



## 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*

*Christa Williams,  
Bay Street/CenterCal*

### **AGENDA**

Board of Directors Meeting

April 15, 2025 @ 11:00 AM

1333 Park Avenue, Council Chambers, Emeryville, CA 94608

Hybrid [Teams](#): Meeting ID: 293 996 386 737 - Passcode: 44op37ib

1. Call to Order
2. Public Comment
3. Recognition that Christa Williams, CenterCal/Bay Street, has replaced David Palomo on the ETMA Board of Directors
4. Approval of the Minutes of the March 25, 2025 Board of Directors Meeting
5. Executive Directors Report
  - A. Operations Report
  - B. Incident Report, March 2, 2025
6. Business Items
  - A. Review and Consider Amending Article V, Section 20 (1) of the ETMA Bylaws allowing the removal of directors based on non-consecutive absences.
  - B. Review and Consider Request for Charter Service for Fishnets & Film
  - C. Review and Consider approval to issue a Request for Proposals for Shuttle Operations and Maintenance
7. Confirm date of Next Meeting – May 20, 2025
  - A. Annual Membership Meeting @ 11:00 AM – Elections and Appointments
8. Adjournment

EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION  
**Board of Directors Special Meeting Minutes**  
March 25, 2025

**LOCATION: 1333 Park Avenue, Council Chambers, Emeryville, CA 94608**

Hybrid Zoom Link: Meeting ID: 235 896 841 708 – Passcode: Ld7pr3cj

*Director's Present: Bobby Lee, Chair  
Peter Schreiber, Vice Chair  
Geoffrey Sears, Treasurer  
Laurie Berberich, Director  
Calvin Jordan, Director  
Andrea Kirkpatrick, Director*

*Others Present: Daniel Oliver, ALTRANS  
Andrew Ridley, ALTRANS  
Janet Shipp via Zoom, ALTRANS*

1. Call to Order  
*Bobby Lee called the Board of Director's special meeting to order at 11:06am*
2. Public Comment: 11:06am  
*No comments*
3. Approval of the Minutes of the January 21, 2025 Board of Directors Meeting:  
11:07am  
*Bobby Lee motioned for approval of the Minutes of the January 21, 2025 Board of Directors Meeting. Peter Schreiber seconded the motion.*

*This item was approved by a unanimous vote.*

*Yes: 6*

*No: 0*

*Abstain: 0*

4. Business Items: 11:08am
  - A. Review and Consider Approval of Audit Engagement with Maze & Associates for preparation of 2024 Audited Financial Statements  
*Maze & Associates agreed to have the final draft ready by May 14. This will be presented at the May 20<sup>th</sup> Board meeting.  
Geoff Sears motioned for approval of the Audit Engagement with Maze & Associates for preparation of the 2024 Audited Financial Statements. Laurie Berberich seconded the motion.*

*This item was approved by a unanimous vote.*

Yes: 6

No: 0

Abstain: 0

- B. Appoint Audit Review Committee – 3-4 Directors (Treasurer Exempt) 11:13am  
*The Directors who volunteered to be part of the Audit Review Committee are Laurie Berberich, Andrea Kirkpatrick and Peter Schreiber.*

- C. Review and Consider approval of revised Amendment 2 to extend the fueling agreement with AC Transit through December 31, 2025: 11:15am  
*Geoff Sears motioned for approval of the revised Amendment 2 to extend the fueling agreement with AC Transit through December 31, 2025. Andrea Kirkpatrick seconded the motion.*

*This item was approved by a unanimous vote.*

Yes: 6

No: 0

Abstain: 0

- D. Approval to Specify “Emeryville Transp Mgmt Assn” as the single Registered Owner name to be used with the California DMV for all ETMA-owned vehicles. 11:19am  
*Geoff Sears motioned for approval to Specify “Emeryville Transp Mgmt Assn” as the single Registered Owner name to be used with the California DMV for all ETMA-owned vehicles. Calvin Jordan seconded the motion.*

*This item was approved by a unanimous vote.*

Yes: 6

No: 0

Abstain: 0

- E. Review and Consider Approval of Resolution 25-01 to establish the date and time of the Annual Membership Meeting: 11:23am  
*Bobby Lee motioned for approval of Resolution 25-01 to establish the date and time of the Annual Membership Meeting to be held May 20<sup>th</sup>, 2025 at 11:00am. Calvin Jordan seconded the motion.*

*This item was approved by a unanimous vote.*

Yes: 6

No: 0

Abstain: 0

F. Review of 2025 Employer Member Candidates: 11:28am

*Daniel will ask the city if they can provide more accurate information for how the top five employers in Emeryville report their numbers. Daniel will see if the top 5 employers can be increased to the top 10 employers in Emeryville. Daniel will ask Michael Conneran if the Bylaws can be amended for the automatic removal of a board member after 3 unexcused absences during the term-year, which can be waived by vote of the rest of the board.*

G. Update and discussion of the 2025 Shuttle Operations and Maintenance RFP:  
11:33am

*Daniel will schedule another meeting with the sub-committee in the next couple of weeks to review the draft RFP. Daniel reviewed the proposed RFP timeline with the RFP issued around May 5, 2025.*

