



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

AGENDA

Board of Directors Meeting
December 16th, 2021 @ 9:15 AM

[Zoom](#)

Meeting ID: 885 6484 1695

Chair

Bobby Lee, At-Large

Residential Member

Vice Chair

Betsy Cooley, At-Large

Residential Member

Secretary

Andrew Allen

At-Large Business

Member

Treasurer

Geoffrey Sears,

Wareham Development

Directors

Peter Schreiber,

Pixar

Colin Osborne

At-Large Business

Member

Kassandra Kappelos

Public Market

1. Call to Order
2. Public Comment
3. Approval of the Minutes of the October 21st, 2021, Board of Directors Meeting (Attachment)
4. Executive Directors Report
 - A. Status Update on Bus Yard
 - B. EGR Ridership & Performance
5. Business Items
 - A. Review and Consider Approval of Resolution 21-02 Declaring Board Meetings will be held via Teleconference (Attachment)
 - B. Review & Discuss Re-Imagine Emery Go Round Outline (Attachment)
 - C. Discuss Autonomous Vehicle Feasibility Study
 - D. Review and Discuss Shuttle Monitoring Proposal provided by Altrans and Consider Authorization to enter into a Professional Services Agreement (Attachment)
 - E. Review and Consider Approval of Proposal from Gray Bowen Scott for continued Agency Management and Administration Services and Authorize Chair to Execute Professional Services Agreement (Attachment)
 - F. Review and Consider Approval of Amendment 5 to Professional Services Agreement with John S Tounger for continued Bookkeeping and Accounting Services (Attachment)
6. Confirm date of Next Meeting – January 20, 2022
7. Adjournment

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Board of Directors Meeting

October 21st, 2021

LOCATION: VIDEO CONFERENCE

Directors Present: Bobby Lee, Chair
Betsy Cooley, Vice Chair
Andrew Allen, Secretary
Colin Osborne, Director
Kassandra Kappelos, Director

Others Present: Roni Hatstrup, Executive Director
Karen Boggs, Operations Director
Debi Lawrence, Executive Assistant
Christine Daniel, City of Emeryville
John Scheuerman, Bike/Ped Committee

1. Call to Order

Bobby Lee called the meeting to order at 9:20 AM.

2. Public Comment

There were no comments from the public.

3. Approval of the Minutes of the September 16th, 2021 Board of Directors Meeting

Colin Osborne motioned for approval of the meeting minutes. Bobby Lee seconded the motion.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

4. Executive Directors Report

A. Status Update on Bus Yard

Roni confirmed that there were a few remaining items left to fully complete.

- i. Security Systems Installation – Roni stated that the installation of the security equipment is complete, and we are working with the monitoring service to hand off the surveillance portion, as well as training onsite staff.*
- ii. On-site Security Services – Roni advised that we continue to have 24-hour onsite security patrol. If things continue to show no issues, and the surveillance equipment and monitoring is up and running, we may be able to go to a 7pm – 7am service.*

- B. Re-imagine Emery Go Round Workshop – Roni met with Bobby to discuss ideas for the overall vision of the Emery Go-Round. What came out of that was a re-imagined workshop to get thoughts on what the EGR will look like in the future. Roni added that this would be an opportunity to reach out to more city staff and align discussions. The Board decided to have further discussions when more members were available to participate. Bobby Lee requested an outline of various discussion topics to present at the next Board meeting.*

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Board of Directors Meeting

October 21st, 2021

There was no formal action required.

5. Business Items

A. 2022 Budget & Forecast Scenarios

Roni provided an overview of the budget approval process and noted the target date to go to City Council with the proposed budget of November 16th, 2021. Roni added that since we don't anticipate reinstating full service for some time given ridership that we are seeing currently. Roni has modified the budget to reflect this. Roni provided two budget scenarios: 1) The TMA would assume operations would increase by 19% and to restore services to 80% of Pre-COVID levels. Roni added that this would include an added Shellmound/Powell route during peak traffic periods. Another addition is to restore the service for the Watergate route. Included in scenario one is an annual fleet financing budget of \$500,000 for new vehicle acquisitions; building capital reserves for future EV acquisitions; and two replacement vehicles. The Occupancy budget has increased due to new and additional services and utilities required for the site. 2) includes changes in scenario one, with the exception of only increasing operations by 6%, restoring services to 72% pre-COVID levels. This scenario does not include the reinstatement of the Watergate route.

Andrew Allen motioned for approval of proceeding with Budget Scenario 1. Betsy Cooley seconded.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

B. Ridership Overview

- i. Emery Go Round – Karen stated that the ridership has been steadily rising.*
- ii. BART – Karen stated that the ridership for BART has been trending on a slight increase.*
- iii. AC Transit – Karen advised that AC Transit's ridership has not been as much of a decline as BART and has maintained a higher volume rider.*

C. Landscape Maintenance Services

- i. Overview of Bids – the new bus yard will require landscape maintenance. Roni reviewed the bids from proposals received.*
- ii. Selection – Roni recommended selection of Allied Landscape proposal, which was comprehensive and cost competitive and requested Board approval to enter into a landscape maintenance contract.*

Andrew Allen motioned for selection of Allied Landscape and authorized Chair to execute a landscape maintenance agreement. Betsy Cooley seconded.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Board of Directors Meeting

October 21st, 2021

D. Review and Accept Independent Audit Review of 2020 Financial Statements

Roni stated that the audit committee convened a meeting to review the financial statements and auditors report and noted that there were no changes or concerns raised by the committee.

Kassandra Kappelos motioned for accepting the Independent Audit Review of 2020 Financial Statements. Betsy Cooley seconded.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

E. Review and Approve 2020 State and Federal Tax Filings

Roni provided an overview of the 2020 Tax documents.

Colin Osborne motioned for approval of the 2020 State and Federal Tax Filings. Betsy Cooley seconded.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

6. Confirm date of Next Meeting – November 18th, 2021

The meeting date was confirmed for November 18th, 2021.

