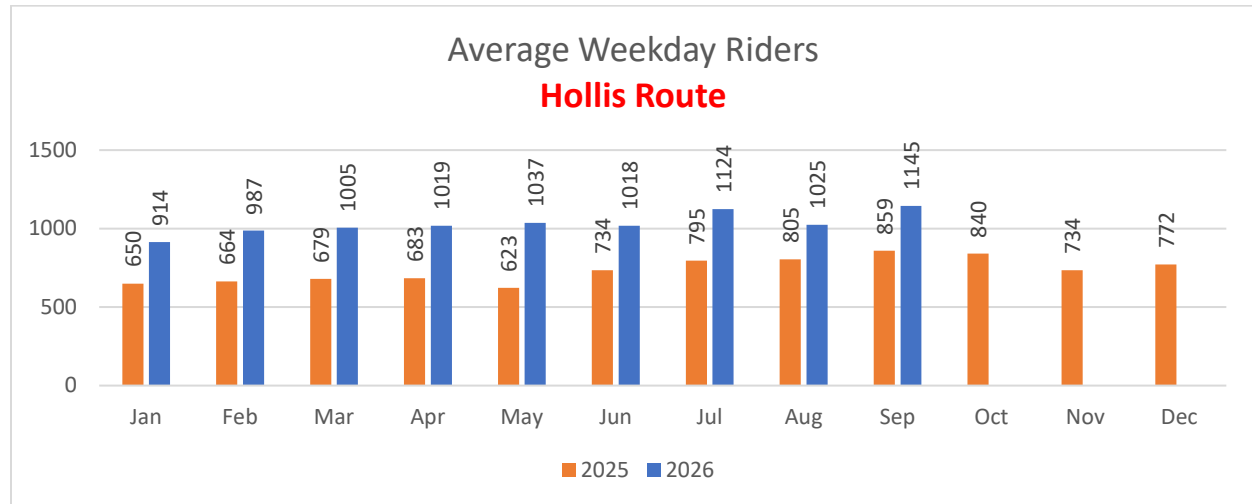
WEEKDAY RIDERSHIP													
2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	41,843	42,877	54,265	53,477	48,805	53,537	58,708	53,618	55,137				462,267
# of Operating Days	21	19	22	22	20	22	23	21	21				191
Average Daily Ridership	1993	2257	2467	2431	2440	2434	2553	2553	2626				2,420
% Increase/Decrease from Prior Month	2%	13%	9%	-1%	0%	0%	5%	0%	3%				
% Increase/Decrease from Prior Year	23%	33%	44%	38%	40%	23%	27%	28%	31%				
% of Pre COVID Baseline	43%	52%	51%	53%	51%	50%	52%	49%	52%				50%
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	35,671	32,264	35,964	38,870	36,567	41,700	44,190	41,898	42,206	47,082	36,500	42,793	475,705
Average Daily Ridership	1621	1698	1713	1767	1741	1986	2009	1995	2010	2047	1921	1945	1,873
WEEKEND RIDERSHIP													
2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekend Ridership	6650	6340	6991	5439	8183	6756	6164	9264	9098				64,885
# of Operating Days	9	8	9	7	10	8	7	10	8				76
Average Daily Ridership	739	793	777	777	818	845	881	926	1137				854
% Increase/Decrease from Prior Month	3%	7%	-2%	0%	5%	3%	4%	5%	23%				
% Increase/Decrease from Prior Year	12%	24%	23%	7%	11%	15%	25%	22%	54%				
% of Pre COVID Baseline	104%	78%	85%	88%	91%	81%	84%	74%	76%				85%
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
Average Daily Ridership	662	639	634	727	740	737	704	759	741	697	694	721	704
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	61,256	58,916	56,988	60,293	64,872	62,882	64,235	-	-	-	527,152
# of Operating Days	30	27	31	29	30	30	30	31	29	-	-	-	267
Total Service Hours	2,713	2,444	2,814	2,748	2,634	2,781	2,848	2,746	2,668				24,396
Average Daily Ridership (Weighted)	1,857	2,101	2,292	2,295	2,240	2,286	2,420	2,361	2,481				2,262
Passengers Per Service Hour (Pax/SH)	18	20	22	21	22	22	23	23	24				22
Operations Cost	\$ 271,619	\$ 253,807	\$ 278,513	\$ 274,689	\$ 266,653	\$ 274,832	\$ 280,783	\$ 273,463	\$ 267,751				\$ 2,442,112
Cost Per Passenger Trip	\$ 5.60	\$ 5.16	\$ 4.55	\$ 4.66	\$ 4.68	\$ 4.56	\$ 4.33	\$ 4.35	\$ 4.17				\$ 4.63
% Increase/Decrease from Prior Month	1%	13%	9%	0%	-2%	2%	6%	-2%	5%				
% Increase/Decrease from Prior Year	21%	33%	45%	36%	37%	23%	28%	28%	32%				31%
% of Pre COVID Baseline (Total Ridership)	52%	63%	64%	64%	60%	63%	63%	58%	61%				61%
% of Pre COVID Baseline (Pax/SH)	70%	81%	80%	82%	80%	78%	82%	76%	82%				79%
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Ridership	40,963	37,377	42,304	43,960	43,228	48,334	49,820	49,484	48,133	52,654	43,440	48,559	548,256
Average Daily Ridership (Weighted)	1,532	1,586	1,585	1,681	1,633	1,851	1,887	1,849	1,887	1,926	1,762	1,831	1,721
Passengers Per Service Hour (Pax/SH)	15	15	15	16	16	18	18	18	18	18	17	17	17
Cost Per Passenger Trip	\$ 6.19	\$ 6.17	\$ 5.93	\$ 5.77	\$ 5.76	\$ 5.12	\$ 5.09	\$ 5.07	\$ 5.11	\$ 4.97	\$ 5.43	\$ 5.22	\$ 5.45