5. Confirm date of Next Meeting: 11:43am

*The meeting date was confirmed for April 15, 2025*

6. Adjournment

*The meeting adjourned at approx. 11:45am*



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION



# Emery Go-Round

Monthly Operations Report  
March 2025

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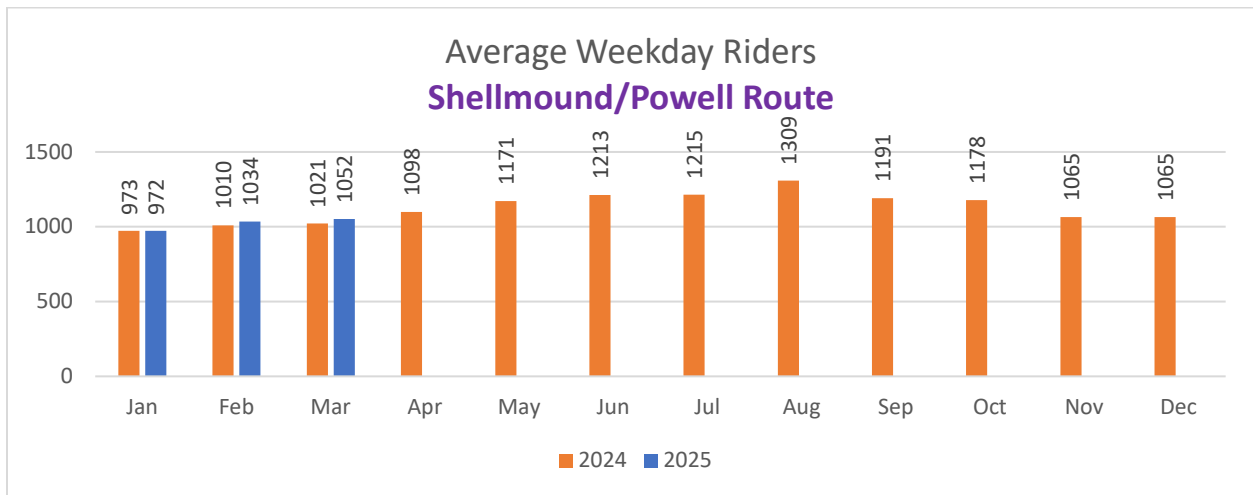
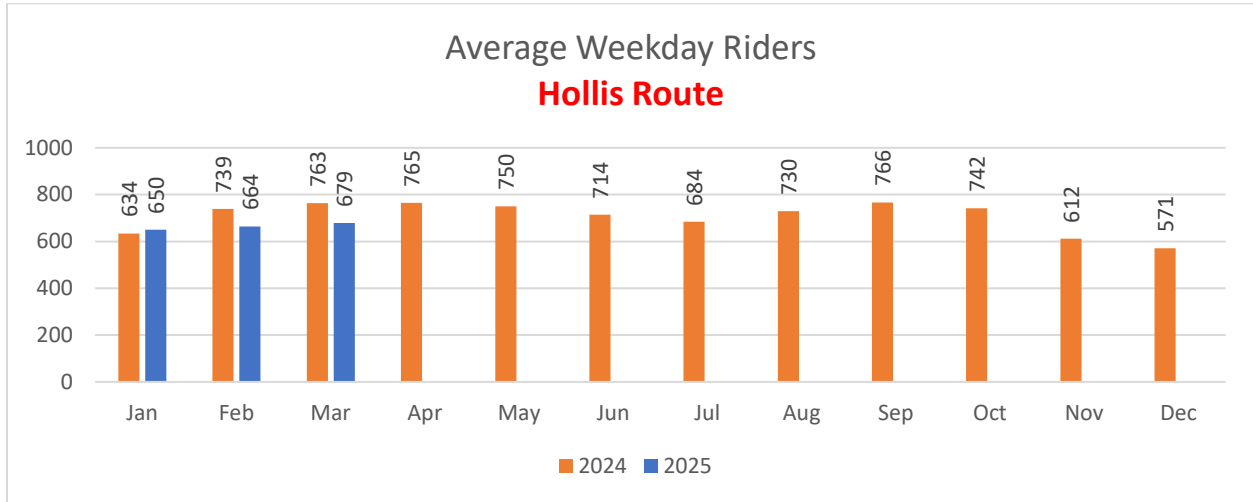
WEEKDAY RIDERSHIP													
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekday Ridership	35,671	32,264	36,353										104,288
# of Operating Days	22	19	21										62
Average Daily Ridership	1621	1698	1731										1,682
% Increase/Decrease from Prior Month	-1%	5%	2%										
% Increase/Decrease from Prior Year	1%	-3%	-3%										
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	33,552	34,349	467,358
# of Operating Days	22	20	21	22	22	20	22	22	20	23	20	21	255
Average Daily Ridership	1607	1749	1784	1862	1921	1926	1899	2039	1957	1919	1678	1636	1,833
% Increase/Decrease from Prior Month	-2%	9%	2%	4%	3%	0%	-1%	7%	-4%	-2%	-13%	-2%	
% Increase/Decrease from Prior Year	16%	12%	11%	11%	5%	5%	2%	9%	7%	3%	-5%	-1%	
WEEKEND RIDERSHIP													
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Weekend Ridership	5292	5113	6340										16,745
# of Operating Days	8	8	10										26
Average Daily Ridership	662	639	634										644
% Increase/Decrease from Prior Month	0%	-3%	-1%										
% Increase/Decrease from Prior Year	5%	-8%	-15%										
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	6619	5924	75,976
# of Operating Days	8	8	9	8	8	10	8	9	9	8	9	9	103
Average Daily Ridership	629	696	748	723	733	721	749	863	804	783	735	658	738
% Increase/Decrease from Prior Month	-15%	11%	7%	-3%	1%	-2%	4%	15%	-7%	-3%	-6%	-11%	
% Increase/Decrease from Prior Year	20%	28%	23%	7%	7%	7%	6%	18%	12%	4%	0%	-11%	
COMBINED RIDERSHIP													
2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total to Date
Total Monthly Ridership	40,963	37,377	42,693	-	-	-	-	-	-	-	-	-	121,033
# of Operating Days	30	27	31	-	-	-	-	-	-	-	-	-	88
Total Service Hours	2,781	2,444	2,746										7,971
Average Daily Ridership (Weighted)	1,532	1,586	1,601										1,375
Passengers Per Service Hour (Pax/SH)	15	15	16										15
Operations Cost	\$ 253,540.39	\$ 230,469.07	\$ 250,939.82										\$ 734,949.28
Cost Per Passenger Trip	\$ 6.19	\$ 6.17	\$ 5.88										\$ 6.07
% Increase/Decrease from Prior Month	0%	3%	1%										
% Increase/Decrease from Prior Year	1%	-3%	-4%										-9%
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	40,171	40,273	543,334
# of Operating Days	30	28	30	30	30	30	30	31	29	31	29	30	358
Total Service Hours	2,781	2,556	2,713	2,781	2,781	2,634	2,781	2,826	2,589	2,893	2,601	2,555	32,489
Average Daily Ridership (Weighted)	1,516	1,642	1,673	1,756	1,811	1,777	1,792	1,917	1,827	1,818	1,572	1,530	1,518
Passengers Per Service Hour (Pax/SH)	15	16	16	17	17	17	17	19	18	17	15	16	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	\$ 221,512.32	\$ 216,798.18	\$ 2,727,746.55
Cost Per Passenger Trip	\$ 5.76	\$ 5.34	\$ 5.13	\$ 4.96	\$ 4.83	\$ 4.85	\$ 4.86	\$ 4.48	\$ 4.74	\$ 4.76	\$ 5.51	\$ 5.38	\$ 5.02

## Ridership Summary

In March 2025, the Emery Go-Round ridership increased 1% from the previous month and decreased 4% from the previous year.

