



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

Chair

*Bobby Lee, At-Large
Residential Member*

Treasurer

*Geoffrey Sears
Wareham
Development*

Secretary

*Andrew Allen
At-Large Business
Member*

Vice Chair:

*Peter Schreiber
Pixar*

Directors

*Colin Osborne
At-Large Business
Member*

*Andrea Kirkpatrick
Oxford Properties*

*Ally Fitzmaurice
Bay Center Investors, LLC*

*Laurie Berberich
SPU 2100 Powell LP.*

*Calvin Jordan,
At-Large Residential
Member*

*David Palomo,
Bay Street/CenterCal*

AGENDA

Board of Directors Meeting

November 19, 2024 @ 11:00 AM

1333 Park Avenue, Council Chambers, Emeryville, CA 94608

Hybrid Zoom [Link](#): Meeting ID: 847 9813 7450 - Passcode: 862653

1. Call to Order
2. Public Comment
3. Approval of the Minutes of the October 15, 2024 Board of Directors Meeting (Page 2)
4. Executive Directors Report
 - A. Operations Report (Page 7)
 - B. 2025 Calendar of Actions Overview (Page 19)
5. Business Items
 - A. 3rd Quarter Financial Report (Page 24)
 - B. Review and Consider Approval to Reinvest Matured CD Funds (Page 27)
 - C. Review of the Draft 2025-2035 Strategic Plan (Supplemental Packet)
6. Confirm date of Next Meeting – December 17, 2024
7. Adjournment

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION
ACTION SUMMARY MINUTES
Board of Directors Meeting
October 15, 2024

LOCATION: 1333 PARK AVENUE, GARDEN ROOM
EMERYVILLE, CA 94608
Hybrid Zoom Link: Meeting ID: 847 9813 7450
Passcode: 862653

Directors Present: Bobby Lee, Chair
Geoff Sears, Treasurer
Andrew Allen, Secretary
Peter Schreiber, Director
Colin Osborne, Director
Ally Fitzmaurice, Director
David Palomo, Director
Calvin Jordan, Director (Zoom)

Others Present: Pedro Jimenez, Assistant City Manager
Daniel Oliver, ALTRANS
Janet Shipp, ALTRANS

1. Call to Order: 11:03 AM
Bobby Lee called the Board of Director's meeting to order at 11:03 AM
2. Public Comment: 11:03 AM
No comments
3. Board of Directors Update: 11:03 AM
 - A. Recognition that David Palomo, Bay Street/CenterCal, has joined the ETMA Board as a Corporate Director
Daniel introduced the new Director, David Palomo, to the Board of Directors.
4. Approval of the Minutes of the September 17, 2024 Board of Directors Meeting: 11:04 AM
Andrew Allen motioned for approval of the Minutes of the September 17, 2024 Board of Directors Meeting. Peter Schreiber seconded the motion.

This item was approved by a unanimous vote.

Yes: 8
No: 0
Abstain: 0

5. Appointment of Officers: 11:05 AM

A. Vice Chair

Daniel asked the Board if any Director would like to hold the position of Vice Chair. Daniel reviewed the description of the Vice-Chair duties. At 11:08 AM Bobby requested to hold further discussion on this item until Geoff Sears arrived to the meeting.

At 11:24 AM, before the update on the Business Items, Bobby requested to revisit this item to discuss with Geoff.

After discussion, Peter Schreiber conditionally volunteered for the position, pending approval from his employer, Pixar.

6. Executive Directors Report: 11:08 AM

A. Operations Report

It was reported that we are still at 45 – 47% of the total ridership pre-Covid baseline and 61% of the passenger per service hour baseline. This is about where we have been all year, so this is good. We are up 7% from last September. Daniel highlighted that most of the drivers were not properly tracking where passengers were getting off the buses. The data showed 80% of the offboarding passengers were offboarding at MacArthur. The drivers at MV Transportation were advised on how to track properly. Daniel identified this on September 17 and audited the 2 periods, the 1st through the 17th and the 18th through the 30th. A few drivers need more training for tracking accurately.

For the driver reporting and the TripShot reporting we are at 98% accuracy comparing what is being logged into the TripShot system and what the drivers are logging into their tallies. The APC's are still being worked on. Someone from Iris came out to check the hardware on a few things that were not working properly. We are actively working on getting the APC's up and running on the 3 buses. Once the APC's are reporting properly then we can begin the pilot analysis of the APC's. Daniel will follow up with Iris this week.

Bobby made a data request for the next report and would like to see 7 days of the week during peak periods to see how full the buses are during peak periods.

B. Strategic Planning Update: 11:19 AM

Daniel shared that we are nearing the completion of the 1st draft of the Strategic Plan. We are finishing researching modeling surrounding the strategic possibilities that the subcommittee wanted to pursue. Data is being reviewed for operational, financial and administrative feasibility. Andrew will reach out to the Strategic Planning subcommittee late in October or early November to review the draft and will most likely be presenting the draft to the full board in November. The plan is to present the final plan in December or January.

7. Business Items: 11:27 AM

A. Review and Consider Approval to terminate bus yard internet services with Etheric and transition to T-Mobile Business Internet

We are currently paying \$499 a month for Etheric microwave internet (30 megabytes per second) at the Mandela bus yard. When the bus yard was being developed, it would have cost \$10,000 - \$15,000 to run internet lines, which the Board elected not to do. Daniel

investigated cellular internet, and T-Mobile has a 5G business internet that has been tested out since May at the yard. It is \$60 a month and it is for 100 – 300 megabytes per second.

Andrew Allen motioned for approval to terminate the bus yard internet services with Etheric and transition to T-Mobile Business Internet. Geoff Sears seconded the motion.

This item was approved by a unanimous vote.

Yes: 8

No: 0

Abstain: 0

- B. Review and Consider Approval to transition the Emery Go-Round phone number away from Comcast: 11:31 AM

The Emery Go-Round's current phone number is hosted through Comcast. At the previous location, this was a landline, but when the bus yard was moved, phone lines were not run into the yard. Cell phones were contracted through Verizon and the Comcast phone number was forwarded to the cell phones. Daniel presented options on what could be done with the phone numbers.

Option 1: Port the number directly to the Verizon cell phone

Option 2: Port the number to a new RingCentral account

Option 3: Port the number to ALTRANS' existing Phone.com account

Andrew Allen motioned for approval to transition the Emery Go-Round phone number away from Comcast with Option 2 – port the number to a new Ring Central account. Peter Schreiber seconded the motion.

This item was approved by a unanimous vote. Calvin Jordan left Zoom so did not vote.

Yes: 7

No: 0

Abstain: 0

- C. Review and Consider Approval to reduce the hours of service for the onsite bus yard security: 11:36 AM

We are currently paying for security 24-hours a day, 7 days a week through Oracle. At the last board meeting it was asked since we have operational staff at the bus yard during the day, do we need security guards during that time. It was discussed that there are 3-4 MV personnel in the office or in the bus yard with 15 drivers coming and going during the week and 2-3 MV personnel on weekends with 7-8 drivers coming and going. It was also discussed that the MV operations team has security cameras from within the office. With reduced coverage, the site will be staffed 12 hours per day on weekdays and 24 hours per day on weekends and holidays. This provides the ETMA an annual savings of \$94,488 a year.

Geoff Sears motioned for approval to reduce the hours of service for the onsite bus yard security. Andrew Allen seconded the motion. There was also an amendment made to this motion that we would keep the current contract through the end of the year and make this change on Jan 1, 2025.

This item was approved by a unanimous vote.

Yes: 7

No: 0

Abstain: 0

D. Review and Consider Approval to Reinvest Matured CD Funds: 11:45 AM

Daniel reviewed the 2 CD accounts that are expiring at the end of October. The first is the 12-month flexible CD account. This account allowed us to invest \$2M last September and pull funds as needed without penalty. Over the course of the year, \$750,000 was pulled out for normal operations, leaving the remaining \$1.5M to earn interest. This earned approximately \$50,000 in interest. The second is the Improvement Project CD. These are funds for an improvement project to be decided by a subcommittee. It was elected to wait to decide what to do with these funds until after the strategic planning is finalized. It is expected to have a maturity amount of \$146,522. Daniel recommends reinvesting the funds in the current 12-month flexible CD to a new 12-month flexible CD and to add an additional \$700,751.32 bringing the amount to \$2M. It is also recommended that the funds be reinvested in the Improvement Project CD into another 7-month CD to get us past the strategic planning where we can decide on how to use these funds.

