



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

AGENDA

Board of Directors Meeting
December 15, 2022 @ 9:15 AM

[Zoom](#)

Meeting ID: 854 3638 6941

Chair

Bobby Lee, At-Large

Residential Member

Vice Chair

Andrew Allen

At-Large Business

Member

Secretary

Betsy Cooley, At-Large

Residential 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 20th, 2022, Board of Directors Meeting (Attachment)
4. Executive Directors Report
 - A. Bus Yard Status Update
 - B. Ridership Reporting (Attachment)
 - C. On-time Performance Reporting (Attachment)
5. Business Items
 - A. Review and Consider Approval of Resolution 22-11 Declaring Board Meetings will be held via Teleconference (Attachment)
 - B. Status Update on Request for Proposals for Executive Director Services (Attachment)
 - C. Review and Consider Approval of Amendment 1 to Transportation Agreement with Quarterra (formerly Lennar Multi-Family Communities) to extend the term of services through December 31, 2023 (Attachment)
 - D. Review and Consider Approval of Amendment 5 to Transportation Agreement with West Berkeley Shuttle, LLC to extend the term of services through December 31st, 2023, and to modify Payment terms to a Direct Cost reimbursement with an Indirect Cost Mark-up (Attachment)
 - E. Review and Consider Approval of Amendment 6 to extend Shuttle Operations Agreement with MV Transportation, Inc. through December 31st, 2023 and to modify contract pricing (Attachment)
 - F. Review and Consider Approval of proposal from Gray Bowen Scott for continued Agency Management Services and Executive Director Transition through April 30th, 2023 and Authorize Chair to Sign Amendment 2 as prepared by TMA legal counsel (Attachment)
 - G. Review of Detailed Ridership Reports (Attachment)
6. Confirm date of Next Meeting – January 19, 2023
7. Adjournment

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Board of Directors Meeting

October 20th, 2022

LOCATION: VIDEO CONFERENCE

Directors Present: Bobby Lee, Chair
Betsy Cooley, Secretary
Geoffrey Sears, Treasurer
Peter Schreiber, Director
Colin Osborne, Director
Kassandra Kappelos, Director

Others Present: Roni Hatstrup, Executive Director
Karen Boggs, Operations Director
Debi Lawrence, Executive Assistant
Pedro Jimenez, City of Emeryville
Christine Moon, Bluespace
Fei Ye, Bluespace

1. Call to Order

Bobby Lee called the Board of Director's meeting to order at 9:19 AM.

2. Public Comment

Bluespace joined the call to give some information about the company and offer autonomy software solutions to the TMA as needed. The Board advised that it may be better to reconnect the early part of next year, since there are a number of major projects at this time.

3. Approval of the Minutes of the September 15th, 2022 Board of Directors Meeting

Geoffrey Sears motioned for approval of the meeting minutes of the September 15th, 2022 Board of Directors Meeting. Peter Schreiber seconded the motion.

This item was approved by a unanimous vote.

Yes: 6

No: 0

Abstain: 0

4. Executive Director's Report

A. Calendar of Actions Overview

Roni reviewed the current Calendar of Action.

B. Ridership Reporting

Karen reviewed the Ridership – weekdays are running about 31% of Pre-Covid, weekends are running about 38% of Pre-Covid, overall 32%.

C. On-time Performance Reporting

On-time Performance is running about 90% overall.

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

ACTION SUMMARY MINUTES

Board of Directors Meeting

October 20th, 2022

5. Business Items

- A. Review and Consider Approval of Resolution 22-10 Declaring Board Meetings Will be Held Via Teleconference

Betsy Cooley motioned for approval of Resolution 22-10. Colin Osborne seconded the motion.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

- B. Review of 2023 Draft Budget

Geoffrey Sears motioned to adopt the 2023 Draft Budget. Peter Schreiber seconded the motion.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

- C. Status Update on Bus Yard Repair

Roni advised that the Alameda County Flood Control has informed the TMA that they would prefer to update the hatch and concrete vault themselves, instead of the TMA moving forward with doing that. In doing this, the only work left would be to have BKF redesign the engineering plans based on ACFC's improvements and would bring down the total cost of the repair project by \$14,000.

No formal action was required.

- D. Review and Consider Approval of Amendment 9 to Professional Services Agreement with BKF Engineers for Increased Compensation of \$2,500 for Out-of-Scope Work

Bobby Lee motioned for approval of Amendment 9 to Professional Services Agreement with BKF Engineers for Increased Compensation of \$2,500 for Out-of-Scope Work. Colin Osborne seconded the motion.

This item was approved by a unanimous vote.

Yes: 5

No: 0

Abstain: 0

6. Confirm Date of Next Meeting –

The meeting date was confirmed for November 17th at 9:15am.

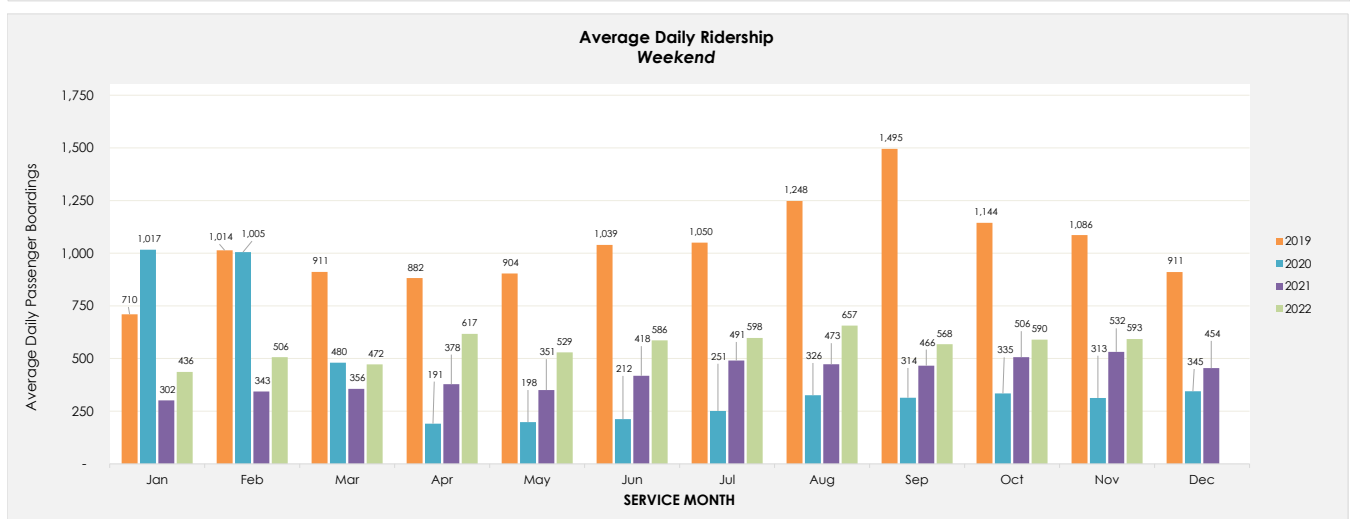
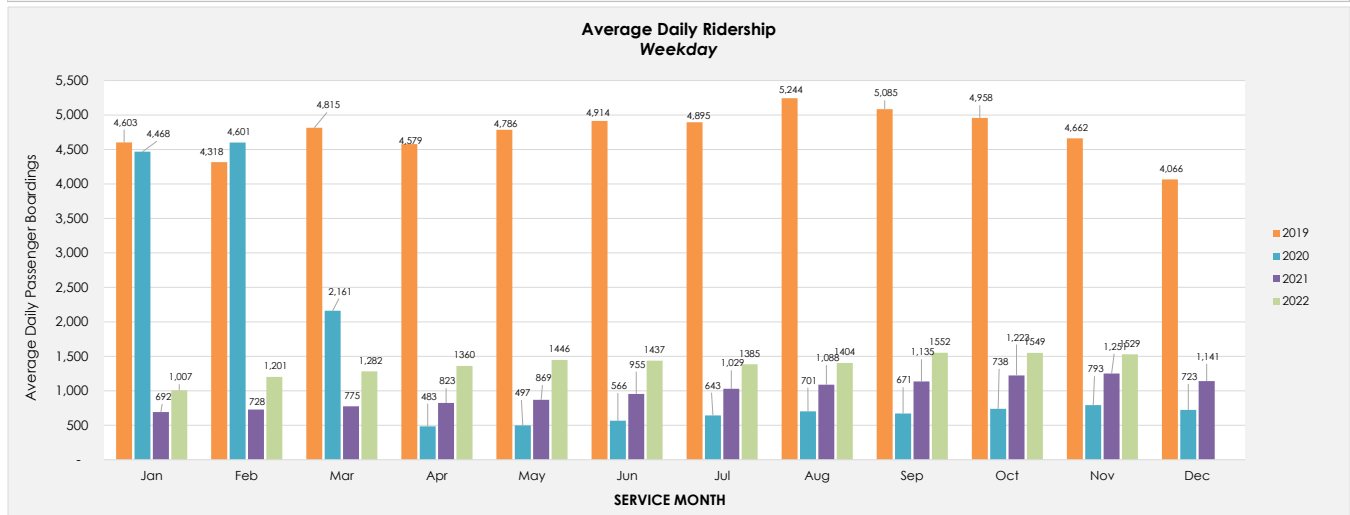
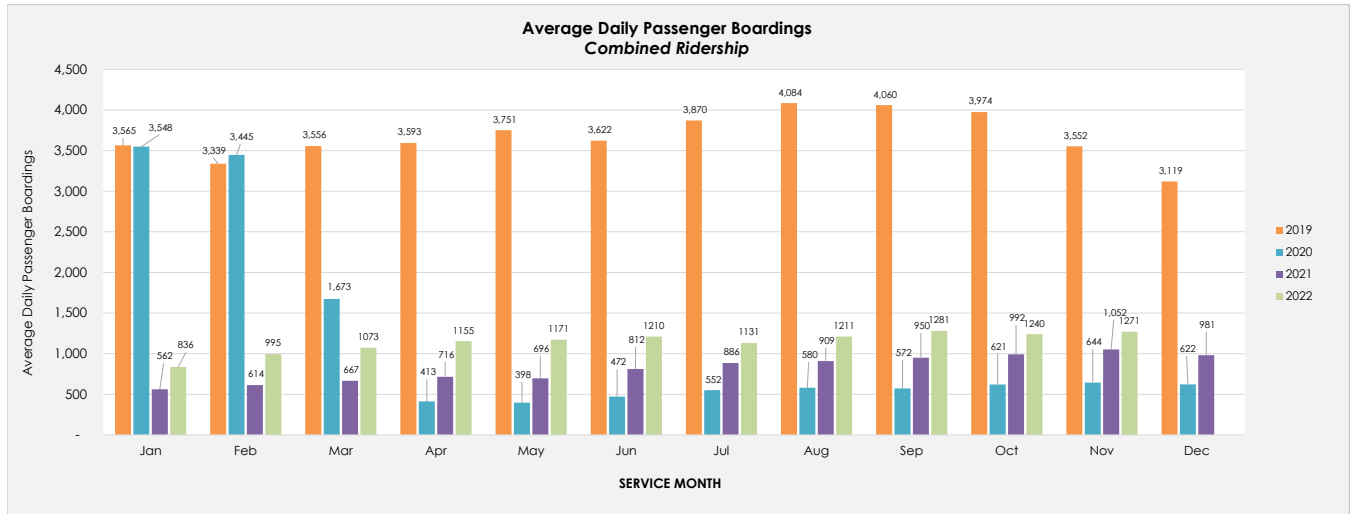
7. Adjournment

The meeting adjourned at approx. 10:31AM.

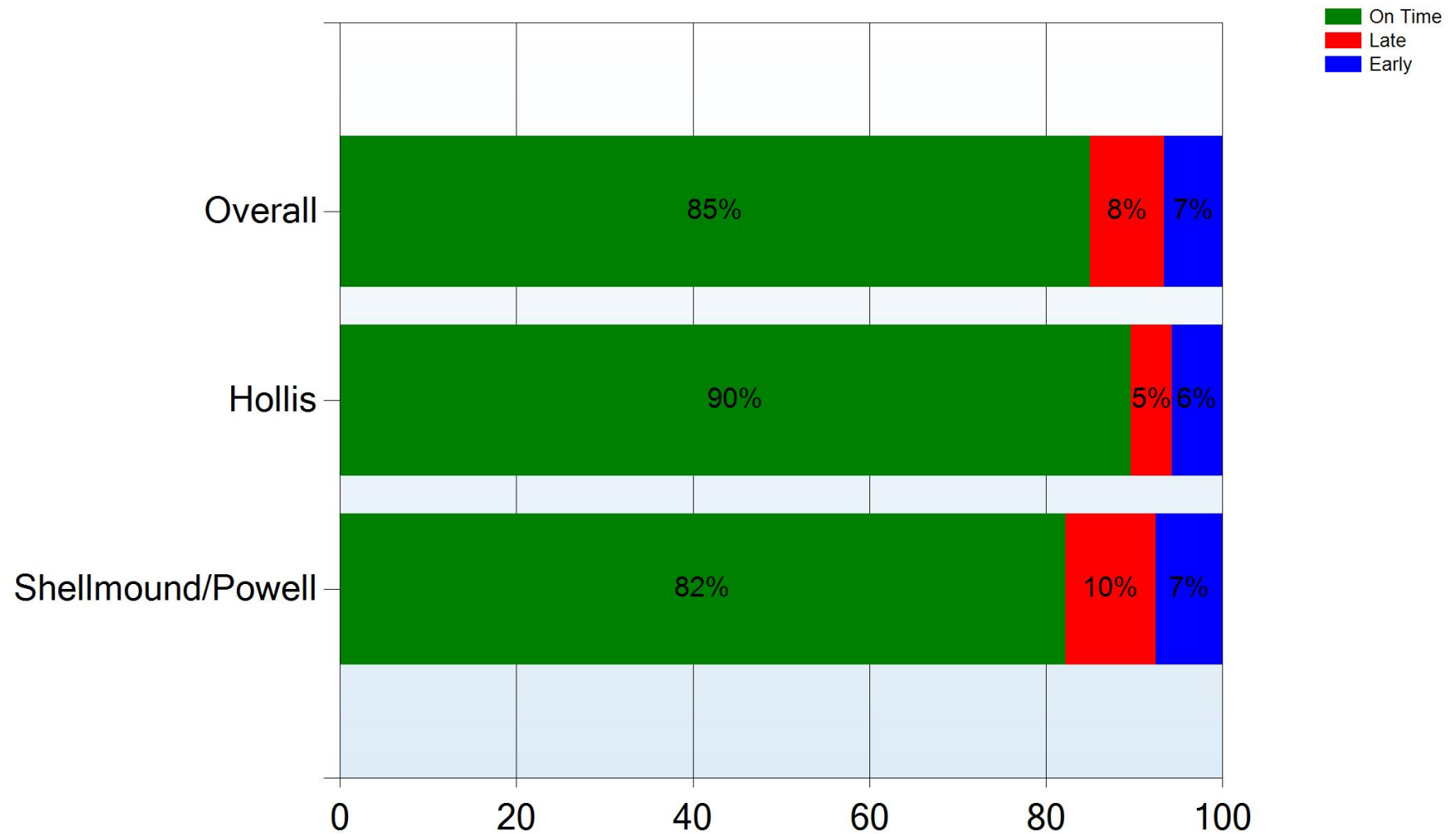


ANNUAL RIDERSHIP SUMMARY (YTD)/COMPARISON

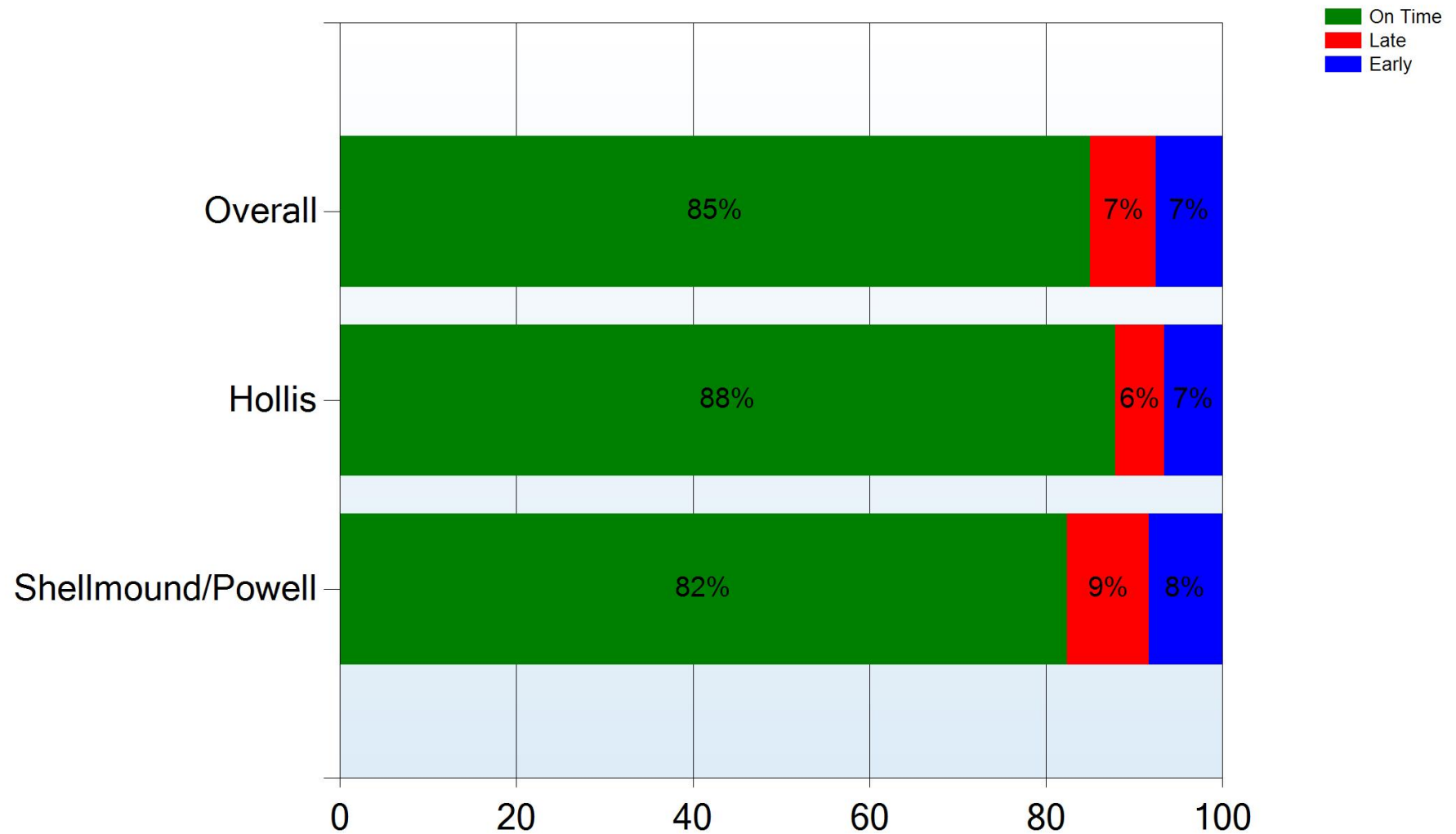
WEEKDAY RIDERSHIP													
2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	21,145	22,820	29,494	28,551	30,375	31,616	29,076	32,285	32,599	32,530	32,119		322,610
# of Operating Days	21	19	23	21	21	22	21	23	21	21	21		234
Average Daily Ridership	1007	1201	1282	1360	1446	1437	1385	1404	1552	1549	1529		1,379
% Increase/Decrease from Prior Month	-12%	19%	7%	6%	6%	-1%	-4%	1%	11%	0%	-1%		
% Increase/Decrease from Prior Year	46%	65%	65%	65%	66%	50%	35%	29%	37%	27%	22%		
% of Pre COVID Baseline	22%	28%	27%	30%	30%	29%	28%	27%	31%	31%	33%		29%
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													
2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekend Ridership	3,927	4,051	3,779	4,935	4,762	4,691	5,977	5,252	4,544	5,895	4,740		52,553
# of Operating Days	9	8	8	8	9	8	10	8	8	10	8		94
Average Daily Ridership	436	506	472	617	529	586	598	657	568	590	593		559
% Increase/Decrease from Prior Month	-4%	16%	-7%	31%	-14%	11%	2%	10%	-13%	4%	1%		
% Increase/Decrease from Prior Year	45%	48%	33%	63%	51%	40%	22%	39%	22%	16%	11%		
% of Pre COVID Baseline	61%	50%	52%	70%	59%	56%	57%	53%	38%	52%	55%	0%	
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													
2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Ridership	25,072	26,871	33,273	33,486	35,137	36,307	35,053	37,537	37,143	38,425	36,859	-	375,163
# of Operating Days	30	27	31	29	30	30	31	31	29	31	29	-	328
Average Daily Ridership	836	995	1,073	1,155	1,171	1,210	1,131	1,211	1,281	1,240	1,271		1,144
% Increase/Decrease from Prior Month	-15%	19%	8%	8%	1%	3%	-7%	7%	6%	-3%	3%		
% Increase/Decrease from Prior Year	49%	62%	61%	61%	68%	49%	28%	33%	35%	25%	21%		
% of Pre COVID Baseline	23%	30%	30%	32%	31%	33%	29%	30%	32%	31%	36%	0%	
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. 2022-11

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 15th day of December, 2022.

