



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

AGENDA

Board of Directors Meeting
Bay Street Conference Room
5616 Bay Street

Emeryville, CA 94608

September 15th, 2016 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

Vacant,
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. Approval of the Minutes of the August 18th, 2016 Board of Directors Meeting (Attachment)
4. Business Items
 - A. Review and Approval of final Bus Stop Signage Template (Attachment)
 - B. Review and Approval of final Route Guide
 - C. Status Update on Shuttle Operator Performance & readiness of Service Implementation
 - D. Review and Approval of Amendment #3 to Shuttle Operations & Maintenance Agreement with MV Transportation, Inc.
 - E. Review and Approval of Amendment #6 to Bus Fueling Agreement with AC Transit (Attachment)
 - F. Review of Second Quarter Financial Reports (Attachment)
 - G. Review of Second Quarter Ridership Reports (Attachment)
5. Suggestions/Requests from Board Members
6. Confirm date of Next Meeting
7. 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

August 18th, 2016

1. Call to Order

The meeting was called to order at 9:04AM by Chair, Geoff Sears

Directors Present: Geoff Sears, Patrick Choa, Rich Higdon, Ron Silberman, Andrew Allen, Betsy Cooley, Bobby Lee

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

2. Public Comments

None.

3. Introduction of Corporate Director – Rich Higdon, Hyatt Place

Roni Hatstrup introduced Rich Higdon on behalf of the Hyatt Place as the new Director, representing the Corporate Members.

4. Approval of the Minutes of the July 15th, 2016 Board of Directors Meeting (Attachment)

The item was approved by a unanimous vote.

AYE: 7

Geoff Sears, Patrick Choa, Rich Higdon, Ron Silberman, Andrew Allen, Betsy Cooley, Bobby Lee

NAY: 0

ABSTAIN: 0

5. Business Items

A. Review and approval of revised Bust Stop Signage (Attachment)

Roni provided an overview of the revised bus stop signage. The signs depicts routes served during both the Standard and Commute Service periods, with a bus icon, and is reflective of the corresponding route colors shown in the draft route guide. The Stop ID # will be used for passengers to request real-time arrival information for a specific stop. We've also included customer service contact information. Options for a real-time tracking phone and text # are being researched by Syncromatics, including:

- RideEGR*
- EmeryGo*
- EGRRide*

The size of the proposed signage is 12" wide x 24" tall.

Suggestions from the Board included:

- Routes not served should be indicated with a big red "X"*
- Signage should only reflect the bus stop being served*
- BART symbols should be included on those stops going to BART*
- Route maps should be placed at stops strategically throughout the system, particularly at BART.*

Roni agreed to revise the signage to address the comments from the Board, however requested Board authorization to proceed with production, pending Board review of the final signage. Roni also agreed to provide a mock-up of the sign for those Directors who had requested it.

The Board voted unanimously to approve the bus stop signage production, contingent upon review of the final signage.

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

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AYE: 7

Geoff Sears, Patrick Choa, Rich Higdon, Ron Silberman, Andrew Allen, Betsy Cooley, Bobby Lee

NAY: 0

ABSTAIN: 0

B. Review and Approval of draft Route

Roni presented a proof of the new EGR Route Guide. The following revisions were requested by the Board:

- *Add note on the bottom of both the Standard Service and Commute Service schedules, referencing on another on the reverse side.*
- *On the Commute Service header – list in parenthesis (Monday – Friday, 7AM – 10AM & 3PM – 7PM).*
- *Correct color of Shellmound/Powell weekend service (on Service Overview) to be purple.*

The item was approved by a unanimous vote, contingent upon the changes requested.

AYE: 7

Geoff Sears, Patrick Choa, Rich Higdon, Ron Silberman, Andrew Allen, Betsy Cooley, Bobby Lee

NAY: 0

ABSTAIN: 0

C. Status Update on New Service Implementation

i. Shuttle Operations

Roni informed the Board of MV's continuous struggle to recruit new shuttle operators. Roni also informed the Board of the recent performance issues derived from the lack of shuttle operators and requested Board participation on an ad-hoc subcommittee to discuss the performance issues and related penalties incurred through July.

