



## Citizens Advisory Committee Meeting Agenda

Thursday, July 26, 2012, 5:30 to 8:30 p.m.

Union City City Hall at 34009 Alvarado-Niles Road, Union City, CA 94587

### Meeting Outcomes:

- Discuss FY 12-13 CAC outreach goals and objectives
- Receive updates on Alameda CTC and CAC outreach efforts
- Actively participate in the South County Transportation Forum

#### 5:30 – 5:35 p.m. 1. Welcome and Introductions

Barry Ferrier

#### 5:35 – 5:40 p.m. 2. Public Comment

Public

#### 5:40 – 5:45 p.m. 3. Approval of June 21, 2012 Minutes

Barry Ferrier

[03 CAC Meeting Minutes 06212.pdf](#) – Page 1

#### 5:45 – 6:20 p.m. 4. CAC Outreach Goals and Objectives

Barry Ferrier

*CAC members will have a general discussion on achieving CAC goals and objectives and receive an update from the CAC Outreach Subcommittee.*

[04 Memo from Chair Outreach.pdf](#) – Page 5

#### 6:20 – 6:25 p.m. 5. CAC Member/Outreach Reports

Staff

[05 CAC Roster.pdf](#) – Page 7

[05A CAC Supervisorial Districts Map.pdf](#) – Page 9

#### 6:25 – 6:30 p.m. 6. Staff Reports

Staff

##### A. Staff Overview of Outreach Materials and Website Report

[06A Memo Website and ConstantContact Analytics.pdf](#) – Page 11

[06A1 Glossary.pdf](#) – Page 21

#### 6:30 – 8:30 p.m. 7. South County Transportation Forum & Open House

CAC Members,  
Staff, and Public

[07 South County Transportation Forum Flyer.pdf](#) –  
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8:30 p.m.                      **8. Adjournment**

I

*Key: A – Action Item; I – Information/Discussion Item; full packet available at [www.alamedactc.org](http://www.alamedactc.org)*

**Next Meeting:**

Date:     October 18, 2012

Time:     5:30 to 6:30 p.m.

Location: Alameda CTC Offices, 1333 Broadway, Suite 220, Oakland, CA 94612

**Staff Liaisons:**

Tess Lengyel, (510) 208-7428, [tlengyel@alamedactc.org](mailto:tlengyel@alamedactc.org)

Laurel Poeton, (510) 208-7415, [lpoeton@alamedactc.org](mailto:lpoeton@alamedactc.org)

Angie Ayers, (510) 208-7450, [aayers@alamedactc.org](mailto:aayers@alamedactc.org)

**Location Information for South County Transportation Forum:** Union City City Hall; 34009 Alvarado-Niles Road, Union City, CA, 94587; (510) 471-3232.

**Transit Access to City Hall from Union City BART Station:**

- Walking (18 minutes): From BART parking lot, turn LEFT onto Decoto Road. At Alvarado-Niles Road, turn RIGHT. City Hall will be three blocks ahead on the left.
- Bus from BART (2 minutes): Take Union City Transit (#1A or #1B) or AC Transit (#97/Bayfair). Exit bus on Alvarado Niles Road at “H” Street. To plan your trip or to find more information, call 511 or visit 511.org.

**Public Comment:** Members of the public may address the committee regarding any item, including an item not on the agenda. All items on the agenda are subject to action and/or change by the committee. The chair may change the order of items.

**Accommodations/Accessibility:** Meetings are wheelchair accessible. Please do not wear scented products so that individuals with environmental sensitivities may attend. Call (510) 893-3347 (voice) or (510) 834-6754 (TTD) five days in advance to request a sign-language interpreter.



**Alameda CTC Citizens Advisory Committee Meeting Minutes**  
**Thursday, June 21, 2012, 5:30 p.m., 1333 Broadway, Suite 300, Oakland**

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Attendance Key (A = Absent, P = Present)

**Members:**

<u>P</u> Cynthia Dorsey, Chair	<u>A</u> Alton Jefferson	<u>P</u> Mark Posson
<u>P</u> Barry Ferrier, Vice Chair	<u>P</u> Roop Jindal	<u>P</u> Michelle Powell
<u>P</u> Val Chinn	<u>P</u> Dennis Jones	
<u>P</u> Joseph Collier	<u>P</u> Audrey LePell	
<u>P</u> Frances Hilliard	<u>P</u> Harpal Mann	

**Staff:**

<u>P</u> Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation	<u>P</u> Angie Ayers, Acumen Building Enterprise, Inc.
<u>P</u> Laurel Poeton, Assistant Transportation Planner	

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**1. Welcome and Introductions**

Chair Cynthia Dorsey called the meeting to order at 5:35 p.m. The meeting began with introductions.

Cynthia stated that in November, Alameda County residents have the opportunity to vote for the Transportation Expenditure Plan (TEP) measure on the ballot. She informed the committee that if the TEP passes, it will provide funds for the transit agencies, transit passes for students, local streets and roads upgrades, paratransit programs, any other transportation investments throughout the county. Cynthia mentioned that it's important for the CAC to help educate the public on the TEP. She suggested that members write down two names of places that Alameda CTC staff can visit to educate the public about the TEP. Staff reminded the members that if they are representing the Alameda CTC with outreach, they cannot explicitly tell the public how to vote on the TEP.

**Guest(s) present:** None

**2. Public Comment**

There were no public comments.

**3. Approval of April 19, 2012 Minutes**

*Frances Hilliard moved to approve the April 19, 2012 minutes. Barry Ferrier seconded the motion. The motion carried (9-0) with two abstentions, Dennis Jones and Michelle Powell.*

#### 4. Election of FY 12-13 Chair and Vice Chair

*Dr. Roop Jindal nominated Barry Ferrier as chair and Cynthia Dorsey as vice chair. Harpal Mann seconded the motion. The motion passed unanimously (11-0).*

#### 5. Approval of CAC Bylaws and FY 12-13 Calendar

CAC Bylaws: Tess Lengyel led the discussion on the CAC bylaws. She mentioned that the CAC reviews its bylaws annually at the organizational meeting, and the review process is scheduled each year to allow staff and the CAC to update the bylaws to reflect current practices or to improve the way the committee functions. Members stated that in Article 3.1, the number of members totals 22, and the committee has many vacancies. Members asked: How can we get appointers to fill the vacancies?