Andrew Allen motioned for approval to Reinvest Matured CD Funds. Bobby Lee seconded the motion.

This item was approved by a unanimous vote.

Yes: 7

No: 0

Abstain: 0

E. Review and Consider Approval of the 2025 Final Budget: 11:49 AM

Daniel reviewed the final budget. There are a few changes. The first change is that management fees have been added to the reimbursable operations programs, which were not in the budget before. Daniel increased the pilot project and research. There has been a lot of public interest in reinstating the Watergate Express. Daniel is compiling information and placed this in the budget for pilot project and research in case Watergate is to be reinstated in the future. There was also discussion on MV Transportation's increase in costs. Bobby said the Watergate Express was previously paid for by the Air Quality Industry through grants. Bobby would like to engage with them again to see if they would fund part of the Watergate Express again.

Geoff Sears motioned for approval of the 2025 Final Budget. Andrew Allen seconded the motion.

This item was approved by a unanimous vote.

Yes: 7

No: 0

Abstain: 0

Daniel added that he would send the Final Budget to the Director of Finance this week and then it will go to Council in November. Bobby then asked the Board to introduce themselves to David Palomo.

Andrew Allen asked about Betsy Cooley and wanted the Board to think of a way to thank Betsy for her years of service.

8. Confirm date of Next Meeting – November 19, 2024: 11:55 AM

9. Adjournment: 11:57 AM

The meeting adjourned at approx. 11:57 AM



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION



Emery Go-Round

Monthly Operations Report
October 2024

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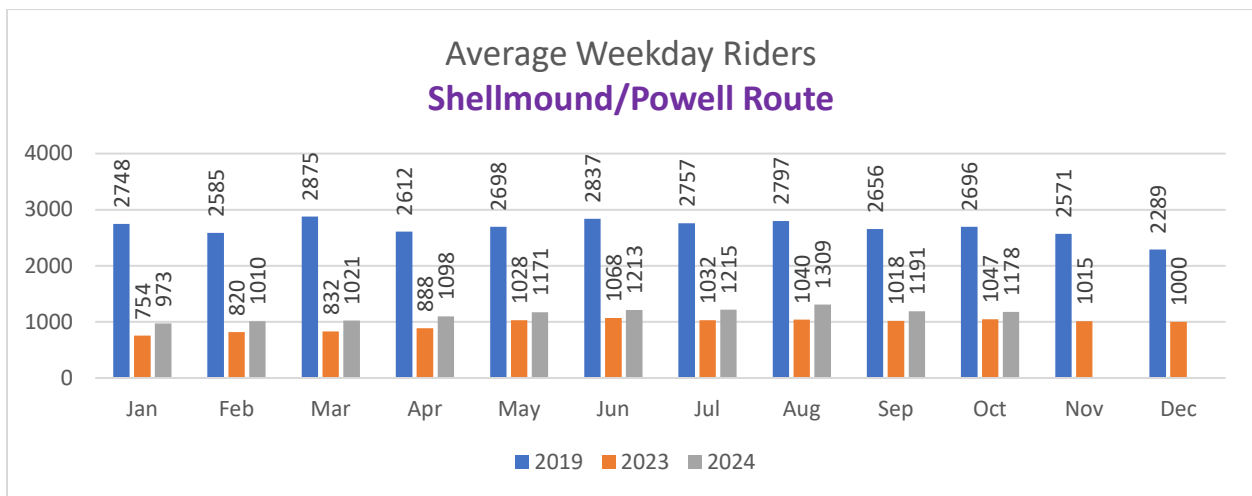
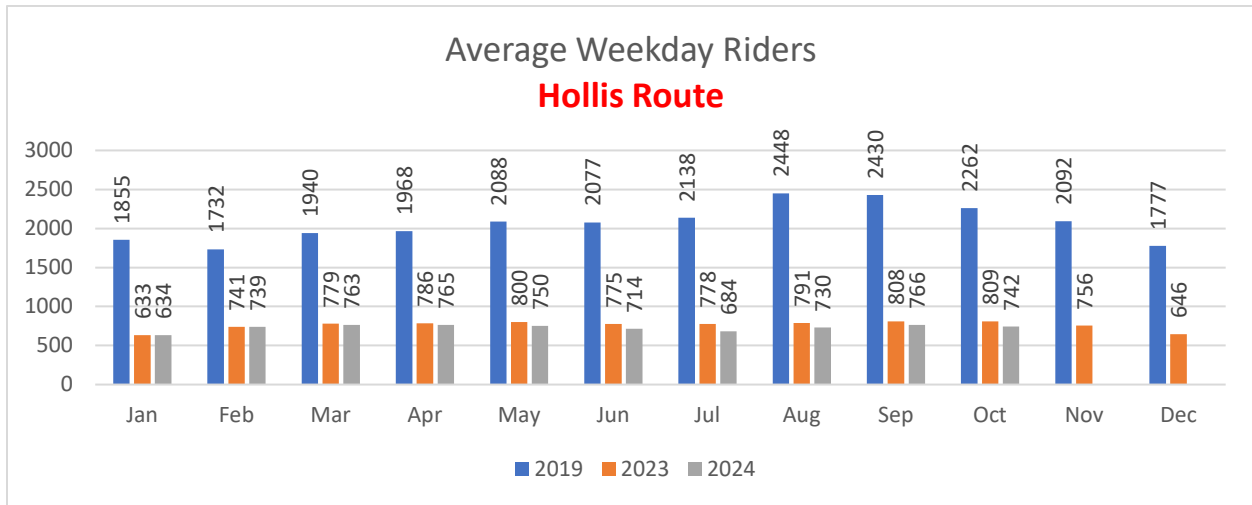
WEEKDAY RIDERSHIP													
2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	35,354	34,974	37,472	40,965	42,266	38,524	41,770	44,851	39,133	44,148			399,457
# of Operating Days	22	20	21	22	22	20	22	22	20	23			214
Average Daily Ridership	1607	1749	1784	1862	1921	1926	1899	2039	1957	1919			1,867
% Increase/Decrease from Prior Month	-2%	9%	2%	4%	3%	0%	-1%	7%	-4%	-2%			
% Increase/Decrease from Prior Year	16%	12%	11%	11%	5%	5%	2%	9%	7%	3%			
% of Pre COVID Baseline	35%	41%	37%	41%	40%	39%	39%	39%	38%	39%			
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													
2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekend Ridership	5032	5568	6728	5780	5862	7206	5991	7765	7236	6265			63,433
# of Operating Days	8	8	9	8	8	10	8	9	9	8			85
Average Daily Ridership	629	696	748	723	733	721	749	863	804	783			746
% Increase/Decrease from Prior Month	-15%	11%	7%	-3%	1%	-2%	4%	15%	-7%	-3%			
% Increase/Decrease from Prior Year	20%	28%	23%	7%	7%	7%	6%	18%	12%	4%			
% of Pre COVID Baseline	89%	69%	82%	82%	81%	69%	71%	69%	54%	68%			
COMBINED RIDERSHIP													
2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Ridership	40,386	40,542	44,200	46,745	48,128	45,730	47,761	52,616	46,369	50,413	-	-	462,890
# of Operating Days	30	28	30	30	30	30	30	31	29	31	-	-	299
Total Service Hours	2,781	2,556	2,713	2,781	2,781	2,634	2,781	2,826	2,589	2,893			27,334
Average Daily Ridership (Weighted)	1,516	1,642	1,673	1,756	1,811	1,777	1,792	1,917	1,827	1,818			1,548
Passengers Per Service Hour (Pax/SH)	15	16	16	17	17	17	17	19	18	17			17
Operations Cost	\$ 232,512.72	\$ 216,620.43	\$ 226,964.35	\$ 231,942.63	\$ 232,403.25	\$ 221,572.59	\$ 231,900.33	\$ 235,684.09	\$ 219,918.03	\$ 239,917.63			\$ 2,289,436.05
Cost Per Passenger Trip	\$ 5.76	\$ 5.34	\$ 5.13	\$ 4.96	\$ 4.83	\$ 4.85	\$ 4.86	\$ 4.48	\$ 4.74	\$ 4.76			\$ 4.95
% Increase/Decrease from Prior Month	5%	8%	2%	5%	3%	-2%	1%	7%	-5%	-0.5%			
% Increase/Decrease from Prior Year	16%	13%	10%	13%	5%	2%	5%	9%	7%	4%			
% of Pre COVID Baseline (Total Ridership)	43%	49%	47%	49%	48%	49%	46%	47%	45%	46%			47%
% of Pre COVID Baseline (Pax/SH)	57%	64%	60%	65%	64%	62%	62%	62%	61%	61%			62%
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
Total Service Hours	4169	3642	4071	4136	4169	3895	4164	4211	3850	4342	3856	3864	48369
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
Passengers Per Service Hour (Pax/SH)	26	25	27	26	27	28	28	30	30	28	27	24	27
Cost Per Passenger Trip	\$ 1.79	\$ 1.91	\$ 1.69	\$ 1.71	\$ 1.69	\$ 1.66	\$ 1.65	\$ 1.54	\$ 1.59	\$ 1.62	\$ 1.72	\$ 1.87	\$ 1.70