AYES:

NOES:

ABSENT:

Chair, Emeryville Transportation Management Association

The Emeryville Transportation Management Association (ETMA) is issuing a Request for Qualifications & Proposals (RFQ/RFP) from qualified companies or firms to provide Executive Director services for its operations.

I. PROJECT OVERVIEW:

The Emeryville Transportation Management Association is a quasi-public, Section 501(c)4 non-profit organization comprised of property owners in the City of Emeryville. The ETMA's primary purpose is to provide high quality, customer-service-oriented, fare-free transit services by way of the Emery Go-Round shuttle buses, between the MacArthur BART station and local businesses and residences in Emeryville.

II. BACKGROUND INFORMATION:

Emeryville is a city that is approximately one-square mile in size and is located at the Eastern foot of the Bay Bridge.

The ETMA is the private entity that primarily operates the *de facto* Public Transit System in Emeryville, the Emery Go-Round, that is fare-free for riders and has been in operation since 1995. The shuttles run various routes within Emeryville and to/from the MacArthur BART station, running on approximately 15 minutes headways, 7 days a week, from 5:30 a.m. to 9:40 p.m. (These hours and times are based on current ridership following the recent pandemic and ran more frequently pre-pandemic.) Post-Covid, the system has recovered at approximately 30% of Pre-Covid ridership, not unlike the level of recovery of other transit systems such as BART.

The ETMA also operates the West Berkeley Shuttle, The Emery Express, and the City of Emeryville's 8-To-Go free on-demand shuttle program for seniors and person with disabilities who reside in zip code 94608. See **Attachment A** for more details regarding the third-party services and associated tasks.

The system maintains a fleet of 26 shuttle buses and one van stored in a new bus yard along with an office facility located on Caltrans property just across the Oakland border. The Emery Go-Round vehicles are acquired directly by the ETMA and are maintained by the shuttle operations contractor. Currently, with a reduced service due to post-Covid drops in public transit, we are operating 15 shuttles daily and several shuttles that are provided by the operator for our third-party services. A private company (currently, MV Transportation), under contract with the ETMA, provides shuttle and fleet maintenance services. The Association also contracts for accounting services and other miscellaneous services.

The ETMA's roughly \$5 million annual budget is primarily funded through a City-run property-based improvement district (PBID) that runs through 2030. Commercial and residential property owners elect to pay assessments to fund the shuttle and other transportation programs. The Emeryville City Council created the PBID and the City Council must annually adopt the budget for the PBID/ETMA. This funding source has been renewed and expanded in the past and is anticipated to do so similarly in the future. The lack of system dependence on passenger revenues gives the system a high level of comfort and capabilities in today's challenging environment. The ETMA is a non-profit, public benefit corporation, whose members are the commercial property owners who pay into the PBID, as

well as two residential members who are appointed by Emeryville City Council. The ETMA is governed by its Board of Directors, comprised of payors into the system who are either appointed or elected to the Board by the ETMA members or City Council, pursuant to the terms of the ETMA's By-Laws. The City is not part of the governing board.

Since 2010, Gray-Bowen-Scott has administered the current Executive Director services. They are a transportation consulting firm providing project and program management services. This year they let us know that they were not going to renew the contract at the end of the year. We have appreciated GBS's long-term service and were disappointed but respectful of their decision and we are hoping to find another company or firm that will also have a long tenure.

The company or firm that provides Executive Director services is retained as an independent contractor by the ETMA and acts on behalf of the Board of Directors to carry out the day-to-day activities of the ETMA.

ETMA retains the right to reject all proposals and to further negotiate the scope of services and price with one or more proposers.

III. EXECUTIVE DIRECTOR SCOPE OF WORK:

The Executive Director provides energetic entrepreneurial direction and administrative services for all aspects of the ETMA operations to ensure highest quality shuttle service to customers. Specific areas of responsibility for the Executive Director are: ETMA and PBID general and financial management; administrative support for the Board of Directors; oversight of, and coordination between, the operations and maintenance contractors; service planning and implementation; marketing and public outreach to riders, potential riders, business owners and residents; vehicle and other procurements; and public and community relations.

The ETMA in the coming years would like to:

- Assess the effectiveness of existing service in order to serve a changing population post-COVID,
- Engage in promotional activity in the community to encourage ridership,
- Increase sustainable transportation alternative use in Emeryville through improved low fuel use/electric shuttles and expansion of non-automotive travel options
- Contract out property management services for its new bus yard.
- Develop a new 5-year business plan to continue to upgrade and expand service, increase ridership, achieve high service standards as measured by customer satisfaction and increased ridership
- Increase membership participation

A proposed allocation of time is outlined in itemized detail for each of the four broad categories of responsibility, although the allocation is a best estimate and could change based on the needs of the ETMA. The itemized, detailed scope of work is in **Attachment B**.

IV. QUALIFICATIONS:

The proposed qualified individual or individuals within the firm selected to work on the program is/are expected to possess knowledge of MS Word, MS Excel, and MS PowerPoint. English grammar and advanced writing skills along with marketing/social media outreach experience are required.

Preferred qualifications include familiarity with administering and troubleshooting GTFS feeds, Automatic Vehicle Location and Computer Aided Dispatch systems, and passenger information systems.

V. SELECTION CRITERIA

Experience:

The company or firm selected for this position shall possess five (5) years of executive experience in business or government agency operations including specific experience in one or more of the following:

- customer service
- program management
- contract management
- contract negotiations
- permitting and government relations
- vehicle fleet procurement and operations
- budgeting
- lease negotiations and site acquisition
- vehicle routing and scheduling
- publicity and public relations including web-based publicity and development of marketing materials
- preparation of annual reports and audits
- business development, strategic plan preparation, and business performance evaluation
- experience retooling a business or service to improve operational efficiency while increasing customer satisfaction
- experience in preparation of cost/benefit analyses for vehicle acquisition options (e.g., buy vs lease)
- respected, experienced leader with proven ability to work with vendors, public employees and elected officials for desired outcomes.
- effective communication skills; oral, written, quantitative.

VI. INSURANCE COVERAGE AND LICENSES

Insurance Coverage: The selected qualified company or firm shall be required to carry commercial general liability coverage of \$1,000,000 and automobile liability coverage of \$1,000,000.

License: The selected qualified individual or individuals within the successful company or firm shall possess a valid State of California Driver's License. Depending on the firm's structure, a business license may be required, and the firm is responsible for being licensed accordingly.

VII. PAYMENT FOR SERVICES

ETMA intends to enter into an annual contract with the selected company or firm in an amount to be determined depending on qualifications. Cost competitiveness will be a consideration in the evaluation of proposals. The contractor shall be paid for services rendered and invoiced each month, unless otherwise agreed upon between the Agency and the contractor. Proposers are expected to estimate the price for services per month and complete Form B – Pricing Summary.

VIII. TERM OF CONTRACT

The contract would be valid for one year, with the ability to allow for two (2) one-year extensions upon mutual agreement of the Agency and the contractor.

IX. RESPONSE FORMAT

All submittals shall include the following information:

1. **Form “A” – Applicant Information:** Please complete all fields listed in Form “A” describing information about the company or firm.
2. **Form “B” – Price Summary:** Please complete all fields listed in Form “B.” The price summary shall include an estimate of the cost for services per month. This cost should include a detailed estimate of anticipated staff time, hourly rates, and overhead costs such as office space, telephone, insurance, personal automobile transportation and other materials. The cost should not include postage and photocopies, which will be reimbursed to the contractor at cost.
3. **Cover Letter Including Descriptions of Experience and Qualifications: Tell us why you would be the best company or firm to provide these services.** Include a description of your company or firm's experience in the areas described under Section V, Selection Criteria above. A summary of relevant background, education and work experience is helpful.
4. **Work Examples:** Provide brief descriptions (no more than one page each) of two projects dealing with relevant experience areas completed by your company or firm.
5. **References:** Please provide at least three professional references (past employers or clients) relevant to this type of work experience or service.

X. DEADLINE AND DELIVERY

The RFQ/RFP response shall be submitted by e-mail to: mconneran@hansonbridgett.com, Subject Line: ETMA-RFP Submission

Proposals must be e-mailed and must be received no later than 5:00 p.m., December 27, 2022. Submittals received after 5:00 p.m. on December 27, 2022 will not be accepted. **Questions must be submitted in writing by December 7th** to the same address so that they may be answered before the submittal deadline. Include your email with the questions so that they can be answered by return email.

XI. CONTRACTOR SELECTION SCHEDULE

The successful contractor shall be selected based on a combination of relevant past experience, qualifications and the cost proposal.

Event	Date
Release RFQ/RFP	November 21, 2022
Questions Due	December 7, 2022
Proposals emailed by	December 27, 2022
Interviews with Candidates	December 28, 2022 through January 13, 2023
Successful Candidate Selected by Board & Notified	January 19, 2023
Successful Candidate Selected Contract Term Begins	February 1, 2023

XII. CONTACT

Any questions on this Request for Qualifications/Request for Proposals (RFQ/RFP) shall be emailed in writing directly to the address below, along with the questioner's email address. **No phone inquiries please!** All questions will be responded to in writing prior to close of proposal period:

mconneran@hansonbridgett.com, Subject Line: ETMA-RFP Question

FORM A
Information

Company or firm name			
Business Representative Name			
Business Address	City	State	ZIP Code
Phone ()	Fax ()	Mobile ()	
E-Mail Address			

FORM B
Price Summary

This cost should include an estimate of staff time and overhead costs such as office space, telephone, insurance, personal automobile transportation and other materials. The cost should not include postage and photocopies, which will be reimbursed to the incumbent at cost. Proposers should also provide an estimate of staff time by position, and hours expected to be expended.

Estimated Price (annually):

Authorized Agent Name: _____

Company Name: _____

Signature of Authorized Agent: _____

Date Signed: _____

ATTACHMENT A

THIRD-PARTY SERVICES. (NOTE: No time is allocated as these services are billed, paid for separately, and reimbursed to the ETMA.)

8 to Go Paratransit Shuttle Service

- Operations oversight.
- Coordination with City of Emeryville on various operational matters.
- Facilitate renewals and/or amendments to the professional services agreement with City of Emeryville.
- Preparation of monthly reimbursement request.

West Berkeley Shuttle

- Operations oversight.
- Coordination with parties on operational matters and service level adjustments, when needed.
- Facilitate renewals and modifications to the Transportation Agreement, when needed.
- Participate in meetings with West Berkeley Shuttle LLC members for service expansion and/or other TDM enhancements, when needed.

The Emery Express

- Operations oversight.
- Coordination with parties regarding operational matters and service level adjustments, when needed.
- Facilitate renewals and modifications to the Transportation Agreement, when needed.
- Participate in meetings with parties for service expansion and/or other TDM enhancements, when needed.

ATTACHMENT B

DETAILED BREAKDOWN OF SCOPE OF WORK:

A. Association Administration – 25%

Association General Management

1. Ensure compliance with current and monitor emerging local, state, and federal regulations and requirements.
2. Ensure compliance with governing documents, including the TMA Bylaws and Articles of Incorporation; 2015 PBID Management Plan and Engineers Report; Shuttle Funding Agreement with City of Emeryville, City or other governmental grant agreements; and any other documents adopted by the City of Emeryville binding on the TMA.
3. Adhere to Board-established policies and procedures and safeguard the Association's assets and reputation.
4. Negotiate and recommend for approval to the Board all contracts, leases, service agreements, consulting agreements, insurance policies and other documents required for prudent TMA operation and compliance with laws.
5. Maintain contract management tracking workbook and ensure current certificates of insurance are on file.
6. Process annual renewal of City of Emeryville Business License for non-profit businesses.
7. Oversee facilities management and security, with a focus on outsourcing these functions.
8. Prepare for and facilitate the election of one (1) employer member annually and two (2) business members every three years.

Board of Directors Support

1. Prepare, disseminate, and maintain Board communications and actions including: meeting notices and agendas, official summaries/minutes, rosters, calendars, operations and financial reports, per Board policies and procedures and the Brown Act.
2. Ensure access to all TMA records by Board of Directors, Association members, and public (as may be required by the Brown Act).
3. Provide staff support at Board and Committee meetings.
4. Prepare and distribute "Briefing Binder" to the Board which includes authorizing documents, budgets (current and two prior years), year-end statements, audits, Emeryville City Council staff reports, and all previously approved contracts over \$10,000. Provide updated contents to binders annually.
5. Inform the Board and/or appropriate officers and committees of pertinent developments.
6. Anticipate and inform the Board of emerging issues and trends; recommend actions to address the future viability of the Association and its services.
7. Provide board training on best practices and expectations of board members.
8. Engage in recruitment of new Directors.
9. Coordinate with legal counsel on claims or various matters which warrant a legal opinion, when needed. Keep the Board informed of all legal matters.
10. Maintain a filing system for TMA documents/records and consolidate documents needed for the annual audit.

11. Liaise with State of California for all matters pertaining to the Airspace Lease agreement for the fleet parking and operations facility, including updates to certificates of insurance for TMA and Operator and ensuring rent adjustments are implemented according to the lease agreement.

Financial Management

1. Oversee bookkeeping and accounting functions; manage relationship with independent auditor for the annual audit.
2. Prepare annual budget and 5-year forecast for Board approval including assumptions and analysis of trends.
3. Oversee and monitor the annual PBID assessment levy process with City and consultants; liaison with the City regarding PBID fund balance held by City.
4. Prepare, in conjunction with the TMA's accountant, periodic financial reports and statements for the Board, per established policies, procedures and calendars.
5. Approve, or submit for Board of Directors approval, all invoices from vendors and contractors for payment by accountant per established policies.
6. Monitor budget and manage cash flow.
7. Review and reconcile bank statements monthly.
8. Ensure timely filing of annual tax returns by accountant.
9. Distribute annual audit with appropriate recipients.
10. Deposit all funds received per approved investment policy.

B. Operations and Fleet Maintenance, Management and Oversight – 25%

1. Oversee the operations and maintenance contractors to ensure that the work is done to the standards of the TMA as defined in the contracts; monitor contractor costs to ensure that they do not exceed budget.
2. Solicit proposals from alternate service providers to ensure that the services provided are the most effective available.
3. Review of monthly operations invoice to ensure rates are consistent with shuttle operations agreement and to ensure performance assessments are accounted for, including review of daily schedule performance to ensure missed trips and early departures are appropriately accounted for.
4. Monitor contractor performance against service standards and goals adopted by the Board.
5. Maintain the fleet acquisition plan and oversee the condition, cost and availability of the fleet.
6. Make recommendations to the Board of Directors regarding the replacement and composition of vehicle fleet. Prepare cost/benefit analyses to evaluate the best strategy for procuring the vehicles (lease, buy, finance). As needed, solicit proposals for vehicle purchases and/or leases.
7. Track, monitor and follow up as necessary on complaints, accidents and incidents.
8. Risk management: annual review of insurance policies, vendor insurance, and emergency management plans.
9. Analyze and review maintenance procedures, conformity of work and determine maintenance efficiencies, when needed.
10. Prepare monthly ridership and on-time performance reports.
11. Develop and implement service changes, when needed.

Equipment & Systems Management

1. Monitor equipment tracking to ensure serial numbers, vehicle assignments and other pertinent information is tracked and verified regularly.

2. Coordinate with real-time tracking vendor to ensure GPS tracking equipment and system reporting is properly functioning.
3. Coordinate with GTFS software vendor to ensure routes, stops and schedules are accurately reflected on Google Maps.
4. Update GTFS schedules, stop locations and routes, when needed.
5. Participate in troubleshooting technical issues with operations team, when needed.

C. Planning and Projects – 25%

Service Development

1. Analyze route performance, cost of services, on-time performance, and other service performance indicators on an ongoing basis.
2. Develop new service strategies and recommendations to meet emerging community needs.
3. Stay abreast of new technology developments and recommend new technology to improve quality of services and/or information (e.g. automatic passenger counters, real-time arrival predictions, signal priority systems).
4. Evaluate new vehicle models and their technologies that could help improve quality of service.
5. Evaluate partnerships with vendors and suppliers to explore new technology, funding opportunities and other ways to continue/improve delivery of services.
6. Liaise with City and others to address roadway, sidewalk and other infrastructure issues for the delivery of high quality transit service.
7. Maintain and enhance the signage and other on-street amenities to ensure that riders can easily access the shuttle service.

Long Range Planning

1. Develop five-year strategic plan that includes fleet replacement plan (with an eye towards electrification), new service development, plans for facility improvements.
2. Work closely with a committee of the Board of Directors; plan and oversee any required renovations to make the site functional for shuttle service.

D. Marketing and Public Outreach – 25%

Marketing, Community & Public Relations

Marketing and public relations activities should be performed with two broad goals in mind: to increase ridership and customer satisfaction; and to develop support for extending the PBID beyond its current expiration in 2030.

1. Work closely with property owners to ensure that all customers and employees are familiar with the Emery Go-Round service. This may include scheduling and attending outreach events with property owners, employees and customers.
2. Prepare an annual Marketing Plan as required by the TMA's governing documents. This plan should include on-going activities as well as proposals for new programs to increase ridership and general awareness of the service. Once approved by the Board of Directors, implement the plan.
3. Annually, survey customers to determine their level of satisfaction.
4. Update 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. Recommend to Board annual updates before they are implemented.

5. Maintain, in conjunction with operations staff, ongoing communications via the Emery Go-Round mobile app.
6. Respond to questions, complaints or emergency situations. Keep Board informed of questions, complaints, and emergencies and any emergency actions taken. When necessary, call an Emergency Meeting of the Board to authorize responsive action.
7. Maintain Public Relations on-call readiness for emergency situations
8. Maintain a positive, highly visible public image.
9. Provide public relations liaison to press or public agencies as needed
10. Engage in social media planning and management, including but not limited to Twitter, Yelp, and other relevant platforms

Liaison to Public Agencies and Transit Organizations

1. Represent TMA at regional transit meetings and local government agency meetings (not more than approximately once per month). Provide written summary of all meetings (topics discussed, recommended actions). Recent liaison activities include:
 - Liaise with MacArthur BART access and transit-oriented development activities; City of Oakland and Emeryville regarding routes, safety, and other service-related issues.
 - Participation on MTC technical advisory committees (real-time transit, 511, transit hubs, etc.)
 - Involvement in the development of Emeryville General Plan; Alternative Transportation Study; Parking Studies, etc.
 - Participation on City's Transportation Committee
 - Maintain working relationship with political stakeholders and seek out grant funding, political support opportunities that could aid the improvement of Emery Go-Round's service
2. As authorized by Board, attend regional transit-related conferences (not to exceed 3 per year). Provide written report on conference.

ETMA RFP List

The RFP was sent to the following parties:

TKJM

tjkm@tjkm.com

ALTRANS

sblaylock@altrans.net

FEHR AND PEERS

j.brooks@fehrandpeers.com

NELSON NYGAARD

jmartin@nelsonnygaard.com

KEOLIS

Sandi.hill@keolisna.com

PARISI

andrew@parisi-associates.com ; David Parisi david@parisi-associates.com

TDM SPECIALISTS (FROM HEXAGON)

Elizabeth.Hughes@tdmspecialists.com

FIRST TRANSIT

firsttransitinfo@firstgroup.com

COACH USA

ryan.veater@coachusa.com

BAUERS

info@bauersit.com

TRANSDEV

Cristina.Russell@transdev.com

MOSAIC GLOBAL TRANSPORTATION

Info@mosaicglobaltransportation.com

Also:

WEDRIVEU [Not interested in this RFP]

Gillian.Zoss@WeDriveU.com

**AMENDMENT TO TRANSPORTATION AGREEMENT BETWEEN
LMV II EMERYVILLE HOLDINGS, L.P. AND EMERYVILLE TRANSPORTATION
MANAGEMENT ASSOCIATION FOR SHUTTLE OPERATION SERVICES**

THIS AMENDMENT NO. 1 to Transportation Agreement executed on July 19th, 2022 between the LMV II Emeryville Holdings, L.P. a Delaware limited partnership, herein called “LENNAR”, and the Emeryville Transportation Management Association, a California non-profit corporation, herein called the “ETMA”

RECITALS

WHEREAS, LENNAR entered into a Transportation Agreement with ETMA to perform shuttle operation services for The Emery Express Shuttle in Emeryville and West Oakland, California through December 31st, 2022; and

WHEREAS, LENNAR wishes to extend the term of the Agreement one (1) year through December 31st, 2023; and

WHEREAS, ETMA has prepared a cost estimate for services, which is attached hereto and included herein as Exhibit A.