Ridership Summary

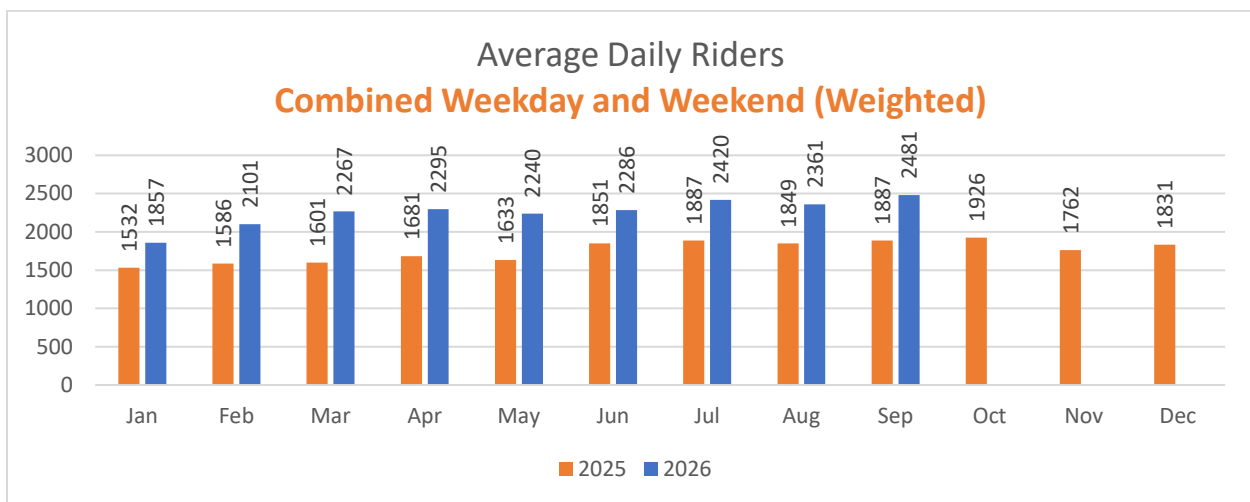
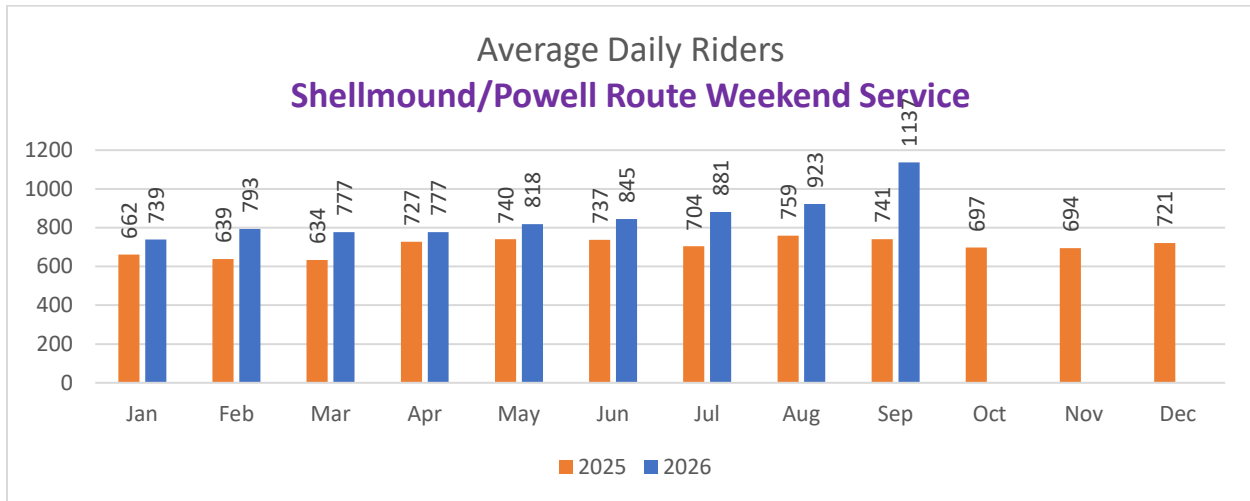
In September 2026, the Emery Go-Round ridership increased 5% from the previous month and increased 32% from the previous year.

Weekday ridership peaked at 5:00 PM for the Hollis Route and 5:00 PM for the Shellmound/Powell Route. Saturday ridership peaked at 6:30 PM and Sunday ridership peaked at 4:00 PM

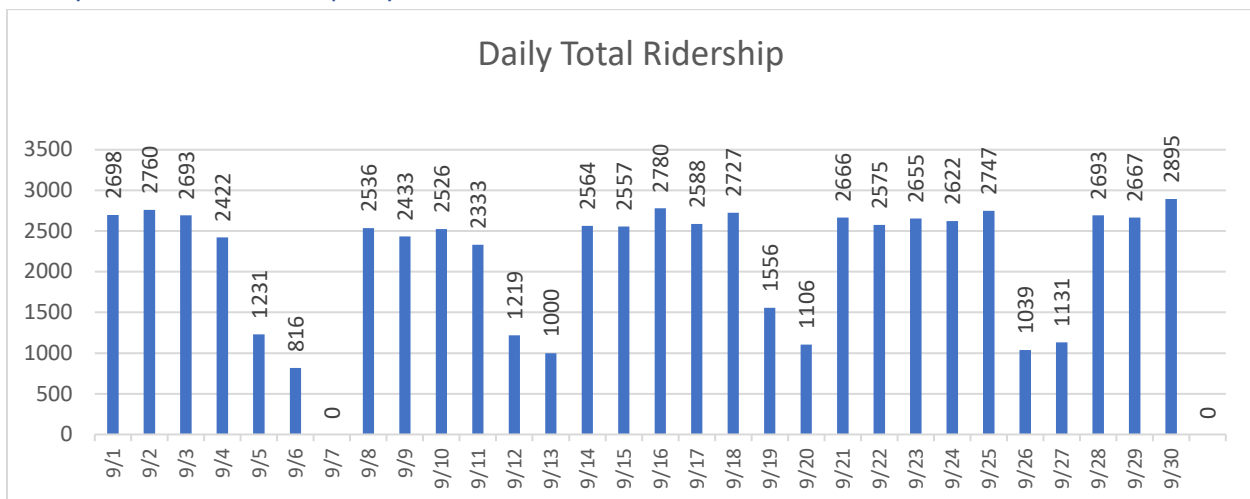
Average Daily Ridership Comparisons (YTD)