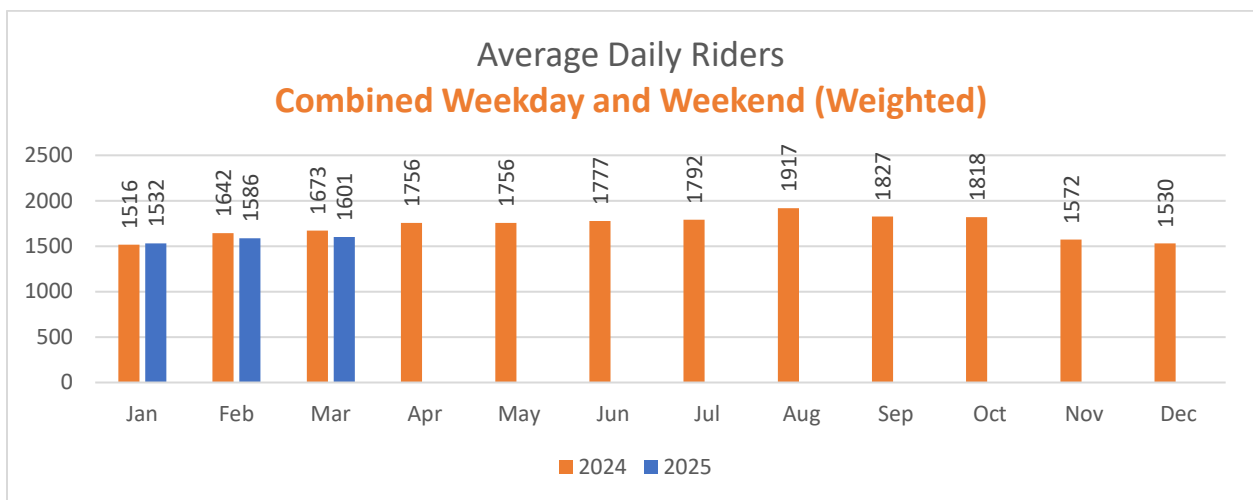
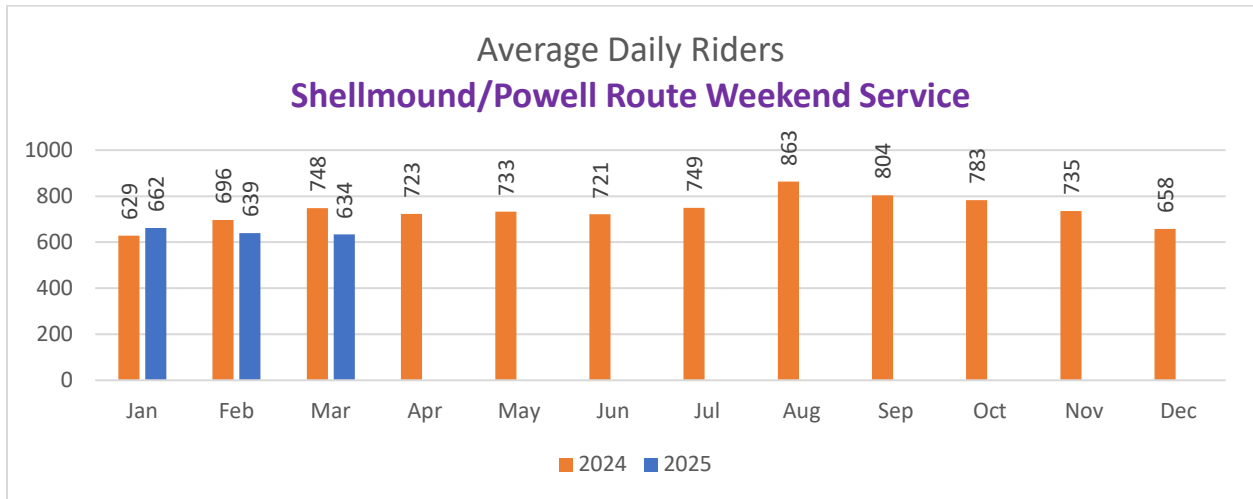
Weekday ridership peaked at 5:00 PM for the Hollis Route and 4:30 PM for the Shellmound/Powell Route. Saturday ridership peaked at 3:30PM and Sunday ridership peaked at 4:30 PM