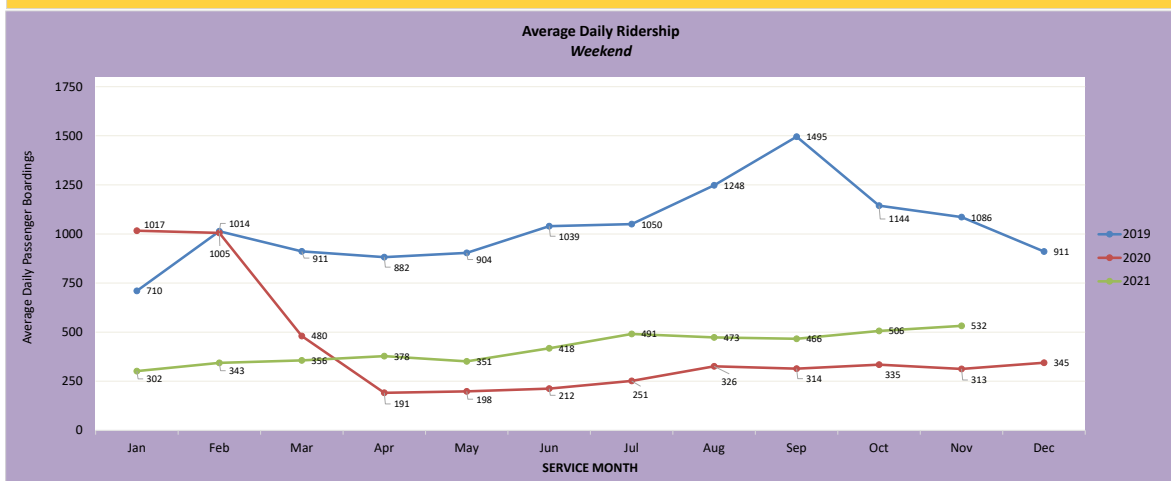
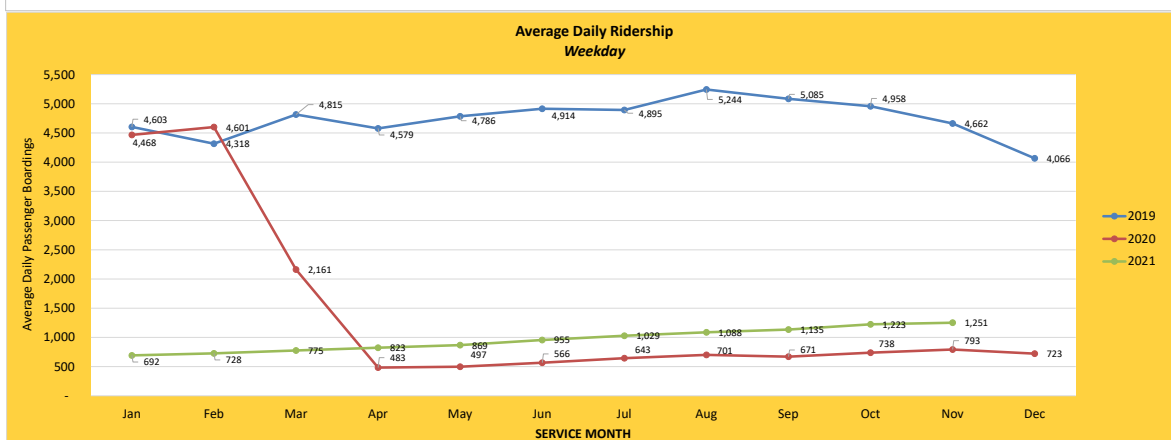
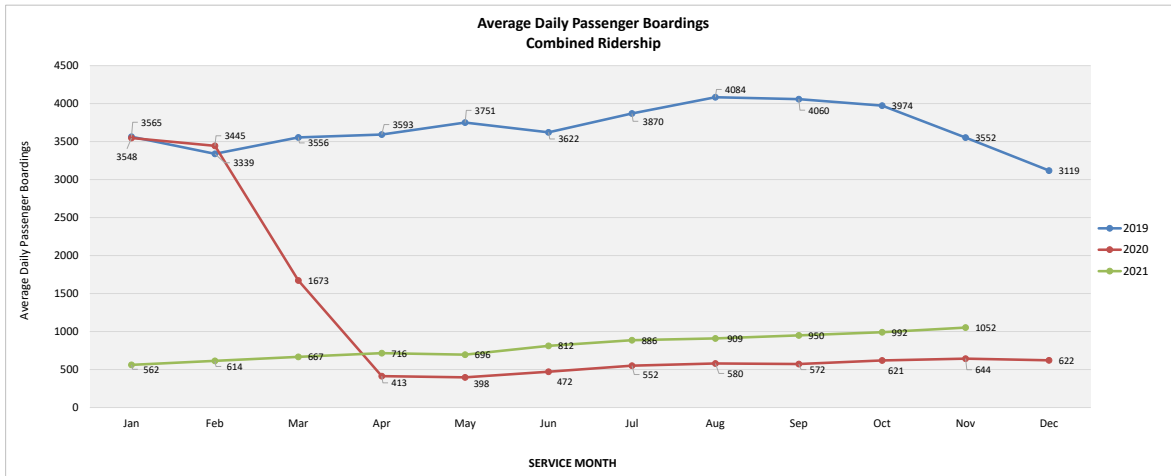
7. Adjournment

The meeting adjourned at approx. 10:55 AM.