Geoff Sears, Bobby Lee and Betsy Cooley volunteered to participate on the subcommittee, with Geoff serving as Chair of the subcommittee.

ii. Fleet Readiness

Roni provided a status update on the 3 recently acquired vehicles, noting that they had been delivered and branded.

iii. Real-Time Tracking System

Roni reported on the status of the new real-time tracking system, noting staff's decision to use a Google Transit Feed Software (GTFS) to establish the data content for Syncromatics real-time tracking system. Roni further noted that using the GTFS software to establish the data content would not only simplify the data entry process for Syncromatics, but would also initiate the establishment of Emery Go-Round on Google Maps.

Roni also provided copies of the Google Non-Disclosure and Online Agreements, noting that the agreements were non-monetary and that she would proceed with signing, unless there were any objections from the Board. No objections were noted.

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Meeting of the Board of Directors

August 18th, 2016

- iv. Bus Stop Signage Installation
Roni reported on the status of the Bus Stop Signage installation project, noting the scope of work is complete and ready for submittal to the contractor.
- v. Route Guide Development
Roni noted that the route guide completion was targeted for August 26th.

These status updates required no action of the Board.

6. Suggestions/Requests from Board Members

Geoff provided an update on various coordination efforts with the City of Emeryville, including the status of the bus yard site. Geoff also made a suggestion for the TMA to identify capital investment projects that would benefit the Emery Go-Round service for recommendation to the City to request Measure BB funds.

7. Confirm Date of Next Meeting

The meeting date of September 15, 2016 at 9:00AM, was confirmed.

8. Adjournment

The meeting was adjourned at 11:00AM.



EMERY GO•ROUND

Standard Service Routes:

Commute Service Routes:
Mon-Fri, 7AM-10AM & 3PM-7PM

To MacArthur  Station

STOP ID # 0000

For Real-Time Shuttle Arrivals:



Download the EmeryGo App
Or go to www.egrshuttle.com



Call (510) 722-8464
When prompted, enter Stop ID shown above.



Text "EMERYGO####" TO 41411
is the Stop ID shown above.



Emery Go-Round Customer Service
(510) 451-3862



EMERY GO•ROUND

Standard Service Routes:

Commute Service Routes:
Mon-Fri, 7AM-10AM & 3PM-7PM

To MacArthur  Station

STOP ID # 0000

For Real-Time Shuttle Arrivals:



Download the EmeryGo App
Or go to www.egrshuttle.com



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Emery Go-Round Customer Service
(510) 451-3862

**EMERYVILLE GO ROUND SERVICE AGREEMENT
FOR THE PERIOD SEPTEMBER 01, 2016, THRU AUGUST 31, 2018
Amendment No. 6**

THIS AMENDMENT No. 6 to the EMERY-GO-ROUND SERVICE AGREEMENT between the **EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION**, a non-profit Public Benefit Corporation, organized under the California Non-Profit Public Benefit Corporation Law (hereinafter "corporation"), and the **ALAMEDA-CONTRA COSTA TRANSIT DISTRICT**, a special transit district established pursuant to California Public Utilities Code, Section 24501 et seq., (hereinafter "District"), is effective September 1, 2016.

RECITALS

WHEREAS, Corporation and District entered into a two-year agreement ("the Agreement") on September 1, 2004, wherein District agreed to fuel and service the Emery-Go-Round shuttle service buses operated by Corporation; and

WHEREAS, Corporation and District amended the Agreement in August 2006 (Amendment No. 1) to extend the services through August 31, 2008; and

WHEREAS, Corporation and District amended the Agreement in August 2008 (Amendment No. 2) to extend the services through August 31, 2010; and

WHEREAS, Corporation and District amended the Agreement in August 2010 (Amendment No. 3) to extend the services through August 31, 2012; and

WHEREAS, Corporation and District amended the Agreement in August 2012 (Amendment No. 4) to extend the services through August 31, 2014; and

WHEREAS, Corporation and District amended the Agreement in August 2014 (Amendment No. 5) to extend the services through August 31, 2016; and

WHEREAS, Corporation and District wish to extend the Agreement for an additional two (2) years under the modified terms and conditions as set forth below.