## Average Daily Ridership Comparisons (YTD)

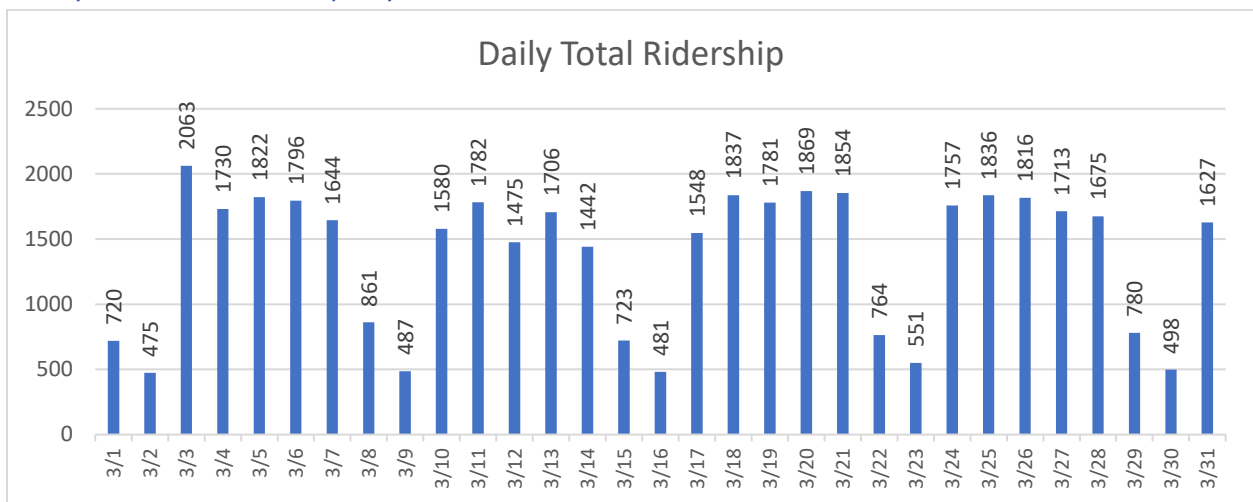




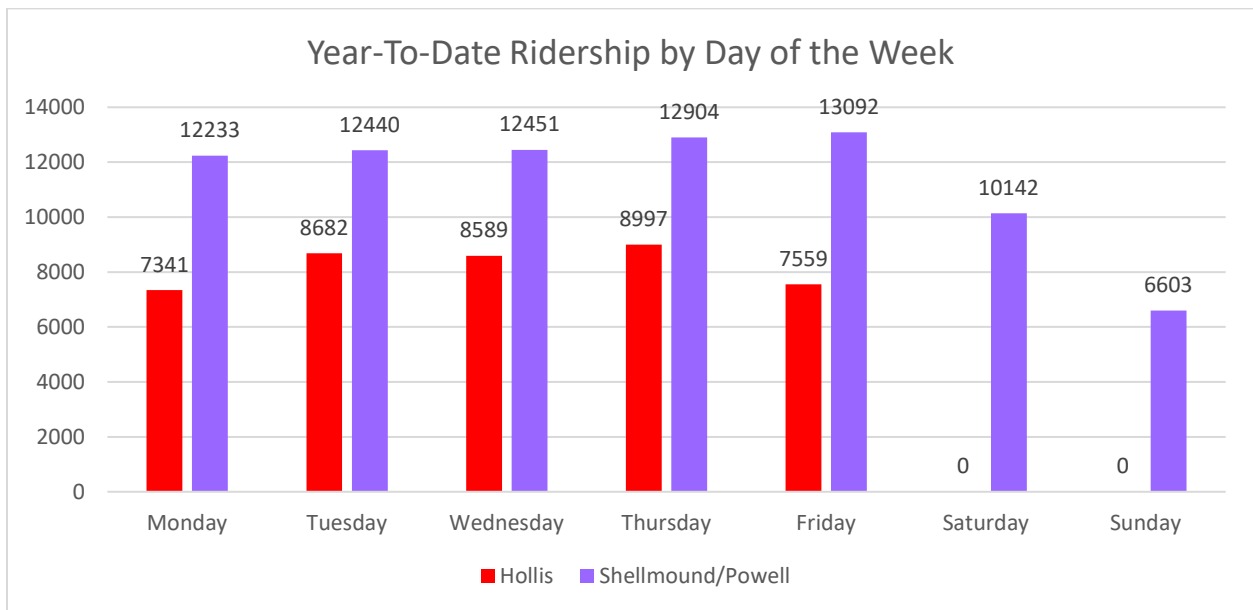
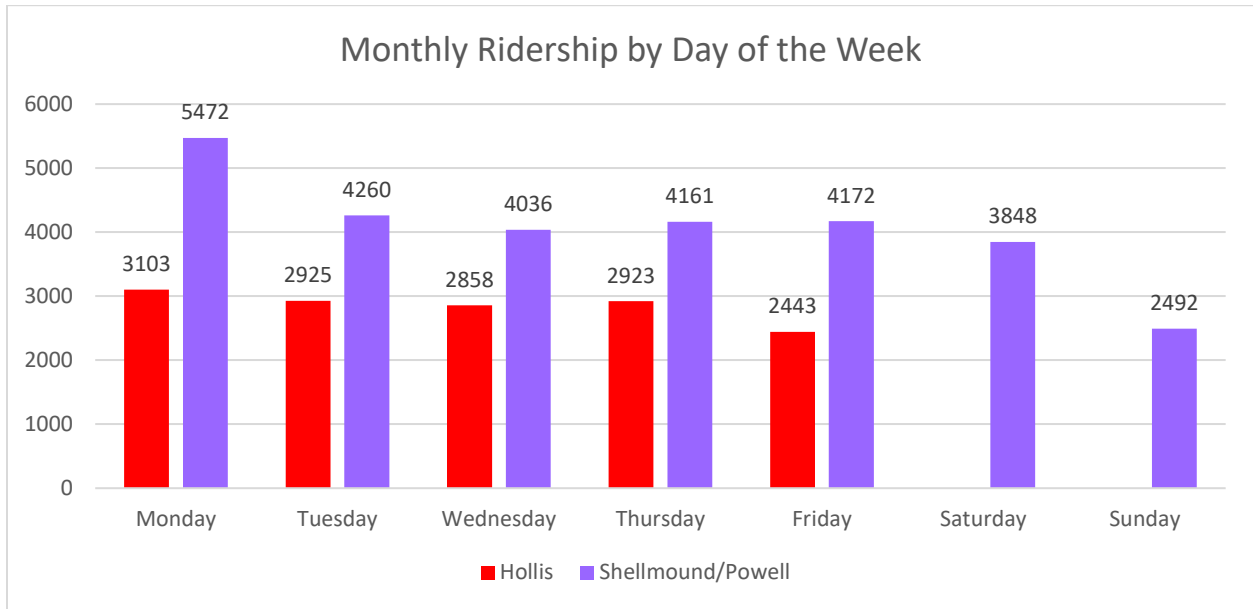
## Average Daily Ridership Comparisons (YTD) (cont'd)



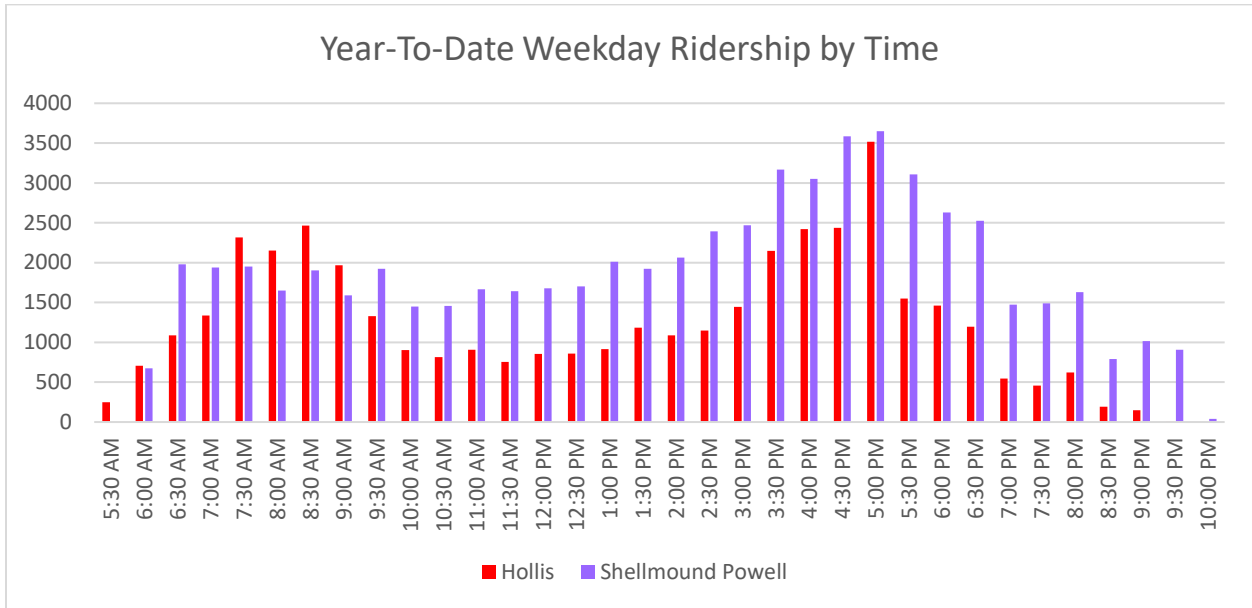
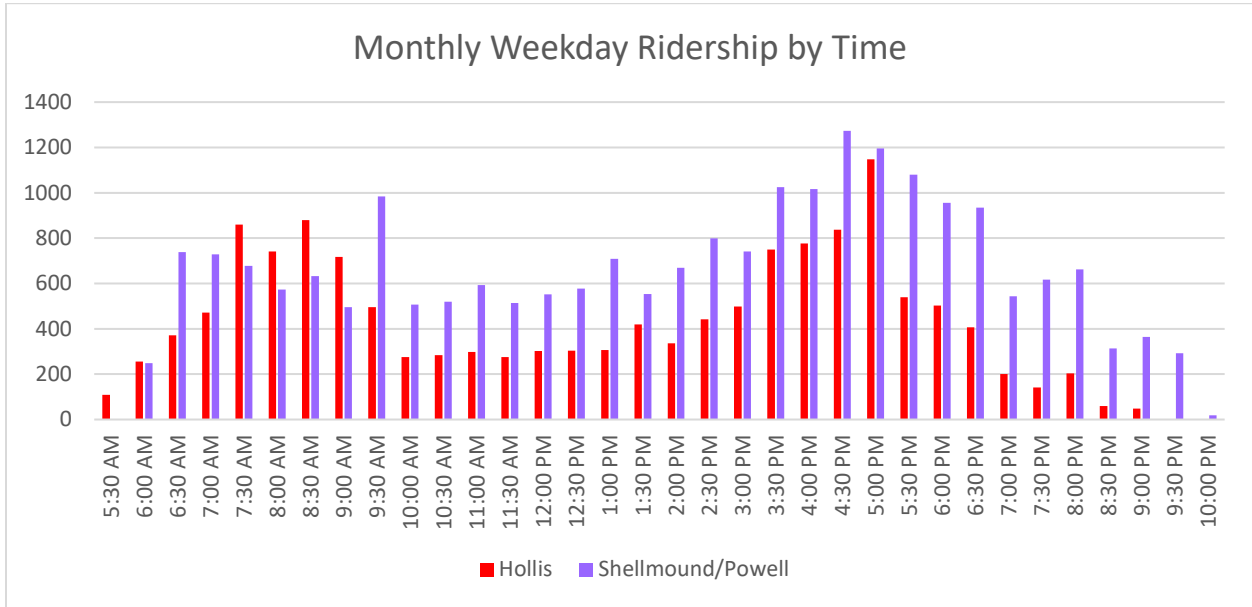
## Daily Total Ridership by Date



