



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

AGENDA

Board of Directors Meeting
Bay Street Conference Room

5616 Bay Street

Emeryville, CA 94608

February 16, 2017 at 9:00AM

Chair

Geoff Sears, Wareham
Development

Vice Chair

Tim Bacon,
City Center Realty Partners

Secretary

Betsy Cooley,
At-Large Residential

Treasurer

Andrew Allen
At-Large Business

Directors

Nathaniel Centeno,
Bay Street

Peter Schreiber,
Pixar

Patrick Choa,
IKEA

Rich Higdon,
Hyatt Place

Melinda Baker,
At-Large Employer
Member

Ron Silberman,
At-Large Business Member

Bobby Lee,
At-Large Residential
Member

1. Call to Order
2. Public Comment
3. Board Appointment of Employer Director
4. Approval of the Minutes of the January 19th, 2017 Board of Directors Meeting (Attachment)
5. Executive Directors Report
 - i. Letter of Request for City Appointed Liaison, dated February 6th, 2017.
6. Business Items
 - A. Review and Consider Approval of Audit Engagement proposal for Low Accountancy (Attachment)
 - B. Review and Consider Approval of Proposed Service Modifications (Attachment)
7. Suggestions/Requests from Board Members
8. Confirm date of Next Meeting
9. Adjournment

A complete copy of the agenda is available for public viewing in the Emeryville City Clerk's Office at 1333 Park Avenue at least 72 hours prior to the meeting. All writings that are public records and relate to an agenda item above will be made available at the meeting. The TMA will mail a copy of the agenda or, if requested, the entire agenda packet, to any person who has filed a written request for such materials. If requested, these materials will be made available in appropriate formats to persons with disabilities. Written requests should be mailed to Emeryville TMA, 1300 67th Street, Emeryville, CA 94608. To download a copy of the agenda packet, please visit our website at www.emerygoround.com. If you have comments or questions about this agenda, please email us at transit-info@emerygoround.com, or call the Executive Director, Gray Bowen Scott at (925) 937-0980.

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Meeting of the Board of Directors

January 19th, 2017

1. Call to Order

The meeting was called to order at 9:02AM by Chair, Geoff Sears

Directors Present: Geoff Sears, Nat Centeno, Rich Higdon, Betsy Cooley, Patrick Choa, Tim Bacon, Bobby Lee

Staff present: Roni Hatstrup, Mary Grinbergs (Gray-Bowen-Scott)

Others: Ken Bukowski

2. Public Comments

None.

3. Approval of the Minutes of the December 15th, 2016 Board of Directors Meeting

Betsy Cooley motioned for approval of the minutes. Bobby Lee seconded.

The item was approved by a unanimous vote.

AYE: 7

Geoff Sears, Nat Centeno, Rich Higdon, Betsy Cooley, Patrick Choa, Tim Bacon, Bobby Lee

NAY: 0

ABSTAIN: 0

4. Executive Directors Report

A. Status update on Shuttle Service & Real-Time Tracking System

Roni Hatstrup provided a status update on the following:

1. *Alternative Routing – Implemented on January 2nd.*

On January 2nd, North Hollis, North Shellmound and Watergate Express routes were rerouted to use San Pablo during the period of the freeway off-ramp closure.

2. *Troubleshooting login issues with Operations Team & Syncromatics.*

Drivers are dealing with glitches in the new tracking units. Staff has set the expectations with Syncromatics to work with the shuttle operations team to resolve the issues identified.

3. *Review of Incident Reporting Protocols. (Handouts)*

Roni shared the ETMA's set of Shuttle Operations Protocols, including the protocol for notification of incidents. In addition Roni provided a handout with MV's internal protocols or incident reporting.

The Board directed staff to initiate the procurement of a public relations consultant for on call services related to media response in the event of a major incident or event. The Board further directed staff to define a threshold where a major incident would require Board notification as well as a public relations consultant. Staff agreed to return to Board with a draft request for proposals for public relation services and a modified protocol to include a defined threshold of a major incident.

5. Closed Session

Executive Director performance review.