NOW, THEREFORE, in consideration of the mutual covenants, and for other good and valuable consideration, the parties hereby agree as follows:

1. Agreement, paragraph 1, **PERIOD OF PERFORMANCE**, is modified to read as follows:

The Agreement shall be extended for an additional two (2) years through August 31, 2018, subject to termination or extension of the Agreement as provided in Contract clause 4, Termination and Notices, and Contract clause 5, Modification.

EMERYVILLE GO ROUND SERVICE AGREEMENT
FOR THE PERIOD SEPTEMBER 01, 2016, THRU AUGUST 31, 2018
Amendment No. 6

2. District will provide diesel and unleaded fueling for between twenty five (25) and twenty eight (28) vehicles of Corporation's fleet at District's Division 2 Emeryville Maintenance Facility located near 45th Street and San Pablo Avenue in Emeryville. Fueling schedule (excluding holidays):

Monday through Thursday, 5:30 a.m. through 4:00 p.m.

Friday, 5:30 a.m. through 8:00 p.m.

3. Agreement, paragraph 3, **PAYMENT**, is restated as follows:
- A. As compensation for the fueling services provided to Corporation, Corporation shall pay to District the average monthly fuel cost, plus forty-two cents (\$0.42) per gallon of diesel fuel pumped. Payment shall be due within 30 days of receipt of invoice. The District and Corporation also agree that due to the volatility of the fuel market, District may need to adjust fuel pricing during the term of the contract.

On an annual basis, the parties will review compensation under the Agreement and negotiate adjustments, if appropriate, to compensate the District for any significant increases in the costs of any other of the services provided under the Agreement.

4. Except as expressly modified by this Amendment No. 6, the terms and conditions of the Agreement of September 1, 2004, as amended to date, shall remain in full force and effect and shall be binding on the parties as if the provision of the Agreement were set forth in this amendment.

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**AC TRANSIT DISTRICT
PURCHASING DEPARTMENT**

CONTRACT NO.
2004-893

**EMERYVILLE GO ROUND SERVICE AGREEMENT
FOR THE PERIOD SEPTEMBER 01, 2016, THRU AUGUST 31, 2018
Amendment No. 6**

IN WITNESS WHEREOF, the parties have entered into this Amendment No. 6 to the Agreement on the date as set forth at the beginning of the Amendment.

**ALAMEDA-CONTRA COSTA
TRANSIT DISTRICT**

**EMERYVILLE TRANSPORTATION
MANAGEMENT ASSOCIATION**

Michael Hursh for Michael Hursh 8-17-16
 Michael A. Hursh Date
 General Manager

Emeryville Transportation Director	Date
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**APPROVED AS TO FORM AND
CONTENT:**