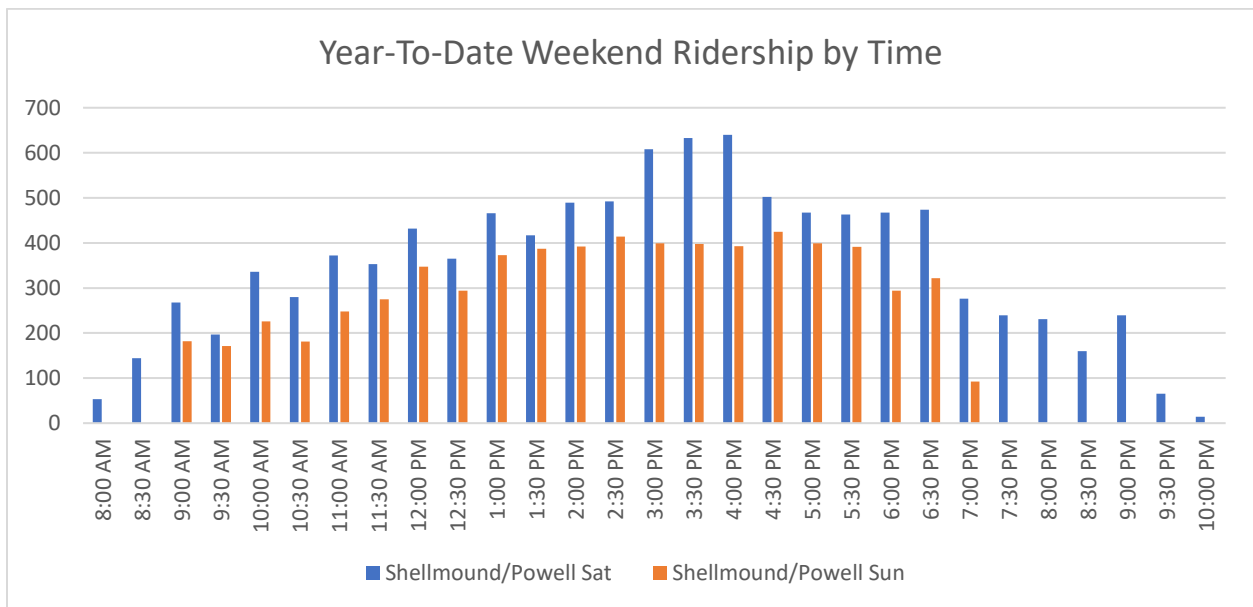
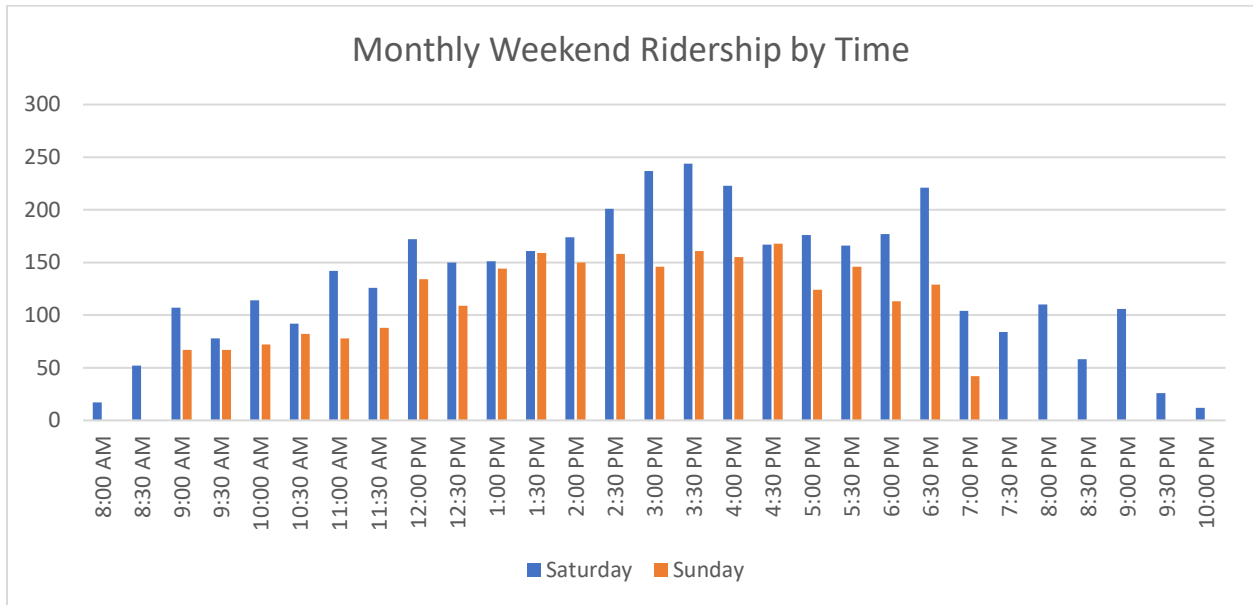
## Ridership by Day of the Week