Ridership Summary

In October 2024, the Emery Go-Round ridership decreased 0.5% from the previous month and increased 4% from the previous year. Total Monthly Ridership is 46% of the 2019 pre-pandemic total ridership baseline and 61% of the 2019 pre-pandemic passenger per service hour baseline.

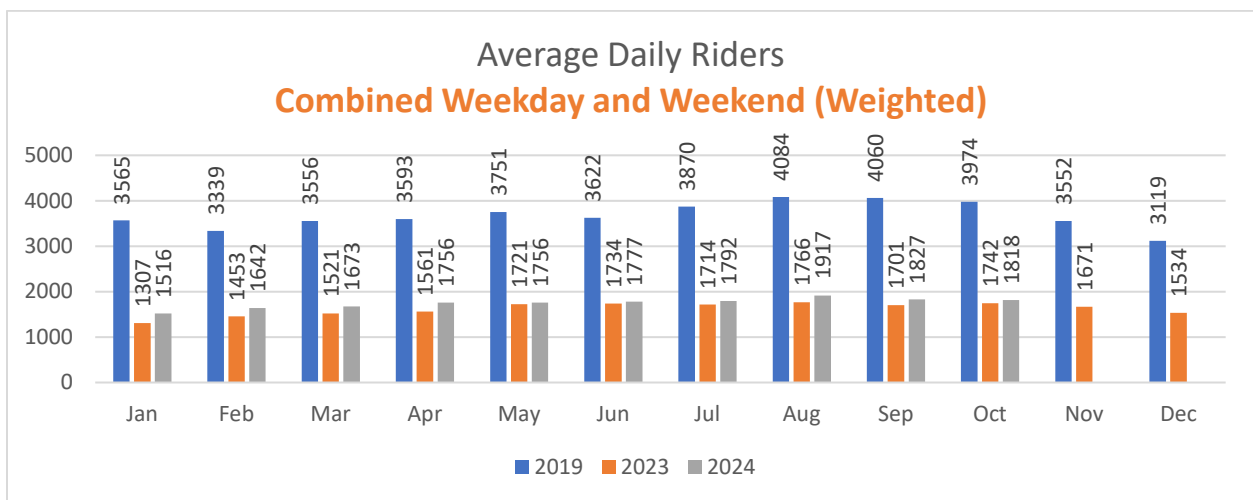
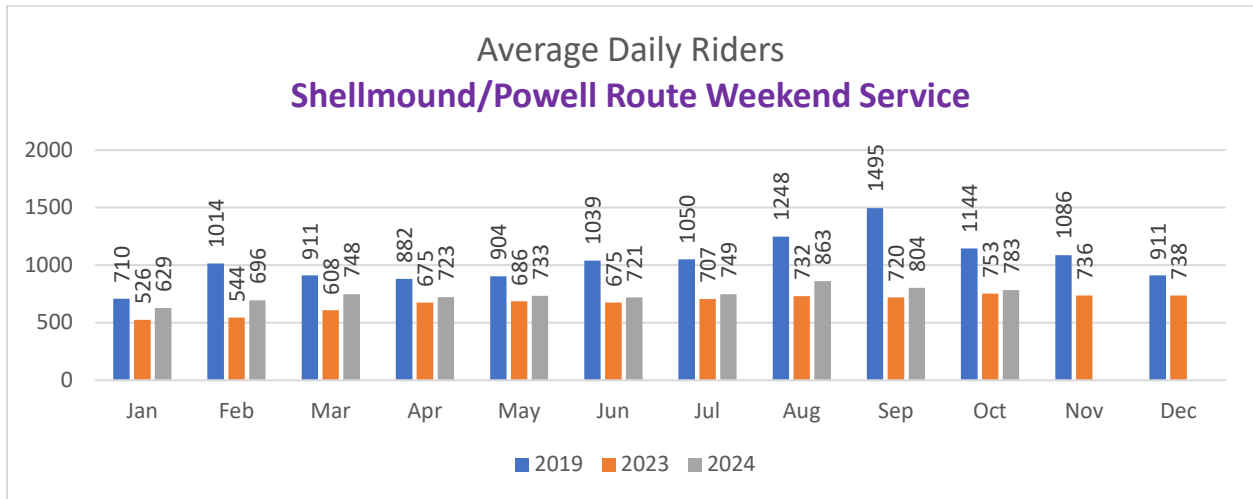
Weekday ridership in October 2024 peaked at 5:00 PM. Saturday ridership peaked at 3:00 PM and Sunday ridership peaked at 4:30 PM

Average Daily Ridership Comparisons (YTD)

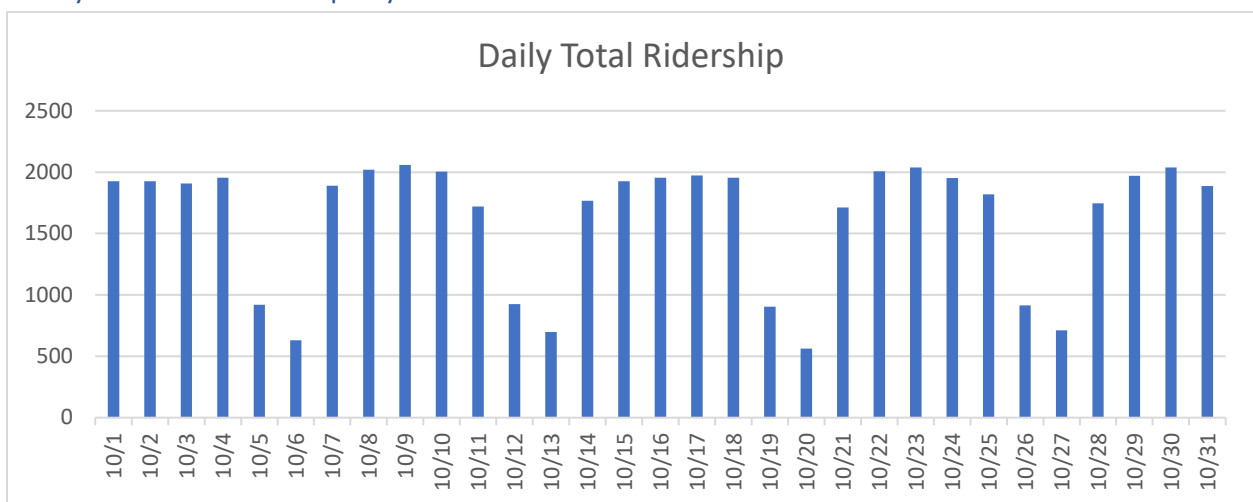


2019 Average Weekday Riders includes Standard and Commute services. Watergate Express is included in 2019 Shellmound/Powell.