Tess stated that if the CAC members know people interested in transportation to speak with them about joining the committee. She explained that on a quarterly basis, the Alameda CTC writes the appointers and lets them know the status of their appointments. Members inquired if they can change their appointers. Tess informed the members that the term for all community advisory committee members is for two years, and members can ask to be appointed by someone else or resign, if they wish.

For the benefit of new members, Tess explained the genesis of the CAC and the bylaws. She informed the committee that after the transportation sales tax measure passed in 1986, the CAC was formed, and the Alameda County Transportation Authority generated bylaws to provide structure, guidance, and define the roles and responsibilities of the committee and its members. In 2000, the second transportation sales tax measure passed, and three additional committees were added. Tess informed the committee that the role of the CAC has remained the same since 1986.

Staff will modify the bylaws as follows:

- Article 2.2.2, change the second sentence to read: Encourage citizens to visit the Alameda CTC website ([www.alamedactc.org](http://www.alamedactc.org)) for more information on projects and programs and encourage subscribing to the e-newsletter and the e-notifier service.

Barry Ferrier stated that he will e-mail additional changes to article 2.2.2 to staff, and staff will incorporate Barry's changes and bring the final bylaws back to the CAC at a future meeting.

*Harpal Mann moved to approve the bylaws with the above change. Joseph Collier seconded the motion. The motion carried unanimous (11-0).*

Calendar: CAC members suggested that Alameda CTC consider moving the North County Transportation Forum in October to another venue. The members also suggested that the Commissioners should be present, and CAC members could invite their family and friends to attend. Tess stated that there is flexibility, and staff can look at different venues for the October transportation forum. The members also suggested that the Alameda CTC publish the July transportation forum flyer more broadly in various newspapers. A member

suggested that Alameda CTC invite the California Department of Transportation and the Santa Clara Valley Transportation Authority to have a table at the July transportation forum.

The committee did not take action on the CAC calendar, and staff will bring the item back at a later meeting.

#### **6. Alameda CTC Overview Presentation**

Tess Lengyel gave a presentation entitled *Decade of Progress*. The presentation highlighted the half-cent transportation sales tax measure and its impact on delivery results for major transportations programs and projects throughout Alameda County, along with the resultant economic vitality, community benefits such as improved mobility, best value for public funds, environmental sustainability, and forward-thinking solutions.

#### **7. Discussion of Overall CAC FY 12-13 Plan for Communications and Outreach**

Tess and Laurel Poeton led the discussion on the overall CAC plan for communications and outreach for the coming year. Laurel requested CAC members to contact their Rotary club, Kiwanis club, and chambers of commerce as well as other organizations to perform outreach. Laurel provided the committee with a list of outreach opportunities and locations. Staff expects the CAC members to fulfill their outreach responsibilities and report back to the committee at the quarterly meetings.

During this discussion, CAC members provided the following feedback on how to perform effective outreach on behalf of the Alameda CTC and how to use the time of the committee members more efficiently.

- What should the CAC support or do for the new measure?
  - Contact the Rotary and Kiwanis clubs.
  - Pass out materials related to the 2012 Transportation Expenditure Plan.
- Brainstorm to learn how to use everyone's valuable time.
- Make the CAC meeting more efficient.
- Add the use of technology to promote and educate the public on the upcoming measure and Alameda CTC.
  - Create a Webinar to assist with the outreach efforts.
- The committee said that people do not go to public meetings, and another method is needed to get the word out.
- Create more flexibility on the Alameda CTC website.
  - Make the website easy to update and use.
- Use the existing infrastructure to assist with outreach efforts.
  - Contact the cities, City Managers Association, and Alameda County Conference of Mayors and clubs.

Tess informed the committee that Alameda CTC launched both a [Twitter feed](#) and a [Facebook page](#). She let them know that the Alameda CTC website will have a new look in July 2012.

The following members volunteered for the CAC Outreach Subcommittee to continue on the CAC outreach discussion and to further define the CAC's outreach plan for FY 12-13:

- Cynthia Dorsey
- Barry Ferrier
- Harpal Mann
- Mark Posson
- Michelle Powell

Staff will work with members to set up a meeting prior to the next CAC meeting on July 26<sup>th</sup>.

**8. Staff Overview of Outreach Materials and Website Report**

Due to time constraints, staff requested the members review the materials in the agenda packet.

**9. CAC Member/Outreach Reports**

None

**10. Staff Reports**

**A. Countywide Transportation Plan and Transportation Expenditure Plan**

Due to time constraints, staff requested the members review the materials in the agenda packet.

**11. Adjournment**

The meeting adjourned at 7:40 p.m. The next CAC meeting along with the South County Transportation Forum is on Thursday, July 26, 2012 at Union City City Hall.



# CAC Outreach Planning and Review

## *Quarterly Committee Assessment*

### BACKGROUND

The Citizens Advisory Committee (CAC) was created during the first authorization of Measure B in 1986, to serve as a liaison between the Authority and the general public. The CAC, along with Alameda CTC and partners, hosts Quarterly Transportation Forums throughout the County to help fulfill this charge. For each meeting and Transportation Forum, consider the questions below.