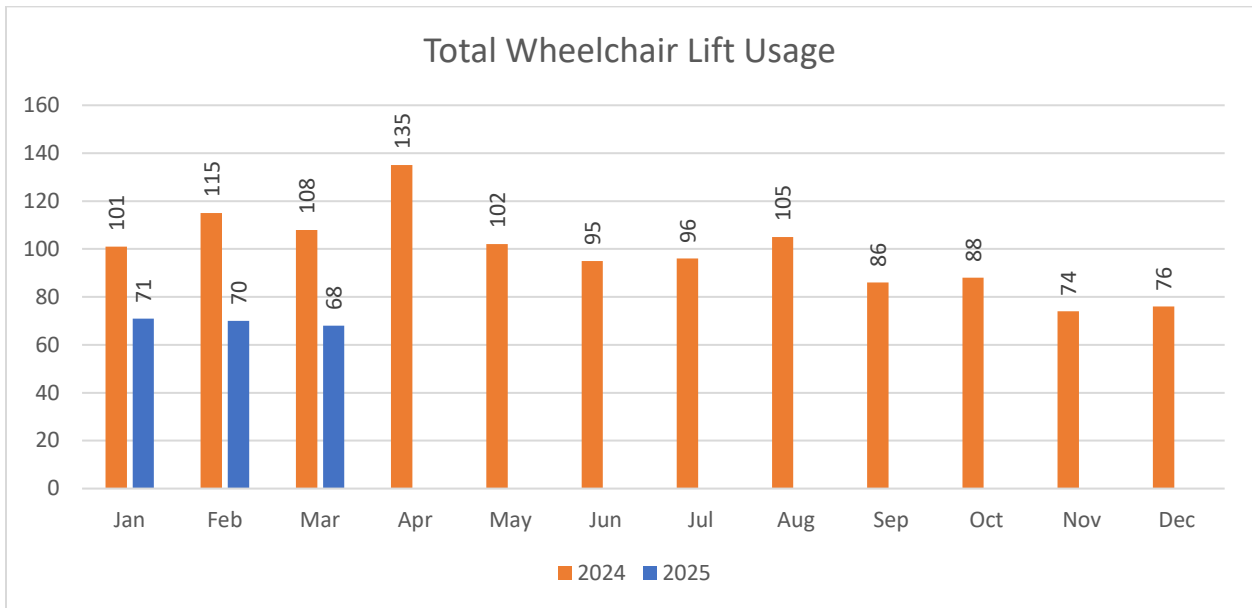
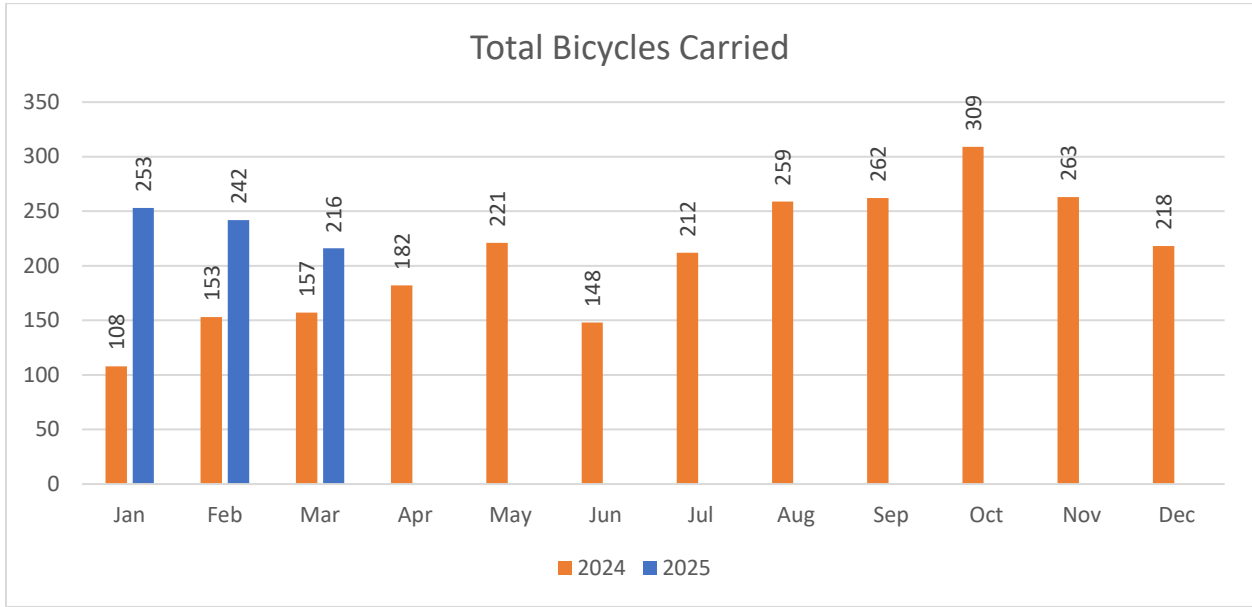
# Total Ridership by Time



## Total Ridership by Time, Cont'd



## Additional Ridership Data



## Total Use (Boarding & Alighting) by Stop

### Hollis Weekday Service

Hollis	Boarding	Alighting	Monthly Total Use	% of Monthly Total Use
MacArthur BART Station	6007	5869	11876	41.7%
Berkeley Bowl SB	1272	1252	2524	8.9%
Horton @ 59th (Amtrak) NB	230	1508	1738	6.1%
Hollis @ 59th NB	1543	195	1738	6.1%
Hollis @ 65th SB	1344	353	1697	6.0%
Park Ave @ San Pablo (IHOP) WB	707	759	1466	5.2%
Hollis @ 63rd SB	873	94	967	3.4%
Hollis @ 65th NB	122	782	904	3.2%
Hollis @ 53rd SB	703	168	871	3.1%
Hollis @ 59th SB	114	579	693	2.4%
Hollis @ 53rd NB	167	475	642	2.3%
Stanford Ave @ Horton WB	54	554	608	2.1%
Park Ave @ Pixar EB	392	200	592	2.1%
Emery St @ 40th EB	194	344	538	1.9%
Hollis @ 45th SB	299	159	458	1.6%
Hollis @ 64th NB	20	427	447	1.6%
Park Ave @ Pixar WB	96	323	419	1.5%
Hollis @ 45th NB	115	173	288	1.0%
<b>Total</b>	<b>14252</b>	<b>14214</b>	<b>28466</b>	<b>100.0%</b>

Year to Date Total Use	% of Year to Date Total Use
33954	41.3%
7732	9.4%
4984	6.1%
4919	6.0%
4400	5.4%
4500	5.5%
2804	3.4%
2678	3.3%
2533	3.1%
1995	2.4%
1904	2.3%
1743	2.1%
1644	2.0%
1737	2.1%
1266	1.5%
1395	1.7%
1258	1.5%
756	0.9%
<b>82202</b>	<b>100.0%</b>

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

Shellmound/Powell Weekday Service

Shellmound/Powell Weekday	Boarding	Alighting	Monthly Total Use	% of Monthly Total Use
MacArthur BART Station	6942	8080	15022	35.6%
40th @ San Pablo WB	1691	1145	2836	6.7%
Christie @ Trader Joe's SB	2074	619	2693	6.4%
40th @ San Pablo EB	1398	848	2246	5.3%
Shellmound @ Bay St (IKEA) NB	210	1877	2087	4.9%
Shellmound @ Christie NB	426	1446	1872	4.4%
Powell @ Police/Fire Station EB	1408	279	1687	4.0%
40th @ Horton EB	1016	610	1626	3.9%
40th @ Horton WB	538	970	1508	3.6%
40th @ Hollis WB	920	519	1439	3.4%
Powell @ Watergate Market WB	223	937	1160	2.7%
Christie @ 64th SB	272	708	980	2.3%
40th @ Emery WB	570	384	954	2.3%
The Towers	398	470	868	2.1%
40th @ Emery EB	252	582	834	2.0%
Shellmound @ Public Market NB	231	570	801	1.9%
Christie @ Public Market SB	467	310	777	1.8%
Powell @ The Marina	349	350	699	1.7%
65th @ Shellmound	201	485	686	1.6%
40th @ Hollis EB	456	170	626	1.5%
Powell @ Hilton Garden Inn WB	96	248	344	0.8%
Christie @ 65th SB	90	143	233	0.6%
Christie @ FedEx SB	106	109	215	0.5%
Shellmound @ Marriott SB	0	0	0	0.0%
<b>Total</b>	<b>20334</b>	<b>21859</b>	<b>42193</b>	<b>100.0%</b>