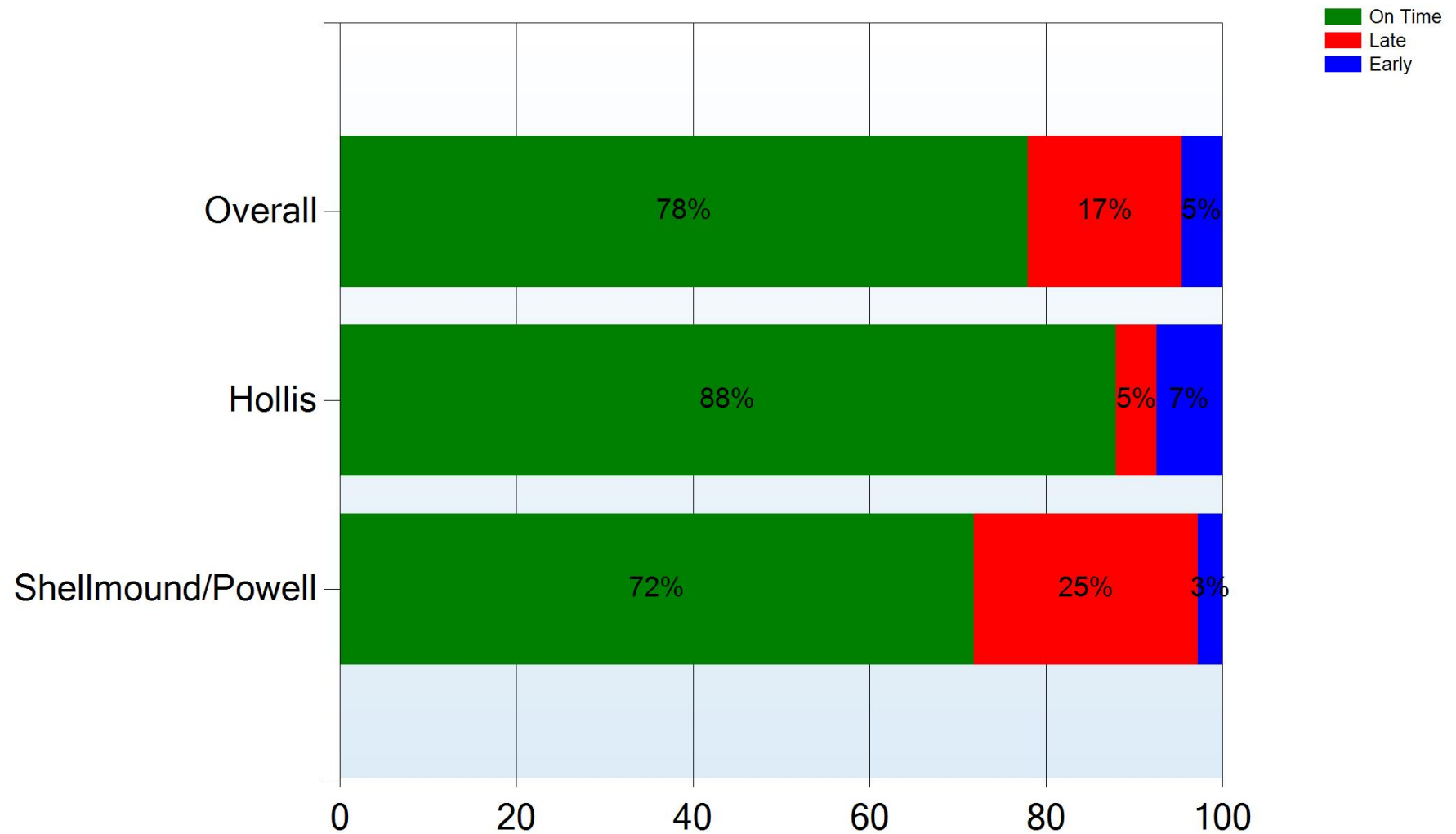


ANNUAL RIDERSHIP SUMMARY (YTD)/COMPARISON

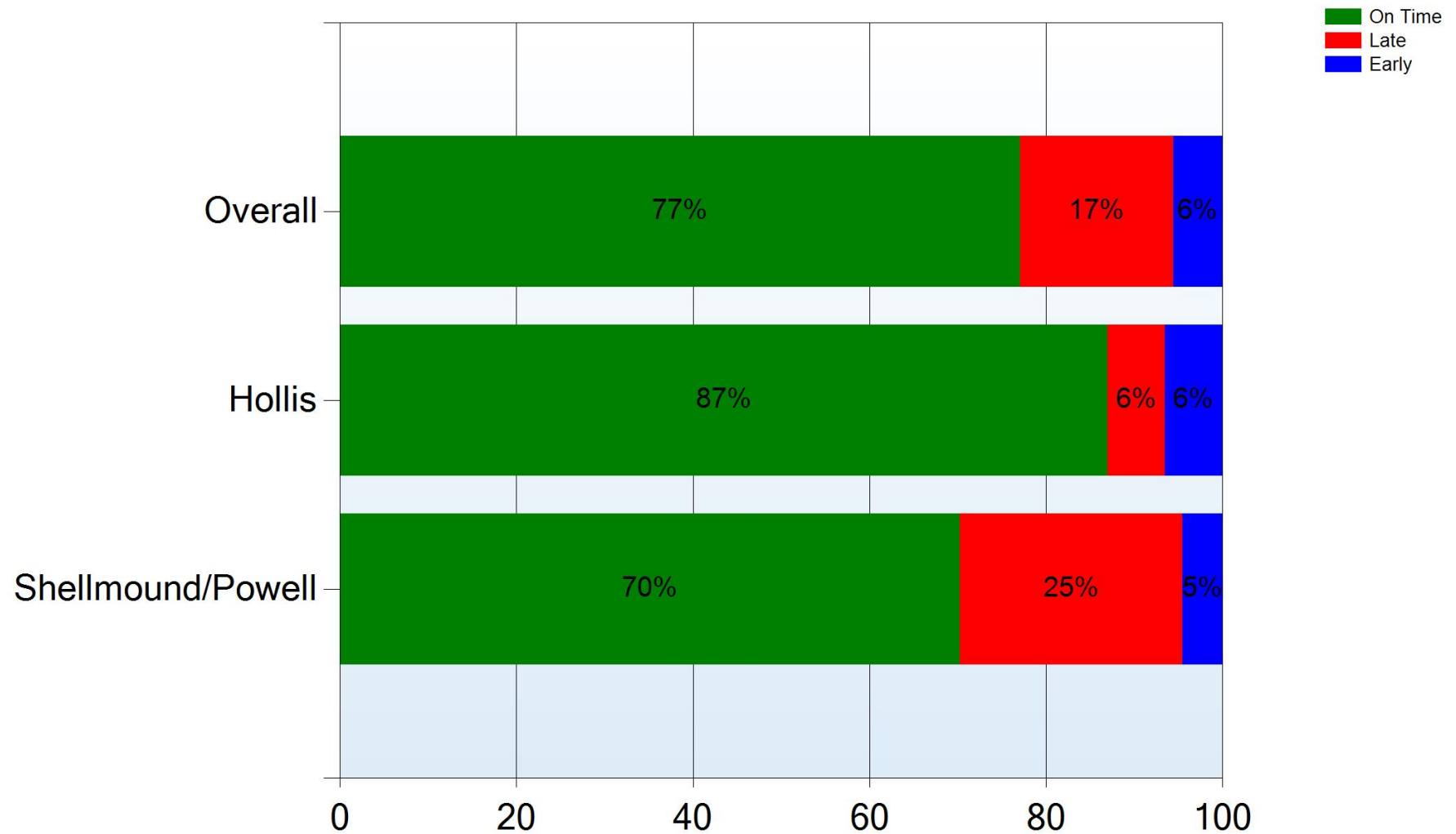
| WEEKDAY RIDERSHIP | | | | | | | | | | | | | |
|---|---------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|---------------|
| 2021 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total to Date |
| Total Monthly Weekday Ridership | 13,836 | 13,825 | 17,822 | 18,108 | 17,377 | 21,009 | 22,640 | 23,934 | 23,828 | 25,673 | 26,263 | | 224,315 |
| # of Operating Days | 20 | 19 | 23 | 22 | 20 | 22 | 22 | 22 | 21 | 21 | 21 | | 233 |
| Average Daily Ridership | 692 | 728 | 775 | 823 | 869 | 955 | 1029 | 1088 | 1135 | 1223 | 1251 | | 963 |
| % Increase/Decrease from Prior Month | -4% | 5% | 6% | 6% | 6% | 10% | 8% | 6% | 4% | 8% | 2% | | |
| % Increase/Decrease from Prior Year | -85% | -84% | -64% | 70% | 75% | 69% | 60% | 55% | 69% | 66% | 58% | | -31% |
| % Increase/Decrease from 2019 (pre COVID) | -85% | -83% | -84% | -82% | -82% | -81% | -79% | -79% | -78% | -75% | -73% | | -80% |
| 2020 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Weekday Ridership | 98,297 | 87,424 | 47,538 | 10,629 | 9,944 | 12,449 | 14,786 | 14,727 | 14,087 | 16,230 | 15,860 | 15,897 | 357,868 |
| # of Operating Days | 22 | 19 | 22 | 22 | 20 | 22 | 23 | 21 | 21 | 22 | 20 | 22 | 256 |
| Average Daily Ridership | 4468 | 4601 | 2161 | 483 | 497 | 566 | 643 | 701 | 671 | 738 | 793 | 723 | 1,398 |
| % Increase/Decrease from Prior Month | 10% | 3% | -53% | -78% | 3% | 14% | 9% | -4% | 10% | 7% | -9% | | |
| % Increase/Decrease from Prior Year | -3% | 7% | -55% | -89% | -90% | -88% | -87% | -87% | -87% | -85% | -83% | -82% | -71% |
| 2019 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 101,269 | 82,033 | 101,123 | 100,741 | 105,288 | 98,279 | 107,689 | 115,375 | 101,706 | 114,041 | 93,248 | 85,381 | 1,206,173 |
| # of Operating Days | 22 | 19 | 21 | 22 | 22 | 20 | 22 | 22 | 20 | 23 | 20 | 21 | 254 |
| Average Daily Ridership | 4603 | 4318 | 4815 | 4579 | 4786 | 4914 | 4895 | 5244 | 5085 | 4958 | 4662 | 4066 | 4,749 |
| WEEKEND RIDERSHIP | | | | | | | | | | | | | |
| 2021 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total to Date |
| Total Monthly Weekend Ridership | 3,016 | 2,746 | 2,847 | 2,647 | 3,506 | 3,346 | 3,925 | 4,257 | 3,730 | 5,064 | 4,254 | | 39,338 |
| # of Operating Days | 10 | 8 | 8 | 7 | 10 | 8 | 8 | 9 | 8 | 10 | 8 | | 94 |
| Average Daily Ridership | 302 | 343 | 356 | 378 | 351 | 418 | 491 | 473 | 466 | 506 | 532 | | 418 |
| % Increase/Decrease from Prior Month | -12% | 14% | 4% | 6% | -7% | 19% | 17% | -4% | -1% | 9% | 5% | | |
| % Increase/Decrease from Prior Year | -70% | -66% | -26% | 98% | 77% | 97% | 95% | 45% | 48% | 51% | 70% | | 0% |
| % Increase/Decrease from 2019 (pre COVID) | -58% | -66% | -61% | -57% | -61% | -60% | -53% | -62% | -69% | -56% | -51% | | -59% |
| 2020 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Weekend Ridership | 8,132 | 9,048 | 4,324 | 1,337 | 1,981 | 1,698 | 1,759 | 3,258 | 2,512 | 3,011 | 2,816 | 2,756 | 42,632 |
| # of Operating Days | 8 | 9 | 9 | 7 | 10 | 8 | 7 | 10 | 8 | 9 | 9 | 8 | 102 |
| Average Daily Ridership | 1017 | 1005 | 480 | 191 | 198 | 212 | 251 | 326 | 314 | 335 | 313 | 345 | 418 |
| % Increase/Decrease from Prior Month | 12% | -1% | -52% | -60% | 4% | 7% | 18% | 30% | -4% | 7% | -6% | 10% | |
| % Increase/Decrease from Prior Year | 43% | -1% | -47% | -78% | -78% | -80% | -76% | -74% | -79% | -71% | -71% | -62% | -60% |
| 2019 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 5681 | 8,112 | 9,110 | 7,055 | 7,230 | 10,393 | 8,402 | 11,231 | 11,963 | 9,153 | 9,774 | 8,197 | 106,301 |
| # of Operating Days | 8 | 8 | 10 | 8 | 8 | 10 | 8 | 9 | 8 | 8 | 9 | 9 | 103 |