**Come to each meeting prepared to discuss.**

### GOALS & OBJECTIVES

#### WHAT is the Purpose of CAC?

1. Serve as a liaison between Alameda CTC and the public
2. Engage members of the public around the following:
  - How Measure B sales tax dollars are being allocated, invested, and leveraged throughout Alameda County
  - What projects and programs have been provided to date
  - What benefits have been provided by Measure B and its implementation
  - Information about the four community advisory committees and their roles (CAC, CWC, PAPCO, BPAC)
  - Act as a conduit for public input
  - Ideas involving local transportation improvements and needs related to Measure B
  - Concerns around Measure B-funded projects and programs

#### WHO is it CAC should be trying to reach?

1. Alameda County residents, voters, and commuters

- Parents with kids - especially school age
  - Senior citizens and related groups
  - People with disabilities and related groups
  - Public transportation users
  - Drivers of all ages
  - Walkers and Bicyclists
2. Members of the Business Community and employees
  3. Community Stakeholder Groups and Organizations

## **WHEN** should CAC members perform outreach?

1. Leading up to the Quarterly Transportation Forums, highlighting:
  - direct access to project and program sponsors
  - updates on local projects and programs
  - information for local small businesses about contracting opportunities

## **HOW** should CAC be providing outreach?

1. **Enroll** new subscribers to ALAMEDA CTC's *e-newsletter*
2. **Coordinate** presentations to organizations and groups in your network
3. **Distribute:**
  - Transportation Forum flyers
  - CAC Business Cards
  - Newsletter hard copies
  - Access Alameda Guides (for Paratransit service information)
  - Wheelchair and Scooter Breakdown Transportation Service brochure
  - Annual Reports
4. **Talk** about Measure B to as many individuals and groups as possible; incorporate the CAC Outreach Speaking Points.
5. **Think** outside the box about outlets available to get information out and conversations started.

### ***Considerations for Each Meeting***

- How can CAC members improve outreach efforts?
- How much time should be invested in the outreach effort?
- What kind of information should we be gleaning from the community?
- How can members improve outreach effectiveness?



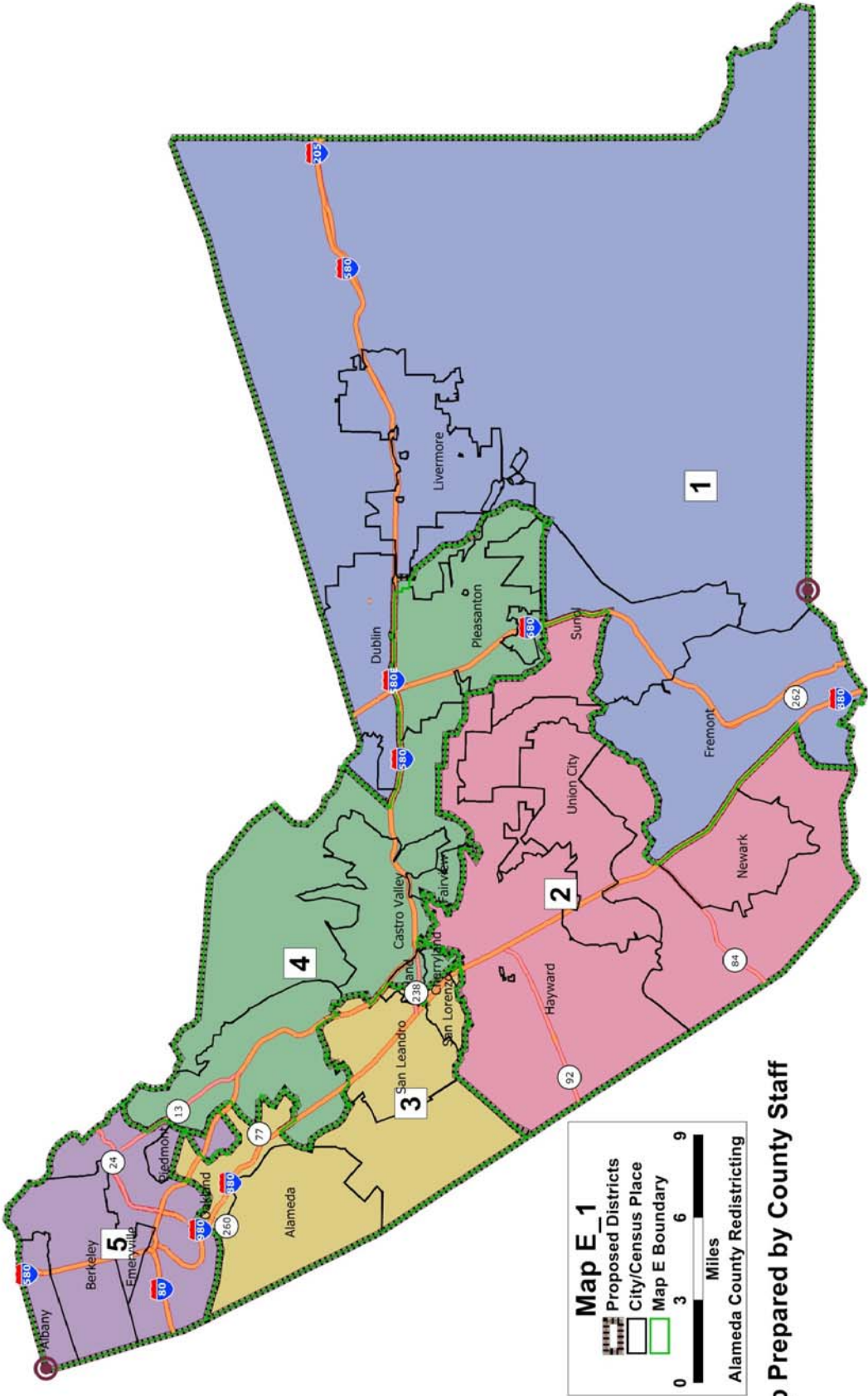
**Alameda County Transportation Commission**  
**Citizen Advisory Committee**  
**Roster and Attendance**  
**Fiscal Year 2012/2013**