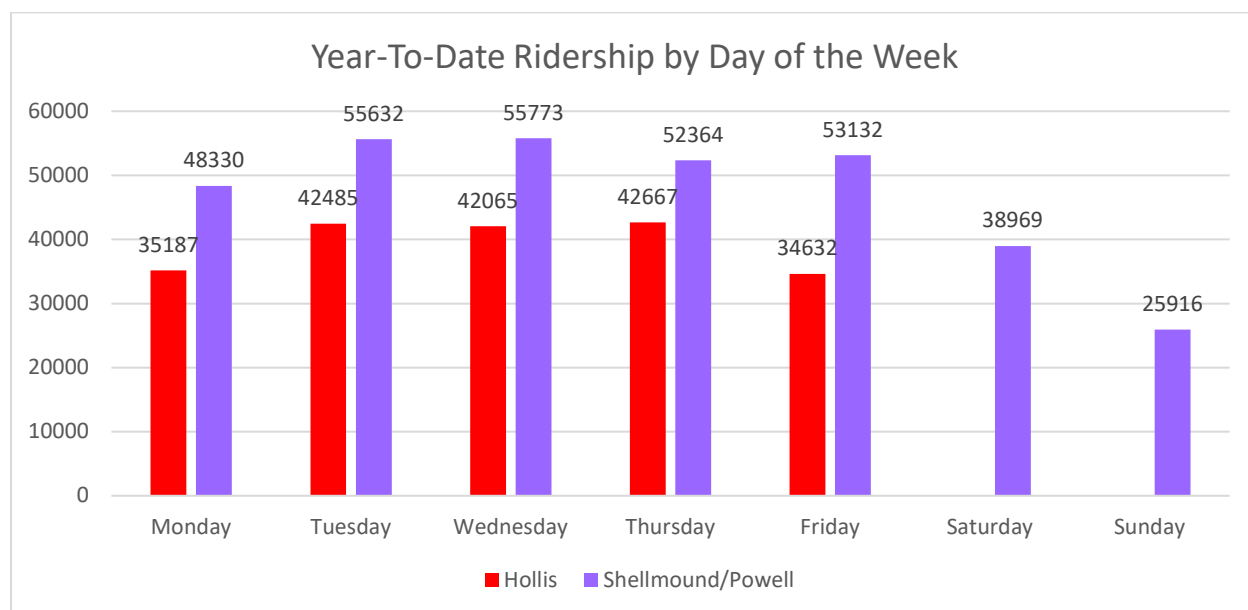
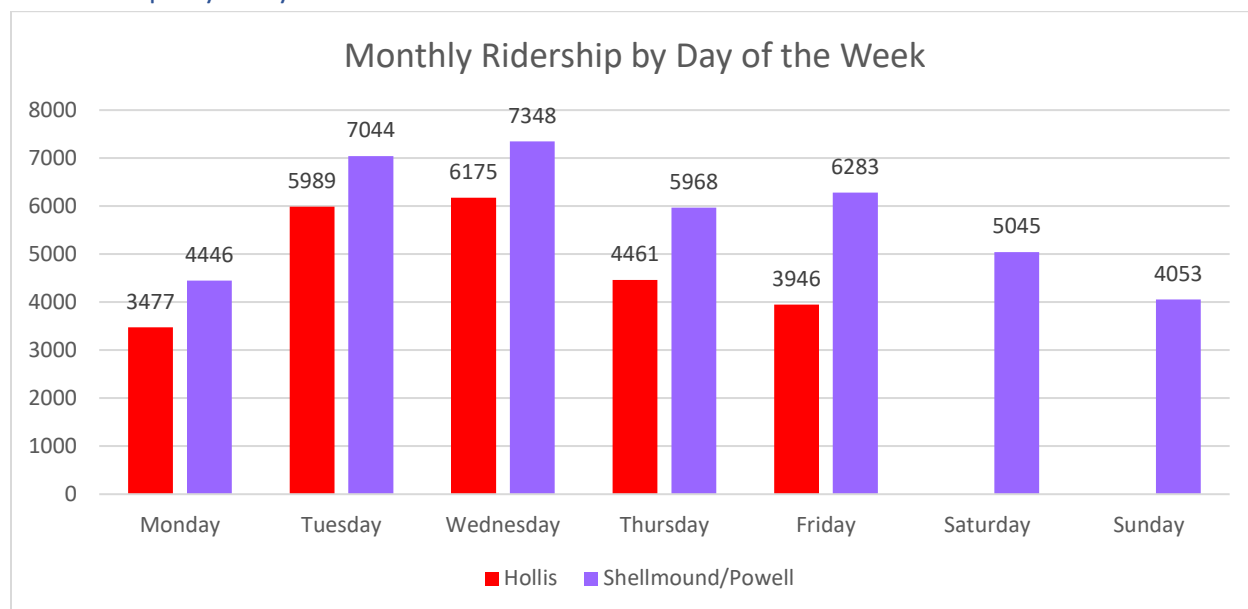
Average Daily Ridership Comparisons (YTD) (cont'd)



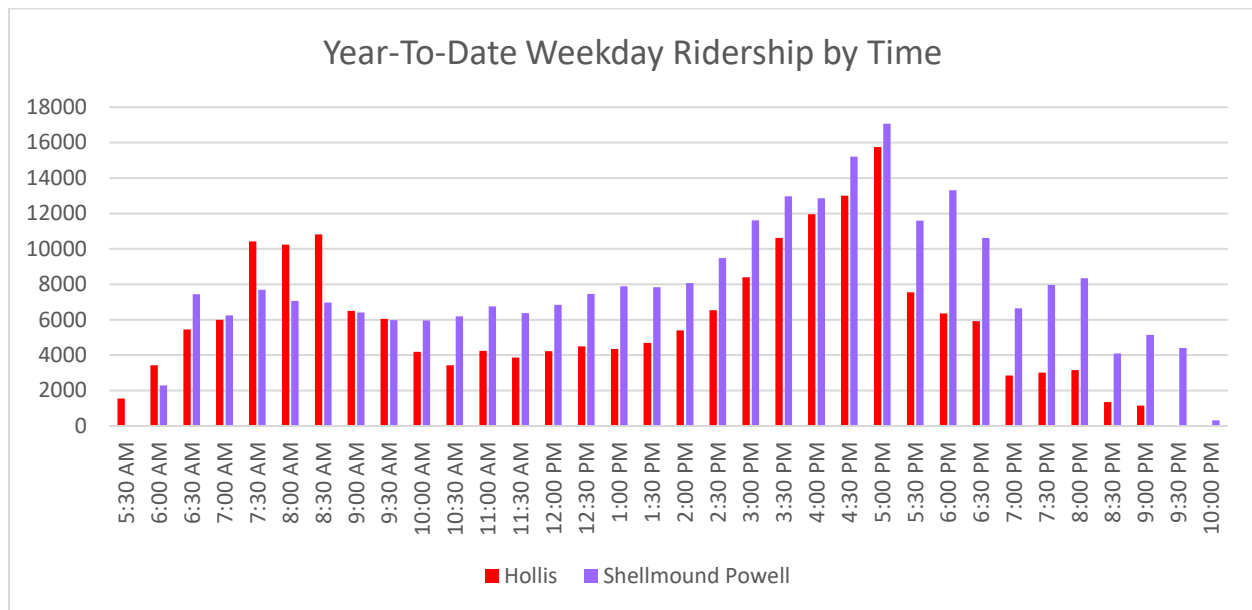
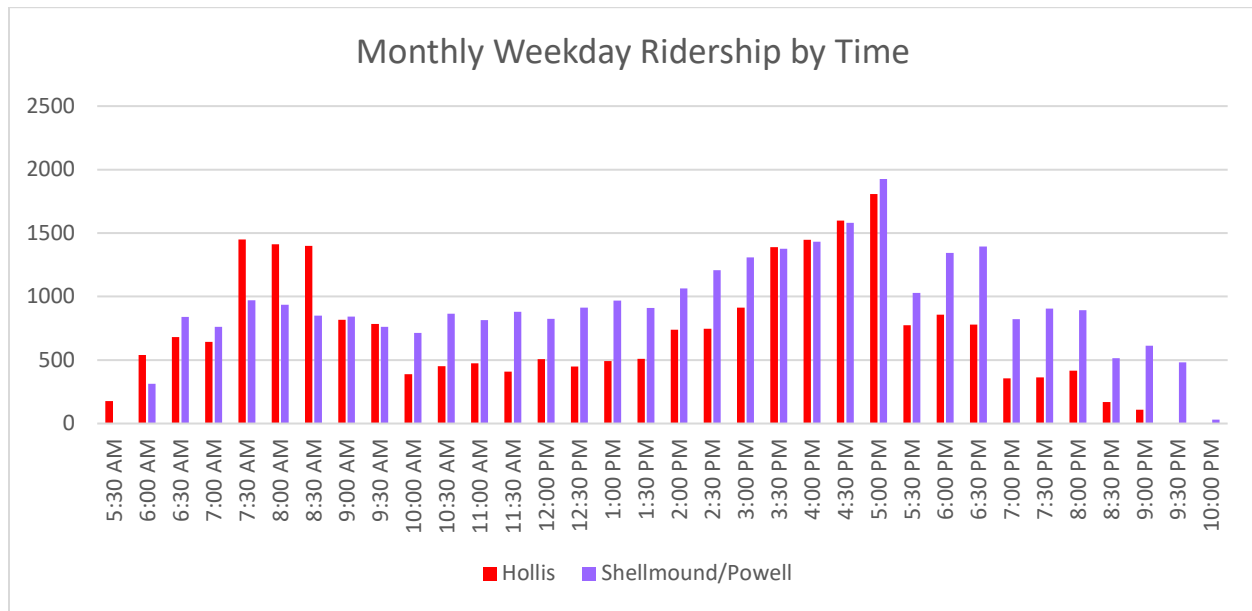
Daily Total Ridership by Date