| Average Daily Ridership | 710 | 1014 | 911 | 882 | 904 | 1039 | 1050 | 1248 | 1495 | 1144 | 1086 | 911 | 1,032 |
| COMBINED RIDERSHIP | | | | | | | | | | | | | |
| 2021 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total to Date |
| Total Monthly Ridership | 16,852 | 16,571 | 20,669 | 20,755 | 20,883 | 24,355 | 26,565 | 28,191 | 27,558 | 30,737 | 30,517 | - | 263,653 |
| # of Operating Days | 30 | 27 | 31 | 29 | 30 | 30 | 30 | 31 | 29 | 31 | 29 | - | 327 |
| Average Daily Ridership | 562 | 614 | 667 | 716 | 696 | 812 | 886 | 909 | 950 | 992 | 1,052 | | 806 |
| % Increase/Decrease from Prior Month | -10% | 9% | 9% | 7% | -3% | 17% | 9% | 3% | 4% | 4% | 6% | | |
| % Increase/Decrease from Prior Year | -84% | -82% | -60% | 73% | 75% | 72% | 61% | 57% | 66% | 60% | 63% | | -28% |
| % Increase/Decrease from 2019 (pre COVID) | -84% | -82% | -81% | -80% | -81% | -78% | -77% | -78% | -77% | -75% | -70% | | -78% |
| 2020 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 106,429 | 96,472 | 51,862 | 11,966 | 11,925 | 14,147 | 16,545 | 17,985 | 16,599 | 19,241 | 18,676 | 18,653 | 400,500 |
| # of Operating Days | 30 | 28 | 31 | 29 | 30 | 30 | 30 | 31 | 29 | 31 | 29 | 30 | 358 |
| Average Daily Ridership | 3,548 | 3,445 | 1,673 | 413 | 398 | 472 | 552 | 580 | 572 | 621 | 644 | 622 | 1,119 |
| % Increase/Decrease from Prior Month | 14% | -3% | -51% | -75% | -4% | 19% | 17% | 5% | -1% | 8% | 4% | -3% | |
| % Increase/Decrease from Prior Year | 0% | 3% | -53% | -89% | -89% | -87% | -86% | -86% | -86% | -84% | -82% | -80% | -70% |
| 2019 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Total Monthly Ridership | 106,950 | 90,145 | 110,233 | 107,796 | 112,518 | 108,672 | 116,091 | 126,606 | 113,669 | 123,194 | 103,022 | 93,578 | 1,312,474 |
| # of Operating Days | 30 | 27 | 31 | 30 | 30 | 30 | 30 | 31 | 28 | 31 | 29 | 30 | 357 |
| Average Daily Ridership | 3,565 | 3,339 | 3,556 | 3,593 | 3,751 | 3,622 | 3,870 | 4,084 | 4,060 | 3,974 | 3,552 | 3,119 | 3,676 |



Overall Performance



Overall Performance



RESOLUTION NO. 2021-02

BOARD OF DIRECTORS

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

*** * ***

**DECLARING THAT BOARD MEETINGS WILL BE HELD VIA TELECONFERENCE
PURSUANT TO BROWN ACT EMERGENCY PROVISIONS**

WHEREAS, on March 4, 2020, pursuant to Government Code section 8550, et seq., Governor Newsom proclaimed a state of emergency related to the COVID-19 novel coronavirus; and

WHEREAS, on March 17, 2020, Governor Newsom issued Executive Order N-29-20, which suspended certain provisions in the California Open Meeting law, Government Code section 54950, et seq. (the “Brown Act”), related to teleconferencing by local agency legislative bodies, provided certain requirements were met and followed; and

WHEREAS, on June 11, 2021, the Governor issued Executive Order N-08-21, which extended provisions of Executive Order N-29-20 that waive otherwise-applicable Brown Act requirements related to remote/teleconference meetings by local agency legislative bodies through September 30, 2021; and

WHEREAS, on September 16, 2021, the Governor signed Assembly Bill 361 into law as urgency legislation that went into effect on October 1, 2021, amending Government Code Section 54953 of the Brown Act to allow legislative bodies to continue to meet remotely during a proclaimed state of emergency where state or local officials have recommended measures to promote social distancing; and

WHEREAS, the Governor's proclaimed State of Emergency remains in effect, and State and local officials, including the California Department of Public Health and the Department of Industrial Relations, have imposed or recommended measures to promote social distancing.