CAC Meeting 07/26/12  
Attachment 05

	Title	Last Name	First Name	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '12*
1	Mr.	Ferrier, Chair	Barry	Union City	City of Union City Mayor Mark Green	Jan-04	Apr-12	Apr-14	0
2	Ms.	Dorsey, Vice-Chair	Cynthia	Oakland	Alameda County Supervisor Keith Carson, D-5	Feb-02	Apr-12	Apr-14	0
3	Ms.	Chinn	Val	Hayward	City of Livermore Mayor John Marchand	Dec-99	Jan-12	Jan-14	0
4	Mr.	Collier	Joseph	San Leandro	City of San Leandro Councilmember Joyce Starosciak	Dec-09	Jan-12	Jan-14	0
5	Ms.	Hilliard	Frances	Oakland	City of Oakland Councilmember Larry Ried	Jun-02	Feb-10	Feb-12	0
6	Mr.	Jefferson	Alton	San Leandro	Alameda County Supervisor Wilma Chan, D-3	Sep-08	Sep-10	Sep-12	0
7	Dr.	Jindal	Roop	Hayward	Alameda County Supervisor Scott Haggerty, D-1	Oct-03	Jan-12	Jan-14	0
8	Mr.	Dennis	Jones	Fremont	BART Director Tom Blalock	Apr-12		Apr-14	0
9	Ms.	LePell	Audrey	Hayward	City of Hayward Councilmember Olden Henson	May-04	Jan-12	Jan-14	0
10	Mr.	Mann	Harpal	Union City	Alameda County Supervisor Nadia Lockyer, D-2	Mar-11		Mar-13	0

**Alameda County Transportation Commission**  
**Citizen Advisory Committee**  
**Roster and Attendance**  
**Fiscal Year 2012/2013**

	<b>Title</b>	<b>Last Name</b>	<b>First Name</b>	<b>City</b>	<b>Appointed By</b>	<b>Term Began</b>	<b>Re-apptmt.</b>	<b>Term Expires</b>	<b>Mtgs Missed Since July '12*</b>
11	Mr.	Posson	Mark	Pleasanton	City of Pleasanton Mayor Jennifer Hosterman	Jan-12		Jan-14	0
12	Ms.	Powell	Michelle	Fremont	City of Fremont Vice Mayor Suzanne Chan,	Jan-12		Jan-14	0
13		Vacancy			Alameda County Supervisor Nate Miley, D-4				
14		Vacancy			AC Transit Director Greg Harper				
15		Vacancy			City of Alameda Vice Mayor Rob Bonta				
16		Vacancy			City of Albany Mayor Farid Javandel				
17		Vacancy			City of Berkeley Councilmember Laurie Capitelli				
18		Vacancy			City of Dublin Mayor Tim Sbranti				
19		Vacancy			City of Emeryville Councilmember Ruth Atkin				
20		Vacancy			City of Newark Vice Mayor Luis Freitas				
21		Vacancy			City of Oakland Councilmember Rebecca Kaplan				
22		Vacancy			City of Piedmont Mayor John Chiang				



Map Prepared by County Staff

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13 July 2012

## Memorandum

TO: Barry Ferrier, Chair, and Members of the Alameda CTC Citizens  
Advisory Committee

FR: Ellie Fiore, MIG, Inc.

RE: Alameda CTC Website Analytics and e-News Database Report

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Attached for your review are reports on website "hits" for the Alameda CTC website ([www.alamedactc.com](http://www.alamedactc.com)) and on the e-newsletter database and "hits" (via Constant Contact). Please note that for the website statistics in Section 1 we compare the month (June 12, 2012 – July 10, 2012), to the previous month (May 14, 2012 – June 11, 2012).

### 1. Website Report: Current quarter vs. prior quarter

#### Key Findings:

- ✓ Total visits up more than 25% over previous period
- ✓ Absolute unique visitors up more than 16%
- ✓ Number of pageviews up almost 62%
- ✓ New visits declined by 3%
- ✓ Average pageviews up 61.89%
- ✓ Average time on site increased almost 35%

The past month has seen positive trends in website traffic. This time period included the transition from the old site to the re-designed website, though the site had not yet been publicized at the time of this report.

Traffic seems to have been driven by job postings, contract opportunities and the release of the Draft Bicycle and Pedestrian Plans.

### 2. Constant Contact Database and Email Tracking – shows data on # new contacts, removed contacts, overall growth and total database; also shows data on opens, click-throughs, bounces, etc., for the most recent emails sent via Constant Contact.

## Key Findings:

### Database:

- ✓ Since our report last month, our total contact base has grown by 184 contacts. The database has grown substantially in recent months, including 237 new contacts in June and 52 between July 1<sup>st</sup> and 12<sup>th</sup>. This is likely due to attendance at public outreach events.

### Email Tracking:

- ✓ In the last month, we have seen an average open rate of 30.45% and a click rate of 16.7% for two emails.
- ✓ Both the open rate and click rate are higher than the industry average for government agencies.

Our bounce rate has remained at about 14%, similar to what it was at the time of our previous report. Staff will be cleaning up the database in July to ensure we are sending to valid email addresses only.