Year to Date Total Use	% of Year to Date Total Use
42712	34.4%
7629	6.2%
7794	6.3%
6718	5.4%
5912	4.8%
5328	4.3%
5079	4.1%
4833	3.9%
4518	3.6%
3576	2.9%
3332	2.7%
2555	2.1%
2790	2.2%
2509	2.0%
2723	2.2%
2288	1.8%
2233	1.8%
1699	1.4%
2196	1.8%
1877	1.5%
791	0.6%
498	0.4%
773	0.6%
3677	3.0%
<b>124040</b>	<b>100.0%</b>

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

Shellmound/Powell Weekend Service

Shellmound/Powell Weekend	Boarding	Alighting	Monthly Total Use	% of Monthly Total Use
MacArthur BART Station	1861	1943	3804	31.8%
Christie @ Trader Joe's SB	683	253	936	7.8%
Shellmound @ Bay St (IKEA) NB	85	784	869	7.3%
40th @ San Pablo WB	422	377	799	6.7%
40th @ San Pablo EB	366	343	709	5.9%
Shellmound @ Christie NB	171	486	657	5.5%
40th @ Horton EB	297	239	536	4.5%
40th @ Horton WB	253	262	515	4.3%
40th @ Hollis WB	270	133	403	3.4%
Powell @ Police/Fire Station EB	311	86	397	3.3%
65th @ Shellmound	120	216	336	2.8%
Shellmound @ Public Market NB	76	246	322	2.7%
40th @ Emery EB	63	202	265	2.2%
Powell @ The Marina	122	115	237	2.0%
40th @ Emery WB	162	68	230	1.9%
Powell @ Watergate Market WB	46	166	212	1.8%
40th @ Hollis EB	120	61	181	1.5%
Christie @ 64th SB	84	94	178	1.5%
Christie @ Public Market SB	73	45	118	1.0%
Powell @ Hilton Garden Inn WB	37	45	82	0.7%
The Towers	24	44	68	0.6%
Christie @ 65th SB	33	18	51	0.4%
Christie @ FedEx SB	22	27	49	0.4%
Shellmound @ Marriott SB	0	0	0	0.0%
<b>Total</b>	<b>5701</b>	<b>6253</b>	<b>11954</b>	<b>100.0%</b>

Year to Date Total Use	% of Year to Date Total Use
10071	30.8%
2424	7.4%
2261	6.9%
2077	6.3%
1771	5.4%
1712	5.2%
1450	4.4%
1441	4.4%
967	3.0%
1091	3.3%
935	2.9%
756	2.3%
783	2.4%
540	1.6%
668	2.0%
590	1.8%
485	1.5%
517	1.6%
358	1.1%
175	0.5%
162	0.5%
83	0.3%
207	0.6%
1226	3.7%
<b>32750</b>	<b>100.0%</b>



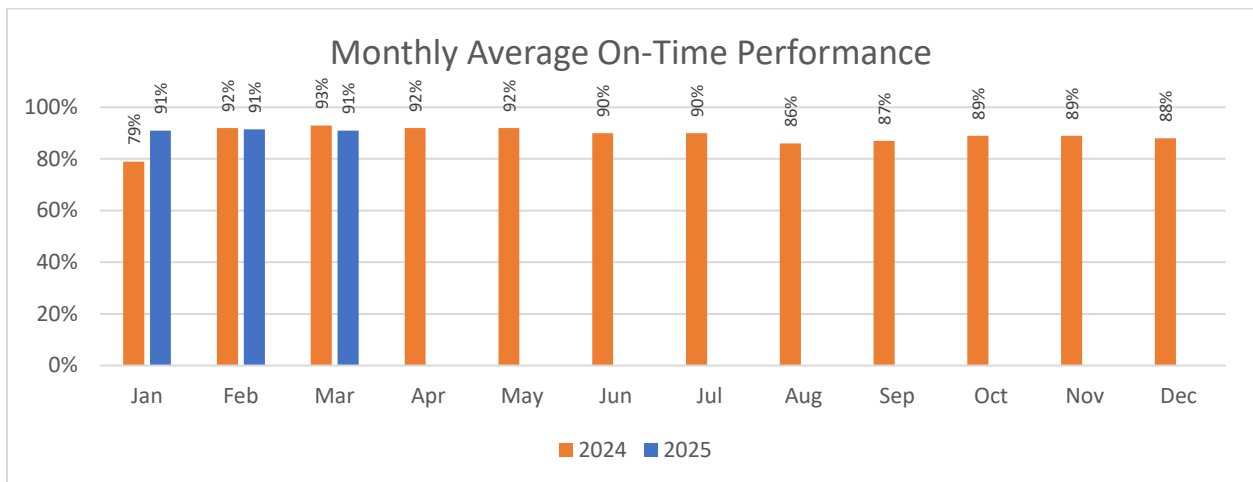
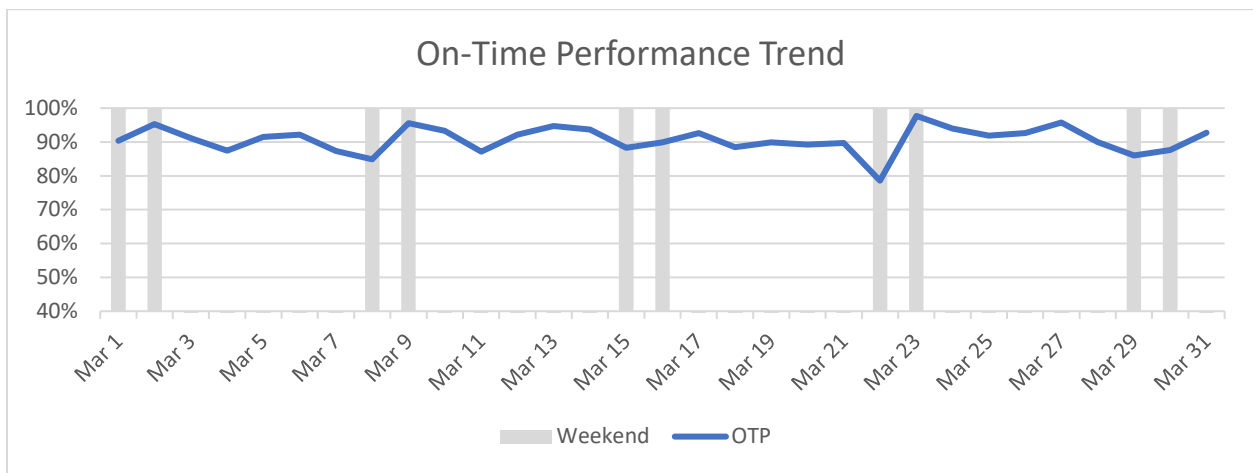
## On-Time Performance

On-Time Performance (OTP) 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.