NOW, THEREFORE, BE IT RESOLVED that, in order to ensure the health and safety of the public, meetings of the Board of Directors of the Emeryville Transportation Management Association will be held via teleconference in accordance with Assembly Bill 361 and provisions of Government Code Section 54953(e); and

BE IT FURTHER RESOLVED that that this Resolution will be in effect for the maximum period of time permitted under AB 361 (30 days), and the Board will consider the findings in this Resolution each month and may, by motion, reaffirm these findings.

Regularly passed and adopted this 16th day of December, 2021.

AYES:

NOES:

ABSENT:

Chair, Emeryville Transportation Management Association



Re-Imagine Emery Go Round Discussion Topics

1. Electric Fleet Transition – Establish Goals for 2030
2. Autonomous Shuttle Concepts – Pursue Grant Opportunities w/ MTC for Feasibility Study & Pilot Testing.
3. Expansion of Shuttle Services
 - a. Emery Go Round Service to West Oakland
 - b. New Partnerships with West Oakland & Berkeley
 - c. EBOTs (is there any movement?)
4. Improve Transit Efficiency – Bus Only Lane Concepts.
5. Health & Safety @ BART – Potential Partnership w/ Temescal BID for expanded service. Pursue security options w/BART.
6. Emery Go Round Re-Branding
7. Advertising Opportunities (for Revenue)
8. Real-Time Arrival Displays
 - a. Transit Screen for Office Lobbies, Hotels and Residential Lobbies – Lead effort with Transit Screen and partner with Emeryville businesses.
 - b. Real-time Arrival Displays at high ridership bus stops.
9. Understanding/Improving Passenger Communications



EMERYVILLE TMA

Emery Go-Round Shuttle Monitoring

PREPARED BY ALTRANS TMA, INC.
NOVEMBER 2021



ALTRANS
Alternative Transportation Solutions

Company Profile or History and Background

Based in San Jose, California, ALTRANS employs a skilled team of transportation professional's adept at identifying alternative transportation needs, developing shuttle and commute services, route optimization and managing turn-key Transportation Demand Management (TDM) operations. ALTRANS staff has been actively engaged in alternative transportation planning and vehicle trip-reduction services for the last 25 years.

Our Transportation Demand Management personnel actively provide TDM management at many client sites including six major hospitals in the SF Bay Area. Our planning staff also develops, writes and seeks approval for TDM Plans between many cities and developers.

For nearly two decades, ALTRANS has operated and managed commuter shuttle buses, serving business parks and employers in the SF Bay Area such as: Harbor Bay Business Park, Marina Village Business Park, Kaiser Permanente, and South City Lights.

In June 2014, ALTRANS was invited by Google to partner in the service planning, launch, and subsequent management of the Mountain View Community Shuttle (MVCS). The MVCS operates on a circular route around and throughout the City of Mountain View, providing 30 service hours per day, 365 days per year. Today ALTRANS manages a wide array of day-to-day deliverables (route enhancements, dispatch, customer service, GPS feed, web updates, reporting, etc.) ensuring excellent shuttle service delivery for the MVCS program.

Proposal Summary

ALTRANS is pleased to submit a proposal to the Emeryville Transportation Management Association (TMA) for Shuttle Monitoring services for the Emery Go-Round shuttle program. Through this service, ALTRANS will be able to observe and evaluate the drivers, vehicles, and program based on a wide array of criteria. These evaluations will provide insight into the quality of the program and help identify any service issues that may impact the long-term success and safety of the program.

The goal of this shuttle monitoring service is to ensure that the Emeryville TMA is not settling for a program that is just being performed, but that the program is being performed well.

Scope of Work

Monitoring will occur at pre-determined intervals. For example, Field Evaluations can occur once every-other month for 12 months, for a total of 6 evaluations, and Operator Evaluations can occur once per quarter, for a total of 4 evaluations. Consistent monitoring will result in a thorough set of actionable data.

The monitor will perform their work on a variable schedule, completing their observations on varying days of the week, and at varied times within the program's scheduled hours of operation. The monitor will check in with the Emeryville TMA prior to a scheduled evaluation to learn of any recent issues or priorities (from the perspective of the TMA) so those noted issues are specifically observed and reported on.

Duties and Responsibilities

The monitor will spend their time in the field observing and evaluating shuttle operations for the Emery Go-Round Program. The monitor will immediately report any incident that is considered detrimental to shuttle operations and/or potentially dangerous to passengers.

The monitor will provide a regular report to the Emeryville TMA detailing any findings and noting any recommendations to further improve safety and program performance. This report will also contain any positive driver, vehicle, passenger, and operational observations witnessed that need special recognition.

A. Field Evaluation

1. Ride route with driver(s) and report if driver is following set bus schedule (on-time performance) and adhering to route directions.
2. Identify and report on driver's ability to operate bus in a safe and professional manner.
3. Visually inspect all buses for physical safety adherence.
4. Identify and report on passenger safety on and off bus. Make recommendations to reduce or eliminate unsafe passenger activities and habits.
5. Document/audit number of riders served by bus, per run, during monitoring operations.
6. Make sure that marketing material is readily available and is stocked in the shuttle bus.
7. Observe and report on customer service levels. When appropriate, informally "interview" passengers and ask them what they think of the shuttle service and if they have any recommended improvements that could be made. Distribute and collect on-board passenger surveys (provided by the Emeryville TMA) as needed and requested by the TMA.
8. Report on needed physical site improvements such as bus-stop signage placement, bus duck-outs and other program-maintained/owned physical shuttle route attributes.
9. Identify and report on potential (new) routing, bus schedules and other operational functions when needed and appropriate.
10. Perform other monitoring tasks and activities as directed by the Emeryville TMA.