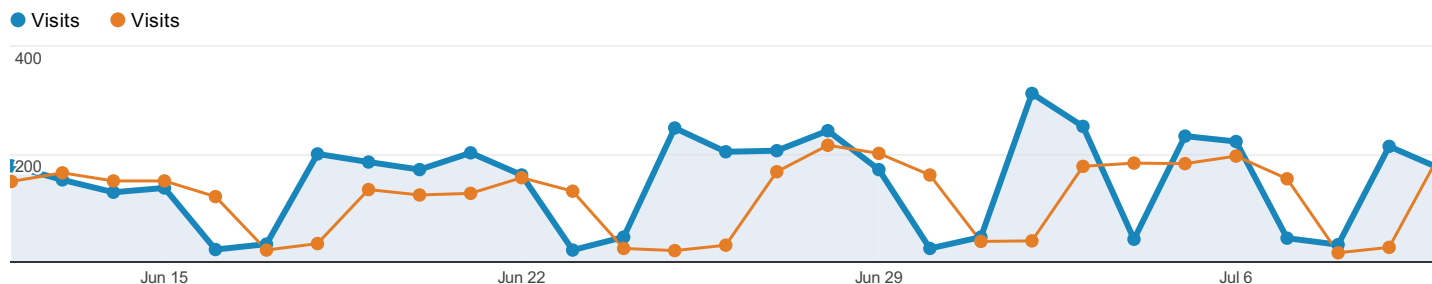
## Visitors Overview

Jun 12, 2012 - Jul 10, 2012

Compare to: May 14, 2012 - Jun 11, 2012

change in % of visits: +0.00%

### Overview



## 2,131 people visited this site



**Visits: 23.06%**

4,306 vs 3,499



**Unique Visitors: 16.26%**

2,131 vs 1,833



**Pageviews: 61.89%**

29,483 vs 18,212



**Pages / Visit: 31.55%**

6.85 vs 5.20



**Avg. Visit Duration: 34.96%**

00:06:04 vs 00:04:30



**Bounce Rate: 3.52%**

36.72% vs 35.47%



**% New Visits: -3.19%**

38.90% vs 40.18%















**61.05% Returning Visitor**

2,629 Visits

**38.95% New Visitor**

1,677 Visits

Language		Visits	% Visits
1.	en-us English (US)		
	Jun 12, 2012 - Jul 10, 2012	4,243	98.54%
	May 14, 2012 - Jun 11, 2012	3,450	98.60%
	% Change	22.99%	-0.06%
2.	en English		
	Jun 12, 2012 - Jul 10, 2012	33	0.77%
	May 14, 2012 - Jun 11, 2012	31	0.89%
	% Change	6.45%	-13.50%
3.	zh-cn Chinese		
	Jun 12, 2012 - Jul 10, 2012	8	0.19%
	May 14, 2012 - Jun 11, 2012	2	0.06%
	% Change	300.00%	225.03%
4.	en-gb English (UK)		
	Jun 12, 2012 - Jul 10, 2012	4	0.09%
	May 14, 2012 - Jun 11, 2012	2	0.06%

<b>% Change</b>		<b>100.00%</b>	<b>62.52%</b>
5.	<a href="#">ja</a> Japanese		
	Jun 12, 2012 - Jul 10, 2012	3	 0.07%
	May 14, 2012 - Jun 11, 2012	0	 0.00%
<b>% Change</b>		<b>100.00%</b>	<b>100.00%</b>
6.	<a href="#">c</a> Czech		
	Jun 12, 2012 - Jul 10, 2012	2	 0.05%
	May 14, 2012 - Jun 11, 2012	0	 0.00%
<b>% Change</b>		<b>100.00%</b>	<b>100.00%</b>
7.	<a href="#">es</a> Spanish		
	Jun 12, 2012 - Jul 10, 2012	2	 0.05%
	May 14, 2012 - Jun 11, 2012	1	 0.03%
<b>% Change</b>		<b>100.00%</b>	<b>62.52%</b>
8.	<a href="#">de-de</a> German		
	Jun 12, 2012 - Jul 10, 2012	1	 0.02%
	May 14, 2012 - Jun 11, 2012	0	 0.00%
<b>% Change</b>		<b>100.00%</b>	<b>100.00%</b>
9.	<a href="#">el</a> Greek		
	Jun 12, 2012 - Jul 10, 2012	1	 0.02%
	May 14, 2012 - Jun 11, 2012	0	 0.00%
<b>% Change</b>		<b>100.00%</b>	<b>100.00%</b>
10.	<a href="#">en_us</a> English (US)		
	Jun 12, 2012 - Jul 10, 2012	1	 0.02%
	May 14, 2012 - Jun 11, 2012	1	 0.03%
<b>% Change</b>		<b>0.00%</b>	<b>-18.74%</b>

[view full report](#)