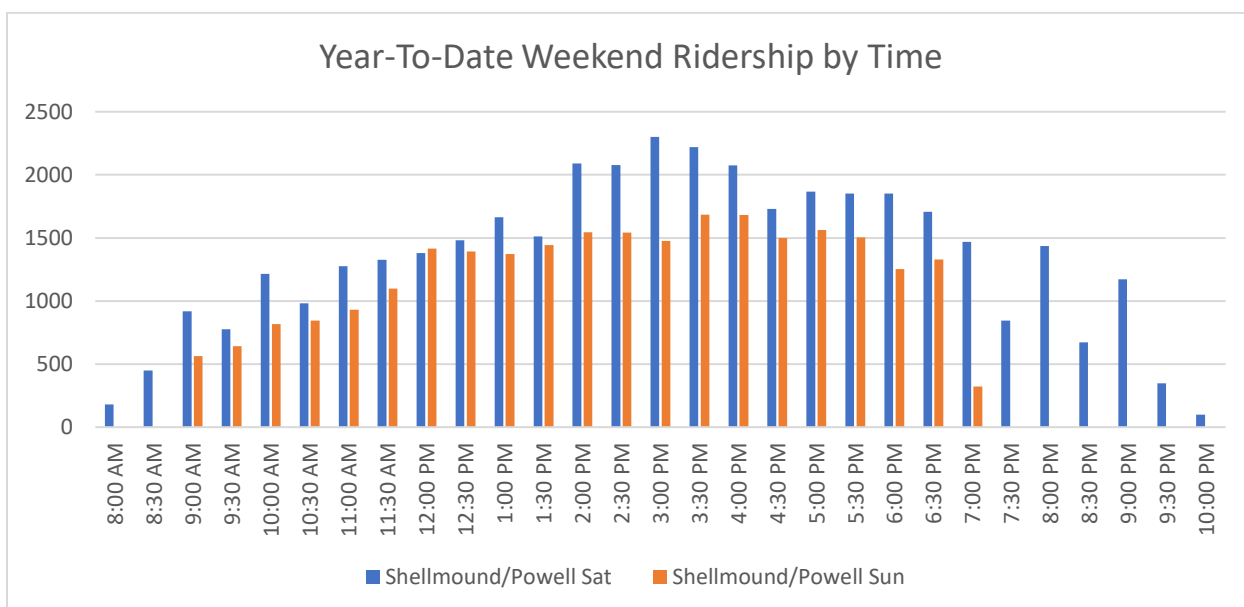
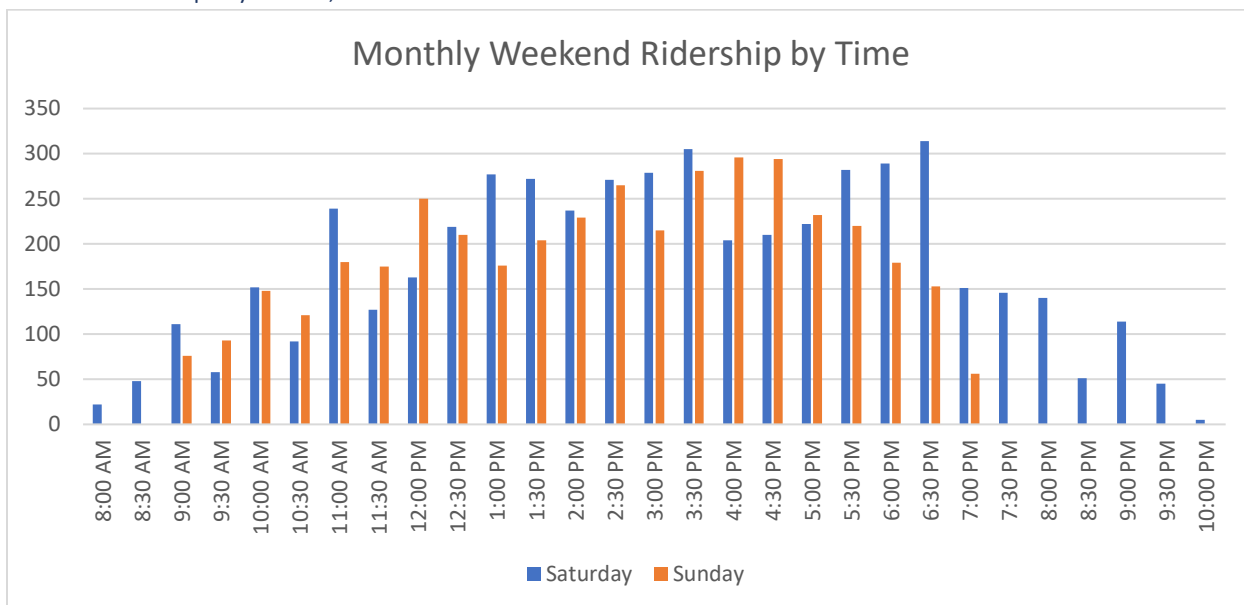
Ridership by Day of the Week