B. Operator Evaluation

1. Verify that the Emeryville TMA's contract with shuttle provider ensures that top-quality drivers are being utilized by providing the TMA with driver records, including Commercial Driver's License, current Health Cards, negative drug test results, and driver hours/logs, upon request.
2. Inspect paperwork for required service documentation including Daily Vehicle Inspection Records (DVIR), current maintenance records including following up on any needed CHP report recommendations, PUC requirements, fleet insurance and worker's compensation certificates.
3. Review reported ridership figures from shuttle provider. Study results and recommend needed ridership increase/improvement solutions.
4. Perform other monitoring tasks and activities as directed by the Emeryville TMA.

Cost

ALTRANS proposes one field visit every-other month for 12 months. All work will be charged at the rates below.

| Task | Description | Rate per Task | Quantity | Not To Exceed |
|---------------------|--|---------------|----------|-----------------|
| Field Evaluation | On-board monitoring, analysis and reporting, based on two operating shuttle routes (see Duties, section A) | \$2,125 | 6 | \$12,750 |
| Operator Evaluation | Ridership audit and record keeping evaluation (see Duties, section B) | \$350 | 4 | \$1,400 |
| | | | | \$14,150 |



December 6th, 2021

Bobby Lee, Chair
Emeryville Transportation Management Association
(via email: bobby@visiblee.me)

Dear Mr. Lee,

We are pleased to furnish you with our proposed scope of services and cost proposal for ETMA agency management services for calendar year 2022.

The scope of work and cost estimate attached, reflects our proposed work plan for next year for agency management and administration services. We expect our overall level of effort will remain consistent throughout the year and will continue to ensure work is being appropriately assigned to maximize cost efficiencies for the ETMA. Our cost proposal includes additional hours for operations oversight for the anticipated operator procurement effort planned for summer 2022. I've also included a new task item for facilities management for new efforts involving bus yard maintenance and site security oversight as well as camera system software system and video monitoring services oversight.

We thank you for allowing us the opportunity to continue providing management and administration services to the organization. Please do not hesitate to contact me if you have any questions or comments.

Sincerely,

A handwritten signature in blue ink, appearing to read 'R Hatstrup', is positioned above the printed name.

Veronica 'Roni' Hatstrup
Senior Program Manager

Attachments: 2022 Scope of Services
2022 Cost Proposal

Cc: Executive Committee

EXHIBIT A

GRAY-BOWEN-SCOTT 2022 SCOPE OF WORK FOR EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION AGENCY MANAGEMENT & ADMINISTRATION SERVICES

Gray-Bowen-Scott will continue providing Agency Management & Administration services for the Emeryville Transportation Management Association (TMA), essentially serving as staff for the organization. Primary staffing positions include the Executive Director, Operations Director and Executive Assistant. A broad description of services which include TMA general and financial management; administrative support for the Board of Directors; management and oversight of the operations and maintenance contractor; coordination with City of Emeryville, BART and other partnering agencies; service monitoring and change implementation, when needed; public and membership outreach; fleet management; and procurement of service and capital equipment contracts.

Our proposed scope of work for 2022 services is detailed by task below. A proposed allocation of time for each task is shown on the attached staffing and cost proposal.

I. TMA SERVICES

TASK 1. ASSOCIATION ADMINISTRATION, BOARD SUPPORT & FINANCIAL MANAGEMENT

❖ Association General Management

- Ensure compliance with governing documents, including the TMA Bylaws and Administrative Policies.
- Ensure compliance with new regulations set forth in the PBID Management Plan via the Shuttle Funding Agreement with the City of Emeryville.
- Adhere to Board-established policies and procedures and safeguard the Association's assets and reputation.
- Ensure compliance with current local, state, and federal regulations and requirements.
- Maintain insurance policies and other documents required for prudent TMA operation and compliance with laws.
- Maintain filing system for TMA documents/records and consolidate documents as needed for the annual audit and other reporting needs.
- Coordination on property or lease matters.
- Respond to general information requests from TMA Members.
- Coordinate with legal counsel on claims or various matters which warrant a legal opinion, as needed.
- Procurement for Accounting and Bookkeeping services.

❖ Board of Directors Support

- Prepare, distribute, and maintain (at TMA offices) Board communications and actions: meeting notices and agendas, staff reports, official summaries/minutes, rosters, calendars, operations and financial reports, per Board policies and procedures and the Brown Act. Task includes posting appropriate material on TMA website.
- Ensure access to all TMA records by Board of Directors, Association Members, and public (as may be required by the Public Records Act).

- Provide staff support at Board and Committee meetings.
- Recruit new Board Directors as needed.
- Conduct orientation sessions with new Board Directors. This includes preparation of a Director briefing materials which include, but are not limited to; governing documents, budgets, audited financial statements, and key service agreements.
- Inform the Board and/or appropriate Officers and/or Board committees of pertinent developments.
- Anticipate and inform the Board of emerging issues and trends; recommend actions to address the future viability of the Association and its services.
- Annually, support the Board in evaluating the performance of the Executive Director.
- In the event of an emergency or service disruptions, keep Board informed of actions taken. When necessary, call or convene emergency meetings of the Board or Executive Committee to authorize responsive action.
- Prepare for and facilitate the election of one (1) Employer Director at the Annual Membership Meeting.

❖ **Financial Management**

- Prepare the annual budget for Board approval, including cost assumptions and analysis of trends.
- Negotiate and recommend to the Board for approval, all contracts, equipment leases, service agreements and consulting agreements in accordance with the organizations Administrative Policies.
- Coordinate and monitor the annual PBID assessment levy process with City and consultants; liaison with the City regarding PBID fund balance held by City.
- Prepare, in conjunction with accountant, quarterly financial reports and statements for the Board, per established policies, procedures and calendars.
- Review of all invoices from vendors and contractors to ensure charges are in compliance with the service agreement and/or quote.
- Monitor cost trends to ensure compliance with the TMA approved budget.
- Ensure filing of annual tax returns and annual audit with appropriate recipients.
- Deposit all funds received per approved investment policy.
- Execute Participation Agreements with new contributors, per their conditions of approval with the City of Emeryville.
- Auditor procurement.
- Facilitation and oversight of annual audit.

TASK 2. OPERATIONS & FLEET MAINTENANCE, MANAGEMENT & OVERSIGHT

- Oversee the performance of operations and fleet maintenance contractor to ensure that the work is done in accordance with the terms and conditions set forth in the shuttle operations and maintenance agreement.
- Conduct Operator Procurement, include preparation and distribution of Request for Proposals, candidate interviews, pricing review and contract negotiations.
- As necessary, review cost effectiveness of the Emery Go-Round Shuttle service.
- Modify weekly and monthly operations performance reporting templates, as needed.
- Monitor contractor performance against service standards and goals adopted by the Board.
- Oversee the condition, cost and availability of the fleet through management of the fleet acquisition plan.