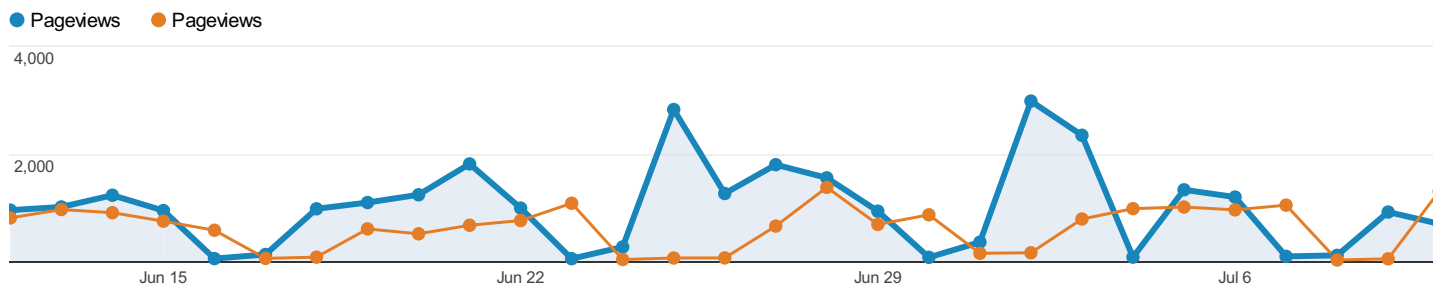


## Content Overview

Jun 12, 2012 - Jul 10, 2012  
Compare to: May 14, 2012 - Jun 11, 2012

change in % of pageviews: +0.00%

### Overview



Pages on this site were viewed a total of 29,483 times



**Pageviews: 61.89%**

29,483 vs 18,212



**Unique Pageviews: 52.92%**

16,598 vs 10,854



**Avg. Time on Page: -2.94%**

00:01:02 vs 00:01:04



**Bounce Rate: 3.52%**












36.72% vs 35.47%



**% Exit: -23.98%**

14.61% vs 19.21%

Page	Pageviews	% Pageviews
1. /		
Jun 12, 2012 - Jul 10, 2012	4,606	15.62%
May 14, 2012 - Jun 11, 2012	3,351	18.40%
<b>% Change</b>	<b>37.45%</b>	<b>-15.09%</b>
2. /events/month/now Calendar		
Jun 12, 2012 - Jul 10, 2012	1,044	3.54%
May 14, 2012 - Jun 11, 2012	844	4.63%
<b>% Change</b>	<b>23.70%</b>	<b>-23.59%</b>
3. /app_pages/view/4681 Projects		
Jun 12, 2012 - Jul 10, 2012	906	3.07%
May 14, 2012 - Jun 11, 2012	719	3.95%
<b>% Change</b>	<b>26.01%</b>	<b>-22.16%</b>
4. /app_pages/view/3998 Opportunities		
Jun 12, 2012 - Jul 10, 2012	709	2.40%
May 14, 2012 - Jun 11, 2012	777	4.27%
<b>% Change</b>	<b>-8.75%</b>	<b>-43.63%</b>
5. /app_pages/view/7 About Us		
Jun 12, 2012 - Jul 10, 2012	679	2.30%

May 14, 2012 - Jun 11, 2012		473		2.60%
<b>% Change</b>		<b>43.55%</b>	<b>-11.33%</b>	
6.	<a href="/app_pages/view/4002">/app_pages/view/4002</a> Careers			
Jun 12, 2012 - Jul 10, 2012		591		2.00%
May 14, 2012 - Jun 11, 2012		649		3.56%
<b>% Change</b>		<b>-8.94%</b>	<b>-43.75%</b>	
7.	<a href="/app_pages/view/18">/app_pages/view/18</a> Staff			
Jun 12, 2012 - Jul 10, 2012		499		1.69%
May 14, 2012 - Jun 11, 2012		393		2.16%
<b>% Change</b>		<b>26.97%</b>	<b>-21.57%</b>	
8.	<a href="/news_items/view/7971">/news_items/view/7971</a> Equipment Procurement for I-80 Integrated Corridor Mobility Project			
Jun 12, 2012 - Jul 10, 2012		454		1.54%
May 14, 2012 - Jun 11, 2012		30		0.16%
<b>% Change</b>		<b>1,413.33%</b>	<b>834.80%</b>	
9.	<a href="/app_pages/view/1701">/app_pages/view/1701</a> Programs			
Jun 12, 2012 - Jul 10, 2012		448		1.52%
May 14, 2012 - Jun 11, 2012		269		1.48%
<b>% Change</b>		<b>66.54%</b>	<b>2.88%</b>	
10.	<a href="/app_pages/view/6241">/app_pages/view/6241</a> Updates to the Alameda Countywide Bicycle and Pedestrian Plans			
Jun 12, 2012 - Jul 10, 2012		405		1.37%
May 14, 2012 - Jun 11, 2012		51		0.28%
<b>% Change</b>		<b>694.12%</b>	<b>390.54%</b>	

[view full report](#)



### Alameda County Transportation Commission

Contacts Report  
7/12/2012

#### Contact Counts

	Prior	Feb	Mar	Apr	May	Jun	Jul	Overall
New Contacts	4692	14	107	11	46	237	52	5159
Removed Contacts	1452	0	0	0	1	0	0	1453
Do Not Mail List	78	9	6	2	5	0	0	100
Growth	3162	5	101	9	40	237	52	3606
Total Contacts	3162	3167	3268	3277	3317	3554	3606	3606

#### Key For Table

<b>Prior</b>	Total of the months not shown.
<b>Overall</b>	Totals since using Constant Contact.
<b>New Contacts</b>	Contacts added to your mailing list.
<b>Unconfirmed Contacts</b>	Contacts removed because they required confirmation.
<b>Removed Contacts</b>	Contacts removed by yourself.
<b>Do Not Mail List</b>	Contacts moved to your Do Not Mail List.
<b>Growth</b>	Net contact growth.
<b>Total Contacts</b>	Total number of your contacts at the end of that period.



### Alameda County Transportation Commission

Email Tracking Report  
7/12/2012

#### Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	50327	14.5% (7297)	32.4% (13948)	19.4% (2702)	0.1% (19)
Last 3 months	5883	13.9% (818)	32.2% (1632)	17.4% (284)	0.1% (2)

#### Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
7/5/2012	ACTC e-news July 2012	2759	14.6% (402)	0	0.0% (1)	32.5% (767)	17.3% (133)	0.1% (1)
7/5/2012	Press Release: South Cty Transpo Forum_070512	99	11.1% (11)	0	0	28.4% (25)	0	0
6/6/2012	Press Release: BoardofSupsOKTEP_060612	117	13.7% (16)	0	0	30.7% (31)	16.1% (5)	0
5/23/2012	Press Release: Mayor Green_CTF Award_05-23-12	117	15.4% (18)	0	0	36.4% (36)	0	0
5/8/2012	Copy of Media Advisory: Alameda Co Largest Bike to School Day Ever_5-8-12	86	23.3% (20)	0	0	28.8% (19)	0	0
5/7/2012	ACTC e-news May 2012	2705	13.0% (351)	* 3 *	0.3% (8)	32.0% (754)	19.4% (146)	0.1% (1)
4/26/2012	Press Release: Alameda CTC Marks Decade of Progress_4-26-12	118	11.0% (13)	0	0.8% (1)	38.1% (40)	5.0% (2)	2.5% (1)
4/23/2012	Media Advisory2: Alameda CTC + MTC Launch BikeMobile_4-23-12	87	16.1% (14)	0	0	31.5% (23)	4.3% (1)	0
4/23/2012	Press Release: Alameda CTC + MTC Launch BikeMobile_042312	181	19.3% (35)	0	0	34.9% (51)	5.9% (3)	0
4/20/2012	Media Advisory: Alameda CTC + MTC Launch BikeMobile_4-20-12	83	15.7% (13)	0	0	34.3% (24)	0	0
4/6/2012	Press Release: Alameda CTC Central Co Transpo Forum	113	12.4% (14)	0	0	31.3% (31)	9.7% (3)	0
3/29/2012	ACTC e-news March 2012	3241	12.6% (407)	1	0.3% (9)	35.0% (991)	18.7% (185)	0
3/8/2012	Alameda CTC GoldenSneaker_PressRelease_030812	81	16.0% (13)	0	0	33.8% (23)	0	0
1/31/2012	ACTC e-news January 2012	3144	11.6% (366)	2	0.3% (9)	35.6% (989)	18.8% (186)	0
1/26/2012	Alameda CTC Approves TEP_PressRelease_012612	74	20.3% (15)	0	0	37.3% (22)	0	0
1/12/2012	Press Release:Central Co Transpo Forum	37	18.9% (7)	0	0	36.7% (11)	0	0
12/20/2011	PSA:CentralCoTranspoForum_Jan192012	21	14.3% (3)	0	0	22.2% (4)	0	0
12/1/2011	ACTC e-news November 2011	3098	10.8% (334)	3	0.3% (8)	34.4% (952)	14.8% (141)	0.2% (2)
10/14/2011	Press Release:North Co Transpo Forum	45	4.4% (2)	0	0	20.9% (9)	22.2% (2)	0
10/13/2011	Press Release:CWTP/TEP Workshops for Co Transpo Plan	54	3.7% (2)	0	0	30.8% (16)	0	0
10/3/2011	Kids Int'l Walk & Roll Day Oct. 5	54	1.9% (1)	0	0	20.8% (11)	0	0
10/3/2011	ACTC October eBlast	2465	14.2% (351)	1	0.2% (4)	23.1% (489)	4.1% (20)	0.2% (1)
9/30/2011	ACTC e-news September 2011	2473	10.1% (250)	2	0.4% (11)	33.7% (750)	20.1% (151)	0.1% (1)
8/31/2011	Press Release: ACTC Safe Routes to Schools Clears Hurdle	55	0	0	0	25.5% (14)	7.1% (1)	0

8/25/2011	Press Release: ACTC Watchdog Report on Trans Sales Tax	55	0	0	0	30.9% (17)	11.8% (2)	0
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Key For Table

[Print Report](#)

Sent	The total emails sent, including bounces.
Bounces	Emails sent, but not received by your contacts.
Bounced percent	Number of bounced emails divided by the number sent.
Spam Reports	Number of complaints received from an email.
Opt-outs	Contacts who unsubscribed from your list.
Opt-out percent	Number of opt-outs divided by the number sent.
Opens	Emails your contacts received and viewed.
Opened percent	Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced).
Clicks	Contacts who clicked on a link within your email.
Click-through percent	Number of clicks divided by the number opened.
Forwards	Number of times the email was forwarded using the Forward Email to a Friend link.
Forward Email to a Friend percent	Number of forwarded emails divided by the number opened.
Overall	Totals since using Constant Contact.
Last 3 months	Totals for the last three months.

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## Glossary of Acronyms

**CAC Meeting 07/26/12  
Attachment 06A1**

<b>ABAG</b>	Association of Bay Area Governments	<b>MTC</b>	Metropolitan Transportation Commission
<b>ACCM</b>	Alameda County Congestion Management Agency	<b>MTS</b>	Metropolitan Transportation System
<b>ACE</b>	Altamont Commuter Express	<b>NEPA</b>	National Environmental Policy Act
<b>ACTA</b>	Alameda County Transportation Authority (1986 Measure B authority)	<b>NOP</b>	Notice of Preparation
<b>ACTAC</b>	Alameda County Technical Advisory Committee	<b>PCI</b>	Pavement Condition Index
<b>ACTIA</b>	Alameda County Transportation Improvement Authority (2000 Measure B authority)	<b>PSR</b>	Project Study Report
<b>ADA</b>	Americans with Disabilities Act	<b>RM 2</b>	Regional Measure 2 (Bridge toll)
<b>BAAQMD</b>	Bay Area Air Quality Management District	<b>RTIP</b>	Regional Transportation Improvement Program
<b>BART</b>	Bay Area Rapid Transit District	<b>RTP</b>	Regional Transportation Plan (MTC's <i>Transportation 2035</i> )
<b>BRT</b>	Bus Rapid Transit	<b>SAFETEA-LU</b>	Safe, Accountable, Flexible, Efficient Transportation Equity Act
<b>Caltrans</b>	California Department of Transportation	<b>SR</b>	State Route
<b>CEQA</b>	California Environmental Quality Act	<b>STA</b>	State Transit Assistance
<b>CIP</b>	Capital Investment Program	<b>STIP</b>	State Transportation Improvement Program
<b>CMAQ</b>	Federal Congestion Mitigation and Air Quality	<b>STP</b>	Federal Surface Transportation Program
<b>CMP</b>	Congestion Management Program	<b>TCM</b>	Transportation Control Measures
<b>CTC</b>	California Transportation Commission	<b>TCRP</b>	Transportation Congestion Relief Program
<b>EIR</b>	Environmental Impact Report	<b>TDA</b>	Transportation Development Act
<b>FHWA</b>	Federal Highway Administration	<b>TDM</b>	Travel-Demand Management
<b>FTA</b>	Federal Transit Administration	<b>TFCA</b>	Transportation Fund for Clean Air
<b>HOT</b>	High occupancy toll	<b>TIP</b>	Federal Transportation Improvement Program
<b>HOV</b>	High occupancy vehicle	<b>TLC</b>	Transportation for Livable Communities
<b>ITIP</b>	State Interregional Transportation Improvement Program	<b>TMP</b>	Traffic Management Plan
<b>LATIP</b>	Local Area Transportation Improvement Program	<b>TMS</b>	Transportation Management System
<b>LAVTA</b>	Livermore-Amador Valley Transportation Authority	<b>TOD</b>	Transit-Oriented Development
<b>LOS</b>	Level of service	<b>TOS</b>	Transportation Operations Systems
		<b>TVTC</b>	Tri Valley Transportation Committee
		<b>VHD</b>	Vehicle Hours of Delay
		<b>VMT</b>	Vehicle miles traveled

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# You are invited!