Denise Standridge 8/17/16
Denise Standridge Date
General Counsel

**ETMA 2016 - 2nd Quarter Financial Reports
(Cash Basis)**

9/9/2016

EMERY GO-ROUND		2nd Quarter Financials			Notes
<u>Revenue</u>	2016 Budget	Actual Revenue Rec'd to Date	Variance (Actual vs. Budget)	% of revenue received	
<u>PBID Revenue</u>					
Net PBID Revenue	3,250,988	1,625,494	(1,625,494)	50%	2nd Installment of PBID funds received in Q3.
<u>Non-PBID Revenue</u>					
City - General Benefit Contribution	455,531	455,531	-	100%	Actual revenue includes payments for 2015 services.
ETMA Billed Revenue	100,000	92,722	(7,278)	93%	
BGTMA (Net balance of West Berkeley Shu	30,000	116,395	86,395	388%	
Misc. Revenue (charter service, interest in	10,000	4,990	(5,010)	50%	
Other Revenue	-	59,663	59,663	#DIV/0!	Sale of vehicle and property tax refund.
Subtotal Non-PBID Revenues	595,531	729,301	133,770	122%	
Total Revenue	3,846,519	2,354,795	(1,491,724)	61%	
<u>Expenditures</u>					
<u>Direct Costs</u>					
Bus Leases/Purchases	478,000	220,877	(257,124)	46%	Final NextBus payment & Syncromatics payments scheduled for Q3 & Q4. Payment for Bus Stop Signage Design & Installation & Route Guides anticipated in Q4.
Maintenance	375,000	196,987	(178,013)	53%	
Operations Contract	1,610,000	710,045	(899,955)	44%	
Fuel	375,000	87,970	(287,030)	23%	
Communications	60,000	5,274	(54,726)	9%	
Miscellaneous Operating Costs	30,000	2,869	(27,131)	10%	
Subtotal Direct Costs	2,928,000	1,224,021	(1,703,979)	42%	
<u>Indirect (Support) Costs</u>					
Professional Services	465,000	190,480	(274,520)	41%	Insurance premiums paid in Q3.
Office Expenses	5,000	1,299	(3,701)	26%	
Occupancy	145,000	58,315	(86,685)	40%	
Marketing	17,000	1,369	(15,631)	8%	
Pilot Projects and Research	25,000	-	(25,000)	0%	
TMA Insurance	10,000	-	(10,000)	0%	
Conferences, Conventions, Meetings, Dues	1,000	-	(1,000)	0%	
Bus Yard Relocation	-	-	-	N/A	
Subtotal Indirect Costs	668,000	251,463	(416,537)	38%	
Contingency	-	-	-	N/A	
Subtotal Other Costs	-	-	-	N/A	
Total TMA Expenditures	3,596,000	1,475,484	(2,120,516)	41%	

2016 Revenue vs. Expenditures Balance: 250,519 879,311 628,792

**ETMA 2016 - 2nd Quarter Financial Reports
(Cash Basis)**

9/9/2016

WEST BERKELY SHUTTLE		2nd Quarter Financials			
<u>Revenue</u>	2016 Budget	Actual Revenue Rec'd to Date	Variance (Actual vs. Budget)	% of Revenue Received	Notes
BGTMA & Bayer	172,720	188,475	15,755	109%	Actual revenue includes payments for 2015 services. Payments rec'd for services through May 2016.
Total Revenue - West Berkeley	172,720	188,475	15,755	109%	
<u>Expenditures</u>	2016 Budget	Actual Costs to Date	Variance (Actual vs. Budget)	% Expended	Notes
Shuttle Operations	133,840	65,695	(68,145)	49%	
Professional Service Contracts	8,880	6,386	(2,494)	72%	
Total Expenditures - West Berkeley	142,720	72,080	(70,640)	51%	

Balance

30,000

116,395

86,395

Balance of revenue shown as ETMA revenue above.

City of Emeryville - 8 to Go Paratransit		2nd Quarter Financials			
<u>Revenue</u>	2016 Budget	Actual Revenue Rec'd to Date	Variance (Actual vs. Budget)	% of Revenue Received	Notes
City of Emeryville - 8 to Go Paratransit	88,600	61,187	(27,413)	69%	Actual revenue includes payments for 2015 services.
Total Revenue - City	88,600	61,187	(27,413)	69%	
<u>Expenditures</u>	2016 Budget	Actual Costs to Date	Variance (Actual vs. Budget)	% Expended	Notes
Shuttle Operations & Maintenance	77,500	31,752	(45,748)	41%	
Fuel	4,000	1,279	(2,721)	32%	
Communications	600	238	(362)	40%	
Professional Service Contracts	6,500	2,263	(4,238)	35%	
Total Expenditures - City	88,600	35,532	(53,068)	40%	
Balance	0	25,654	25,654		

Total Passenger Boardings per Year/Quarter					
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
2016 Ridership	371,644	398,192	-	-	769,836
2015 Ridership	387,583	403,515	448,244	421,174	1,660,516
2014 Ridership	381,216	425,010	457,239	416,392	1,679,857