- Make recommendations to the Board of Directors regarding the replacement and composition of vehicle fleet. Prepare cost/benefit analysis to evaluate the best strategy for procuring the vehicles (lease, buy, finance). As needed, solicit proposals for vehicle purchases and/or leases and prepare newly acquired buses for service.
- Research alternative fuel vehicle options for consideration when acquiring new vehicles.
- Track, monitor and follow up on complaints, accidents and incidents, as necessary.
- Analyze and review maintenance procedures, conformity of work and determine maintenance efficiencies.
- Conduct quarterly analyses of route performance, cost efficiencies, on-time performance, and other service performance indicators on an ongoing basis.
- Prepare quarterly ridership reports for Board review.
- Prepare rider notifications for vehicle and web posting, as needed.
- Prepare for and attend bi-annual shuttle operation workshops.
- Ensure best practices are implemented and maintained for health and safety on Emery Go Round, relative to COVID-19 and industry protocols.
- Develop and implement service changes, as needed.

TASK 3. FACILITIES MANAGEMENT

- Oversight of bus yard landscape maintenance vendor.
- Coordination with security camera system software provider and integrator, as needed.
- Oversight of Centralized Vision security monitoring services.
- Management of site utility issues, as needed.
- Coordination with access gates vendors for repairs, as needed.
- Oversight of on-site security vendor.
- Management of SMARTs reporting required by the State Water Resources Control Board.

TASK 4. EQUIPMENT & SYSTEMS MANAGEMENT

- Monitor equipment tracking to ensure serial numbers, vehicle assignments and other pertinent information is tracked and verified regularly.
- Coordinate as needed with Syncromatics to ensure GPS tracking equipment and system reporting is properly functioning.
- Coordinate with Trillium to ensure EGR routes and schedules are accurately reflected on Google Maps.
- Update Google Transit Feed Specifications, as needed.
- Coordinate update to Syncromatics data feed, as needed.
- Participate in troubleshooting technical issues with Operations Team.
- Verify Emery Go-Round signage is in good condition and ensure repairs are done in a timely manner.
- Monthly verification of equipment assignments, to ensure all Emeryville TMA equipment is accounted for and appropriately assigned.
- Regularly ensure connections to equipment are properly functioning.
- Monitor video surveillance equipment and vendor coordination.

TASK 5. PUBLIC & MEMBERSHIP OUTREACH

- Develop and facilitate distribution and collection of a 2021 Rider Survey to determine rider satisfaction.
- Coordinate with employers and property managers to develop and facilitate the distribution

and collection of commuter surveys to determine transportation modes and quantify the use of such modes.

- Communicate with members to monitor their feedback on Emery Go-Round services and address concerns when needed.
- Participate in up to three community and/or employer-based outreach events, when needed.
- Manage the update of the website, written material, brochures, and other public information documents and web information at least annually to ensure that it is user friendly and promotes the mission of the TMA.
- Respond to questions or complaints per protocols established by the Board.
- Foster and maintain a positive, highly visible public image for the TMA.
- Develop and manage the distribution of the Annual Report.
- Update health and safety messaging to riders and the community, relative to COVID-19.

TASK 6. LIAISON TO PUBLIC AGENCIES & TRANSIT ORGANIZATIONS

- As needed, represent TMA at regional transportation/transit meetings (MTC, AC Transit, BART) and local government agency meetings.
- Coordination with BART to continue improvements with access and security at MacArthur BART.
- Partner and collaborate with the City of Emeryville on new TDM initiatives or infrastructure improvements to enhance shuttle access and/or reduce traffic throughout the City.
- Attend City Council meetings, as needed.

TASK 7. SPECIAL PROJECTS

❖ **Grant Opportunities**

- a. Pursue grant opportunities for alternative fuel vehicles, when applicable.

❖ **Social Media Strategy**

- a. Develop and implement a social media strategy to enhance Emery Go-Round presence in the transportation community and to keep riders informed of service-related matters.

❖ **Research of New Technologies**

- a. Continue research of options for improved technology to enhance rider experience and increase awareness of the Emery Go-Round service.

II. REIMBURSABLE SERVICES

Services provided under the “reimbursable services” category are costs to be funded by others; not the ETMA. Budget assigned to these services are segregated by service and will not be merged or reassigned to ETMA core service tasks shown above.

TASK R1. 8 TO GO PARATRANSIT SHUTTLE SERVICE (CITY OF EMERYVILLE)

- Operations oversight.
- Coordination with the City on various operational matters.
- Contract Management - facilitate renewals and/or modifications to the Paratransit Funding Agreement as needed.
- Preparation of supporting documentation for reimbursement requests.

TASK R2. WEST BERKELEY SHUTTLE (BERKELEY GATEWAY TMA)

- Operations oversight.
- Coordination with BGTMA on operational matters.
- Contract Management – facilitate renewals and modifications to the Transportation Agreement, as needed.
- Planning for service expansion and/or possible TDM enhancements (ETMA bills to BGTMA in addition to daily rate.)

| EXHIBIT B GRAY-BOWEN-SCOTT COST PROPOSAL FOR EMERYVILLE TMA | | 2022 | | | | | 2021 | | | | |
|--|--|--------------------|---------------------|---------------------|-----------------|---------------------|--------------------|--------------------------|---------------------|-----------------|---------------------|
| | | Roni Hattrup | Karen Boggs | Debi Lawrence | Total Hours GBS | Total Cost Per Task | Roni Hattrup | Karen Boggs | Tiffany Gephart | Total Hours GBS | Total Cost Per Task |
| | | Executive Director | Operations Director | Executive Assistant | | | Executive Director | Operations Administrator | Executive Assistant | | |
| Task # | | \$275 | \$188 | \$130 | | | \$260 | \$178 | \$95 | | |
| TMA SERVICES¹ | | | | | | | | | | | |
| 1 | Association Administration, Board Support & Finance Management | 220 | 0 | 450 | 670 | \$ 119,000 | 250 | 0 | 400 | 650 | \$ 103,000 |
| 2 | Operations & Fleet Maintenance Oversight | 190 | 480 | 90 | 760 | \$ 154,190 | 150 | 450 | 125 | 725 | \$ 130,975 |
| 3 | Facilities Management | 80 | 120 | 120 | 320 | \$ 60,160 | 0 | 0 | 0 | 0 | \$ - |
| 4 | Equipment & Systems Management | 40 | 80 | 40 | 160 | \$ 31,240 | 75 | 310 | 100 | 485 | \$ 84,180 |
| 5 | Public & Membership Outreach | 60 | 40 | 90 | 190 | \$ 35,720 | 75 | 50 | 175 | 300 | \$ 45,025 |
| 6 | Liaison to Public Agencies & Transit Organizations | 40 | 20 | 40 | 100 | \$ 19,960 | 75 | 20 | 40 | 135 | \$ 26,860 |
| 7 | Special Projects | 60 | 50 | 60 | 170 | \$ 33,700 | 75 | 50 | 90 | 215 | \$ 36,950 |
| Expenses | | \$ 2,002 | | | | | \$ 964 | | | | |
| | | 690 | 790 | 890 | 2370 | \$ 455,972 | 700 | 880 | 930 | 2510 | \$ 427,954 |
| | | | | | | | | | | | |
| REIMBURSABLE SERVICES ⁴ | | 2022 | | | | | 2021 | | | | |
| R1 | 8 to Go Paratransit Shuttle (City of Emeryville/ACTC) ⁶ | 8 | 12 | 40 | 60 | \$ 9,656 | 12 | 12 | 40 | 64 | \$ 9,056 |
| R2 | West Berkeley Shuttle & Bayer Mid-Day Shuttle (BGTMA) ⁵ | 12 | 24 | 12 | 48 | \$ 9,372 | 30 | 30 | 30 | 90 | \$ 15,990 |
| | Total Reimbursable Services | 20 | 36 | 52 | 108 | \$ 19,028 | 42 | 42 | 70 | 154 | \$ 25,046 |
| Grand Total: | | 710 | 826 | 942 | 2478 | \$ 475,000 | 742 | 922 | 1,000 | 2664 | \$ 453,000 |