Throughout the month:

- The Hollis Route averaged an OTP of 90%
- The Shellmound/Powell Weekday Route averaged an OTP of 93%
- The Shellmound/Powell Weekend Route averaged an OTP of 89%
- The Average Total Monthly OTP for all routes was 91%

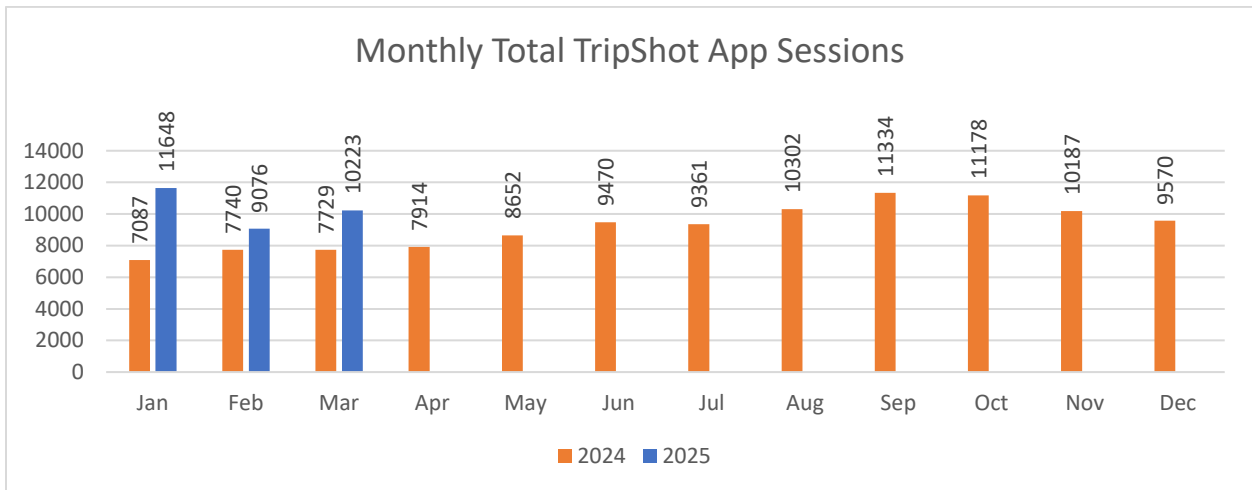
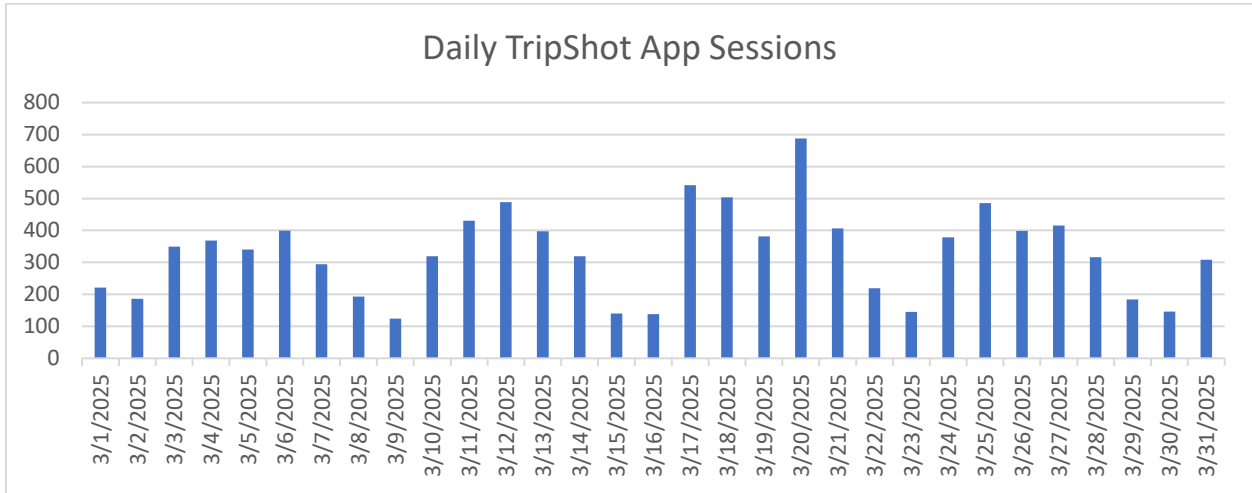


# TripShot App Usage

## 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: 10,223**





# EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

## STAFF REPORT MEMORANDUM

DATE: April 15, 2025  
 SUBJECT: Review and Consider Amending Article V, Section 20 (1) of the ETMA Bylaws allowing the removal of directors based on non-consecutive absences.

### Summary of Proposed Revision

It is proposed to modify the bylaws of the organization to revise the grounds under which a Director may be removed from office due to absences. This change modifies the criteria from requiring three (3) consecutive unexcused absences before removal, to allowing the removal of a Director to be removed, by vote of the majority of the board, after three (3) unexcused absences in a term-year (May through April), whether or not the absences were consecutive.

### Proposed Revision

<b>ARTICLE V, SECTION 20: Removal</b>	
<b>Current Grounds for Removal of a Director</b>	<b>Proposed Grounds for Removal of a Director</b>
<p>A Director may be removed from office under any of the following circumstances:</p> <ul style="list-style-type: none"> <li>(1) The Director has three (3) <b>consecutive</b> unexcused absences from Board meetings. Such Director may be removed from office by a vote of a majority of the Board as further specified by Board policy.</li> <li>(2) The Director is removed for good cause, as provided by law, by a vote of a majority of the Board.</li> <li>(3) The Designated Director is removed by the entity who designated him or her.</li> </ul>	<p>A Director may be removed from office under any of the following circumstances:</p> <ul style="list-style-type: none"> <li>(1) The Director has three (3) unexcused absences from Board meetings <b>within a term-year, May through April</b>. Such Director may be removed from office by a vote of a majority of the Board as further specified by Board policy.</li> <li>(2) The Director is removed for good cause, as provided by law, by a vote of a majority of the Board.</li> <li>(3) The Designated Director is removed by the entity who designated him or her.</li> </ul>



# EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

## STAFF REPORT MEMORANDUM

DATE: April 15, 2025  
SUBJECT: Review and Consider Request for Charter Service for Fishnets & Film

### Event Description

The non-profit, Fishnets & Film, Inc., based here in Emeryville, is planning an event in which guests will tour around Emeryville to explore what participating businesses have to offer. The stops will link guests with businesses to check out their wares, engage in a fun activity, become members if applicable, and learn more of what Emeryville has to offer. The tour will be guided by Drag performers or similar LGBTQ+ performers, who will offer non-stop joy and entertainment while accompanying guests. The Host would share stories, as well as information about the city of Emeryville, and also encourage folks to share their own stories in between stops. The tone and content of the experience would be an uplifting & inspiring escape for folks while they indulge in self-care and community.

### Event Details

- When: Saturday, June 7 from 5:00 PM to 7:00 PM
- Where: Start/End at Bay Street
  - Alliant University
  - Topsy Putt
  - Hilton Garden Inn
  - Orange Theory Fitness
  - Other pre-determined stops in discussion
- Who: The experience would initially target adults, professionals, potential customers or members for the participating stops. However, the experience would also be open to families, with the exception of the Topsy Putt stop, which has a 21+ age limit after 5pm.
- Cost: This will be a private, ticketed event with payments made prior to boarding. They will not accept walk-ins.
- Vehicle: One shuttle operating the tour
  - They would like to decorate the interior with seat covers or fabric that can easily be set-up and broken down. They have a partnership with a Fabric store and are thinking of designing slips for the seats, with their support.
  - No decorations would be permanent or cause damage.

### Request

The organization would like to charter one Emery Go-Round shuttle and driver to operate this event. They request access to the vehicle 1 hour before the event to set up and 1 hour after the event to clean up.