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Meeting of the Board of Directors

January 19th, 2017

6. Business Items

- A. Review and Approval of Professional Services Agreement with Gray-Bowen-Scott for continued Executive Director and Agency Administration services through December 31st, 2017 (Attachment)

Betsy Cooley, of the subcommittee, provided an overview of Executive Director's review meeting, and noted the committee's recommendation to approve the scope and budget request for 2017 services.

Betsy Cooley motioned for approval of the 2017 scope and budget not to exceed, \$422,224. Tim Bacon seconded.

The item was approved by a unanimous vote.

AYE: 7

Geoff Sears, Nat Centeno, Rich Higdon, Betsy Cooley, Patrick Choa, Tim Bacon, Bobby Lee

NAY: 0

ABSTAIN: 0

- B. Adopt Resolution 2017-01 to Establish the Date of the 2017 Annual Membership Meeting

Tim Bacon motioned for approval of Resolution 2017-01 to establish the date of the 2017 annual membership meeting as May 18th, 2017 at 9:00AM. Geoffrey Sears seconded.

The item was approved by a unanimous vote.

AYE: 7

Geoff Sears, Nat Centeno, Rich Higdon, Betsy Cooley, Patrick Choa, Tim Bacon, Bobby Lee

NAY: 0

ABSTAIN: 0

- C. Appoint Audit Review committee

The following Subcommittee members were appointed to the 2016 Audit Review Committee.

Tim Bacon – Chair

Rich Higdon

Patrick Choa

This item required no action.

- D. Review and Discuss Pricing for Automated Passenger Counters

Roni presented the quote provided by Syncromatics for Automated Passenger Counters (APC) and stated her recommendation to hold off on acquiring integration equipment with Syncromatics until the real-time tracking system issues have been resolved. Roni also noted that the additional cost to acquire the APC's was not included in the 2017 Budget approved by City Council.

The Board directed staff report back to the Board with the following:

- Financing options offered by Syncromatics.*
- Research of APC options provided by other vendors.*
- Options for a pilot test period*
- Samples of Integrated performance/ridership reporting*

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Meeting of the Board of Directors

January 19th, 2017

No formal action was taken.

E. Review Fourth Quarter Financial Reports (Attachment)

Roni presented the fourth quarter financial reports and noted that the ETMA expenditures for 2016 came in well below budget.

This item required no action.

F. Review of Fourth Quarter Ridership Reports (Attachment)

Roni provided an overview of the 2016 ridership reports noting the decline in ridership throughout the year.

This item required no action.

G. Review of New On-Time Performance Reports (Attachment)

Roni presented the Syncromatics performance reports and made note of the areas where schedule modifications are needed. Roni further noted that the proposed service adjustments would be brought to the Board for approval in February.

This item required no action.

7. Suggestions/Requests from Board Members

The Board directed staff to issue a formal letter to the City requesting the designation of a liaison to the ETMA.

8. Confirm Date of Next Meeting

The meeting date of February 16, 2017 at 9:00AM, was confirmed.

9. Adjournment

The meeting was adjourned at 10:50AM.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

February 6, 2017

City of Emeryville
1333 Park Avenue
Emeryville, CA 94608
Attn: Carolyn Lehr, City Manager

SUBJECT: Request for City Appointed Liaison to the Emeryville Transportation Management Association (ETMA)

Dear Carolyn,

It was a pleasure talking to you and Mayor Donahue at the League of Cities meeting last week. As I mentioned when we spoke, the ETMA is in need of a City appointed liaison to attend and participate in the ETMA Board of Directors meetings, as well as other workshops and committee meetings. You mentioned you were in the process of hiring a new Assistant City Manager, whom you believe would be the appropriate person to serve as the liaison to the ETMA. I thought now would be the appropriate time to define our view of the liaison role. Additionally, the ETMA Board has asked me to formalize our request for a City appointed liaison.