NOW, THEREFORE BE IT MUTUALLY AGREED, that Section 1 of the Agreement, is amended to extend the term of services through December 31st, 2023 and Exhibit A of the Agreement is modified to reflect the 2023 cost estimate, which is attached as Exhibit A.

IN WITNESS WHEREOF, the BGTMA and ETMA have approved Amendment No. 1 to this Agreement on the ____ of _____, 2022.

LMV II EMERYVILLE HOLDINGS, L.P.

EMERYVILLE TRANSPORTATION
MANAGEMENT ASSOCIATION

By: _____

By: _____

Chair

Name: _____

TITLE: _____

TRANSPORTATION AGREEMENT
EXHIBIT A

Lennar - West Oakland Shuttle Estimated Costs	
Direct Costs	JAN-DEC 2023
Shuttle Operations	\$ 350,000
Fuel	\$ 50,000
Communications	\$ 5,000
Operations Oversight	\$ 50,000
Subtotal Direct Costs	\$ 455,000
Indirect Costs (20%)	\$ 91,000
Total	\$ 546,000

1. Direct cost will be billed to partner at cost.
2. Indirect costs (rent, utilities, insurance, site security, accounting svcs, other general overhead) will be billed at 20% of direct costs.

AMENDMENT NO. 5 to TRANSPORTATION AGREEMENT

This AMENDMENT NO. 5 TO TRANSPORTATION AGREEMENT (this “**Amendment**”) is made as of December __, 2022 by and between West Berkeley Shuttle, LLC, a California limited liability company (“**WB Shuttle**”) and Emeryville Transportation Management Association, a California non-profit corporation (“**ETMA**”).

Recitals

A. Whereas, Berkeley Gateway Transportation Management Association, a California non-profit corporation (“**BGTMA**”) and ETMA entered into that certain Transportation Agreement dated December 30th, 2019, as amended on July 16, 2020 and January 31, 2022 and from time to time (the “**Agreement**”), whereby ETMA agreed to provide shuttle operation services for the West Berkeley Shuttle in Berkeley, California;

B. Whereas, BGTMA assigned all of its right, title and interest in and to the Agreement to WB Shuttle on June 1st, 2022; and

C. Whereas, WB Shuttle and ETMA now desire to (i) extend the term of the Agreement by one (1) year to a new termination date of December 31, 2023, (ii) amend the fee structure charged to WB Shuttle by ETMA and (iii) make certain other modifications to the Agreement as provided for herein.

NOW, THEREFORE BE IT MUTUALLY AGREED AS FOLLOWS:

1. Extension of Term. The term of the Agreement is hereby extended to December 31, 2023.
2. Revised Pricing Structure. The provisions of Section 3 of the Agreement entitled “Fees and Expenses” relating payment by WB Shuttle to ETMA at a fixed rate per revenue hour for the Services, as amended in the 4th Amendment to the Agreement, is hereby deleted and replaced to provide that WB Shuttle shall now instead pay to ETMA service fees equal to the actual cost incurred by ETMA to provide the Services for the relevant billing period plus 15.00%; provided that such costs may include the proportional costs incurred by ETMA for third party management services and to maintain the WB Shuttle website so long as costs pursuant to this Paragraph are, in each case, reasonably consistent with those costs charged to WB Shuttle at all relevant times prior to the date of this Amendment.
3. Reporting. In addition to the general reporting obligations of ETMA under the Agreement, ETMA shall provide WB Shuttle with monthly ridership reports detailing the number of passenger boardings per month and the average passenger boardings per day, as well as a monthly comparison of ridership from prior years since 2018. Additionally, ETMA shall perform detailed passenger counts by stop when requested by WB Shuttle.

All other terms and conditions of the original Agreement, as amended, remain unchanged and in full force. Capitalized terms used herein but not defined shall have the meanings as set forth in the Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment as of the date first set forth above.

ETMA:
Emeryville Transportation Management
Association, a California non-profit
corporation

By: _____
Name: Bobby Lee
Its: Chair

WB SHUTTLE:
West Berkeley Shuttle, LLC, a California
limited liability company

By: 94710 TDM, LLC
Its: Managing Member

By: _____
Name: Christopher D. Barlow
Its: President

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: December 2, 2022

FROM: Roni Hattrup, Executive Director

SUBJECT: Amendment 6 to Shuttle Operations and Maintenance Agreement with MV Transportation

RECOMMENDATION

Board approval of Amendment 6 to Shuttle Operations and Maintenance Agreement with MV Transportation for continued operations of the ETMA Shuttle services through December 31, 2023.

BACKGROUND

In 2013, the ETMA conducted a competitive bid process for shuttle operations and maintenance services, which resulted in the selection of MV Transportation, Inc. The shuttle operations and maintenance agreement was effective February 15, 2013 with an initial term ending date of December 31, 2015. In 2015, the ETMA authorized a two-year contract extension through December 31st, 2017. In 2018, ETMA entered into a new agreement with MV for a term of three years, ending December 31, 2020. The ETMA extended agreement and negotiated new pricing through January 31, 2021, then June 30th, 2021 and then December 31, 2022 by amendments 1, 2 and 3.

DISCUSSION

In October 2022, staff requested pricing for a one-year extension. MV has provided proposed pricing through December 31, 2023 for Emery Go Round, West Berkeley Shuttle, 8 to Go Paratransit Services and The Emery Express shuttle service. The new pricing is reflective of changes in the following areas:

- Driver & Staff Wages – pricing reflects an increase in operator wages ranging from \$3-\$6 per hour based on the various levels of seniority. These wages have been tentatively agreed upon with the driver's union.
- Auto Liability cost increase.
- Benefits – increase due to higher volume of employees participating in the benefits program.
- Lower service hours for Emery Go Round and West Berkeley Shuttle. Service hours are reflective of the current level of service for both shuttle programs.
- Fuel Cost increases, which only effect West Berkeley Shuttle and The Emery Express pricing. Emery Go Round and 8 to Go vehicles are fueled through AC Transit and are not part of the MV Agreement.

- West Berkeley Shuttle monthly fixed rate was decreased due to lower vehicle cost due to vehicle depreciation, as well as reduced Project Manager and Dispatcher cost allocation due to the reduced service hours anticipated for 2023. MV's 2022 pricing was based on the assumption full service would be restored (2 drivers), which I do not expect to happen in 2023.
- The Emery Express hourly rate increased 32% due to various inaccuracies of the initial pricing provided by MV in 2022.

The pricing changes are summarized below:

Emery Go Round

- Monthly Fixed Rate – Increased by 3%.
- Variable Hourly Rate – Increased by 17%
- Maintenance Rate - Increased by 10%

Total collective cost increase for Emery Go Round is 14%, which is considerably less than the 20-25% that we initially anticipated.

West Berkeley Shuttle

Monthly Fixed Rate – Decreased 22%.

Variable Hourly Rate – Increased by 19%

Total collective cost increase for West Berkeley Shuttle is 1%.

8 to Go Paratransit

Monthly Fixed Rate – Increased 18%

Variable Hourly Rate – Increased by 9%.

Total collective cost increase for 8 to Go is 11%.

The Emery Express

Variable Hourly Rate – Increased 32%.

FINANCIAL CONSIDERATIONS

The total estimated costs are shown below, in comparison to the 2023 budget for shuttle operations approved by the Board:

Service	2023 Budget	Estimated Cost	Delta
Emery Go Round	\$2,700,000	\$2,426,000	-\$274,000
West Berkeley Shuttle	\$288,000	\$247,000	-\$41,000
8 to Go Paratransit	\$139,000	\$109,000	-\$30,000
The Emery Express	\$310,000	\$346,000	\$36,000
TOTAL	\$3,437,000	\$3,128,000	-\$309,000

The estimated costs for Emery Go Round, West Berkeley Shuttle and 8 to Go Paratransit are substantially lower than what was projected in the 2023 Budget.

The only significant financial impact is on The Emery Express shuttle, which increased 32% from 2022. This is a result of errors in the initial cost proposal, including driver wages, auto liability cost and maintenance.

The tables below provide the comparison of estimated costs for 2023 with the anticipated costs for 2022.

Emery Go Round				
Annual Service Hours				
Weekday	28,639			
Sat	2,326			
Sun	1,671			
Total	32,636			
<i>*Based on current level of service.</i>				
Rates		2022	2023 Estimate	% Increase
Monthly Fixed Rate		\$ 37,602.94	\$ 38,881.26	3%
Variable Hourly Rate		\$ 51.51	\$ 60.02	17%
Estimated Annual Cost		2022	2023 Estimate	% Increase
Monthly Fixed		\$ 451,235.28	\$ 466,575.12	3%
Variable Hourly		\$ 1,681,068.51	\$ 1,958,798.92	17%
	TOTAL	\$ 2,132,303.79	\$ 2,425,374.04	14%

West Berkeley Shuttle				
Annual Services Hours				
Weekdays	2,500			
Rates		2022	2023	% Increase
Monthly Fixed Rate		\$ 8,880.78	\$ 6,918.71	-22%
Variable Hourly Rate		\$ 55.26	\$ 65.93	19%
Estimated Annual Cost		2022	2023	% Increase
Monthly Fixed Rate		\$ 106,569.36	\$ 83,024.52	-22%
Variable Hourly Rate		\$ 138,150.00	\$ 164,825.00	19%
	TOTAL	\$ 244,719.36	\$ 247,849.52	1%

8 to Go				
Annual Services Hours				
Weekdays	1,700			
Rates		2022	2023	% Increase
Monthly Fixed Rate		\$ 1,502.84	\$ 1,779.63	18%
Variable Hourly Rate		\$ 47.19	\$ 51.62	9%
Estimated Annual Cost		2022	2023	% Increase
Monthly Fixed Rate		\$ 18,034.08	\$ 21,355.56	18%
Variable Hourly Rate		\$ 80,223.00	\$ 87,754.00	9%
	TOTAL	\$ 98,257.08	\$ 109,109.56	11%
The Emery Express				
Annual Services Hours				
Weekdays	3,350			
Rates		2022	2023	% Increase
Variable Hourly Rate		77.96	103.13	32%
Estimated Annual Cost		2022	2023	% Increase
Variable Hourly Rate		\$ 261,166.00	\$ 345,485.50	32%
	TOTAL	\$ 261,166.00	\$ 345,485.50	32%

**AMENDMENT TO SHUTTLE OPERATIONS AND MAINTENANCE AGREEMENT BETWEEN
EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION AND
MV TRANSPORTATION, INC.**

THIS AMENDMENT NO. 6 ("Amendment") is to the Shuttle Operations and Maintenance Agreement dated February 12th, 2018 between the Emeryville Transportation Management Association, a California non-profit corporation, ("ETMA"), and MV Transportation, Inc. ("Contractor")

RECITALS

WHEREAS, ETMA retained Contractor for shuttle operation and vehicle maintenance services through December 31st, 2020; and

WHEREAS, ETMA approved Amendment 1 to extend the term of the agreement one (1) month, to January 31st, 2021, while services and pricing for services through December 31st, 2022 were negotiated by both parties; and

WHEREAS, ETMA approved Amendment 2 for a short term extension to the Agreement to June 30th, 2021, while Contractors proposed pricing was further evaluated, and modified the compensation limits per Contractors proposed pricing pages for calendar year 2021 services; and

WHEREAS, ETMA approved Amendment 3 to extend the term of the Agreement to December 31st, 2022 and to modify the compensation limits; and

WHEREAS, ETMA approved Amendment 4 to modify Section 6.ii of the Agreement to increase the Workers Compensation Insurance minimum liability limit to two million dollars (\$2,000,000).

WHEREAS, ETMA approved Amendment 5 to expand the scope of services for a new shuttle service to West Oakland BART and to establish pricing for the new service funded by Quarterra (formerly Lennar Multi-Family Communities); and

WHEREAS, ETMA wishes to extend the term of the agreement one (1) year through December 31, 2023 and to adopt new pricing for all shuttle services, which is attached as Exhibit A and included herein.

NOW, THEREFORE, BE IT MUTUALLY AGREED that Section 2 of the agreement be modified to extend the term of the agreement through December 31st, 2023 and Exhibit B of the agreement be modified to reflect 2023 pricing, as per Exhibit A attached.

IN WITNESS WHEREOF, the ETMA approved Amendment No. 5 to the Shuttle Operations and Maintenance Agreement on the ___ day of _____ 2022.

EMERYVILLE TRANSPORTATION MANAGEMENT
ASSOCIATION

MV, TRANSPORTATION, INC.

By: _____
Chair

By: _____

COST FORMS
FORM 1.1 - EMERY GO-ROUND OPERATIONS FIXED COST WORKSHEET

FIXED COSTS - OPERATIONS

	2022	2023
PERSONNEL		
Annual Wages (itemize by position below)		
Project Manager	\$ 71,840	\$ 64,279
Dispatcher	\$ 65,681.44	\$ 74,047.49
IT Support	\$ -	\$ -
Safety & Road Supervisors	\$ 47,475.17	\$ 53,447.10
Other Support Staff (describe below)	\$ -	\$ -
Payroll Taxes	\$ 16,848.04	\$ 16,772.10
Fringe Benefits	\$ 11,991.78	\$ 17,537.58
Description of Other Support Staff:		
BUS STORAGE AND ADMINISTRATION FACILITY		
Office Equipment	\$ 3,990.93	\$ 3,620.29
Office Supplies	\$ 2,292.35	\$ 2,216.80
Printing/Copying/Postage	\$ 101.75	\$ 98.39
VEHICLE		
Vehicle Cleaning (interior & exterior) EXCLUDING	\$ 37,798.80	\$ 38,414.36
Spare Vehicle (including maintenance)	\$ -	
INSURANCE & LICENSING		
Business Liability	\$ 3,883.94	\$ 3,318.14
Auto Liability	\$ 108,796.17	\$ 109,133.75
Workers Compensation	\$ 1,531.32	\$ 1,516.04
Other Insurance or Licensing (please describe below)	\$ 2,708.43	\$ 2,597.98
Description of Other Insurance & Licensing: Business License		
OTHER OVERHEAD		
Recruitment, License Testing, Drug Testing, etc.	\$ 10,657.03	\$ 8,570.10
Uniforms/Uniform Laundering	\$ 2,605.63	\$ 1,930.72
Other Overhead, if Any (please itemize below)		0
Personal Protection Equipment & Supplies	\$ -	\$ -
Communication Expenses	\$ -	\$ -
DriveCam Expenses	\$ 6,001.81	\$ 6,160.04
Corporate Support	\$ 20,464.18	\$ 23,319.41
Interest Expense	\$ 15,078.80	\$ 13,194.69
PROFIT		
Profit @ 6%	\$ 21,487.39	\$ 26,401.49
TOTAL FIXED COSTS - OPERATIONS		
Total Annual Costs	\$ 451,235.28	\$ 466,575.10
No. Months per Year	12	12
FIXED COSTS PER MONTH = Total Annual Costs ÷ No. Months Per Year	\$ 37,602.94	\$ 38,881.26

COST FORMS

FORM 1.2 - EMERY GO-ROUND OPERATIONS VARIABLE COST WORKSHEET

PAGE 2 of 9

VARIABLE COSTS - OPERATIONS

	2022	2023
PERSONNEL - show detail in FORM 1.3		
<u>Drivers:</u>		
Annual Wages (During Service Hours)	\$ 1,564,937.44	\$ 1,250,353.28
Annual Wages (During Training & Other Non Service Hour Timeframes)	\$ 40,872.67	\$ 42,219.18
Payroll Taxes	\$ 146,244.32	\$ 113,146.51
Fringe Benefits	\$ 481,022.51	\$ 336,889.54
OTHER OPERATIONS COSTS		
Other Costs, if Any (please itemize below)		
Corporate Support	\$ 111,746.93	\$ 97,565.85
PROFIT		
Profit @ 6%	\$ 117,368.45	\$ 110,358.03
TOTAL VARIABLE COSTS - OPERATIONS		
Total Annual Costs	\$ 2,462,192.32	\$ 1,950,532.40
Annual Service Hours ¹	47,800	32,500
COST PER SERVICE HOUR = Total Annual Cost ÷ Annual Service Hours	\$ 51.51	\$ 60.02

1. Annual service hours include deadhead time to/from the bus yard. The cost of fueling time should be calculated into the cost per service hour. Annual service hours are estimated based on the anticipated level of service for each calendar year.

COST FORMS**FORM 1.3 - EMERY GO-ROUND OPERATIONS PERSONNEL COST DETAIL****PAGE 3 OF 9**VARIABLE PERSONNEL COST DETAIL

			2022		2023	
PERSONNEL ITEM						
Drivers			During Service Hours	During Non-Service Hours	During Service Hours	During Non-Service Hours
(list below by hourly rate of pay)						
	2022	2023				
START	\$ 18.50	\$ 24.50	\$ 299,864.69	\$ 7,930.99	\$ 250,431.62	\$ 8,725.76
6 MONTHS	\$ 19.75	\$ 24.50	\$ 35,278.20	\$ 933.06	\$ 29,462.54	\$ 1,026.56
1 Year	\$ 19.75	\$ 24.50	\$ 35,278.20	\$ 933.06	\$ 29,462.54	\$ 1,026.56
2 Years	\$ 21.00	\$ 25.61	\$ 229,308.30	\$ 6,064.88	\$ 191,506.53	\$ 6,672.64
3 Years	\$ 22.20	\$ 26.86	\$ 211,669.20	\$ 5,598.35	\$ 176,775.26	\$ 6,159.36
4 Years	\$ 23.93	\$ 28.76	\$ 35,278.20	\$ 933.06	\$ 29,462.54	\$ 1,026.56
5 Years	\$ 24.60	\$ 29.57	\$ 158,751.90	\$ 4,198.76	\$ 132,581.45	\$ 4,619.52
6 Years	\$ 24.93	\$ 29.97	\$ -	\$ -	\$ -	\$ -
7 Years	\$ 25.25	\$ 30.35	\$ 88,195.50	\$ 2,332.65	\$ 73,656.36	\$ 2,566.40
8 Years	\$ 25.58	\$ 30.75	\$ 88,195.50	\$ 2,332.65	\$ 73,656.36	\$ 2,566.40
9 Years	\$ 25.92	\$ 31.16	\$ -	\$ -	\$ -	\$ -
10 Years	\$ 26.25	\$ 31.56	\$ 52,917.30	\$ 1,399.59	\$ 44,193.82	\$ 1,539.84
11 Years	\$ 31.77	\$ 34.77	\$ 211,669.20	\$ 5,598.35	\$ 176,775.26	\$ 6,159.36
12 Years	\$ 31.77	\$ 34.77	\$ -	\$ -	\$ -	\$ -
13 Years	\$ 31.77	\$ 34.77	\$ 52,917.30	\$ 1,399.59	\$ 44,193.82	\$ 1,539.84
14 Years	\$ 31.77	\$ 34.77	\$ 52,917.30	\$ 1,399.59	\$ 44,193.82	\$ 1,539.84
15 Years	\$ 31.77	\$ 34.77	\$ 211,669.20	\$ 5,598.35	\$ 176,775.26	\$ 6,159.36
Total Driver Wages			\$ 1,763,909.99	\$ 46,652.90	\$ 1,473,127.17	\$ 51,328.01

COST FORMS**FORM 1.4 - EMERY GO-ROUND OPERATIONS FIXED COST WORKSHEET****PAGE 4 OF 9****MAINTENANCE COSTS****MAINTENANCE**

LABOR:	2022	2023
Billing Rates (list hourly billing per year by classification)		
MECHANIC	\$ 57.14	\$ 62.86