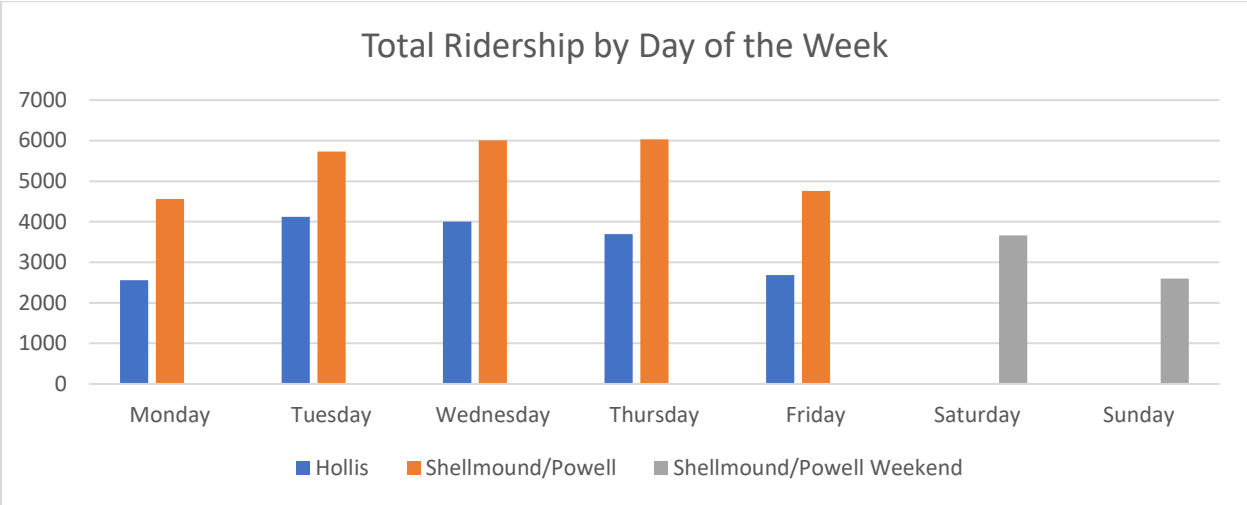
Average Daily Ridership Comparisons (YTD) (cont'd)



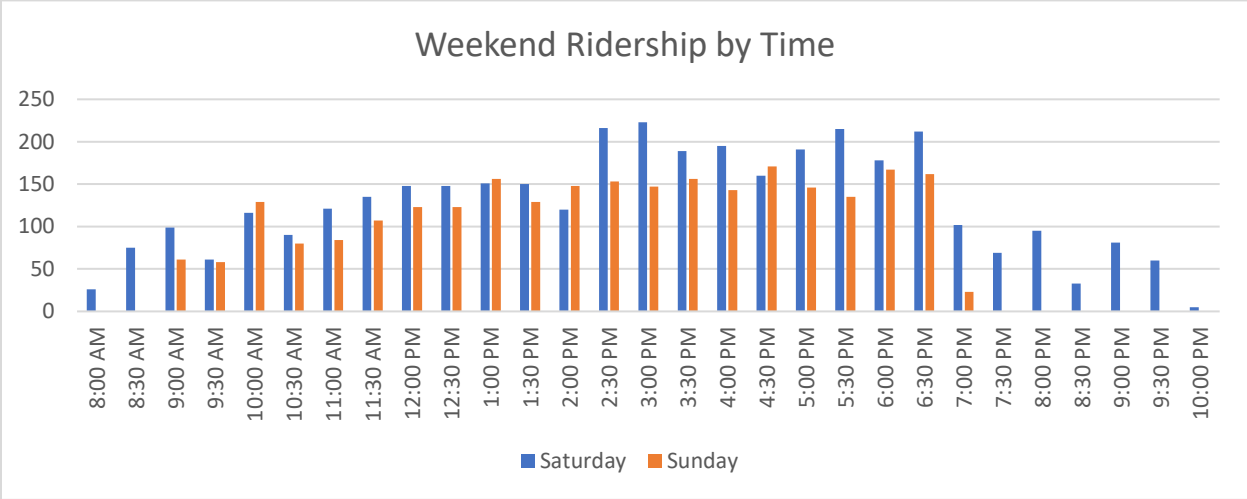
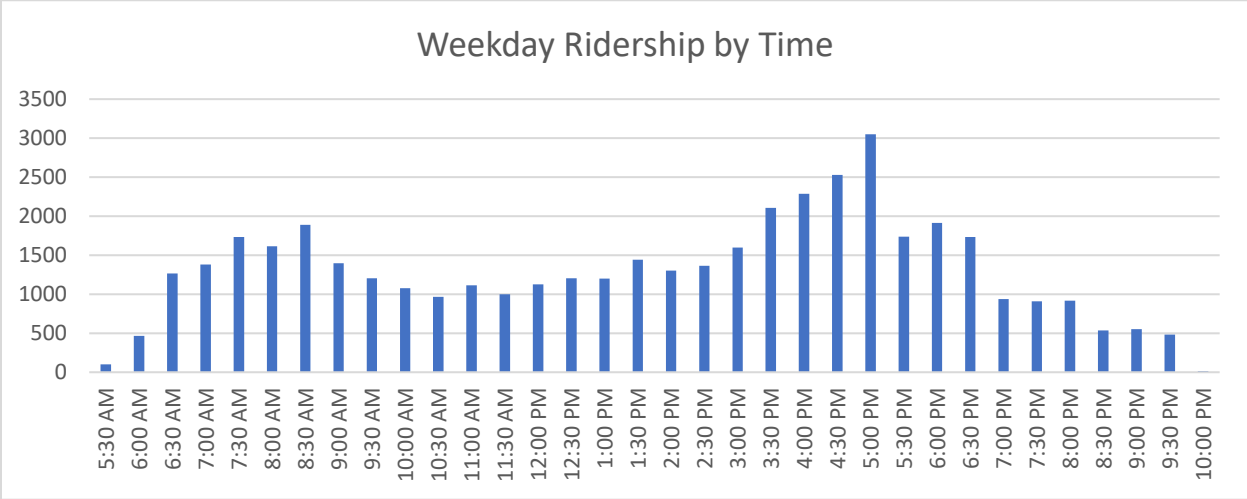
Daily Total Ridership by Date



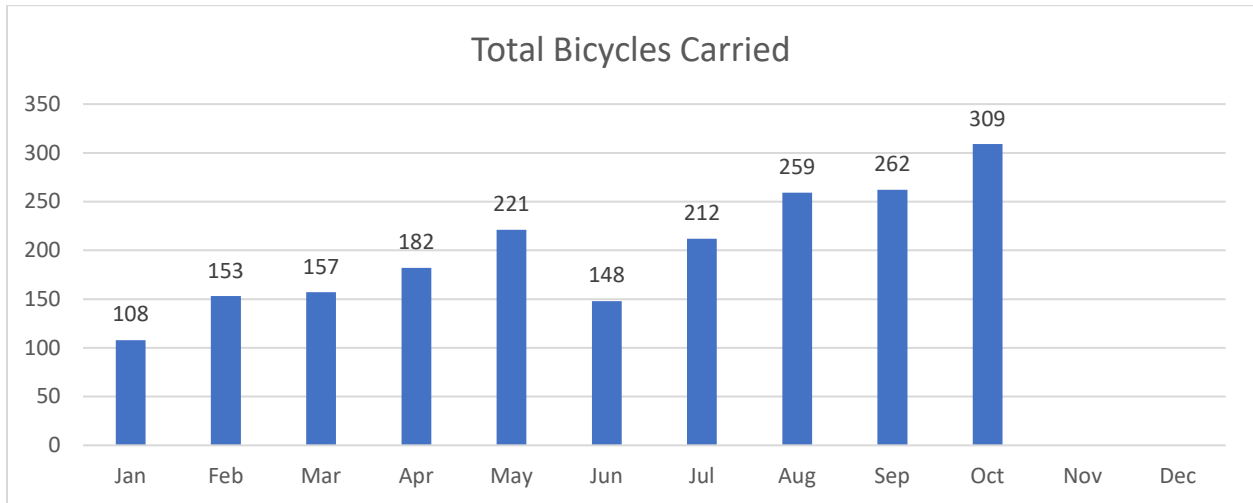
Monthly Total Ridership by Day of the Week