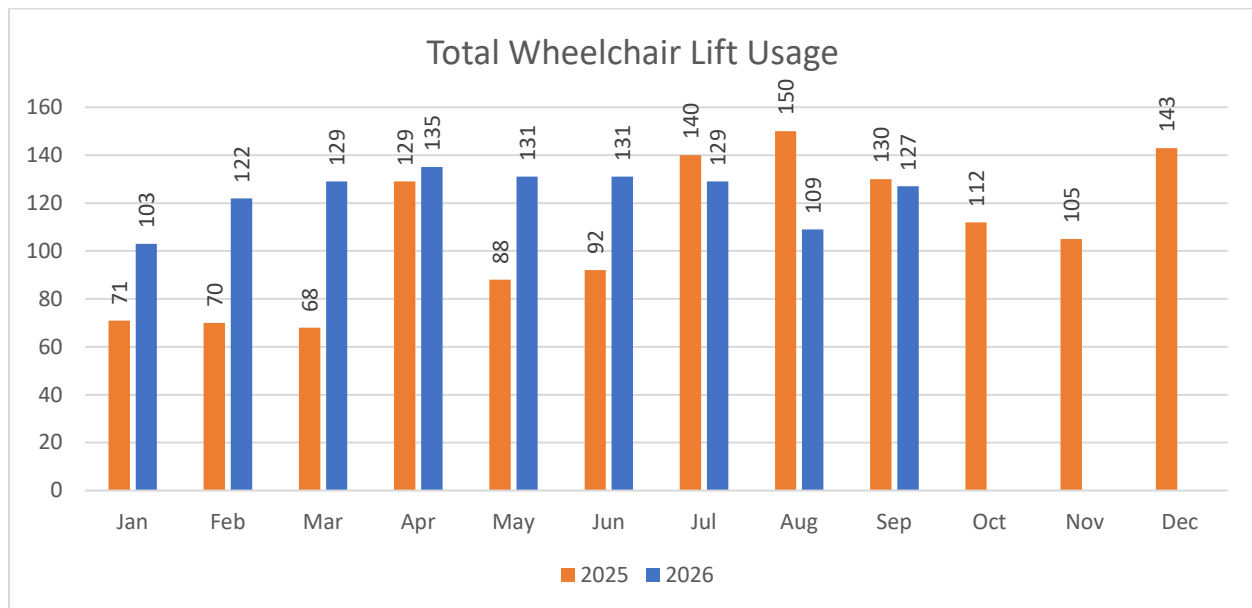
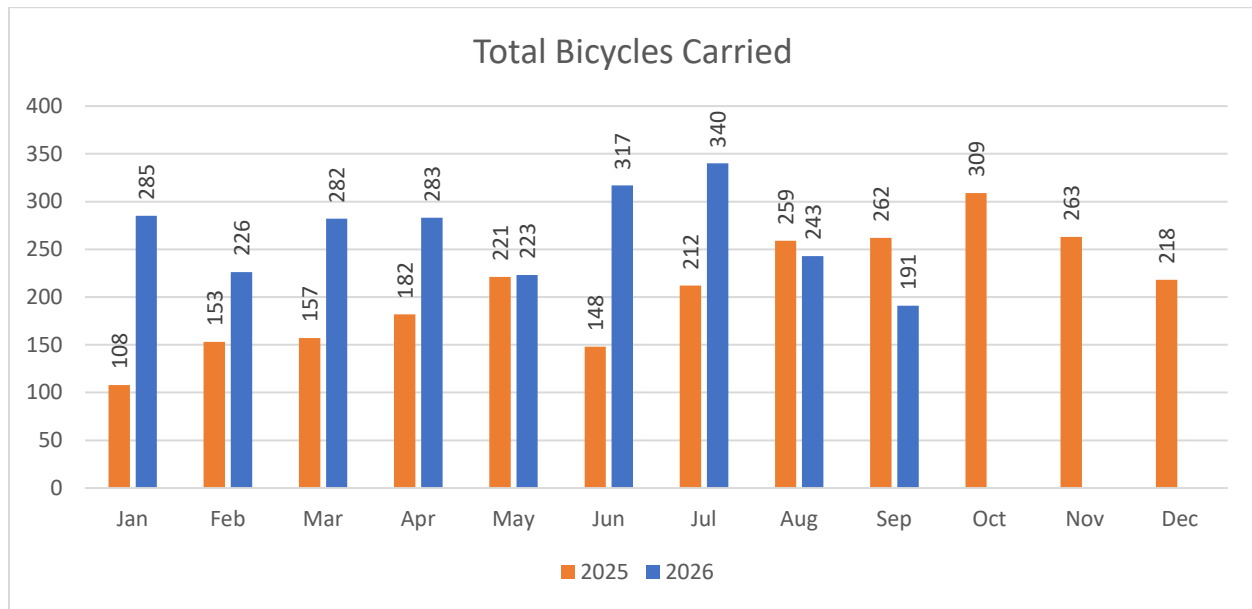
Total Ridership by Time



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	10,757	9,664	20,421	42.5%
Berkeley Bowl SB	2,234	2,489	4,723	9.8%
Hollis @ 65th SB	2,591	829	3,420	7.1%
Hollis @ 59th SB	2,614	273	2,887	6.0%
Horton @ 59th (Amtrak) NB	306	2,018	2,324	4.8%
Park Ave @ San Pablo (IHOP) WB	735	1,492	2,227	4.6%
Hollis @ 65th NB	165	1,535	1,700	3.5%
Hollis @ 53rd SB	999	552	1,551	3.2%
Hollis @ 53rd NB	497	672	1,169	2.4%
Hollis @ 59th NB	171	991	1,162	2.4%
Hollis @ 63rd SB	974	135	1,109	2.3%
Park Ave @ Pixar EB	579	268	847	1.8%
Emery St @ 40th EB	375	472	847	1.8%
Hollis @ 45th SB	573	264	837	1.7%
Stanford Ave @ Horton WB	88	684	772	1.6%
Hollis @ 64th NB	58	679	737	1.5%
Hollis @ 45th NB	183	450	633	1.3%
Park Ave @ Pixar WB	149	484	633	1.3%
Total	24,048	23,951	47,999	100.0%

Year to Date Total Use	% of Year to Date Total Use
167,102	42.4%
39,718	10.1%
25,913	6.6%
26,818	6.8%
19,536	5.0%
18,059	4.6%
13,965	3.5%
11,293	2.9%
8,020	2.0%
9,806	2.5%
8,171	2.1%
7,829	2.0%
7,461	1.9%
7,200	1.8%
6,509	1.7%
5,688	1.4%
4,839	1.2%
5,788	1.5%
393,715	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	11,198	11,089	22,287	35.9%
Shellmound @ Bay St (IKEA) NB	570	2,897	3,467	5.6%
Christie @ Trader Joe's SB	2,507	904	3,411	5.5%
40th @ San Pablo WB	1,664	1,556	3,220	5.2%
Shellmound @ Sonesta SB	2,431	599	3,030	4.9%
40th @ San Pablo EB	1,887	1,095	2,982	4.8%
Shellmound @ Christie NB	694	1,935	2,629	4.2%
Powell @ Police/Fire Station EB	2,078	416	2,494	4.0%
40th @ Horton WB	864	1,234	2,098	3.4%
40th @ Horton EB	1,242	742	1,984	3.2%
Powell @ Watergate Market WB	364	1,523	1,887	3.0%
65th @ Shellmound	510	1,178	1,688	2.7%
Christie @ Public Market SB	778	633	1,411	2.3%
40th @ Emery EB	511	825	1,336	2.1%
Shellmound @ Public Market NB	332	881	1,213	2.0%
The Towers	520	644	1,164	1.9%
40th @ Emery WB	681	462	1,143	1.8%
Powell @ The Marina	596	525	1,121	1.8%
Christie @ 64th SB	322	694	1,016	1.6%
40th @ Hollis WB	356	485	841	1.4%
40th @ Hollis EB	482	262	744	1.2%
Powell @ Hilton Garden Inn WB	199	211	410	0.7%
Christie @ FedEx SB	183	149	332	0.5%
Christie @ 65th SB	120	115	235	0.4%
Total	31,089	31,054	62,143	100.0%