PARTS (% of mark up)	5.00%	5.00%
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1. *Vehicle disinfecting services to be billed at an hourly rate based on actual hours worked. Level of service may change throughout the contract term.*

COST FORMS

FORM 2.1 WEST BERKELEY SHUTTLE OPERATIONS FIXED COST WORKSHEET

PAGE 5 OF 9

FIXED COSTS - OPERATIONS

	2022	2023
PERSONNEL		
Annual Wages (itemize by position below)		
Project Manager	\$ 6,842	\$ 4,430
Dispatcher	\$ 4,415.43	\$ 3,695.57
IT Support	\$ -	\$ -
Safety & Road Supervisors	\$ 4,415.43	\$ 2,667.44
Other Support Staff (describe below)	\$ -	\$ -
Payroll Taxes	\$ 1,427.37	\$ 944.41
Fringe Benefits	\$ 709.50	\$ 986.54
Description of Other Support Staff:		
BUS STORAGE AND ADMINISTRATION FACILITY		
Office Equipment	\$ 380.10	\$ 277.23
Office Supplies	\$ 218.32	\$ 152.78
Printing/Copying/Postage	\$ 9.69	\$ 6.78
VEHICLE		
Vehicle cost (including 2 buses, fuel, cleaning and maintenance)	\$ 63,892.69	\$ 50,970.36
INSURANCE & LICENSING		
Business Liability	\$ 369.91	\$ 228.69
Auto Liability	\$ 10,361.79	\$ 7,521.49
Workers Compensation	\$ 90.80	\$ 53.97
Other Insurance or Licensing (please describe below)	\$ 257.95	\$ 179.05
Description of Other Insurance & Licensing: Business License		
OTHER OVERHEAD		
Recruitment, License Testing, Drug Testing, etc.	\$ 1,014.98	\$ 590.65
Uniforms/Uniform Laundering	\$ 248.16	\$ 133.07
Other Overhead, if Any (please itemize below)	0	0
Personal Protection Equipment & Supplies	\$ -	\$ -
Communication Expenses	\$ -	\$ -
DriveCam Expenses	\$ 571.62	\$ 424.55
Corporate Support	\$ 4,833.08	\$ 4,151.36
Interest Expense	\$ 1,436.11	\$ 909.38
PROFIT		
Profit @ 6%	\$ 5,074.73	\$ 4,701.13
TOTAL FIXED COSTS - OPERATIONS		
Total Annual Costs	\$ 106,569.31	\$ 83,024.52
No. Months per Year	12	12
FIXED COSTS PER MONTH = Total Annual Costs ÷ No. Months Per Year ¹	\$ 8,880.78	\$ 6,918.71

COST FORMS

FORM 2.2 WEST BERKELEY SHUTTLE OPERATIONS VARIABLE COST WORKSHEET

PAGE 6 of 9

VARIABLE COSTS - OPERATIONS

	2022	2023
PERSONNEL - show detail in FORM 1.3		
Drivers:		
Annual Wages (During Service Hours)	\$ 147,181.08	\$ 105,715.36
Annual Wages (During Training & Other Non Service Hour Timeframes)	\$ 3,892.73	\$ 3,509.10
Payroll Taxes	\$ 13,758.59	\$ 9,559.43
Fringe Benefits	\$ 45,812.78	\$ 28,461.43
OTHER OPERATIONS COSTS		
Other Costs, if Any (please itemize below)		
Corporate Support	\$ 10,532.26	\$ 8,239.73
PROFIT		
Profit @ 6%	\$ 10,898.59	\$ 9,333.14
TOTAL VARIABLE COSTS - OPERATIONS		
Total Annual Costs	\$ 232,076.03	\$ 164,818.19
Annual Service Hours ¹	4,200	2,500
COST PER SERVICE HOUR = Total Annual Cost ÷ Annual Service Hours	\$ 55.26	\$ 65.93

1. Annual service hours include deadhead time to/from the bus yard. The cost of fueling time should be calculated into the cost per service hour. Annual service hours are estimated based on the anticipated level of service for each calendar year.
2. Vehicle disinfecting services to be billed at an hourly rate based on actual hours worked. Level of service may change throughout the contract term.

COST FORMS

FORM 3.1 8 TO GO PARATRANSIT OPERATIONS FIXED COST WORKSHEET

PAGE 7 OF 9

FIXED COSTS - OPERATIONS

	2022	2023
PERSONNEL		
Annual Wages (itemize by position below)		
Project Manager	\$ 3,318	\$ 3,500
Dispatcher	\$ 2,140.95	\$ 2,738.92
IT Support	\$ -	\$ -
Safety & Road Supervisors	\$ 2,140.95	\$ 2,858.55
Other Support Staff (describe below)	\$ -	\$ -
Payroll Taxes	\$ 692.10	\$ 796.38
Fringe Benefits	\$ 343.80	\$ 375.22
Description of Other Support Staff:		
BUS STORAGE AND ADMINISTRATION FACILITY		
Office Equipment	\$ 184.30	\$ 219.04
Office Supplies	\$ 105.86	\$ 120.71
Printing/Copying/Postage	\$ 4.70	\$ 5.36
VEHICLE		
Vehicle Cleaning (interior & exterior)	\$ 468.56	\$ 491.99
Spare Vehicle (including maintenance)	\$ -	\$ -
INSURANCE & LICENSING		
Business Liability	\$ 179.36	\$ 180.68
Auto Liability	\$ 5,024.22	\$ 5,942.57
Workers Compensation	\$ 44.03	\$ 82.55
Other Insurance or Licensing (please describe below)	\$ 125.08	\$ 141.47
Description of Other Insurance & Licensing: Business License		
OTHER OVERHEAD		
Recruitment, License Testing, Drug Testing, etc.	\$ 492.14	\$ 466.66
Uniforms/Uniform Laundering	\$ 120.33	\$ 105.13
Other Overhead, if Any (please itemize below)	0	0
Personal Protection Equipment & Supplies	\$ -	\$ -
Communication Expenses	\$ -	\$ -
DriveCam Expenses	\$ 277.16	\$ 335.43
Corporate Support	\$ 817.87	\$ 1,067.60
Interest Expense	\$ 696.34	\$ 718.48
PROFIT		
Profit @ __ 6% __	\$ 858.77	\$ 1,208.71
TOTAL FIXED COSTS - OPERATIONS		
Total Annual Costs	\$ 18,034.12	\$ 21,355.54
No. Months per Year	12	12
FIXED COSTS PER MONTH = Total Annual Costs ÷ No. Months Per Year	\$ 1,502.84	\$ 1,779.63

COST FORMS

FORM 3.2 8 TO GO PARATRANSIT OPERATIONS VARIABLE COST WORKSHEET

PAGE 8 of 9

VARIABLE COSTS - OPERATIONS

	2022	2023
PERSONNEL - show detail in FORM 1.3		
<u>Drivers:</u>		
Annual Wages (During Service Hours)	\$ 56,753.00	\$ 56,236.59
Annual Wages (During Training & Other Non Service Hour Timeframes)	\$ 1,497.39	\$ 1,921.98
Payroll Taxes	\$ 5,312.44	\$ 5,090.71
Fringe Benefits	\$ 17,716.20	\$ 15,154.19
OTHER OPERATIONS COSTS		
Other Costs, if Any (please itemize below)		
Corporate Support	\$ 4,063.95	\$ 4,388.27
PROFIT		
Profit @ 6%	\$ 4,323.31	\$ 4,967.28
TOTAL VARIABLE COSTS - OPERATIONS		
Total Annual Costs	\$ 89,666.29	\$ 87,759.03
Annual Service Hours ¹	1,900	1,700
COST PER SERVICE HOUR = Total Annual Cost ÷ Annual Service Hours	\$ 47.19	\$ 51.62

1. Annual service hours include deadhead time to/from the bus yard. The cost of fueling time should be calculated into the cost per service hour. Annual service hours are estimated based on the anticipated level of service for each calendar year.

COST FORMS

FORM 3.3 8 TO GO PARATRANSIT MAINTENANCE COST WORKSHEET

PAGE 9 OF 9

MAINTENANCE COSTS**MAINTENANCE**

LABOR:	2022	2023
Billing Rates (list hourly billing per year by clas		
MECHANIC	\$ 57.14	\$ 62.86

VEHICLE DISINFECTING¹

LABOR:	2022	2023
Billing Rates (list hourly billing per year by clas		
Staff	\$ 36.19	\$ 39.81

	2022	2023
PARTS (% of mark up)	5.00%	5.00%

1. Vehicle disinfecting services to be billed at an hourly rate based on actual hours worked. Level of service may change throughout the contract term.

COST FORMS
FORM 4.1 THE EMERY EXPRESS

PAGE 7 OF 9

FIXED COSTS - OPERATIONS		
	2022	2023
PERSONNEL		
Annual Wages (itemize by position below)		
Project Manager		\$ 5,937
Dispatcher		\$ 6,717.41
Driver(s)		\$ 172,851.12
Safety & Road Supervisors		\$ 4,848.59
Other Support Staff (describe below)		
Payroll Taxes		\$ 16,648.29
Fringe Benefits		\$ 49,608.52
Description of Other Support Staff:		
VEHICLE		
Vehicle (including vehicle cost for 2 existing shuttles, cleaning/dissinfecting, maintenance, etc.) - DOES NOT INCLUDE FUEL		\$ 38,520.44
INSURANCE & LICENSING		
Business Liability		\$ 306.46
Auto Liability		\$ 10,079.63
Workers Compensation		\$ 140.02
Other Insurance or Licensing (please describe below)		\$ 239.95
Description of Other Insurance & Licensing: Business License		
OTHER OVERHEAD		
Recruitment, License Testing, Drug Testing, etc.		\$ 791.54
Uniforms/Uniform Laundering		\$ 178.32
Other Overhead, if Any (please itemize below)		0
DriveCam Expenses		\$ 568.94
Corporate Support		\$ 17,273.59
Interest Expense		\$ 1,218.67
PROFIT		
Profit @ <u>6%</u>		\$ 19,551.00
TOTAL FIXED COSTS - OPERATIONS		
Total Annual Costs	\$ -	\$ 345,479.28
Annual Service Hours ¹	3,350	3,350
COST PER SERVICE HOUR = Total Annual Cost ÷ Annual Service Hours	\$ 77.96	\$ 103.13

1. Annual service hours include deadhead time to/from the bus yard. The cost of fueling time should be calculated into the cost per service hour. Annual service hours are estimated based on the anticipated level of service for each calendar year.
2. Fuel should be billed at cost.



December 7th, 2022

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 and Executive Director transition activities for calendar year 2023.

It is my understanding the TMA plans to award a contract to a new Executive Director in January 2023. The scope of work and cost proposal attached, reflects our anticipated work plan for January 1st through April 30th, 2023. We expect our overall level of effort for general TMA management and oversight activities will remain as is through March 31st while the new Executive Director settles into the role. We'll plan to hand off the general TMA management activities on or before March 31st, at which time we will focus on final transition activities through April 30th as support to the new Executive Director. Our proposed rates are reflective of a 5% increase in staff wages.

We are hopeful this proposed approach allows for a smooth transition for the new Executive Director. 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: 2023 Scope of Services
2023 Cost Proposal

Cc: Betsy Cooley, Geoffrey Sears (Executive Director Procurement Committee)

EXHIBIT A

GRAY-BOWEN-SCOTT 2023 SCOPE OF WORK FOR EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION EXECUTIVE DIRECTOR TRANSITION & AGENCY MANAGEMENT SERVICES

Gray-Bowen-Scott will continue providing Agency Management & Administration services for the Emeryville Transportation Management Association (TMA) as the organization transitions to a new Executive Director. Upon the TMA's selection and retention of a new Executive Director, Gray Bowen Scott will support the new Executive Director throughout the transition phase, including transfer of knowledge on the TMA's bylaws, policies, shuttle funding agreement with the City, PBID Management Plan, third party service contracts, consultant and operator agreements, vendors, financial structure, budget process, contacts, etc., through April 30th, 2023.

Our proposed scope of work for 2023 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.
- Respond to general information requests from TMA Members.
- Coordinate with legal counsel on claims or various matters which warrant a legal opinion, as needed.

❖ Board of Directors Support

- Prepare and distribute 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).
- Inform the Board and/or appropriate Officers and/or Board committees of pertinent developments.

❖ **Financial Management**

- 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.

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.
- Prepare monthly ridership and on-time performance reports for Board review.
- Track, monitor and follow up on complaints, accidents and incidents, as necessary.
- Prepare rider notifications for vehicle and web posting, 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.

TASK 4. EQUIPMENT & SYSTEMS MANAGEMENT

- Coordinate as needed with Syncromatics to ensure GPS tracking equipment and system reporting is properly functioning.
- Update Google Transit Feed Specifications, as needed.
- Coordinate update to Syncromatics data feed, as needed.
- Participate in troubleshooting technical issues with Operations Team.

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/service impacts.
- Preparation monthly reimbursement requests.

TASK R2. WEST BERKELEY SHUTTLE (WEST BERKELEY SHUTTLE LLC)

- Operations oversight.
- Coordination with West Berkeley Shuttle LLC on operational matters/service impacts.
- Preparation monthly reimbursement requests

TASK R2. THE EMERY EXPRESS (QUARTERRA)

- Operations oversight.
- Coordination with Quarterra on operational matters/service impacts.
- Preparation monthly reimbursement requests.

III. TMA TRANSITION

TASK T1. ADMINISTRATION

Provide transfer of knowledge and materials to the new executive Director on the following items:

- Founding/Governing Documents
 - Amended & Reinstated Bylaws
 - Articles of Incorporation
- City Partnership
 - Shuttle Funding Agreement – City of Emeryville
 - PBID Management Plan
 - Assessment Data
 - Introduction to City Finance Director & Manager
- Administrative Policies
- Board of Directors meeting agenda packets & meeting format.
- Quarterly financial reports.
- Bank accounts.
- Insurance policies & tracking worksheet.

TASK T2. FINANCIAL MANAGEMENT

- Annual & Preliminary Budgets
- Historical Budget Forecasting
- Quarterly Reports
- Annual Financial Statements
- Audit Support Process
- Bank Accounts
 - BofA Checking
 - BofA Savings
 - Summit Bank (pre-PBID)

TASK T3. CONTRACT OVERSIGHT & MANAGEMENT

Provide transfer of knowledge and materials to the new executive Director on the following contracts and amendments:

- Professional Service Agreements & Service Engagements
 - Executive Director – Pending Board Selection
 - John S. Tounger, CPA - Professional Service Agreement
 - Maze & Associates, Inc. – Engagement Letter
 - Hanson Bridgett – Engagement Letter
 - PR Firm – Pending Procurement
- Shuttle Operations & Maintenance Agreement – MV Transportation, Inc.
- Contract Management Tracking Worksheet.

TASK T4. SHUTTLE OPERATIONS OVERSIGHT

Provide transfer of knowledge and materials to the new executive Director on the following items:

- Service Plan – Routes & Schedules for Current Service Plan and Pre-COVID Service Plan.
- Operations Team Introduction.
- Shuttle Operations Protocols.
- Monthly Operations Reports from MV Transportation.
- Monthly Ridership and OTP Reports for Board of Directors.

TASK T5. INFORMATION SYSTEMS MANAGEMENT

Provide transfer of knowledge and materials to the new executive Director on the following systems:

- Syncromatics
 - Introduction to Syncromatics representative and support team.
 - Establish new login credentials.
 - Provide system overview for service monitoring and performance reporting.
 - Overview of data transition from GTFS to Track.
 - Review of equipment list (MDT Tablets & APC's).
- Trillium GTFS Software
 - Introduction to Trillium representative and support team.
 - Establish new login credentials.
 - Provide system overview for service plan build (routes, patterns, schedules, calendars, etc).
 - Integration to 511.org – provide point of contact for 511.org integration.
- LED Headsigns
 - Introduction to MV equipment manager (Chevy).
 - Review of equipment list.
- Emery Go Round Website
 - Introduction to Web Manager (Damon O'Donnell)
 - Overview of website update procedures.

TASK T6. VENDOR AGREEMENTS

Provide transfer of knowledge and materials to the new executive Director on the following vendors and agreements:

- Syncromatics – RTTS & APC
- Centralized Vision – Security Monitoring
- Ojo Technologies – Camera System Integrator
- Trillium – GTFS Manager (Software & Support)
- Verizon Wireless – Dispatch & Ops Management Phones
- Comcast – secure business phone #
- Damano Design – website maintenance
- Oracle Security – On-Site Security
- All-Ways Green – Office cleaning
- Allied Landscape – Landscape Maintenance
- Etheric Network – Internet service provider
- EBMUD – Water/Sewer (N/A)
- PG&E – Electricity (N/A)
- D&M Traffic – Bus Stop Signage
- Morgan Fencing – Bus Yard Access Gate Repairs
- Transit Information Products – Route Guide holders
- Transport Graphics – Bus Branding

- Oakland Collision – Bus Painting
- RFC Wireless – driver radios

TASK T7. FACILITIES MANAGEMENT

Provide transfer of knowledge and materials to the new executive Director on the following facilities management activities:

- Airspace Lease with Caltrans
- Bus Yard Project Closeout
- ACFC Work to Complete – Access Hatch Repair
- Address Assignment
- Security Monitoring

TASK 8. THIRD PARTY SERVICES

Provide transfer of knowledge and materials to the new executive Director on the following:

- West Berkeley Shuttle (West Berkeley Shuttle, LLC)
 - Overview of transportation agreement.
 - Service plan overview.
 - Introduction meeting with WBS contacts.
- The Emery Express Shuttle (Quarterra)
 - Overview of transportation agreement.
 - Service plan overview.
 - Introduction meeting with Quarterra contacts.
- 8 to Go Paratransit (City of Emeryville)
 - Overview of professional services agreement.
 - Service plan overview.
 - Introduction meeting with City contacts.

TASK 9. ETMA MEMBER PARTICIPATION AGREEMENTS

Provide transfer of knowledge and materials to the new executive Director on the following:

- Purpose of participation agreements.
- Boilerplate agreement overview.
- Existing agreements.

EXHIBIT B GRAY-BOWEN-SCOTT COST PROPOSAL FOR EMERYVILLE TMA (January 1-April 30, 2023)		2023					2022				
		Roni Hattrup	Karen Boggs	Debi Lawrence	Total Hours GBS	Total Cost Per Task	Roni Hattrup	Karen Boggs	Debi Lawrence	Total Hours GBS	Total Cost Per Task
		Executive Director	Operations Director	Executive Assistant			Executive Director	Operations Director	Executive Assistant		
Task #		\$289	\$197	\$137			\$275	\$188	\$130		
TMA SERVICES¹											
1	Association Administration, Board Support & Finance Management	55	20	80	155	\$ 30,795	220	0	450	670	\$ 119,000
2	Operations & Fleet Maintenance Oversight	48	80	20	148	\$ 32,372	190	480	90	760	\$ 154,190
3	Facilities Management	25	30	30	85	\$ 17,245	80	120	120	320	\$ 60,160
4	Equipment & Systems Management	20	60	40	120	\$ 23,080	40	80	40	160	\$ 31,240
5	Public & Membership Outreach	0	0	0	0	\$ -	60	40	90	190	\$ 35,720
6	Liaison to Public Agencies & Transit Organizations	0	0	0	0	\$ -	40	20	40	100	\$ 19,960
7	Special Projects	0	0	0	0	\$ -	60	50	60	170	\$ 33,700
TRANS	Tasks T1-T9 for TMA Transition Activities	100	100	100	300	\$ 62,300	0	0	0	0	
Expenses		\$ 870					\$ 2,002				
		248	290	270	808	\$ 166,662	690	790	890	2370	\$ 455,972
REIMBURSABLE SERVICES ⁴		2022					2022				
R1	8 to Go Paratransit Shuttle (City of Emeryville/ACTC)	2	8	16	26	\$ 4,346	8	12	40	60	\$ 9,656
R2	West Berkeley Shuttle & Bayer Mid-Day Shuttle (BGTMA)	4	10	10	24	\$ 4,496	12	24	12	48	\$ 9,372
R3	The Emery Express (Quarterra)	4	10	10	24	\$ 4,496	0	0	0	0	\$ -
Total Reimbursable Services		10	28	36	74	\$ 13,338	20	36	52	108	\$ 19,028
Grand Total:		258	318	306	882	\$ 180,000	710	826	942	2478	\$ 475,000

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.
- Proposed costs assumes general TMA support services will continue through March 31, 2023, while transitional activities will continue through April 30, 2023.