As the managing organization of the Emery Go-Round public shuttle system, the ETMA has a vested interest in the City's initiatives to improve mobility throughout the city. We view the role of the liaison to be a senior management person who serves as the primary link between the City and the ETMA, particularly pertaining to the following initiatives:

1. Management of the PBID, including oversight of the PBID Management Consultant to ensure funds are collected appropriately.
2. Management of the Shuttle Funding Agreement between the ETMA and the City.
3. Transportation planning to improve future transit mobility.
4. Advocate for capital improvement budget to enhance transit amenities, such as bus stops, wayfinding signage, etc.
5. Funding advocacy for Emery Go-Round operations and capital equipment purchases.
6. Assist the ETMA in securing a long-term site for a bus yard.
7. Management of the Paratransit Funding Agreement between the ETMA and the City for the 8 to Go Operation.

I am available to assist in the process for designating the appropriate person to serve in this role, as we view it to be a key role in further developing our partnership.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

Please feel free to contact me at (925) 937-0980, ext. 212 or via email at roni@graybowenscott.com if you have any questions or would like to discuss further.

Sincerely,

Veronica Hatstrup
Executive Director

Cc: ETMA Executive Committee

Low
Accountancy
David M. Low, CPA

November 9, 2016

To The Board of Directors
Emeryville Transportation Management Association
C/O Roni Hatstrup, Director of Finance and Operations
Gray-Bowen-Scott
1676 N. California Blvd., Suite 400
Walnut Creek, CA 94596

I am pleased to confirm our understanding of the services I am able to provide to the Emeryville Transportation Management Association for the year ended December 31, 2016. I will audit the statement of financial position of Emeryville Transportation Management Association as of December 31, 2016 and the related statements of activities, functional expenses and cash flows for the year then ended.

My audit will be made in accordance with auditing standards generally accepted in the United States of America, and will include tests of the accounting records and other procedures I consider necessary to enable me to express an unqualified opinion that the financial statements are fairly presented, in all material respects, in conformity with accounting principles generally accepted in the United States of America. If my opinion is other than unqualified, I will fully discuss the reasons with you in advance.

My procedures will include tests of documentary evidence supporting the transactions recorded in the accounts, tests of the physical existence of inventories, and direct confirmation of receivables and certain other assets and liabilities by correspondence with selected funding sources, creditors, and financial institutions. I will request written representations from your attorneys as part of the engagement, and they may bill you for responding to this inquiry. At the conclusion of my audit, I will also request certain written representations from you about the financial statements and related matters.

236 Latera Court, San Ramon, CA 94582-4680
(925) 828-7203 (925) 828-7204 Fax
davelow54@sbcglobal.net

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C/O Roni Hatstrup, Director of Finance and Operations
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An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements; therefore, my audit will involve judgment about the number of transactions to be examined and the areas to be tested. Also, I will plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. However, because of the concept of reasonable assurance and because I will not perform a detailed examination of all transactions, there is a risk that material errors, irregularities, or illegal acts, including fraud or defalcations, may exist and not be detected by me. I will advise you, however, of any matters of that nature that come to my attention, and will include such matters in the reports to management and the Board of Directors. My responsibility as auditor is limited to the periods covered by my audit and does not extend to any losses that might be incurred during any later periods for which I am not engaged as auditor.

You are responsible for the design and implementation of programs and controls to prevent and detect fraud, and for informing me about all known or suspected fraud affecting the Association involving (a) management, (b) employees who have significant roles in internal control, and (c) others where the fraud could have a material effect on the financial statements. You are also responsible for informing me of your knowledge of any allegations of fraud or suspected fraud affecting the Association received in communications from employees, former employees, regulators, or others.

I understand that you will provide me with the basic information required for my audit and that you are responsible for the accuracy and completeness of that information.

I will advise you about appropriate accounting principles and their application and will assist in the preparation of your financial statements, but the responsibility for the financial statements remains with you. This responsibility includes the maintenance of adequate records and related internal control structure policies and procedures, the selection and application of accounting principles, and the safeguarding of assets.

I will provide a draft copy of our reports and a copy of the management letter, if applicable, to you as soon as possible.

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C/O Roni Hatstrup, Director of Finance and Operations
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My fees for these services will be based on the actual time spent at my standard hourly rates, plus travel and other out-of-pocket costs such as report production, typing, postage, etc. Based on my preliminary estimate, the fee should not exceed \$6,000 for the year ended December 31, 2016.