Notes:

- Actual charges will be billed on a time and materials bases for services performed.
- Hours may be shifted amongst other GBS staff members as appropriate, to provide the most efficient level of service.
- Task budgets defined under the TMA Services category are transferrable to other tasks within the TMA Services category.
- Services provided under the "reimbursable services" category are cost to be funded by others; not the ETMA. Budget assigned to these services are segregated by service and will not be merged or reassigned to TMA service tasks defined above.
- West Berkeley Shuttle services are reimbursed to the TMA at a daily rate for operations oversight. Efforts involving planning of future service will be reimbursed to the TMA on a time and material basis.
- Time and materials for 8 to Go services are reimbursed by the City on a monthly basis. All management time incurred by Gray Bowen Scott will be tracked separately and is fully reimbursed by the City.

**AMENDMENT TO AGREEMENT BETWEEN
EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION AND JOHN TOUNGER, CPA**

THIS AMENDMENT NO. 5 to agreement dated December 15th, 2016 between the Emeryville Transportation Management Association, a California non-profit corporation, herein called the "Association," and John S. Tounger, Jr., CPA, herein called the "Consultant."

RECITALS

WHEREAS, Association retained Consultant to provide accounting and bookkeeping services for the Associations transportation service; and

WHEREAS, Association approved Amendment 1 to the agreement to extend the term of services to December 31st, 2018 and increase the compensation limit by \$25,000 for a total not to exceed amount of \$50,000; and

WHEREAS, Association approved Amendment 2 to the agreement to extend the term of services to December 31st, 2019 and to increase the compensation limit by \$24,750 for a total not to exceed amount of \$74,750; and

WHEREAS, Association approved Amendment 3 to the agreement to extend the term of services to December 31st, 2020 and to increase the compensation limit by \$26,910 for a total not to exceed amount of \$101,660; and

WHEREAS, Association approved Amendment 4 to the agreement to extend the term of services to December 31st, 2021 and to increase the compensation limit by \$28,950 for a total not to exceed amount of \$28,950; and

WHEREAS, Association wishes to further extend the term of services one (1) additional year to December 31st, 2022 and to establish a new annual compensation limit of \$31,845 to be billed at the rates set forth in consultant's Engagement Letter, dated November 24, 2021, which is attached hereto as Exhibit A.

NOW, THEREFORE, BE IT MUTUALLY AGREED, that Section 2 of the agreement be amended to extend the term of services to December 31st, 2022 and Section 3a of the agreement be amended to establish a new not to exceed amount of \$31,845 for the services defined in Exhibit A, attached.

CONTINUED ON THE NEXT PAGE

**AMENDMENT TO AGREEMENT BETWEEN
EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION AND JOHN TOUNGER, CPA**

IN WITNESS WHEREOF, the Association approved Amendment No. 5 to this Agreement on the 16th of December 2021.

EMERYVILLE TRANSPORTATION
MANAGEMENT ASSOCIATION

CONSULTANT

By: _____

Chair

By: _____

OFFICE OF JOHN S. TOUNGER, CPA

TAX, ACCOUNTANCY AND BUSINESS CONSULTING SERVICES

24 November 2021

Emeryville Transportation Management Association

This letter is to confirm our understanding of the terms and objectives of our engagement and the nature and limitations of the services I will provide for the calendar year 2022. Please sign and return to me.

I will provide bookkeeper and accounting services in order to prepare internal financial statements and other reports as requested. I will discuss these statements with you and any key personnel as requested.

I will prepare the trial balance and any other financial information to the outside Certified Public Account for their preparation of the Audited Financial Statements.

I will prepare checks (but not sign) and manage the on line banking payments in accordance with the internal controls of check and wire payment approval system that is in place. Currently the procedure is obtaining written or e-mail approval from Roni Hattrup.

My engagement cannot be relied upon to disclose errors, irregularities, or illegal acts, including fraud or defalcations, that may exist. However, I will inform you of any such matters that come to my attention.

Tax returns and tax advice

I will prepare the Federal and State non-profit tax returns. Your data will not be audited or otherwise verified, although I may ask you to clarify some of it or have you furnish me with additional data.

Your returns are subject to review by taxing authorities. In the event of an examination or other contact, I am available to represent you at an additional charge at my normal billing rate.

I am responsible for preparing the tax returns. I am not responsible for the disallowance of deductions due to inadequately supported documentation, nor for resulting taxes, penalties and interest. If taxes, penalties and interest are charged for a preparation error I will only be responsible for the penalties, to a maximum of my preparation fee charged for that year's returns.

My professional judgment will be used in preparing the tax returns. Whenever I am aware that possible applicable tax law is unclear, or, that there are conflicting interpretations of the law by the courts and tax agencies, I will explain the possible positions which may be taken on your returns. I will follow whatever position you request, so long as it is consistent with the codes, regulations and interpretations, which have been promulgated. If the taxing authorities should later contest the position taken, there may be an assessment of additional taxes, interest and penalties. I assume no liability for any such assessment.

By your signature below, you agree that you have the proper records to substantiate all items of income and deductions, including travel and entertainment expenses, and that you will carefully examine and approve your completed tax returns before signing and submitting them to the tax authorities.

My fees for these services typically are based on the actual time spent at my standard hourly rate for the type of service being provided, plus out-of-pocket costs. For the bookkeeping, monthly reports, on line banking access with cash management and communication with vendors I will agree to a flat monthly rate of \$2,035. Meetings with the Board, excess time with the outside auditors and other consultants will be charged at \$275 per hour max 11 hours annual or \$3,025. The tax return preparation fee is estimated at \$4,400. Annual service contract not to exceed is \$31,845 for my services.

My services can be terminated with a 60-day notice.

Very truly yours,

585 Mandana Blvd. Suite 10
Oakland, California 94610
telephone: 510.893.0950
facsimile: 510.893.0954
email: john@tounger.com
jessica@tounger.com

Response:

This letter correctly sets forth the Understanding
of our engagement

CERTIFIED PUBLIC ACCOUNTANTS