From: [Roni Hattrup](#)
To: [Geoffrey Sears \(gsears@warehamdevelopment.com\)](mailto:gsears@warehamdevelopment.com)
Cc: [Betsy Cooley](#); [Bobby Lee](#); [Karen Boggs](#)
Subject: ETMA Ridership Data
Date: Wednesday, November 2, 2022 4:36:00 PM
Attachments: [APC Ridership 9-3-2022 to 9-9-2022 week.pdf](#)
[APC Ridership 9-10-2022 to 9-16-2022 week.pdf](#)
[APC Ridership 9-17-2022 to 9-23-2022 week.pdf](#)
[APC Ridership 9-24-2022 to 9-30-2022 week.pdf](#)
[APC Ridership 10-1-2022 to 10-7-2022 week.pdf](#)
[APC Ridership 10-8-2022 to 10-14-2022 week.pdf](#)
[APC Ridership 9-1-2022 to 9-30-2022 month.pdf](#)
[image001.png](#)
Importance: High

Good evening Geoff,

We've compiled the attached detailed ridership reports for the past 6 weeks along with a monthly summary of ridership by day (APC Ridership 9-1-22 to 9-30-22). You'll notice looking through the reports that the highest days of ridership are typically Tuesday-Friday, with Monday being the lowest weekday ridership. Weekends averaged 15% (total for Saturday and Sunday) for September. In looking through the ridership by hour, the Hollis route does have a dip in ridership during the late morning-early afternoon period, while Shellmound Powell remains somewhat steady throughout the day with a slight increase in the PM peak period.

Currently, our Hollis route is running at a frequency of 15 minutes throughout the entire day. This could be reduced to 20 minutes during the mid-day period and after the PM peak period to reduce the daily service hours by 8 hours. Calculated annually, this would be approximately \$130k less for operating budget (not factoring in fuel savings).

Our Shellmound/Powell route is also currently running at a frequency of 15 minutes, although there are periods throughout the day that we have layover of 10 minutes or more. If we adjusted this service to every 17 minutes, we could eliminate one driver and save another 8 hours in daily operating hours, also calculated at approximately \$130k less for operating budget (also not factoring in fuel savings).

Karen and I had prepared draft schedules for Shellmound/Powell route using the 17 minute frequency a few months ago, but were waiting to determine whether the Watergate Express route would be implemented this fall before implementing a change. We can implement these schedule changes if desired.

I understand you are just asking for the data and are not asking for a change at this time, but I thought this quick analysis would be helpful.

Please let Karen and I know if you have any questions.

Thanks.

Veronica'Roni' Hattrup
Emeryville Transportation Management Association
Gray-Bowen-Scott
1211 Newell Ave., Suite 200
Walnut Creek, CA 94596