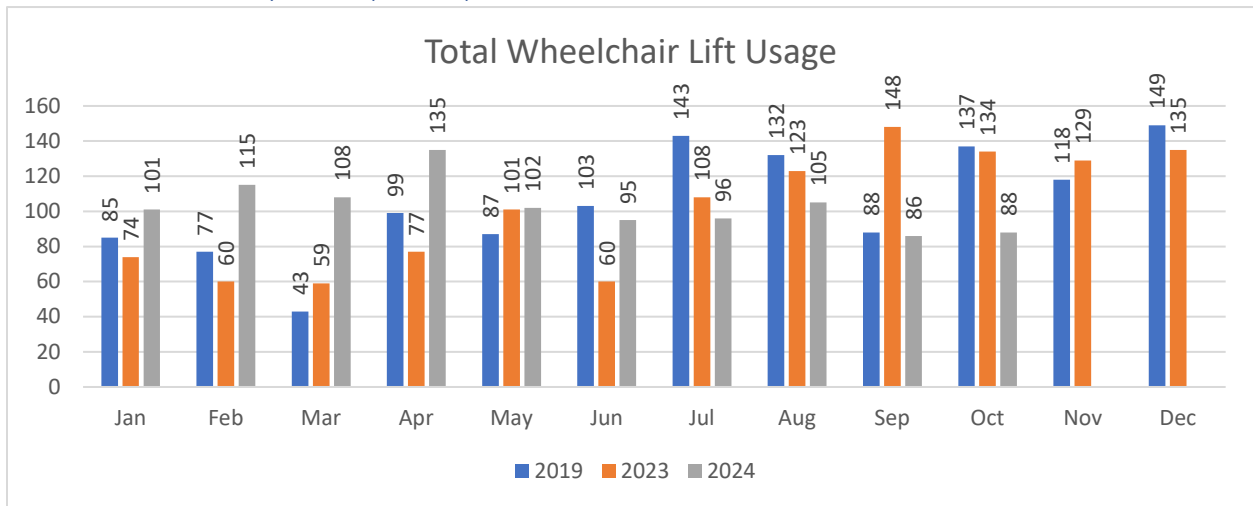
Monthly Total Ridership by Time



Additional Ridership Data



Additional Ridership Data (cont'd)



Monthly Total Use (Boarding & Alighting) by Stop

Hollis Weekday Service

Hollis	Boarding	Alighting	Total Use	% of Total Use
MacArthur BART Station	6897	7204	14101	41.6%
Berkeley Bowl SB	1501	1486	2987	8.8%
Hollis @ 59th NB	1900	234	2134	6.3%
Horton @ 59th (Amtrak) NB	362	1755	2117	6.2%
Park Ave @ San Pablo (IHOP) WB	899	1023	1922	5.7%
Hollis @ 65th SB	1489	275	1764	5.2%
Hollis @ 65th NB	120	945	1065	3.1%
Hollis @ 53rd SB	915	145	1060	3.1%
Hollis @ 63rd SB	934	72	1006	3.0%
Emery St @ 40th EB	355	497	852	2.5%
Stanford Ave @ Horton WB	103	688	791	2.3%
Hollis @ 53rd NB	216	556	772	2.3%
Hollis @ 59th SB	183	569	752	2.2%
Park Ave @ Pixar EB	479	209	688	2.0%
Hollis @ 45th SB	379	197	576	1.7%
Hollis @ 64th NB	51	463	514	1.5%
Park Ave @ Pixar WB	112	400	512	1.5%
Hollis @ 45th NB	167	155	322	0.9%
Total	17062	16873	33935	100.0%

Monthly Total Use (Boarding & Alighting) by Stop (cont'd)

Shellmound/Powell Weekday Service

Shellmound/Powell Weekday	Boarding	Alighting	Total Use	% of Total Use
MacArthur BART Station	7951	11926	19877	36.8%
Christie @ Trader Joe's SB	2753	738	3491	6.5%
40th @ San Pablo WB	1749	1096	2845	5.3%
40th @ San Pablo EB	1783	957	2740	5.1%
Shellmound @ Marriott SB	2372	222	2594	4.8%
Shellmound @ Christie NB	603	1618	2221	4.1%
Shellmound @ Bay St (IKEA) NB	243	1970	2213	4.1%
Powell @ Police/Fire Station EB	1865	331	2196	4.1%
40th @ Horton EB	1253	706	1959	3.6%
40th @ Horton WB	783	1118	1901	3.5%
40th @ Hollis WB	843	566	1409	2.6%
40th @ Emery WB	796	447	1243	2.3%
Powell @ Watergate Market WB	269	939	1208	2.2%
40th @ Emery EB	385	730	1115	2.1%
The Towers	490	519	1009	1.9%
Shellmound @ Public Market NB	292	690	982	1.8%
Christie @ 64th SB	384	584	968	1.8%
65th @ Shellmound	379	527	906	1.7%
Christie @ Public Market SB	576	327	903	1.7%
40th @ Hollis EB	559	197	756	1.4%
Powell @ The Marina	390	301	691	1.3%
Powell @ Hilton Garden Inn WB	162	142	304	0.6%
Christie @ FedEx SB	110	143	253	0.5%
Christie @ 65th SB	96	98	194	0.4%
Total	27086	26892	53978	100.0%

Monthly Total Use (Boarding & Alighting) by Stop (cont'd)