Year to Date Total Use	% of Year to Date Total Use
188,165	35.4%
33,400	6.3%
28,533	5.4%
28,534	5.4%
31,092	5.8%
25,518	4.8%
19,125	3.6%
20,072	3.8%
18,704	3.5%
17,393	3.3%
15,082	2.8%
13,993	2.6%
11,038	2.1%
10,525	2.0%
9,512	1.8%
10,462	2.0%
9,715	1.8%
8,410	1.6%
10,201	1.9%
8,706	1.6%
6,432	1.2%
3,131	0.6%
2,563	0.5%
1,854	0.3%
532,160	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	2,939	2,811	5,750	31.7%
Shellmound @ Bay St (IKEA) NB	247	1,215	1,462	8.1%
Christie @ Trader Joe's SB	1,066	244	1,310	7.2%
Shellmound @ Sonesta SB	1,031	147	1,178	6.5%
40th @ San Pablo WB	550	497	1,047	5.8%
40th @ San Pablo EB	479	460	939	5.2%
Shellmound @ Christie NB	258	586	844	4.6%
40th @ Horton EB	401	436	837	4.6%
40th @ Horton WB	319	367	686	3.8%
65th @ Shellmound	193	377	570	3.1%
Powell @ Police/Fire Station EB	411	106	517	2.8%
Powell @ The Marina	207	216	423	2.3%
Shellmound @ Public Market NB	116	301	417	2.3%
40th @ Emery EB	83	330	413	2.3%
Powell @ Watergate Market WB	62	318	380	2.1%
Christie @ 64th SB	135	131	266	1.5%
40th @ Emery WB	163	95	258	1.4%
40th @ Hollis WB	105	134	239	1.3%
Christie @ Public Market SB	119	45	164	0.9%
40th @ Hollis EB	69	87	156	0.9%
The Towers	39	61	100	0.6%
Powell @ Hilton Garden Inn WB	27	50	77	0.4%
Christie @ FedEx SB	35	30	65	0.4%
Christie @ 65th SB	44	19	63	0.3%
Total	9,098	9,063	18,161	100.0%

Year to Date Total Use	% of Year to Date Total Use
41,959	32.3%
10,038	7.7%
8,183	6.3%
10,508	8.1%
7,184	5.5%
6,498	5.0%
5,196	4.0%
5,341	4.1%
4,756	3.7%
4,060	3.1%
4,238	3.3%
2,925	2.3%
2,830	2.2%
2,909	2.2%
2,461	1.9%
1,824	1.4%
2,083	1.6%
2,042	1.6%
1,295	1.0%
1,518	1.2%
726	0.6%
489	0.4%
473	0.4%
248	0.2%
129,784	100.0%

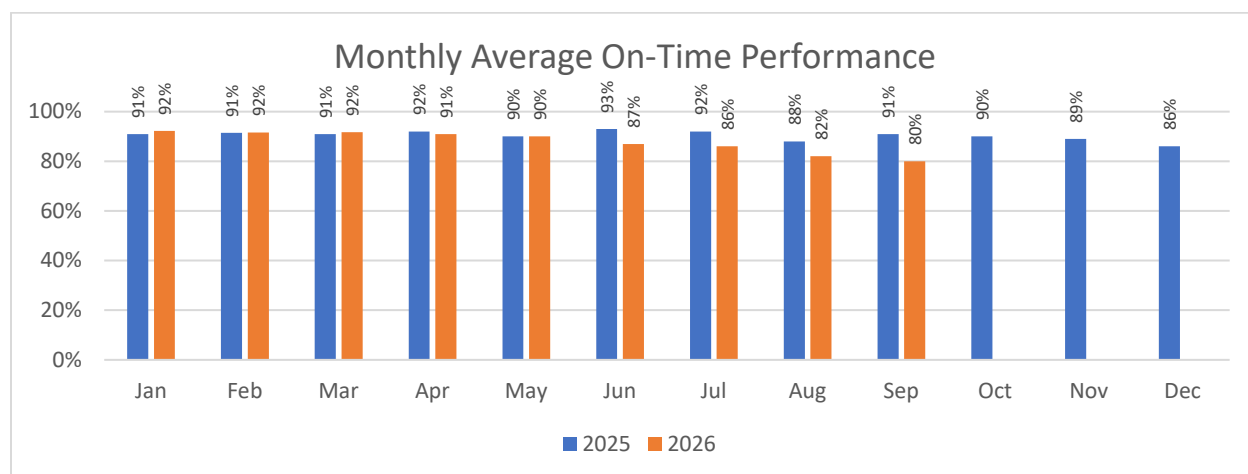
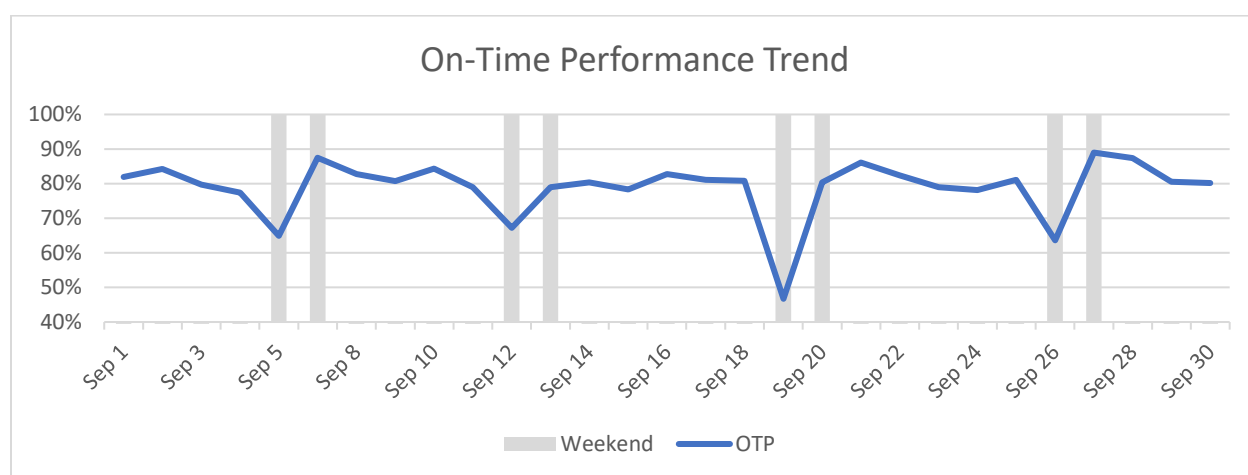
On-Time Performance