It is my understanding that Association personnel will provide me with assistance in locating invoices, contracts, statements and other supporting documents. Further, my fee is based on the premise that the records and accounts of the Association will be current and complete at the time the audit begins.

If the time required to complete the work produces a fee that is less than the maximum fee set out above then I will pass that savings on to the Association. If at any time during the engagement any extraordinary matters come to my attention and an extension of my service is required then I reserve the right to increase my fee, but only after consultation with and authorization from the appropriate officials.

I appreciate the opportunity to be of service to the Emeryville Transportation Management Association and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let me know. If you agree with the terms of our engagement as described in this letter, please sign where indicated and return it to me.

Sincerely,
Low Accountancy

David M. Low

David M. Low, CPA

RESPONSE:

This letter correctly sets forth the understanding of the Emeryville Transportation Management Association.

Signature: _____

Title: _____

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: February 16, 2017

FROM: Roni Hattrup, Executive Director

SUBJECT: Summary of Proposed Service Modifications & Request for Additional Operating Costs

RECOMMENDATION

Board approval of additional shuttle operation cost, not to exceed \$40,000, to accommodate the increase in services described below.

PROPOSED SERVICE CHANGES

The purpose of the proposed service modifications shown below is to address the additional travel times related to the temporary re-routing of the North Hollis, North Shellmound and Watergate Express routes to San Pablo as well as the increase in traffic levels throughout the City.

Commute Service Period:

North Hollis

Increased service to accommodate additional travel time for re-routing to San Pablo and increased traffic levels. Maintained a service frequency of 10 minutes in the morning and 10-15 minutes in the afternoon/evening.

South Hollis

Minor schedule adjustment to maintain a 10 minute frequency in both the morning and afternoon/evening service periods.

North Shellmound

Modified schedule to accommodate additional travel time for re-routing to San Pablo and increased traffic levels. Maintained a service frequency of 10-15 minutes.

South Shellmound/Powell

Modified schedule to accommodate additional travel time for increased traffic levels. Maintained a frequency of 10-15 minutes, with the exception of three 20 minute gaps.

Watergate Express

Adjusted service frequency to 20 minutes to accommodate additional travel time for re-routing to San Pablo and increased traffic levels.

Standard Service Period:

Hollis

Minor schedule modifications to accommodate additional travel time for increased traffic levels. Maintained a frequency of 15-20 minutes.

Shellmound/Powell

Minor schedule modifications to accommodate additional travel time for increased traffic levels.
Maintained a frequency of 15-20 minutes.

Weekend Service

Shellmound/Powell

Increased service frequency to 20 minutes to accommodate additional travel time and layover time for increase traffic levels and increased ADA passenger boardings. Additional service hours were required to maintain the 20 minute service frequency for Sunday.

FINANCIAL CONSIDERATIONS

The current estimated cost increase is \$28,000 (annually), although the contractor's review of the proposed schedule adjustments may result in more or less service hours. Therefore, I am seeking Board approval of additional service costs not to exceed \$40,000 (annually).

ATTACHMENTS

1. Service Comparison Summary

Service Comparison Summary

Current Service

TOTAL SERVICE HOURS: ALL ROUTES		DAILY/EA	ANNUALLY
Weekday		171.10	43,459.40
Weekend (hours shown are for both days)		74.25	3,786.75
TOTAL SERVICE HOURS			47,246.15

COST	Fixed	Variable	TOTAL
TOTAL	\$ 257,668.68	\$ 1,654,560.17	\$ 1,912,228.85

Proposed Service

TOTAL SERVICE HOURS: ALL ROUTES		DAILY/EA	ANNUALLY
Weekday		173.98	44,191.77
Weekend (hours shown are for both days)		75.42	3,846.25
TOTAL SERVICE HOURS			48,038.02

COST	Fixed	Variable	TOTAL
TOTAL	\$ 257,668.68	\$ 1,682,291.34	\$ 1,939,960.02

Estimated Cost Increase

COST	Fixed	Variable	TOTAL
TOTAL	\$ -	\$ 27,731.17	\$ 27,731.17