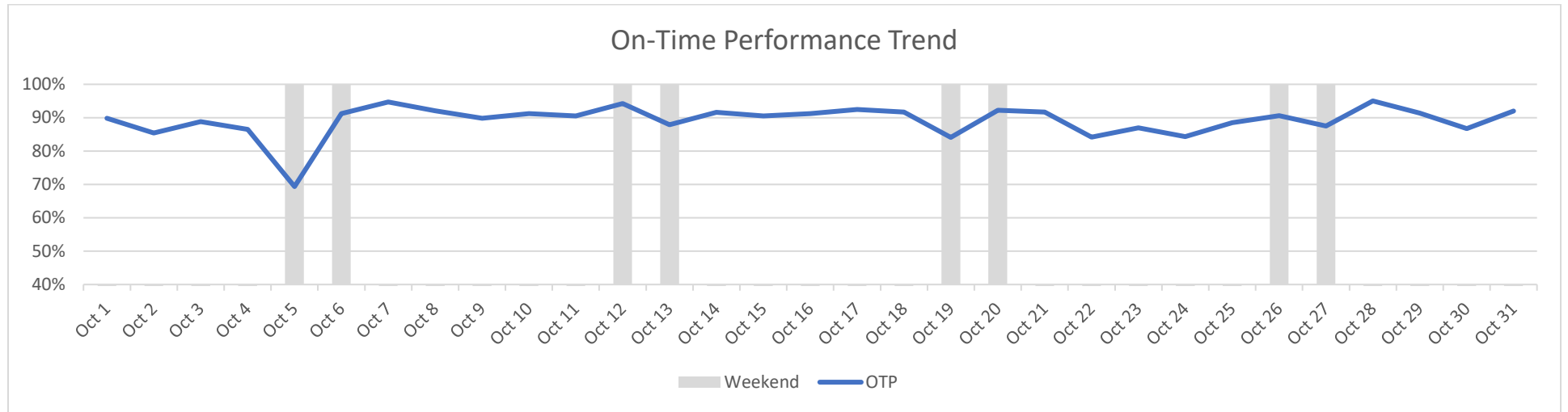
Shellmound/Powell Weekend Service

Shellmound/Powell Weekend	Boarding	Alighting	Total Use	% of Total Use
MacArthur BART Station	1926	2770	4696	37.5%
Christie @ Trader Joe's SB	668	169	837	6.7%
40th @ San Pablo WB	417	307	724	5.8%
Shellmound @ Marriott SB	638	78	716	5.7%
Shellmound @ Bay St (IKEA) NB	92	547	639	5.1%
Shellmound @ Christie NB	161	384	545	4.4%
40th @ Horton EB	319	202	521	4.2%
40th @ San Pablo EB	291	215	506	4.0%
40th @ Horton WB	225	247	472	3.8%
Powell @ Police/Fire Station EB	310	81	391	3.1%
40th @ Hollis WB	204	100	304	2.4%
40th @ Emery WB	193	100	293	2.3%
65th @ Shellmound	103	175	278	2.2%
40th @ Emery EB	80	183	263	2.1%
Shellmound @ Public Market NB	76	176	252	2.0%
Powell @ The Marina	106	112	218	1.7%
Powell @ Watergate Market WB	46	138	184	1.5%
Christie @ 64th SB	100	77	177	1.4%
40th @ Hollis EB	126	42	168	1.3%
Christie @ Public Market SB	58	45	103	0.8%
The Towers	41	24	65	0.5%
Christie @ 65th SB	33	23	56	0.4%
Christie @ FedEx SB	27	24	51	0.4%
Powell @ Hilton Garden Inn WB	25	24	49	0.4%
Total	6265	6243	12508	100.0%

On-Time Performance

On-Time Performance data is gathered from the TripShot app, which provides accurate GPS data for the shuttles and records the arrival and departure times for each of the timepoints along each route.

A shuttle is considered On-Time if it arrives up to 5 minutes after the scheduled time or departs no earlier than 1 minute before the scheduled time.



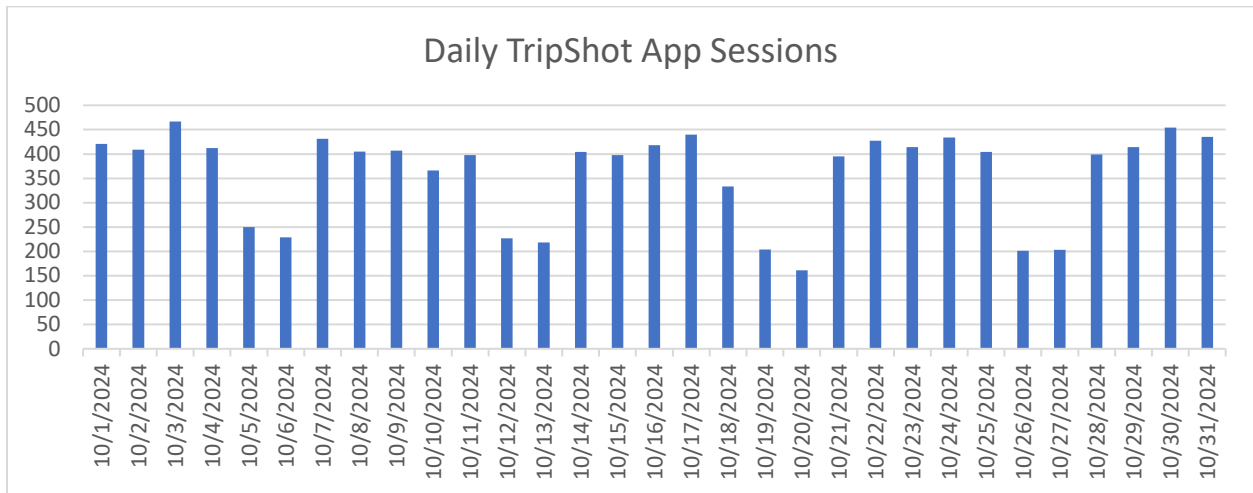
Route	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Grand Total
Hollis	92%	85%	90%	88%			95%	96%	90%	94%	92%			92%	93%	93%	96%	95%			92%	86%	90%	87%	92%			95%	95%	87%	95%	92%
Shellmound/Powell	88%	86%	88%	84%			94%	88%	89%	88%	88%			91%	88%	89%	89%	88%			91%	82%	84%	81%	85%			95%	88%	86%	89%	88%
Shellmound/Powell Weekend					69%	91%						94%	88%						84%	92%					91%	88%						87%
Grand Total	90%	85%	89%	86%	69%	91%	95%	92%	90%	91%	90%	94%	88%	92%	91%	91%	92%	92%	84%	92%	92%	84%	87%	84%	89%	91%	88%	95%	91%	87%	92%	89%

TripShot

Utilization

The TripShot app does not require users to create accounts and the only data that is gathered is the IP address of the device, which changes based on the networks or cell towers that the device connects to. Because of this, it is not possible to track the number of TripShot app users, however, it is possible to track the number of app “sessions.” While this does not allow us to know how many people are using the app, it does tell us how often it is used.

Total Monthly App Sessions: 11,178



Ridership

As the drivers continue to learn this new TripShot system, they are tracking ridership both in TripShot as well as through manual tallies. The data derived from TripShot will serve as the primary source of information with the manual tallies serving as a backup/validation.

For the month of October 2024, the total TripShot-reported ridership was 50,413 and the total driver-reported ridership was 48,830, a 3.24% variance.

While this dual-tracking practice continues, the two datasets will regularly be compared to identify areas of improvement as well as drivers who may require additional training.

Emeryville TMA 2025 Calendar of Actions

Month/Date	Board Actions/Information Items	Other
Jan 21	<ol style="list-style-type: none"> 1. Review and Consider adoption of the 10-year Strategic Plan 	<ol style="list-style-type: none"> 1. City to Provide ETMA with the 1st installment of PBID Funds by January 15th. 2. Request Audit Engagement Letter from Maze & Associates
Feb 18	<ol style="list-style-type: none"> 1. 4th Quarter Financial Report 2. Review and Consider Approval of Audit Engagement with Maze & Associations for preparation of 2024 Audited Financial Statements 3. Appoint Audit Review Committee – 3 Directors (Treasurer Exempt) 	<ol style="list-style-type: none"> 1. Begin development of RFP for Shuttle Operations and Maintenance
Mar 18	<ol style="list-style-type: none"> 1. Adopt Resolution to set Annual Membership Meeting – (May 20th, 2025) 	
Apr 15	<ol style="list-style-type: none"> 1. Authorize signing and the filing of the TMA’s Federal Tax Return and State Annual Information Return. 2. Review and Accept Independent Auditors Report on the 2024 Financial Statements 3. Appoint Shuttle Operations and Maintenance RFP Committee 	<ol style="list-style-type: none"> 1. Prepare 2024 Annual Report 2. Distribute Nomination Forms to Employer and Business Members – NLT April 15th 3. Post Annual Membership Invite – NLT April 15th 4. Provide City with Annual Report by the 30th 5. Conduct Annual Audit Review Committee (prior to Board May meeting). 6. Prepare 2025 Preliminary Budget & PBID Levy Recommendation 7. ETMA Budget Forecasting Review with Chair & Treasurer
May 20	<p>Annual Membership Meeting</p> <ol style="list-style-type: none"> 1. Election of Employer Members 2. Election of Business Members 3. Recognition of City Council Appointed Residential Members 	<ol style="list-style-type: none"> 1. Review of Shuttle Operations and Maintenance RFP with committee