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 88%
- The Shellmound/Powell Weekday Route averaged an OTP of 73%
- The Shellmound/Powell Weekend Route averaged an OTP of 71%
- The Average Total Monthly OTP for all routes was 80%

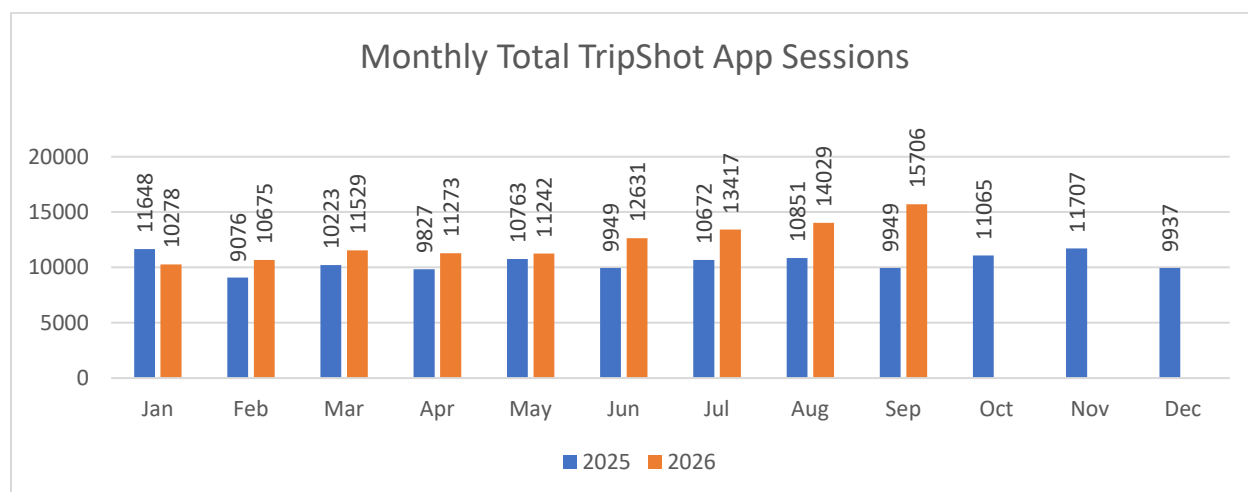
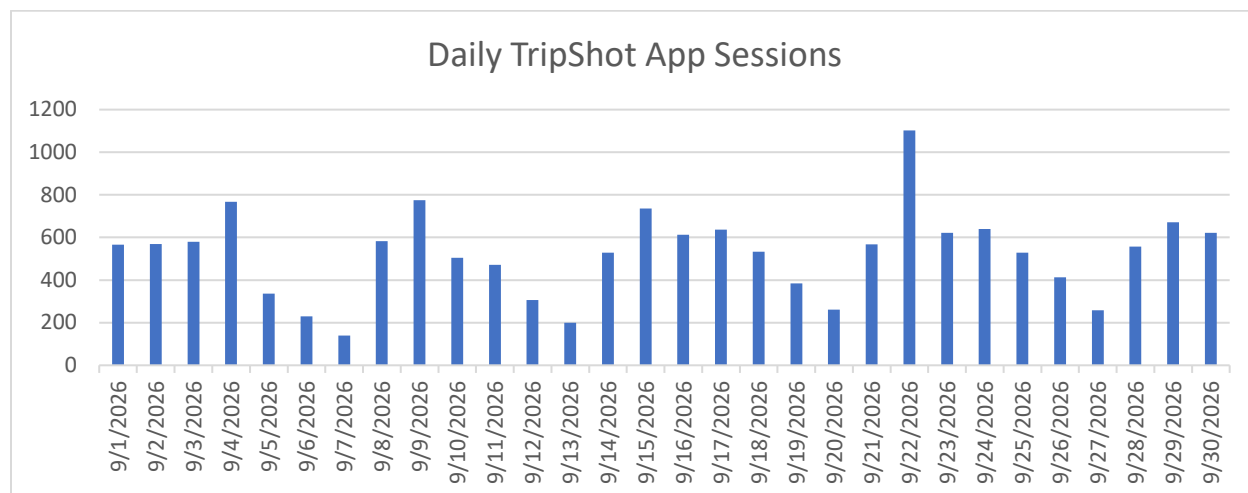


TripShot App Usage

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: 15,706



Marketing Report

Meta Campaigns – Paid Social Media

Overview:

We ran one ad campaign for Emery Go-Round on Meta (Facebook and Instagram) through July. The campaign aimed to highlight Emery Go-Round as a free shuttle and a way to save money in the new year.

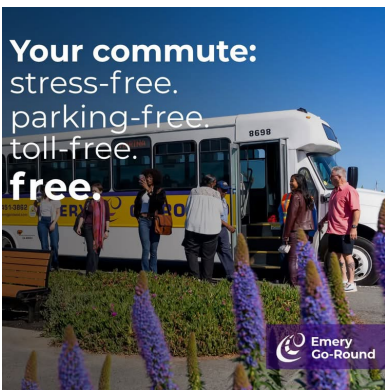
Meta Target Audience:

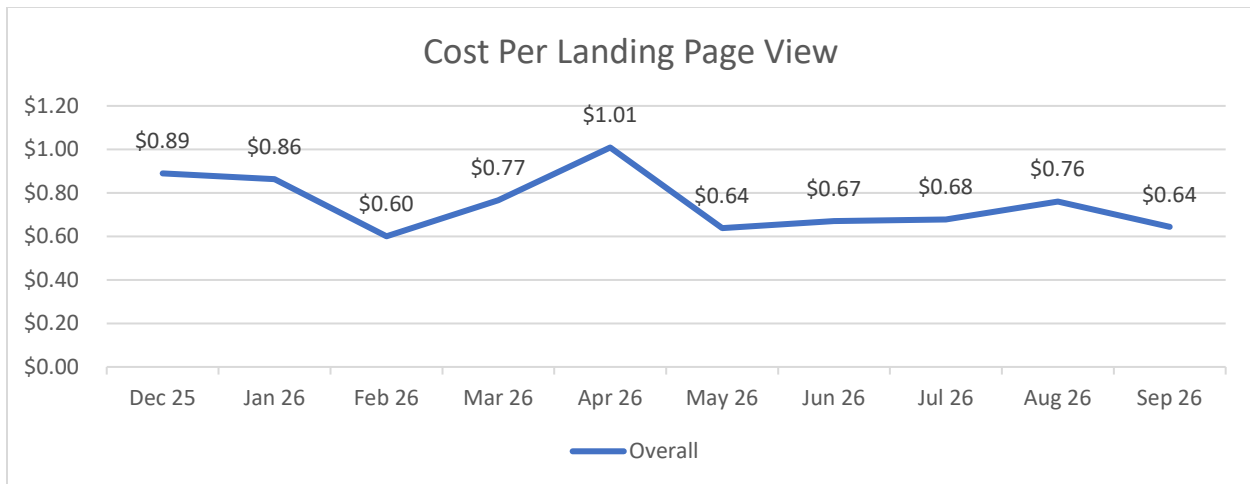
- 25-55 year olds
- People who live or work in and around Emeryville, including within zip codes of nearby BART stops.
- People identified as commuters and people interested in public transportation