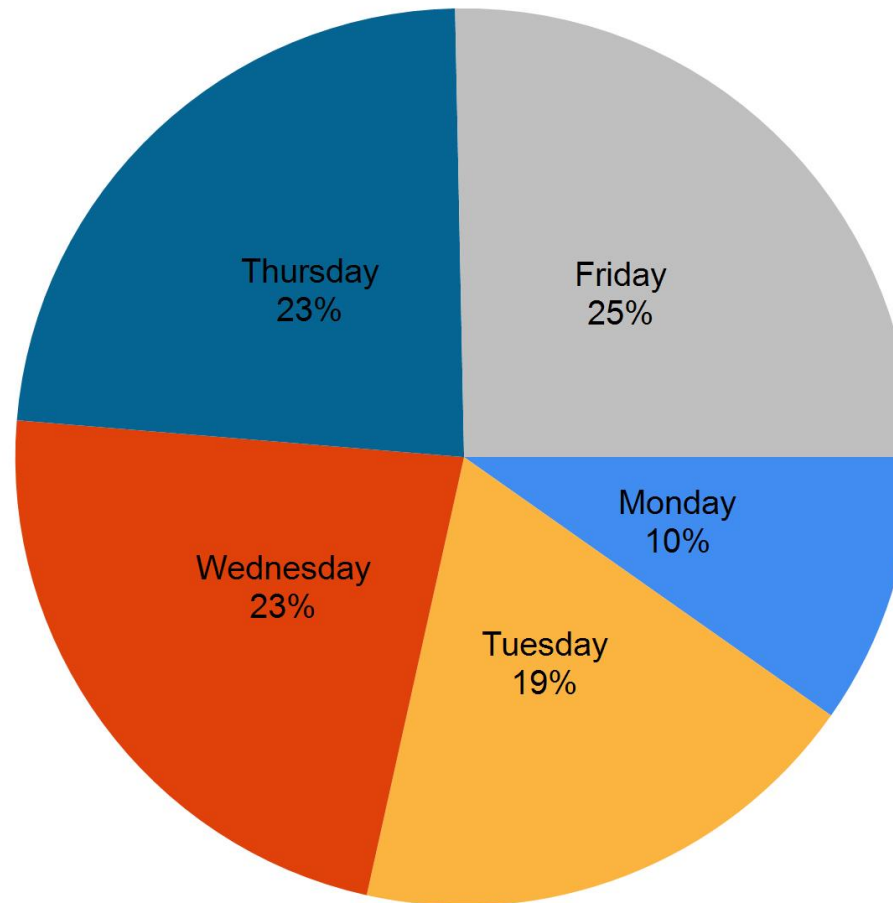
T: (925)937-0980 ext. 212

C: (925) 899-4246

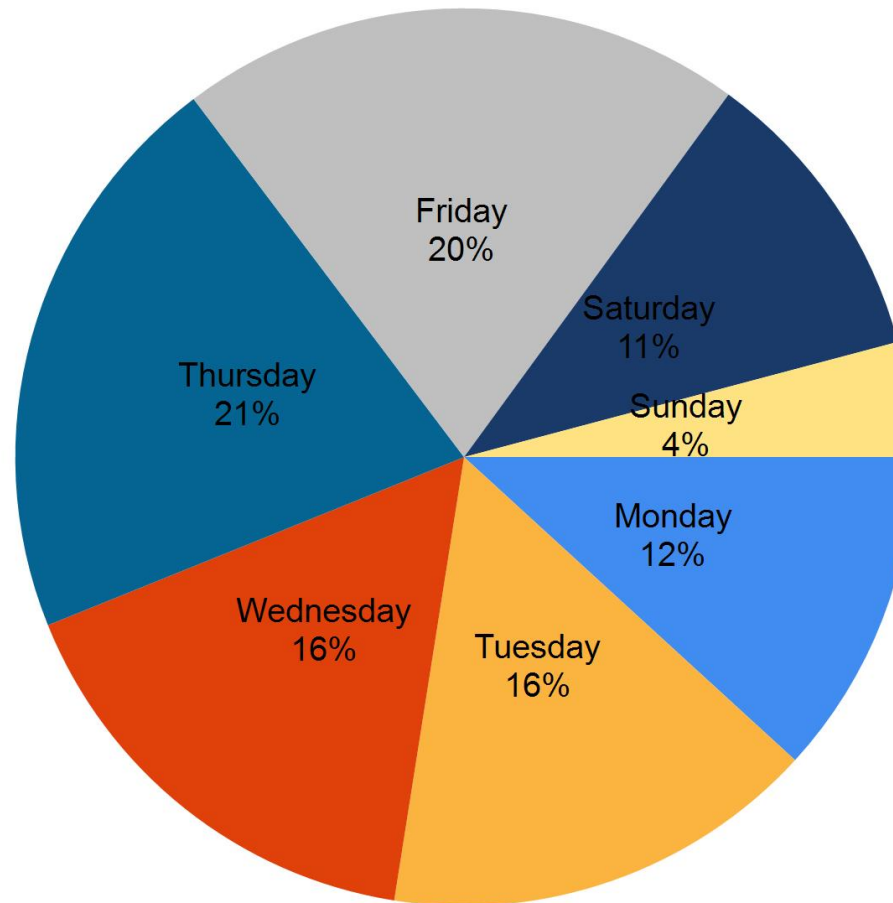
www.emerygoround.com



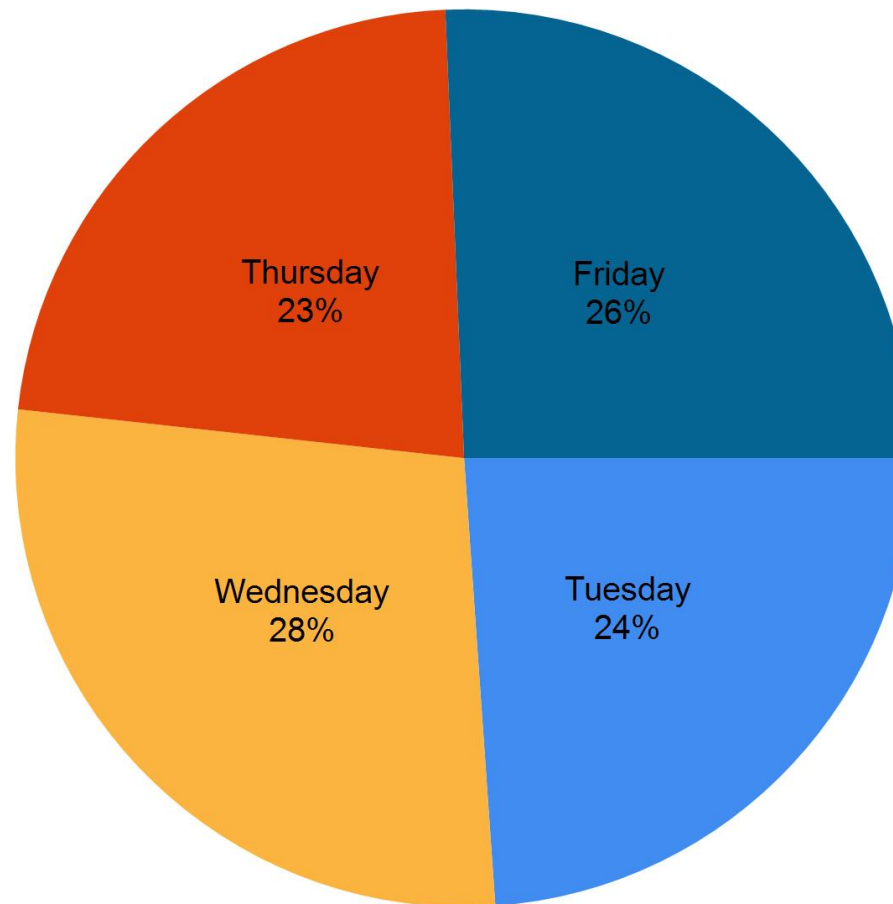
Ridership percent by day of the week



Ridership percent by day of the week



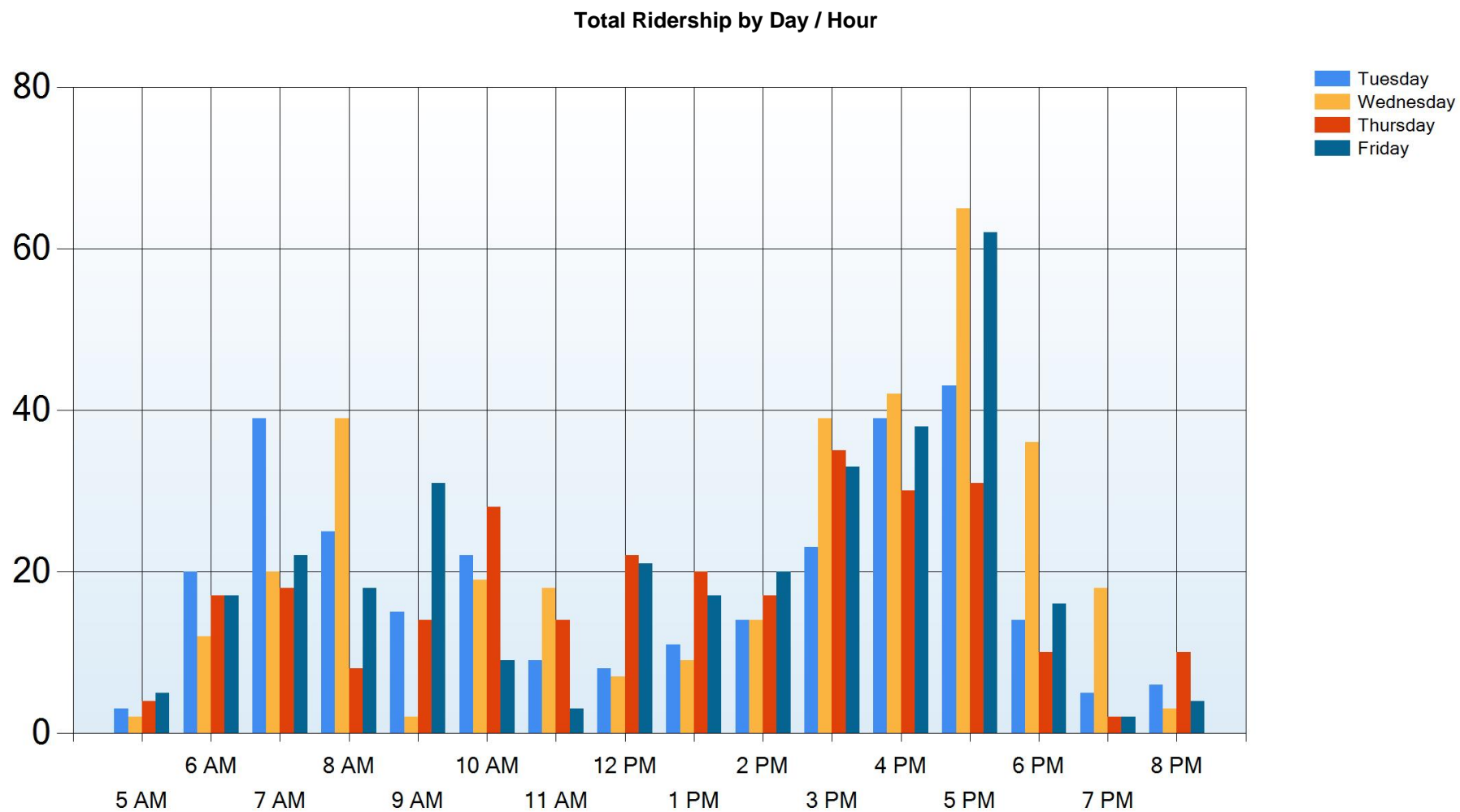
Ridership percent by day of the week



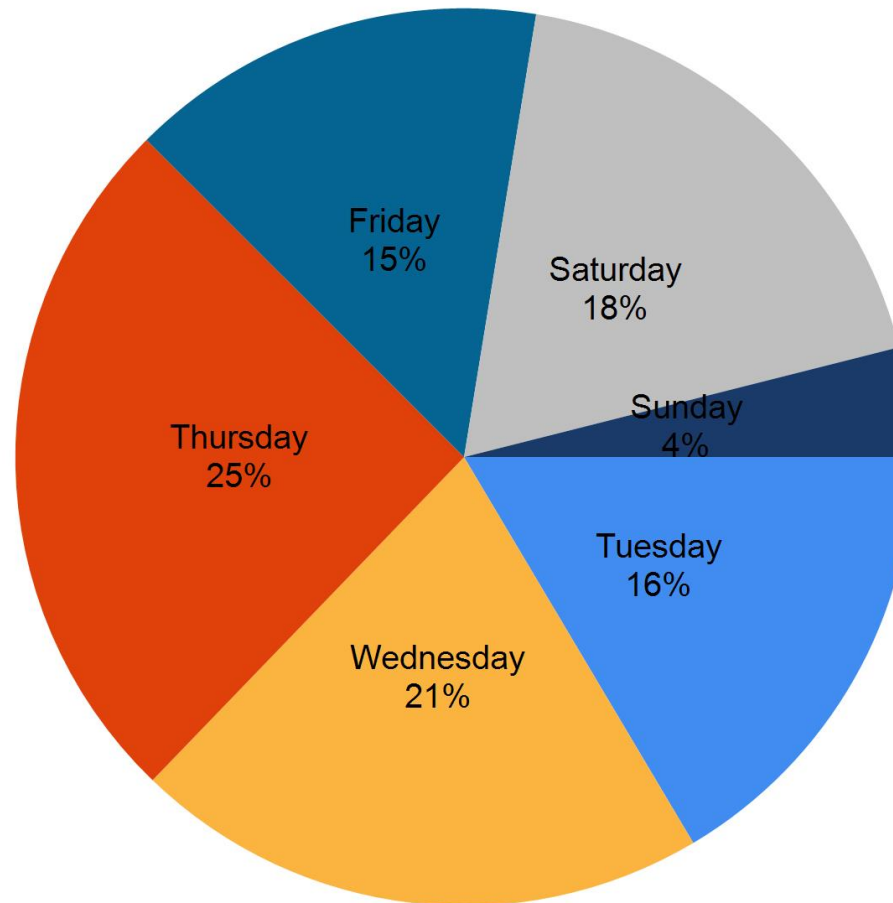
ROUTE DETAIL: Hollis

9/3/2022 - 9/9/2022

Total Ridership by Day / Hour



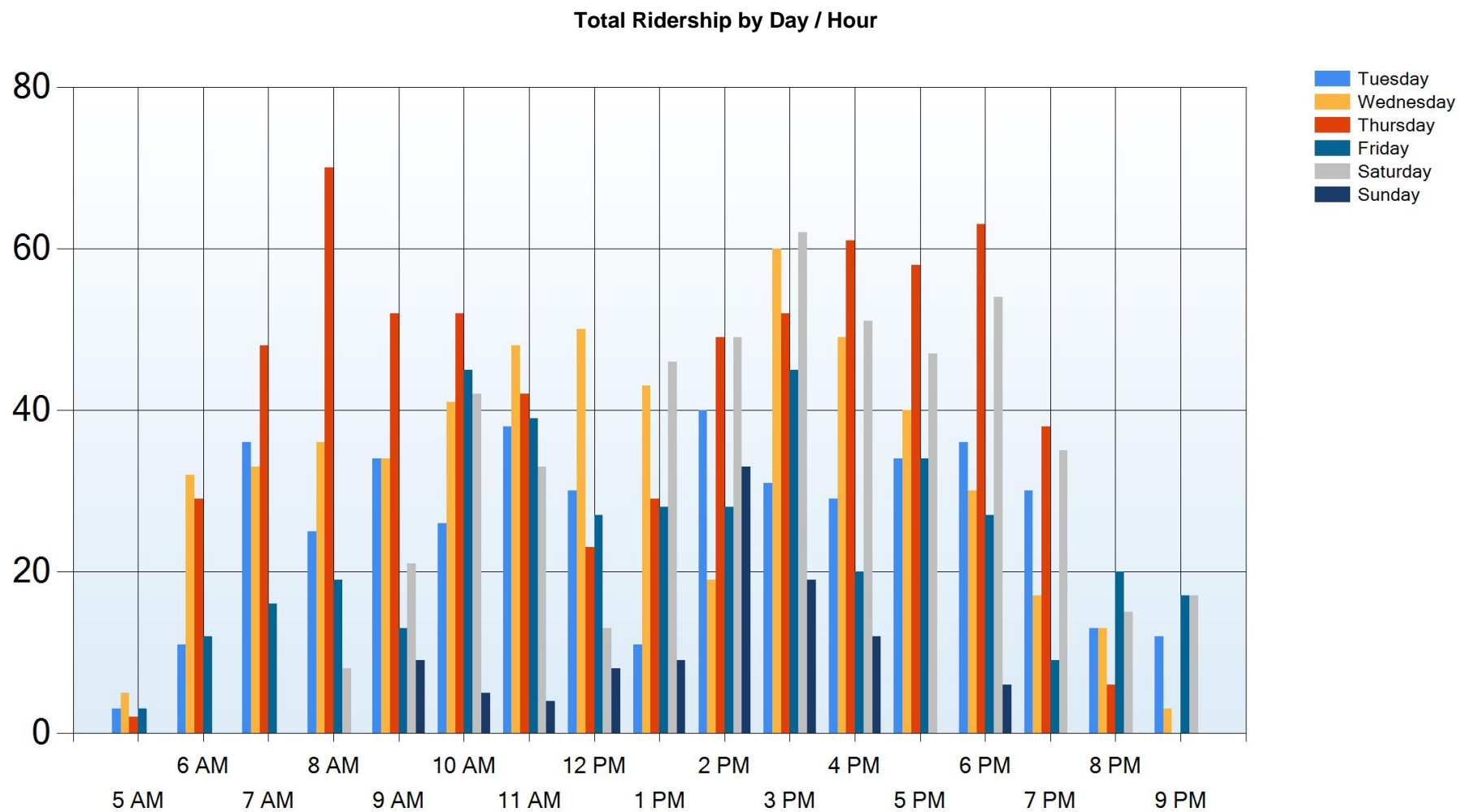
Ridership percent by day of the week



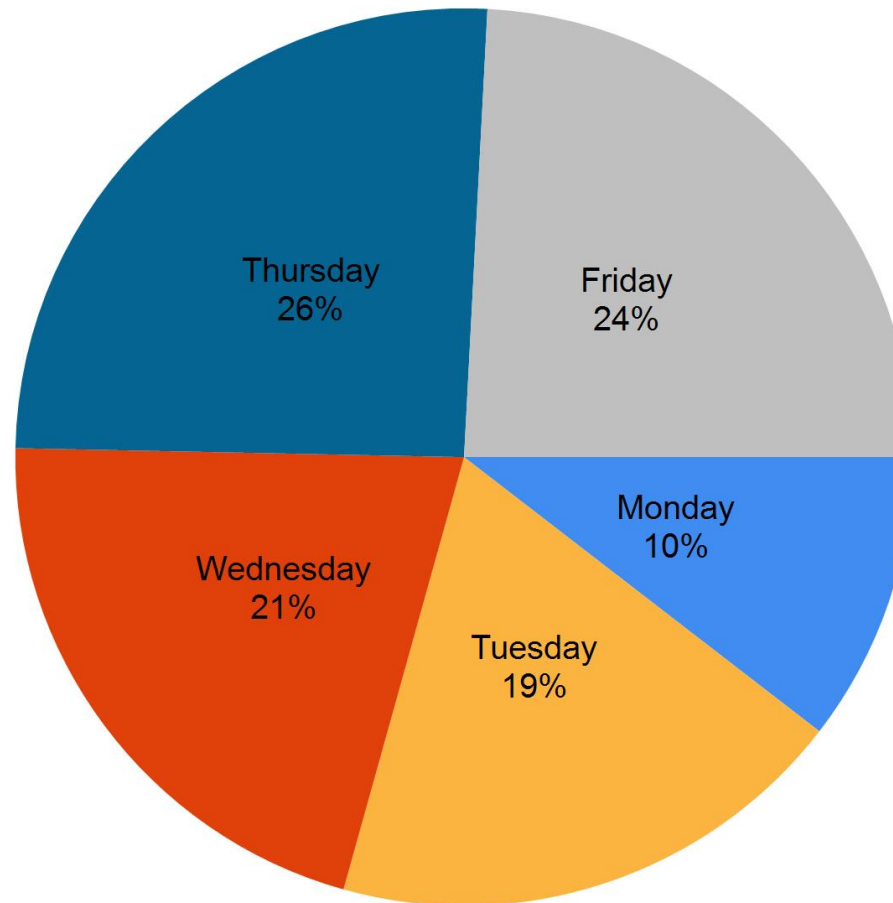
ROUTE DETAIL: Shellmound/Powell

9/3/2022 - 9/9/2022

Total Ridership by Day / Hour



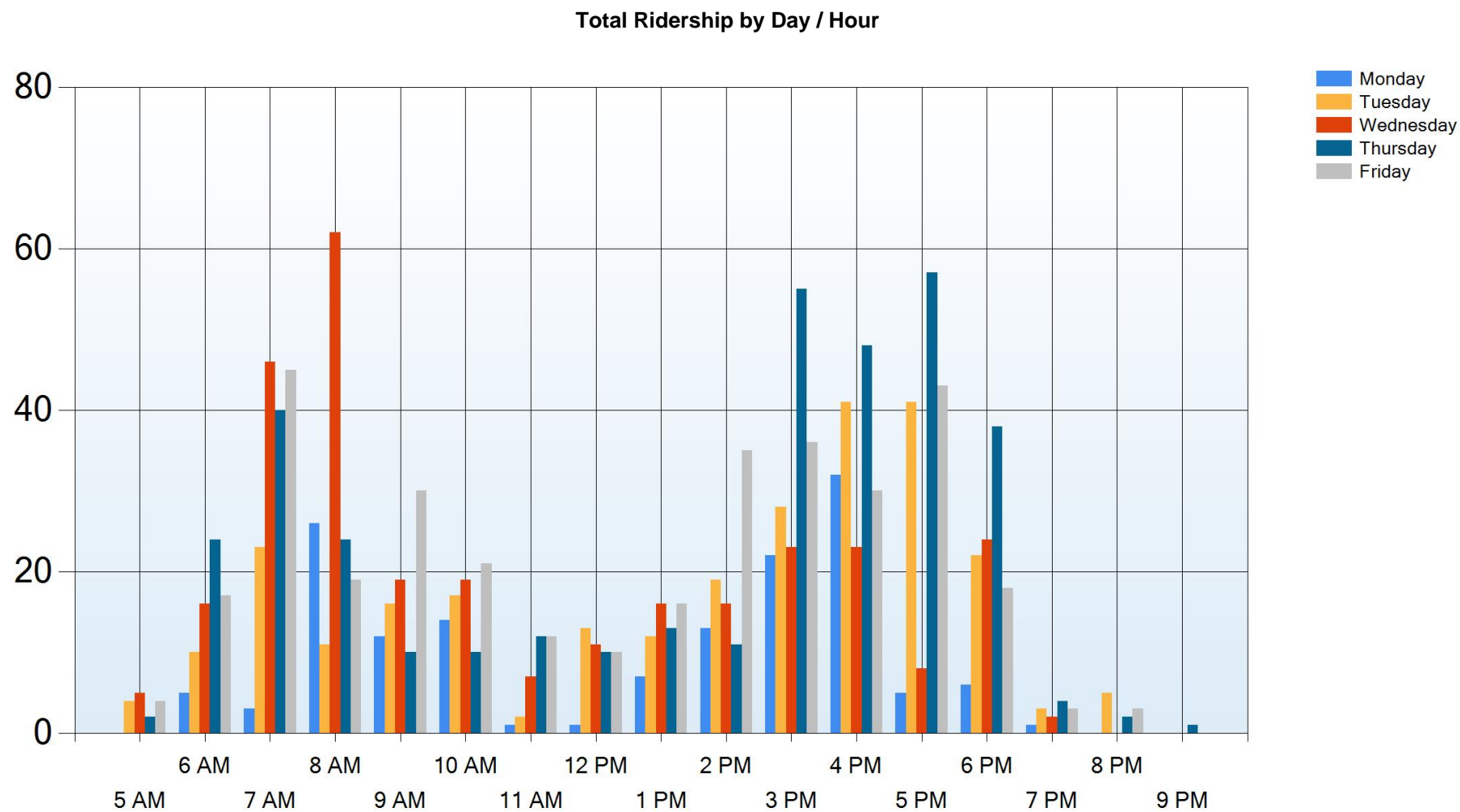
Ridership percent by day of the week



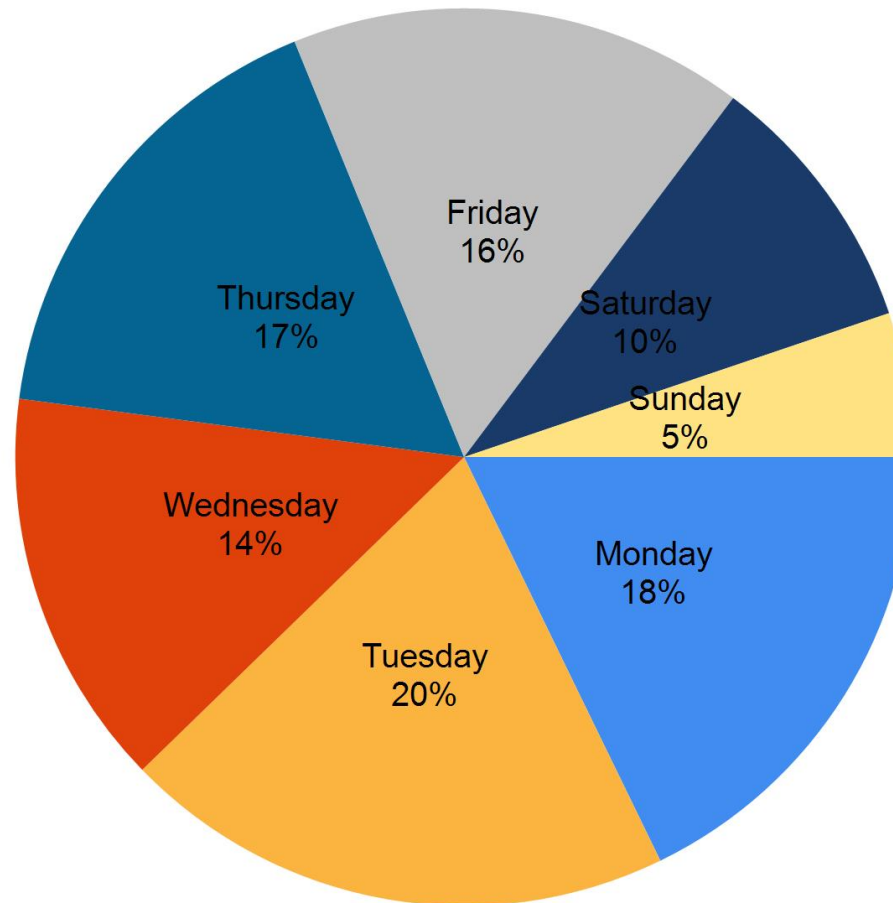
ROUTE DETAIL: Hollis

9/10/2022 - 9/16/2022

Total Ridership by Day / Hour