May 20	<p>Board Meeting</p> <ol style="list-style-type: none"> 1. Election of Officers 2. 1st Quarter Financial Report 3. Review of the 2026 Preliminary Budget for recommendation to the City for 2025-26 PBID Levy 4. Review and Consider Approval to Reinvest Matured CD Funds (Imp. Proj. & IP-FUNDS A) 5. Appoint Executive Director Performance Review Committee, if desired 6. Review and Consider Approval to issue RFP for Shuttle Operations and Maintenance 	<ol style="list-style-type: none"> 1. City Council to appoint 2 Residential Members 2. Tax Filings – Due May 15th 3. City to notify TMA of any changes to the identity of property owners or amounts of assessments on PBID properties in May 4. Request Extension for 8 to Go Paratransit Agreement (From COE)
Jun 17	<ol style="list-style-type: none"> 1. Review & Consider Approval of 8 to Go Agreement Extension (expires June 30, 2025). 2. Closed Session: Summary of Executive Director Performance Review, if desired 	<ol style="list-style-type: none"> 1. Agreement Review Sub-Committee to meet to review 8 to Go Extension 2. City to provide ETMA with 2nd installment of PBID funds by the 15th 3. Provide City with prior year audit, receipts and expenditures by the 30th. 4. Provide City with prior year annual financial and operations report. 5. Provide City with the preliminary budget and proposed PBID levy for the following year by the 3rd 6. City and TMA liaisons to meet on a semi-annual basis to collaborate on City's planning efforts to improve Emery Go-Round mobility access throughout the City. 7. Issue RFP for Shuttle Operations and Maintenance
Jul 15	<ol style="list-style-type: none"> 1. No Scheduled Actions 	<ol style="list-style-type: none"> 1. City Council Meeting to adopt Assessment Levy and Annual Report Presentation 2. Prepare Extension for John Tounger Accounting 3. Shuttle Operations RFP Submission Deadline

Aug 19	<ol style="list-style-type: none"> 1. 2nd Quarter Financial Report 2. Review & Consider Approval to extend agreement with John Tounger for Bookkeeping and Tax Preparations 3. Review and Consider selection for Shuttle Operations and Maintenance provider 	<ol style="list-style-type: none"> 1. Shuttle Operations RFP Submissions Review, Interviews & Selection
Sep 16	<ol style="list-style-type: none"> 1. Review & Discuss Draft Budget for 2026 (final action scheduled for October meeting). 2. Review and Consider Approval to Reinvest Matured CD Funds (IP-FUNDS B & IP-FLEX) 	<ol style="list-style-type: none"> 1. Shuttle Operations and Maintenance Contract Awarded
Oct 21	<ol style="list-style-type: none"> 1. Approval of Resolution to Adopt 2026 Annual Budget 	<ol style="list-style-type: none"> 1. Agreement Review Sub-Committee to meet to discuss Amendments for WBS, Quatterra, and AC Transit
Nov 18	<ol style="list-style-type: none"> 1. 3rd Quarter Financial Report 2. Consider Approval of Services Agreement Extension with West Berkeley Shuttle, LLC. 3. Consider Approval of Services Agreement Extension with Lennar (Quatterra). 4. Renewal of AC Transit Fuel Agreement 5. 	<ol style="list-style-type: none"> 1. Council Approval of 2026 Budget
Dec 16	<ol style="list-style-type: none"> 1. No Scheduled Actions. Hold for Agreements/Decisions not able to be finalized in November 	

Service Agreements

Service Agreements			
Shuttle Clients	Description	Contract Start Date	Contract End Date
City of Emeryville	8 to Go Paratransit Shuttle Operation	12/2/2008	6/30/2025
Quarterra	The Emery Express Shuttle Operations	7/19/2023	12/31/2024
West Berkeley Shuttle LLC	West Berkeley Shuttle Operations	1/1/2024	12/31/2024

Contractors	Description	Contract Start Date	Contract End Date
AC Transit	Fueling Agreement	1/1/2024	12/31/2024
ALTRANS	Executive Director	3/1/2023	6/30/2025
CalTrans	Bus Yard Lease	9/1/2021	8/31/2050
Hanson Bridgett	Attorney	2001 Engagement Letter, Ongoing	
John Tounger	Accounting/Bookkeeping	9/15/2022	9/30/2025
Maze and Associates	Annual Financial Audit	Annual Engagement letter	
MV Transportation	Operations and Maintenance	2/12/2018	12/31/2024
TripShot	Real-Time Tracking	11/1/2023	11/1/2025

Vendors	Description	Start Date	End Date
Allied Landscape	Landscaping	5/2/2023	Auto Renew
All-Ways Green	Janitorial	9/1/2022	Auto Renew
Centralized Vision	Security Monitoring	7/1/2021	Auto Renew
CiviCorps Recycling	Recycling	1/1/2024	Ongoing
Comcast	Secure Business Phone	Ongoing	December 2024
Sonicwall	Network security-1 year		7/27/2025
Damono Design	Web Design	11/21/2019	12/31/2022
EBMUD	Water/Sewer	Ongoing	
Etheric Networks	Internet	Month-to-Month	December 2024
InMotion Hosting	Website Hosting	10/26/2024	10/26/2025
Ojo/Convergint	Camera System Integrator	5/1/2024	5/1/2025
Oracle Security	On-Site Security	9/1/2021	Auto Renew
Premier Fleet Cleaning			
RFC Wireless	Radios	Ongoing	
RingCentral	Business Phone System	November 2024	November 2025
T-Mobile	Internet	May 2024	Month-to-Month
Verizon	Dispatch and Ops Phones	8/6/2021	Auto Renew

Shuttle Operations and Maintenance RFP Timeline

Item	Estimated Date
Begin Development of RFP	February 2025
Appoint Shuttle Operations and Maintenance RFP Committee	Tuesday, April 15, 2025
Review of Shuttle Operations and Maintenance RFP with committee	April 15, 2025 - May 19, 2025
Review and Consider Approval to issue RFP for Shuttle Operations and Maintenance	Tuesday, May 19, 2025
Issue RFP	Monday, June 2, 2025
Deadline for Questions/Clarifications	Tuesday, July 1, 2025
Proposal Submission Deadline	Tuesday, July 22, 2025
Contractor Interviews, if needed	Monday, July 28, 2025 - Friday, August 1, 2025
Contractor Selection (estimated)	Tuesday, August 5, 2025
Appeals Process Deadline	Tuesday, August 26, 2025
Contract Awarded (estimated)	Monday, September 1, 2025
Service Start Date	Thursday, January 1, 2026

ETMA 2024 1st Quarter Financial Report: Accrual Basis

REVENUE	2024 Annual Budget	Expected Revenue to Date	Accrued Revenue to Date	Variance to Date	% of the Quarterly Revenue Accrued	% of the Annual Revenue Accrued
PBID Revenue						
PBID Revenue	4,505,002	4,505,002	4,505,002	0	100%	100%
Non-PBID Revenue						
City of Emeryville - General Benefit Contribution	609,273	609,273	609,273	(0)	100%	100%
ETMA Direct Billed Revenue	115,360	115,360	116,984	1,624	-	101%
8 to Go Revenue	165,481	110,726	109,016	(1,710)	98%	66%
WBS Revenue	339,594	249,740	251,546	1,806	101%	74%
Emery Express Revenue	292,581	246,426	224,849	(21,578)	91%	77%
Misc. Revenue (Interest income, investments, etc.)	215,338	50,429	6,888	(43,541)	-	3%
Subtotal Non-PBID Revenues	1,737,627	1,381,953	1,318,555	(63,398)	95%	76%
TOTAL REVENUE	6,242,629	5,886,955	5,823,557	(63,398)	99%	93%

EXPENDITURES	2024 Annual Budget	Expected Expenditures to Date	Accrued Expenditures to Date	Variance to Date	% of the Quarterly Budget Accrued	% of the Annual Budget Accrued
Direct Costs						
EGR Operations	2,739,162	2,060,409	2,051,826	(8,583)	100%	75%
EGR Maintenance	102,280	76,710	57,442	(19,268)	75%	56%
EGR Fuel	240,000	180,000	146,655	(33,345)	81%	61%
EGR Communications	101,569	13,791	28,657	14,866	208%	28%
EGR Misc. Operations Expenses	10,000	As Needed	-	N/A	N/A	0%
EGR Bus Leases/Purchases/Savings	500,000	92,103	80,103	(12,000)	87%	16%
Subtotal Direct Costs	3,693,011	2,423,013	2,364,683	(58,330)	98%	64%
Reimbursable Program Costs						
8 to Go Operations	155,881	103,526	101,732	(1,794)	98%	65%
West Berkeley Shuttle Operations	280,359	207,421	206,946	(475)	100%	74%
Emery Express Operations	227,977	195,455	174,535	(20,921)	89%	77%
Subtotal Reimbursable Program Costs	664,218	506,402	483,212	(23,190)	95%	73%
Indirect Costs						
Professional Services	510,000	390,000	375,774	(14,226)	96%	74%
Occupancy (Facilities related expenses)	527,000	395,250	378,455	(16,796)	96%	72%
TMA Insurance	60,801	60,801	55,768	(5,034)	-	92%
Conferences, Meetings, Office Expenses	10,000	As Needed	1,101	N/A	N/A	11%
Membership & Public Outreach	10,000	As Needed	-	N/A	N/A	0%
Pilot Projects & Research	25,000	As Needed	-	N/A	N/A	0%
Subtotal Indirect Costs	1,142,801	846,051	811,097	(34,954)	96%	71%
Contingency	135,000	As Needed	-	N/A	N/A	0%
TOTAL ETMA EXPENDITURES	5,500,030	3,775,467	3,658,993	(116,474)	97%	67%