**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: 9/1/2026 – 10/1/2026

- Total cost: \$499.96
- Ads averaged 2% click rate

Results	Rider Focused Image
	
Cost Per LPV	\$0.64
Impressions	46,442
Individuals Reached	23,707
Landing Page View (LPV)	776

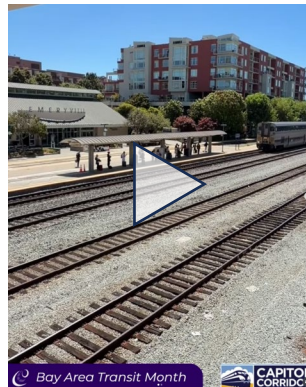


Organic Social Media

Post Date: September 1



Post Date: September 11



Post Date: September 16



Post Date: September 18

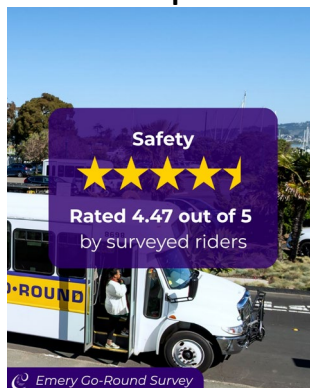


Organic Social Media Cont.

Post Date: September 22



Post Date: September 25



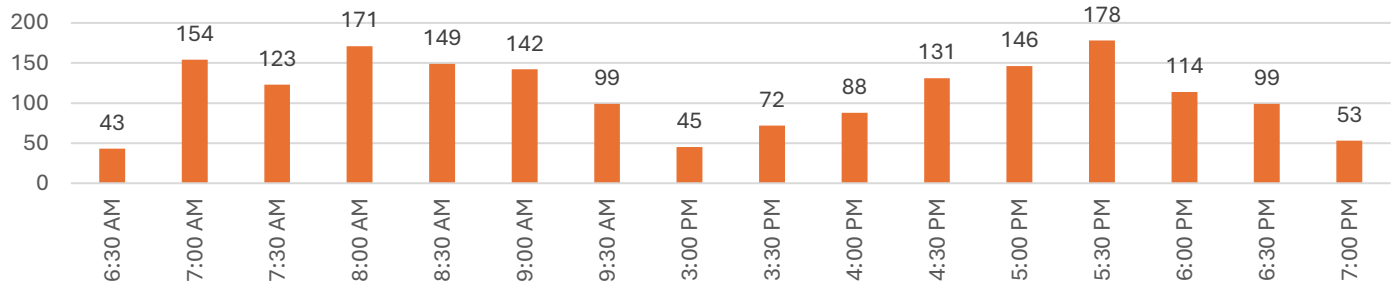
Outreach: Tabling Events

In September, the Emery Go-Round attended 1 event:

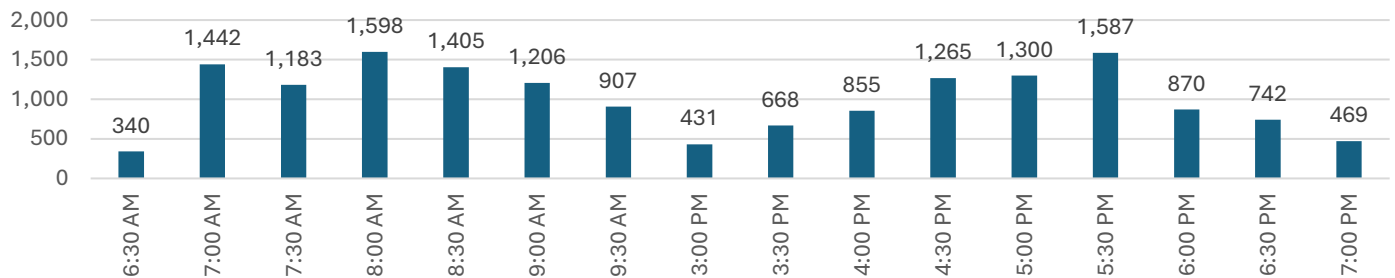
DATE	EVENT	# People Spoken To	# People Unaware of Program
9/19/2026	Emeryville Pride	60	0

September 2026 Operations Report

Ridership by Time - Month



Ridership by Time - YTD



AM Ridership by Stop - Month

Stop	On	Off	Total Usage	% of Total
The Emery	729	48	777	44.2%
Shopping Mall (SB)	57	0	57	3.2%
West Oakland BART	86	785	871	49.6%
Shopping Mall (NB)	9	42	51	2.9%
Total	881	875	1,756	100.0%

AM Ridership by Stop – Year to Date

Stop	On	% of Total
The Emery (depart)	6,740	83.4%
Shopping Mall (SB)	486	6.0%
West Oakland BART	826	10.2%
Shopping Mall (NB)	29	0.4%
Total	8,081	100.0%

PM Ridership by Stop - Month

Stop	On	Off	Total Usage	% of Total
The Emery	729	48	777	44.2%
Shopping Mall (SB)	57	0	57	3.2%
West Oakland BART	86	785	871	49.6%
Shopping Mall (NB)	9	42	51	2.9%
Total	881	875	1,756	100.0%

PM Ridership by Stop – Year to Date

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The Emery (depart)	6,740	83.4%
Shopping Mall (SB)	486	6.0%
West Oakland BART	826	10.2%
Shopping Mall (NB)	29	0.4%
Total	8,081	100.0%



ANNUAL RIDERSHIP SUMMARY (YTD)/COMPARISON

Emery Express Shuttle													
2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Monthly Ridership	1,457	1,401	1,838	1,960	1,801	2,093	1,936	1,975	1,807				16,268
# of Operating Days	21	19	22	22	20	22	22	20	21				189
Average Daily Ridership	69	74	84	89	90	95	88	99	86				86
Cost per Passenger Trip	\$ 14.62	\$ 13.36	\$ 12.44	\$ 11.63	\$ 11.55	\$ 10.93	\$ 11.60	\$ 11.00	\$ 11.89				\$ 11.99
% Increase/Decrease from Prior Month	27%	6%	13%	7%	1%	6%	-8%	12%	-13%				
% Increase/Decrease from Prior Year	45%	43%	61%	57%	91%	99%	53%	67%	7%				
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%	