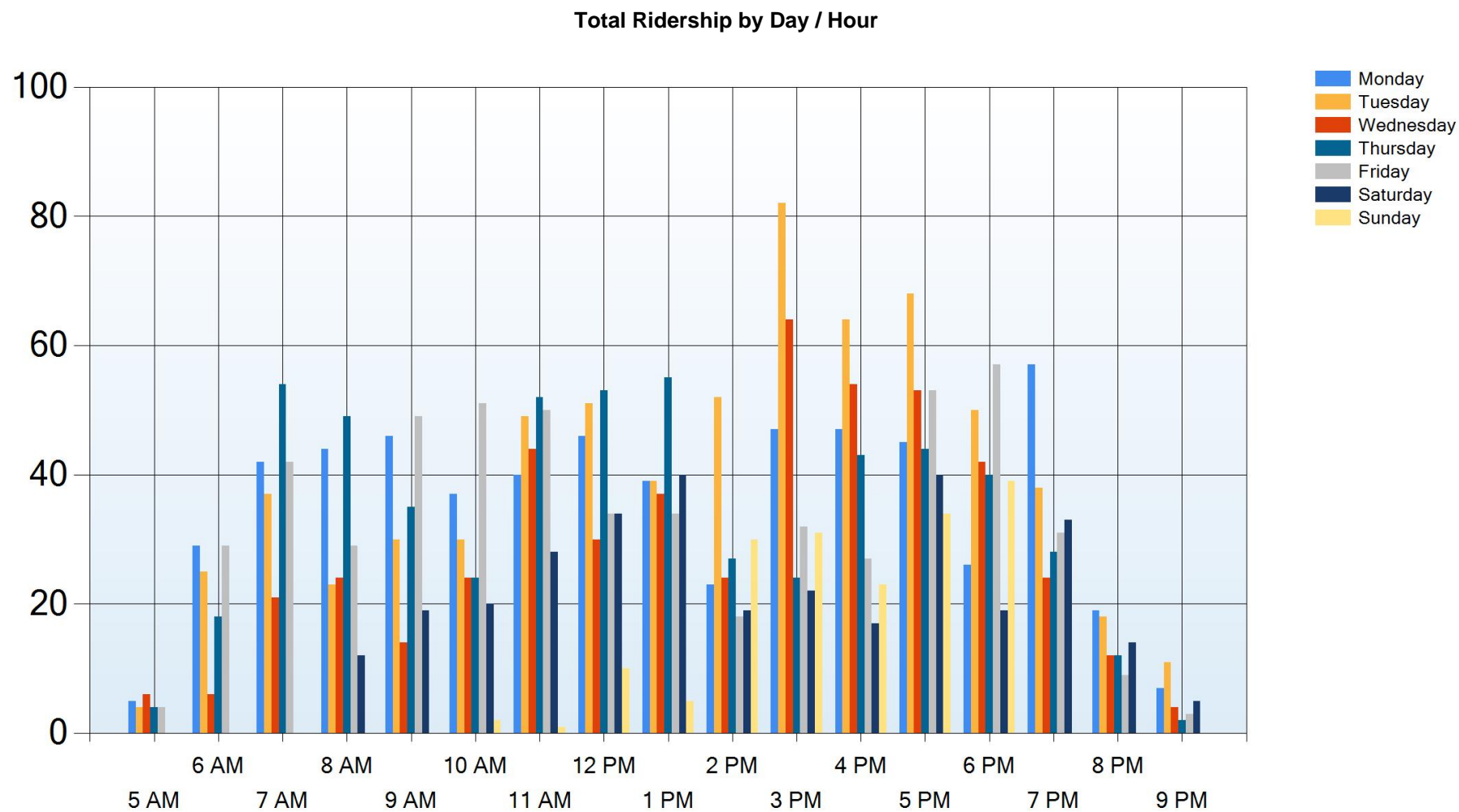
Ridership percent by day of the week



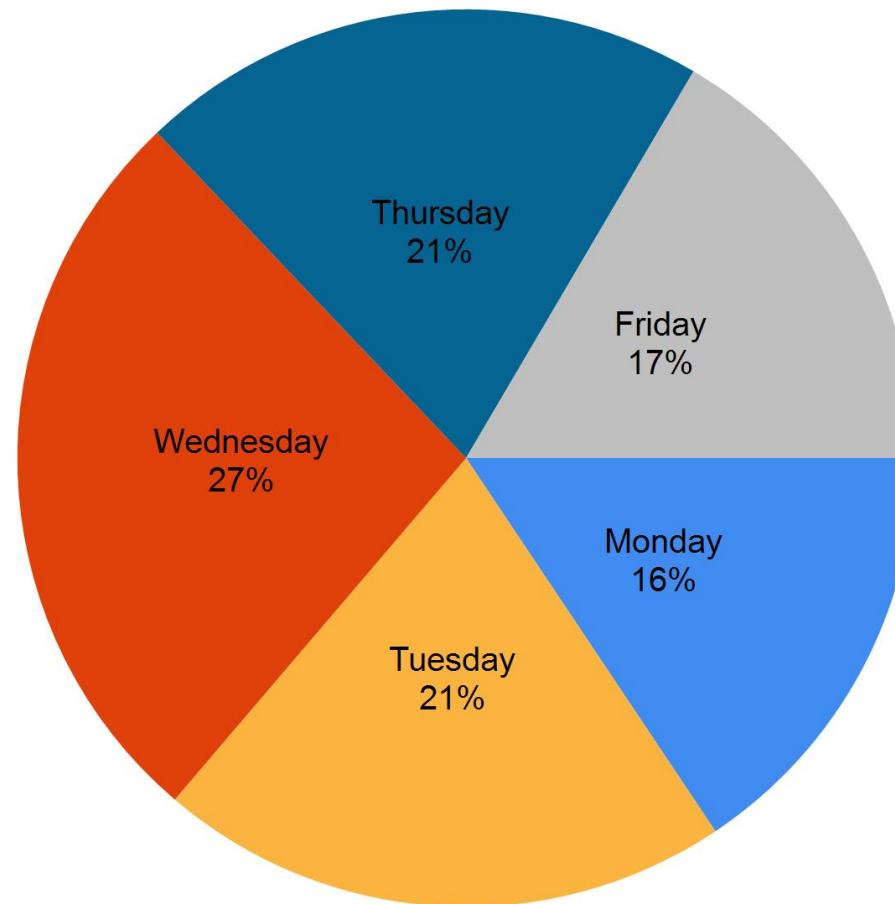
ROUTE DETAIL: Shellmound/Powell

9/10/2022 - 9/16/2022

Total Ridership by Day / Hour



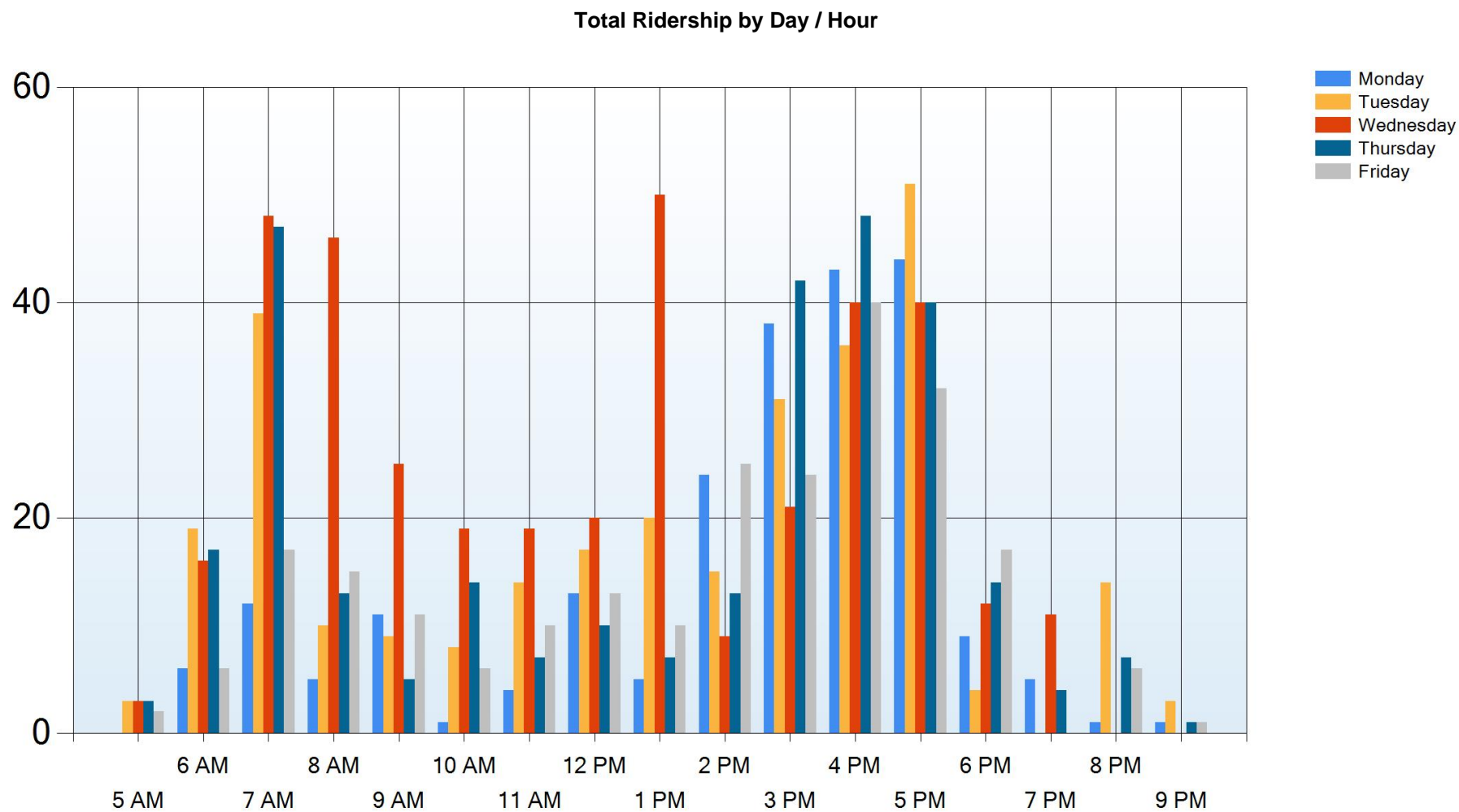
Ridership percent by day of the week



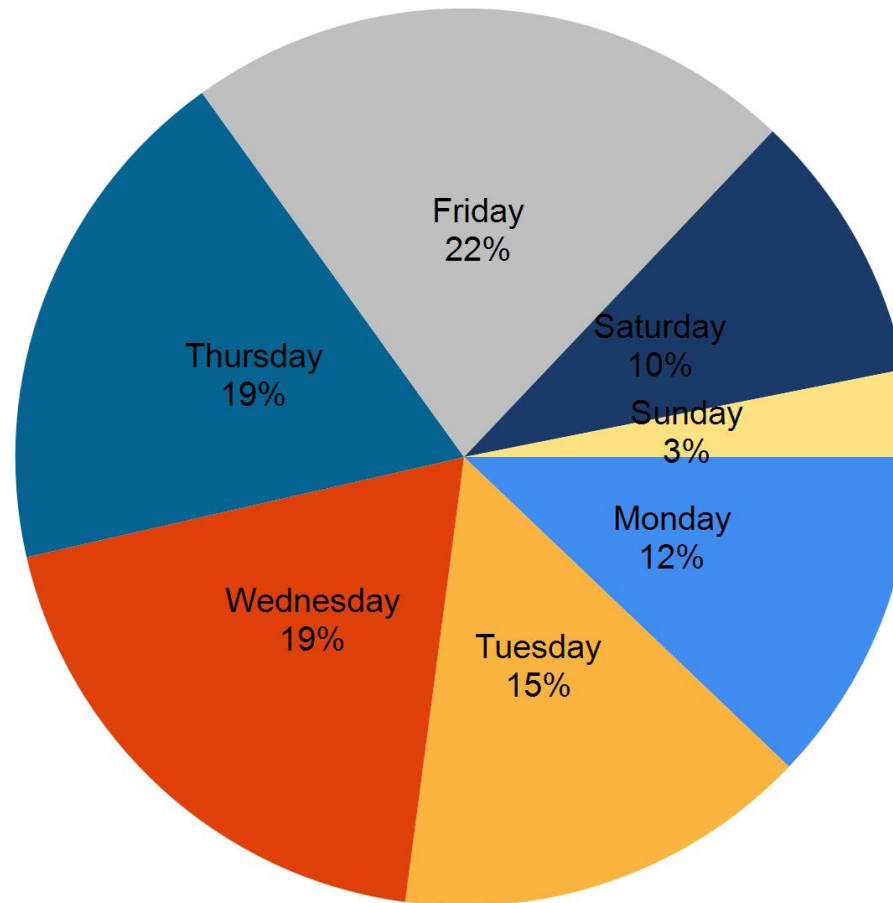
ROUTE DETAIL: Hollis

9/17/2022 - 9/23/2022

Total Ridership by Day / Hour



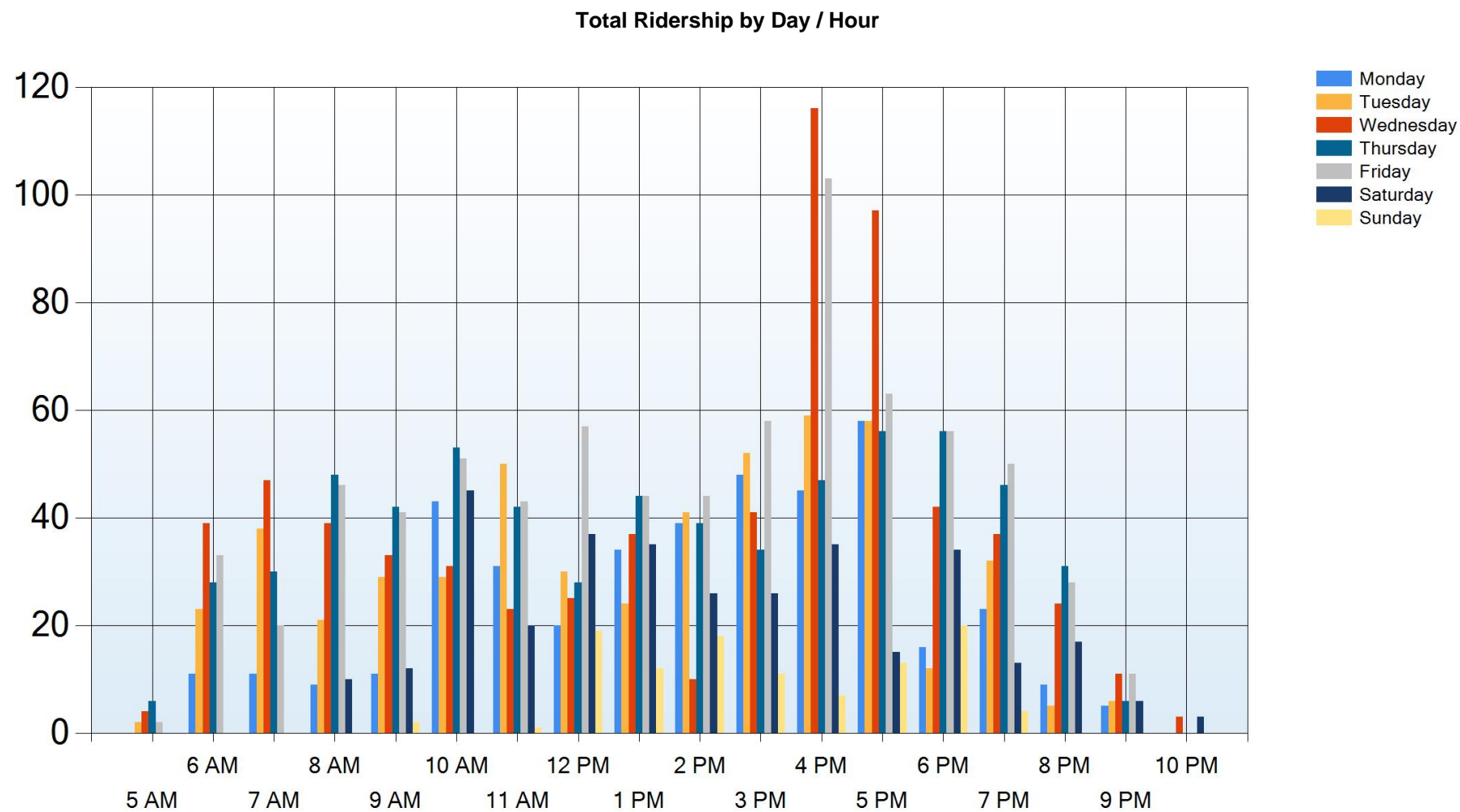
Ridership percent by day of the week



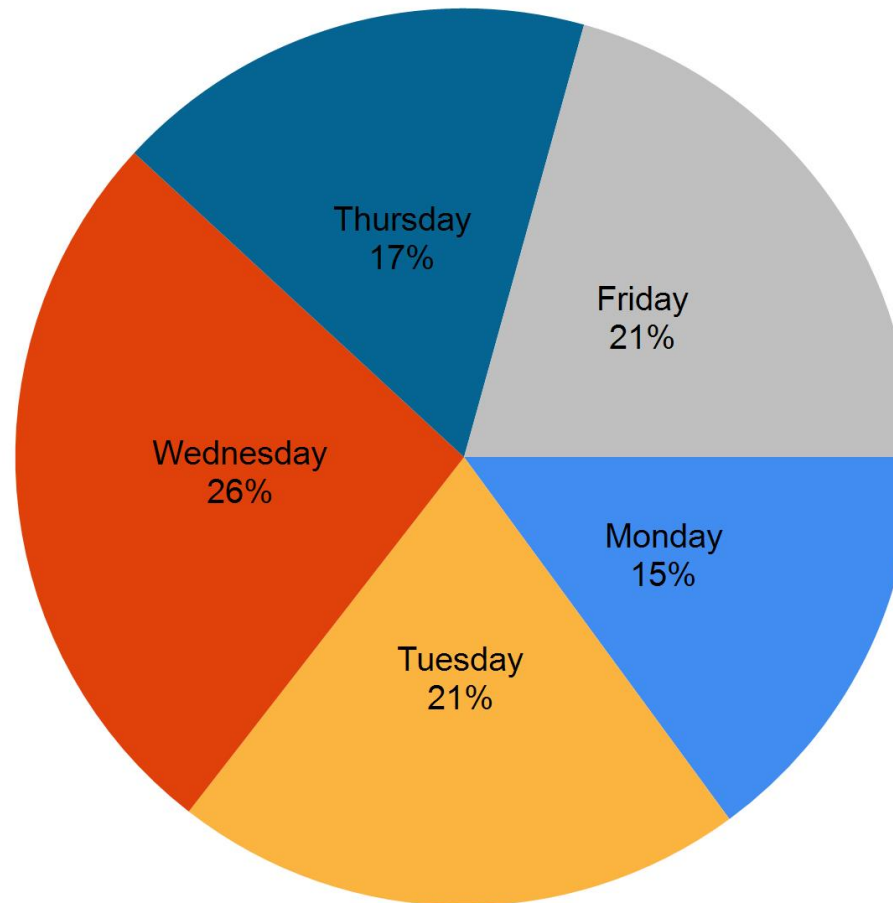
ROUTE DETAIL: Shellmound/Powell

9/17/2022 - 9/23/2022

Total Ridership by Day / Hour



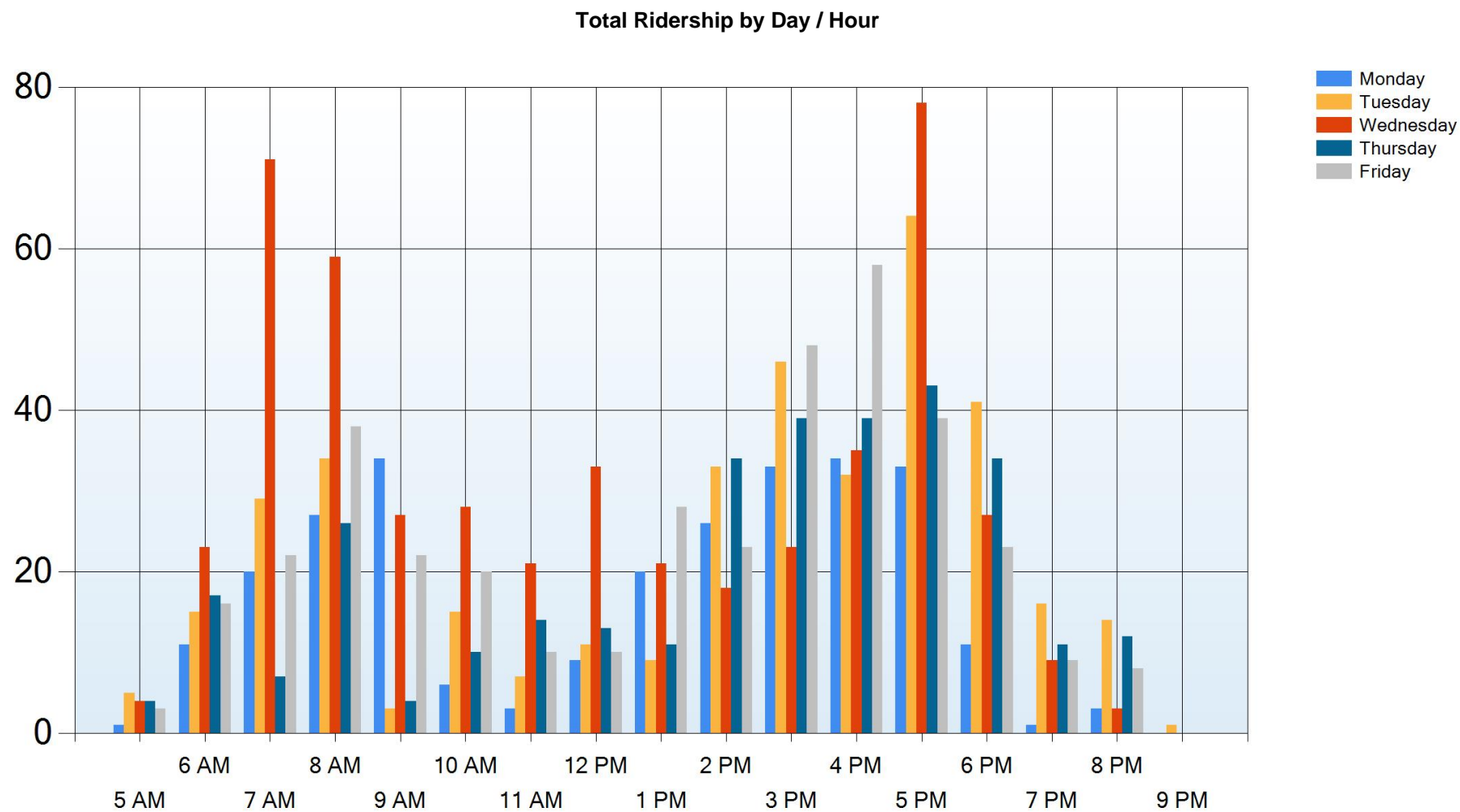
Ridership percent by day of the week



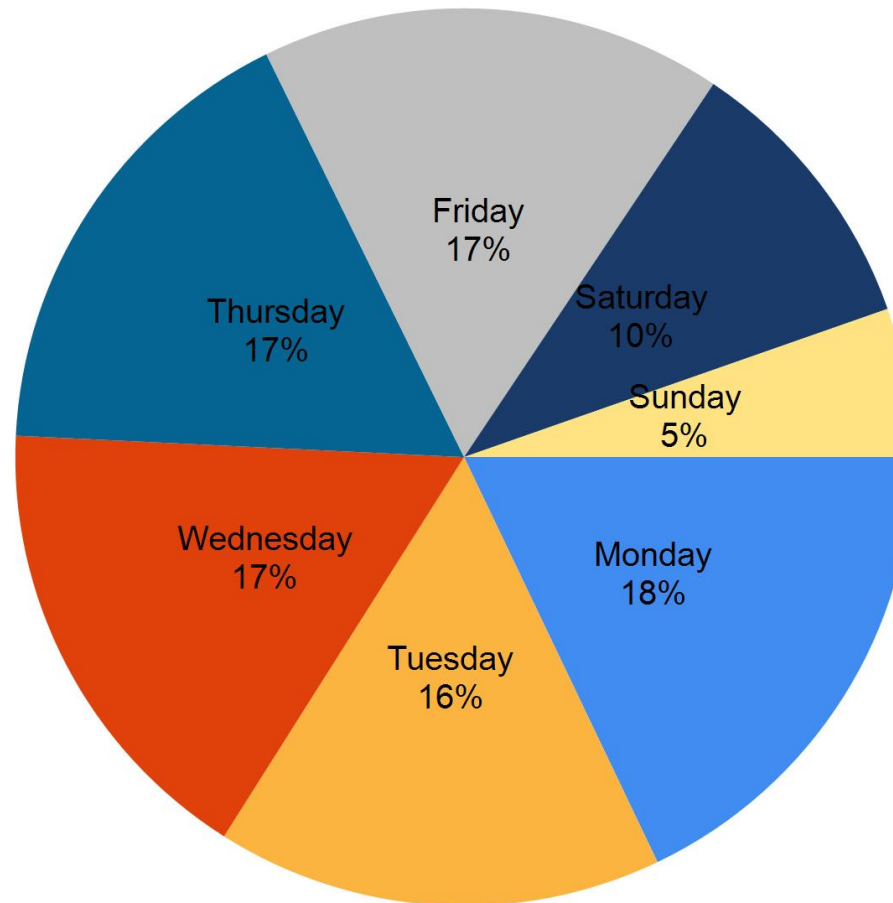
ROUTE DETAIL: Hollis

9/24/2022 - 9/30/2022

Total Ridership by Day / Hour



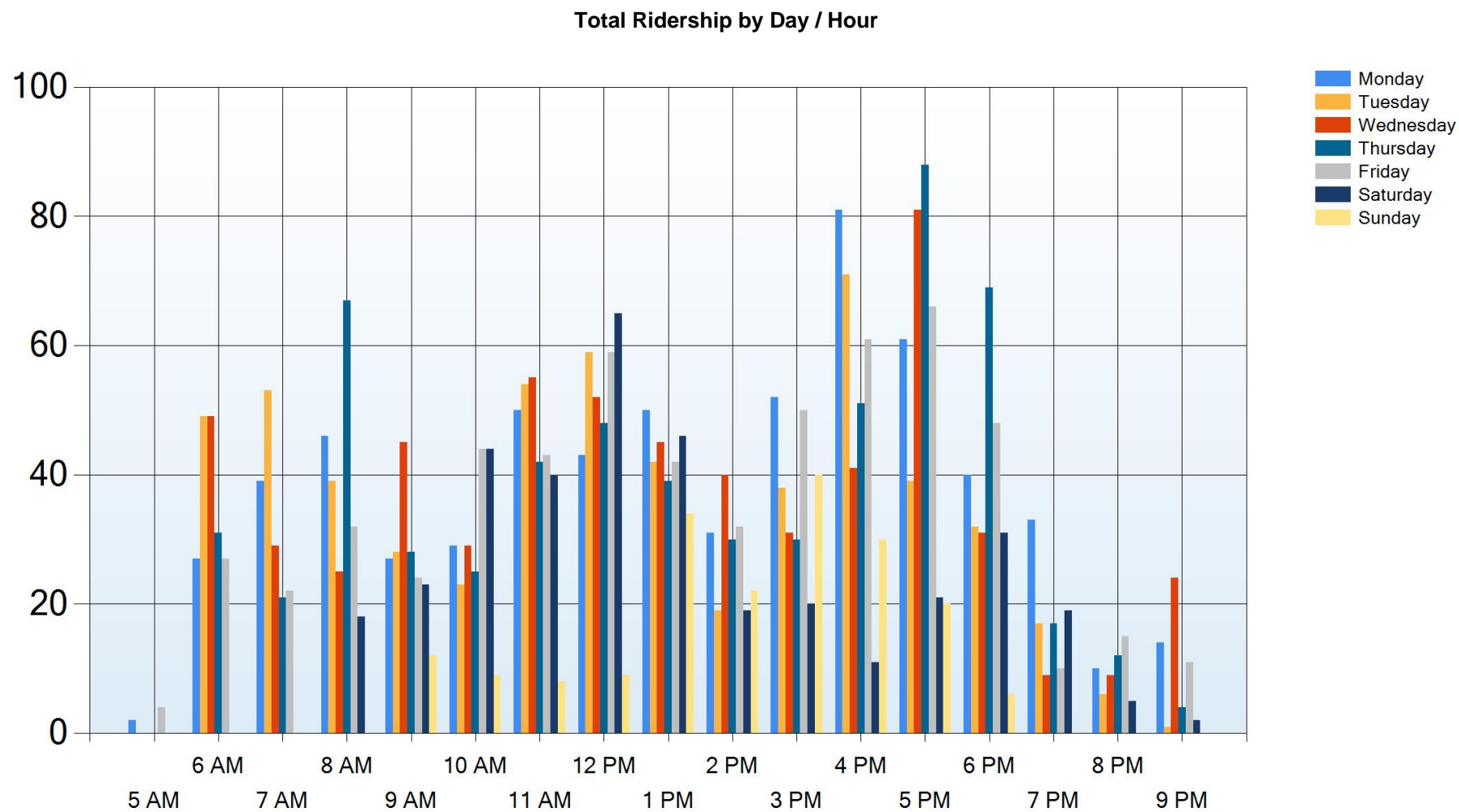
Ridership percent by day of the week