ETMA 2024 1st Quarter Financial Report: Cash Basis

REVENUE	2024 Annual Budget	Expected Revenue to Date	Cash Revenue to Date	Variance to Date	% of the Quarterly Revenue Received	% of the Annual Revenue Received
PBID Revenue						
PBID Revenue	4,505,002	4,505,002	4,505,002	0	100%	100%
Non-PBID Revenue						
City of Emeryville - General Benefit Contribution	609,273	609,273	609,273	(0)	100%	100%
ETMA Direct Billed Revenue	115,360	115,360	116,984	1,624	-	101%
8 to Go Revenue	165,481	110,726	99,730	(10,996)	90%	60%
WBS Revenue	339,594	249,740	241,550	(8,190)	97%	71%
Emery Express Revenue	292,581	246,426	174,958	(71,468)	71%	60%
Misc. Revenue (Interest income, investments, etc.)	215,338	50,429	6,888	(43,541)	-	3%
Subtotal Non-PBID Revenues	1,737,627	1,381,953	1,249,382	(132,571)	90%	72%
TOTAL REVENUE	6,242,629	5,886,955	5,754,384	(132,571)	98%	92%

EXPENDITURES	2024 Annual Budget	Expected Expenditures to Date	Cash Expenditures to Date	Variance to Date	% of the Quarterly Budget Expended	% of the Annual Budget Expended
Direct Costs						
EGR Operations	2,739,162	2,060,409	2,031,615	(28,794)	99%	74%
EGR Maintenance	102,280	76,710	83,629	6,919	109%	82%
EGR Fuel	240,000	180,000	149,087	(30,913)	83%	62%
EGR Communications	101,569	13,791	37,181	23,389	270%	37%
EGR Misc. Operations Expenses	10,000	As Needed	-	N/A	N/A	0%
EGR Bus Leases/Purchases/Savings	500,000	92,103	80,103	(12,000)	87%	16%
Subtotal Direct Costs	3,693,011	2,423,013	2,381,615	(41,398)	98%	64%
Reimbursable Program Costs						
8 to Go Operations	155,881	103,526	98,506	(5,020)	95%	63%
West Berkeley Shuttle Operations	280,359	207,421	204,811	(2,611)	99%	73%
Emery Express Operations	227,977	195,455	174,582	(20,873)	89%	77%
Subtotal Reimbursable Program Costs	664,218	506,402	477,899	(28,504)	94%	72%
Indirect Costs						
Professional Services	510,000	390,000	334,466	(55,534)	86%	66%
Occupancy (Facilities related expenses)	527,000	395,250	394,416	(835)	100%	75%
TMA Insurance	60,801	60,801	55,768	(5,034)	-	92%
Conferences, Meetings, Office Expenses	10,000	As Needed	1,101	N/A	N/A	11%
Membership & Public Outreach	10,000	As Needed	-	N/A	N/A	0%
Pilot Projects & Research	25,000	As Needed	-	N/A	N/A	0%
Subtotal Indirect Costs	1,142,801	846,051	785,750	(60,301)	93%	69%
Contingency	135,000	As Needed	-	N/A	N/A	0%
TOTAL ETMA EXPENDITURES	5,500,030	3,775,467	3,645,264	(130,203)	97%	66%

ETMA 2024 1st Quarter Financial Report: Reimbursable Shuttle Programs

West Berkeley Shuttle						
	2024 Annual Budget	Expected Revenue to Date	Accrued Revenue to Date	Variance to Date	% of the Quarterly Revenue Accrued	% of the Annual Revenue Accrued
REVENUE	339,663	256,295	251,546	(4,749)	98%	74%
EXPENDITURES						
Shuttle Operations	274,137	205,602	206,776	1,174	101%	75%
Professional Services	15,000	11,250	11,205	(45)	100%	75%
Communications	839	629	629	-	100%	75%
Website, Misc	60	60	125	65	209%	209%
Real-Time Tracking	5,324	5,324	0	(5,324)	0%	0%
Subtotal Direct Costs	295,359	222,865	218,736	(4,130)	98%	74%
Indirect Costs (15%)	44,304	33,430	32,810	(619)	98%	74%
TOTAL EXPENDITURES	339,663	256,295	251,546	(4,749)	98%	74%

8 to Go						
	2024 Budgeted Revenue	Expected Revenue to Date	Accrued Revenue to Date	Variance to Date	% of the Quarterly Revenue Accrued	% of the Annual Revenue Accrued
REVENUE	151,236	113,427	109,016	(4,411)	96%	72%
EXPENDITURES						
Shuttle Operations	128,016	96,012	97,281	1,269	101%	76%
Shuttle Maintenance	6,000	4,500	0	(4,500)	0%	0%
Professional Services	11,514	8,636	7,819	(817)	91%	68%
Fuel	4,769	3,577	3,202	(375)	90%	67%
Communications	937	703	715	12	102%	76%
TOTAL EXPENDITURES	151,236	113,427	109,016	(4,411)	96%	72%

Quarterra (Lennar) - The Emery Express						
	2024 Budgeted Revenue	Expected Revenue to Date	Accrued Revenue to Date	Variance to Date	% of the Quarterly Revenue Accrued	% of the Annual Revenue Accrued
REVENUE	292,581	231,156	224,849	(6,307)	97%	77%
EXPENDITURES						
Shuttle Operations	220,000	165,000	163,427	(1,573)	99%	74%
Professional Services	15,840	11,880	11,880	-	100%	75%
Fuel	20,000	15,000	11,438	(3,562)	76%	57%
Communications	1,000	750	629	(121)	84%	63%
Subtotal - Direct Costs	256,840	192,630	187,374	(5,256)	97%	73%
Indirect Costs (20%)	51,368	38,526	37,475	(1,051)	97%	73%
TOTAL EXPENDITURES	308,208	231,156	224,849	(6,307)	97%	73%

Reimbursable Program management is built into ALTRANS' flat monthly fees for ETMA management. As such, while the Reimbursable Program stakeholders will be charged the above management costs, the ETMA will not be billed separately for these charges.



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

STAFF REPORT MEMORANDUM

DATE: November 19, 2024
SUBJECT: November 2024 Certificate of Deposit (CD) Reinvestment

Background

At the September 2023 ETMA Board Meeting, the board elected to open a 13-month CD account in the amount of \$1,750,000 as part of the September 2023 Investment Plan.

The CD account was opened on October 6, 2023 and reached its maturity date on November 6, 2024. In the 13-months, the account earned interest of \$95,198, with a closing balance of \$1,845,198. The account was closed on November 6, 2024 and the funds were transferred to the ETMA’s savings account.

	Opening Amt	Opening Date	Maturity Date	Maturity Amt.	Acct. Growth	Funds Growth
Initial Inv.	\$1,750,000	10/6/23	11/6/23	\$1,845,198	\$95,198	\$95,198

Recommendations

IP-FUNDS B: Term: TBD

Management recommends reinvesting the matured funds into a 10-month Featured CD with Bank of America, which currently has an APY of 3.70%. At the maturity of this investment, the balance of the account will be an estimated \$1,901,919, a growth of \$56,721.