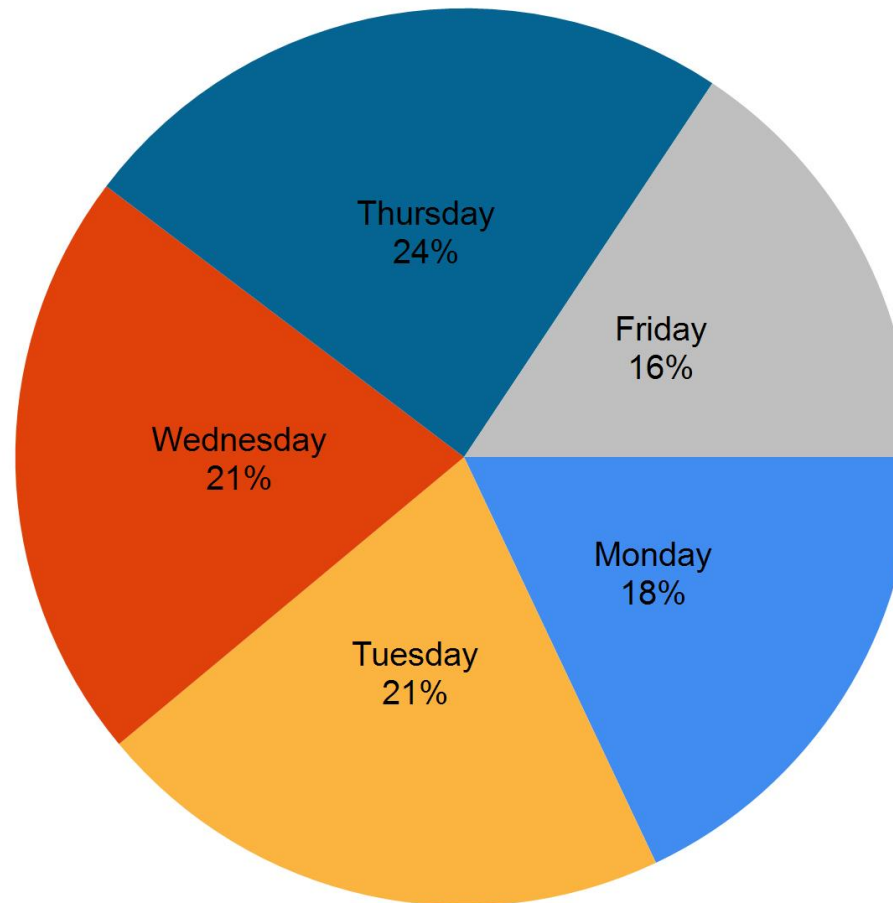
ROUTE DETAIL: Shellmound/Powell

9/24/2022 - 9/30/2022

Total Ridership by Day / Hour



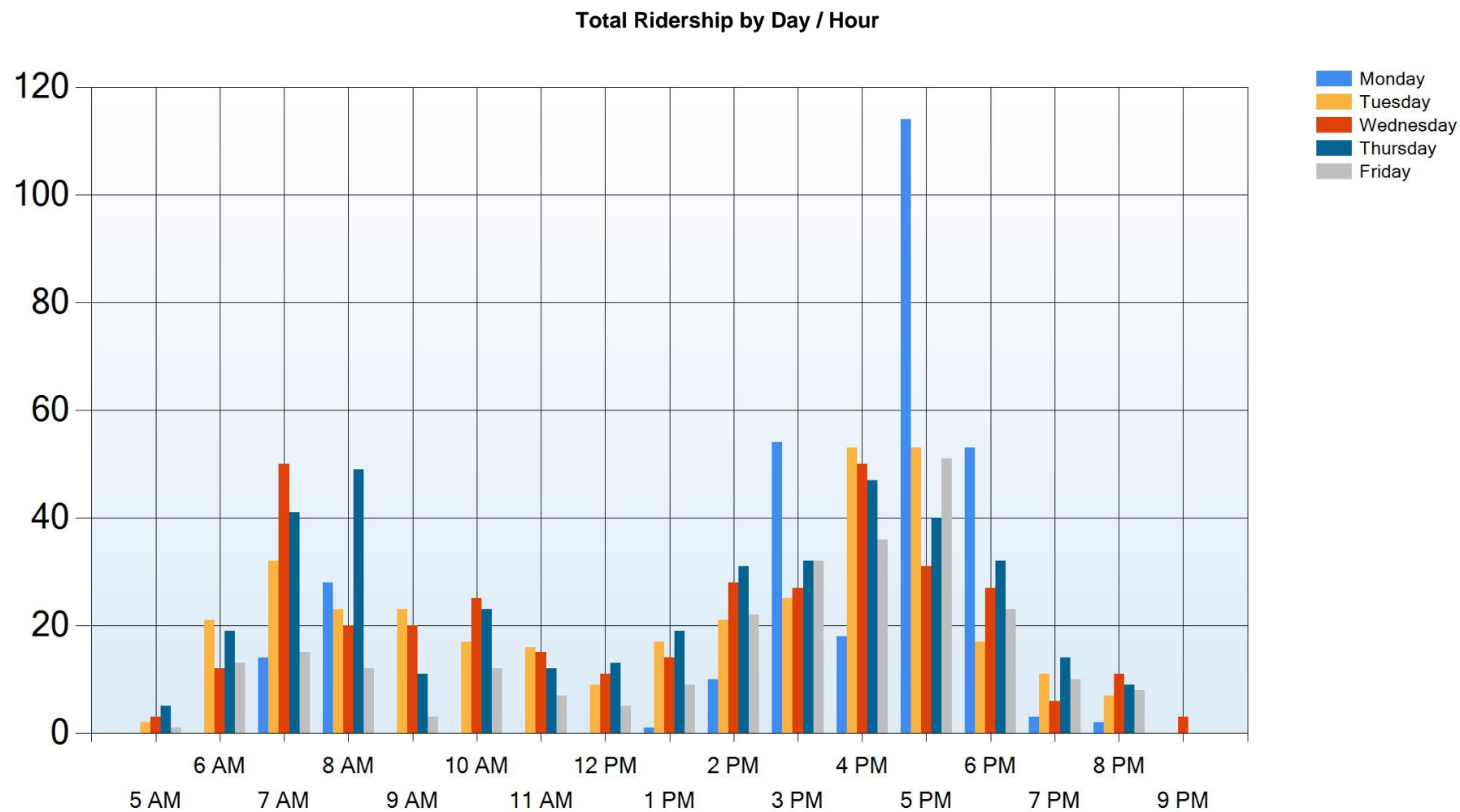
Ridership percent by day of the week



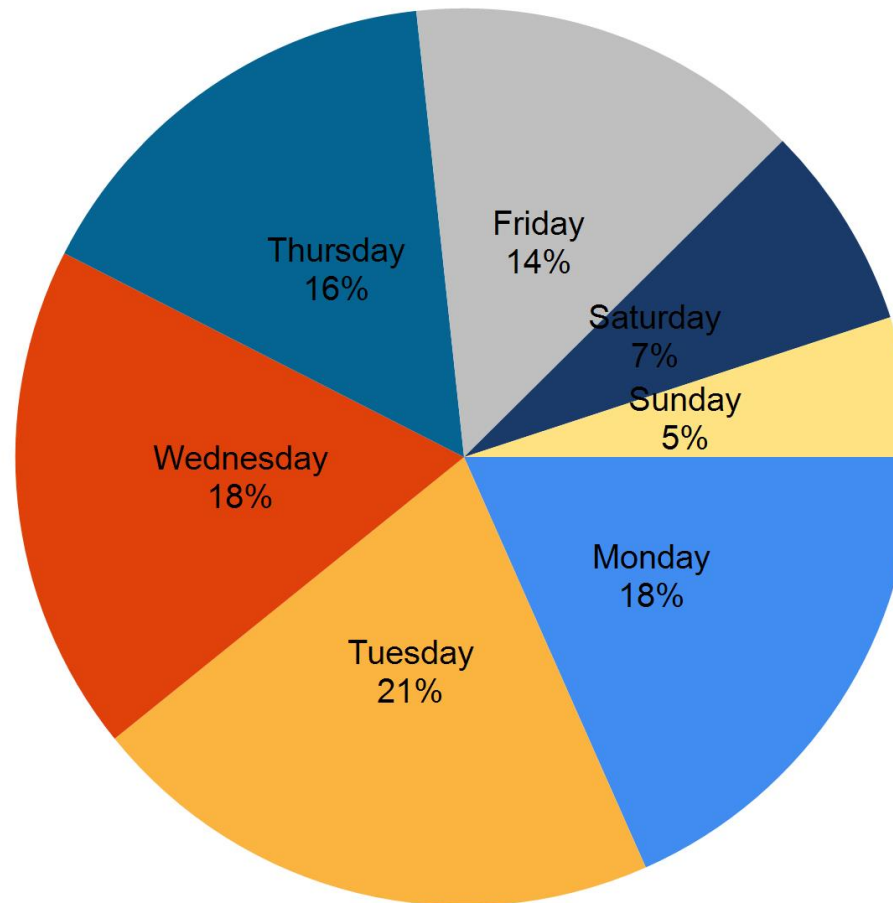
ROUTE DETAIL: Hollis

10/1/2022 - 10/7/2022

Total Ridership by Day / Hour



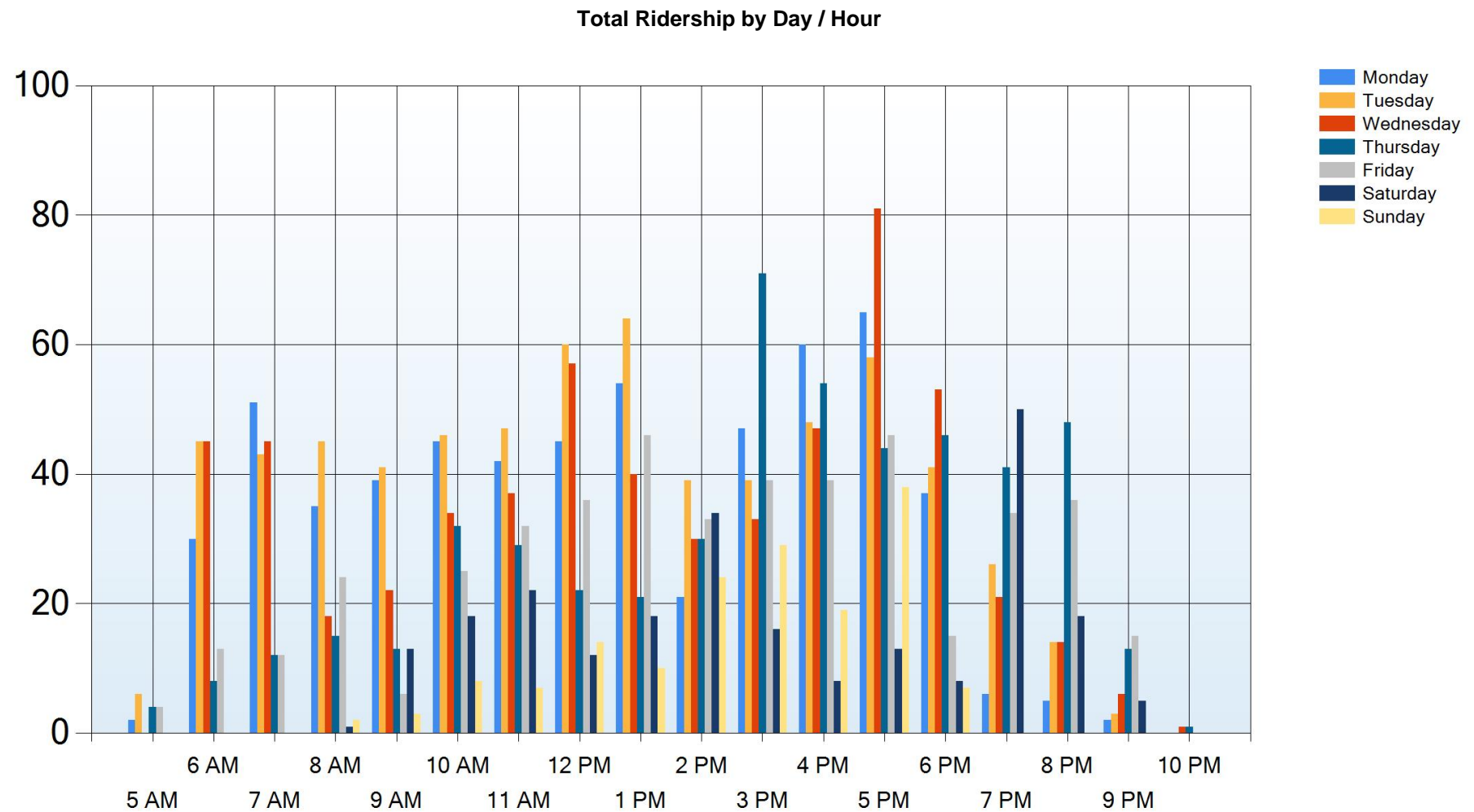
Ridership percent by day of the week



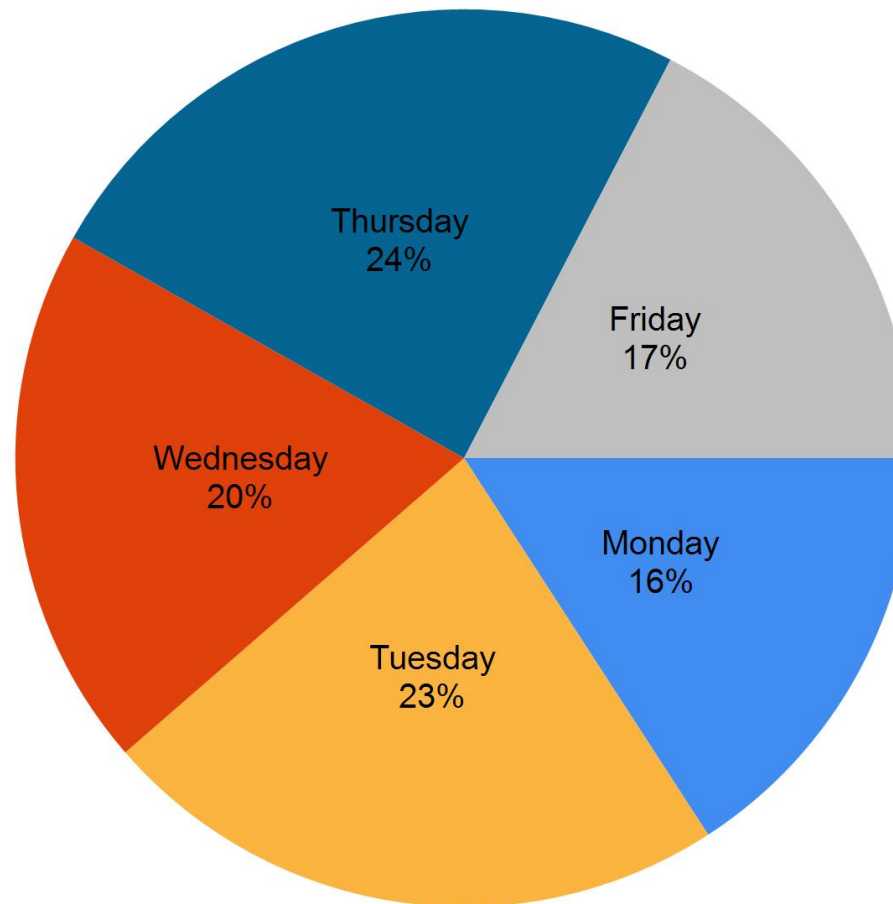
ROUTE DETAIL: Shellmound/Powell

10/1/2022 - 10/7/2022

Total Ridership by Day / Hour



Ridership percent by day of the week

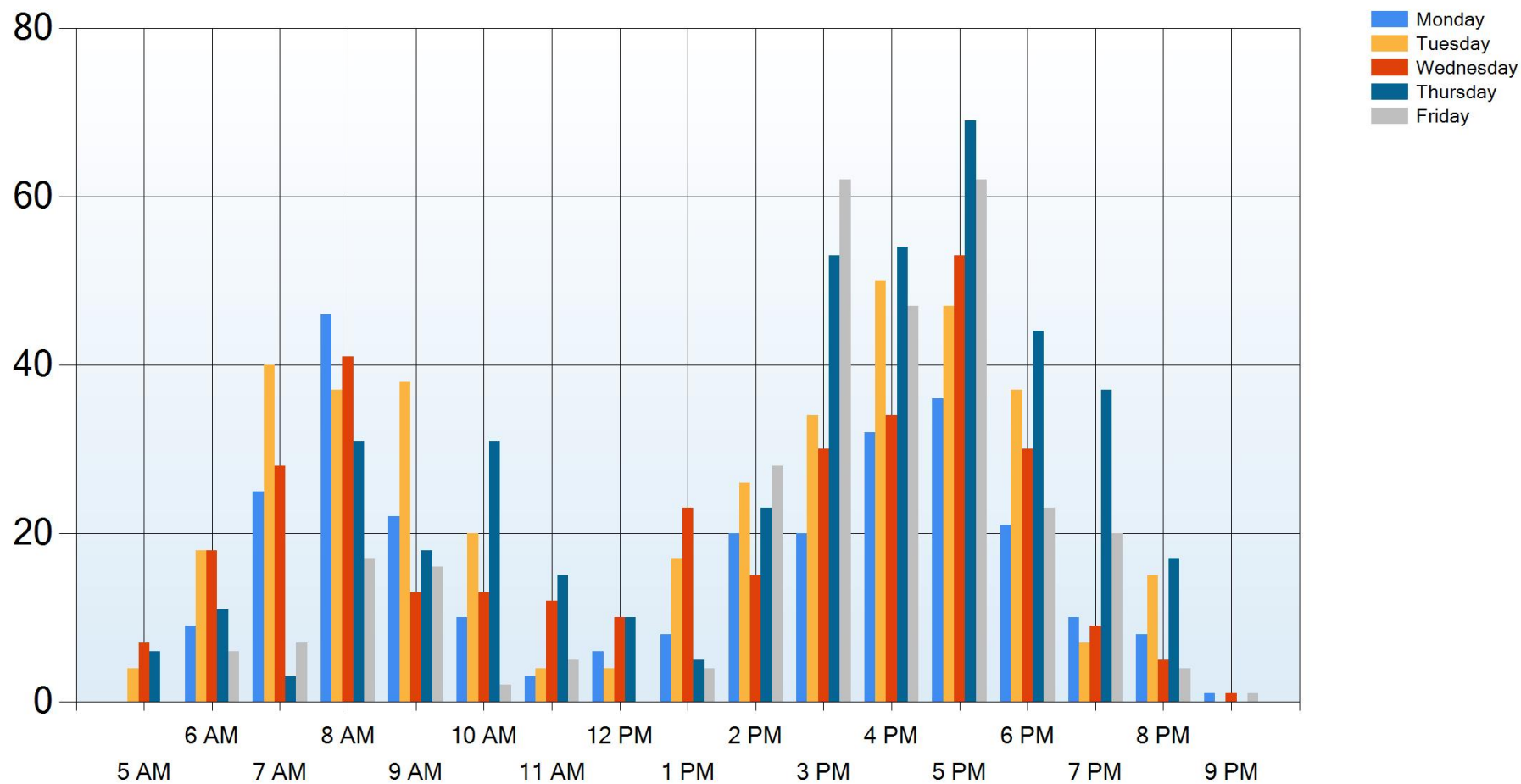


ROUTE DETAIL: Hollis

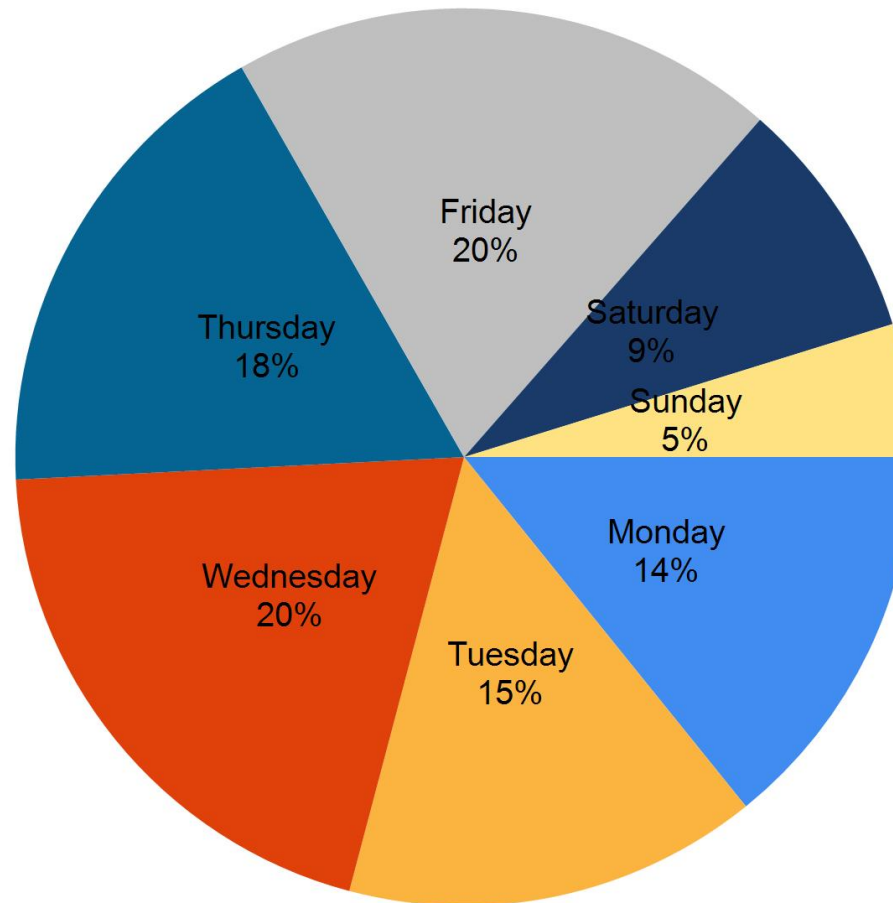
10/8/2022 - 10/14/2022

Total Ridership by Day / Hour

Total Ridership by Day / Hour



Ridership percent by day of the week



ROUTE DETAIL: Shellmound/Powell

10/8/2022 - 10/14/2022

Total Ridership by Day / Hour