## SOUTH COUNTY TRANSPORTATION FORUM

# Best Value for Public Funds

**Thursday, July 26, 2012**

Union City City Hall

34009 Alvarado-Niles Road, Union City, CA 94587

For transit access information, call 511 or visit [511.org](http://511.org).

## Come hear about South County Projects and Programs:

- New Transportation Expenditure Plan on the November Ballot
- Update on Safe Routes to Schools and BikeMobile
- Tri-City Senior Mobility Programs
- BART Extension to Warm Springs and Irvington Station Update
- Union City Intermodal Station Update
- Dumbarton Rail Corridor Update
- I-680 High Occupancy Toll (HOT) Express Lanes Update

## Join us!

**5:30 – 6:30 p.m.**

Citizens Advisory  
Committee Meeting  
(open to the public)

**6:30 – 7:00 p.m.**

Open House and  
refreshments

**7:00 – 8:30 p.m.**

Formal Presentations  
on all featured projects  
and programs with an  
open Q & A period

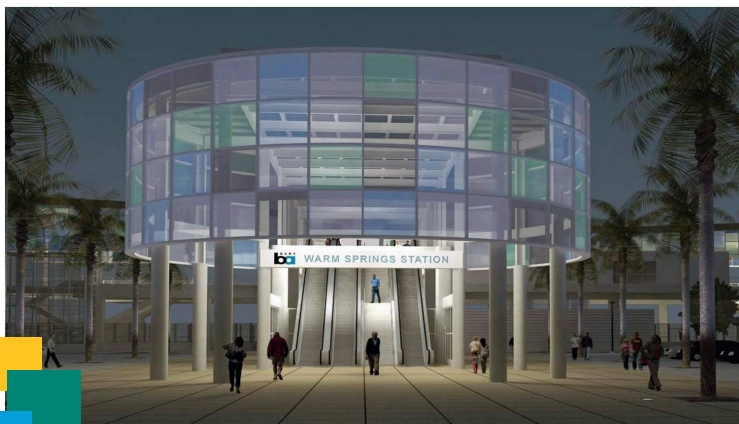


[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

**Best Value for Public Funds** | Thursday, July 26, 2012

# Presentations

- **Alameda CTC Overview:** Alameda CTC plans, funds and delivers over \$100M/year for essential transportation investments and has 100 percent clean audits.
- **Safe Routes to Schools and BikeMobile:** The Safe Routes to Schools program increases the number of children walking and biking to school, effectively reducing the risk of obesity and associated health problems. To support increased biking, the BikeMobile assists youth in repairing bikes, and teaches mechanics and safety for free.
- **Tri-City Senior Mobility Programs:** These Tri-City programs offer expanded mobility options to senior residents, including Senior Walking Programs and Travel Training for Seniors.
- **BART Extension to Warm Springs and Irvington Station:** Plans to expand transit connectivity in Alameda County and throughout the Bay region will improve connections between transportation, housing and jobs.
- **Union City Intermodal Station:** Connectivity enhancements between existing and planned transit systems and improved access to pedestrians and bicyclists are core elements of this intermodal station development.
- **Dumbarton Rail Corridor:** The project involves a rail connection from the Caltrain corridor on the San Francisco Peninsula to the Union City Intermodal Station, including upgrading the Dumbarton Rail Bridge and providing other commuter improvements to relieve congestion in the Dumbarton Bridge Corridor.
- **I-680 High-Occupancy Toll (HOT) Express Lanes:** Express Lanes on I-680 were opened in September 2010 from Route 84 south of Pleasanton to north of Route 237, offering a choice for traveling in the I-680 corridor and improving freeway efficiency.



## Speakers' Bureau

Upon request, Alameda CTC staff will provide special presentations tailored to groups interested in projects, programs and planning updates. Call (510) 208-7400 for details or to schedule.

## Interpretation Services

Please contact Alameda CTC by July 19 to request an interpreter.

提供中文翻譯。請在  
7月19日之前致電  
(510) 208-7400

Para solicitar servicios de interpretación, por favor llame Alameda CTC antes del 19 de julio. Teléfono (510) 208-7400.

## Alameda CTC Members

The Alameda County Transportation Commission includes representation by all 14 jurisdictions in Alameda County, the Alameda County Board of Supervisors, AC Transit and BART. Members of the Alameda CTC are as follows:

### Chair:

Mayor Mark Green, *City of Union City*

### Vice Chair:

Supervisor Scott Haggerty, *BOS District 1*

JURISDICTION	MEMBER
Alameda County, District 1	Supervisor Scott Haggerty
Alameda County, District 2	Vacant
Alameda County, District 3	Supervisor Wilma Chan
Alameda County, District 4	Supervisor Nate Miley
Alameda County, District 5	Supervisor Keith Carson
City of Alameda	Vice Mayor Rob Bonta
City of Albany	Mayor Farid Javandel
City of Berkeley	Councilmember Laurie Capitelli
City of Dublin	Mayor Tim Sbranti
City of Emeryville	Councilmember Ruth Atkin
City of Fremont	Vice Mayor Suzanne Chan
City of Hayward	Councilmember Olden Henson
City of Livermore	Mayor John Marchand
City of Newark	Councilmember Luis Freitas
City of Oakland	Councilmember Larry Reid
City of Oakland	Councilmember Rebecca Kaplan
City of Piedmont	Mayor John Chiang
City of Pleasanton	Mayor Jennifer Hosterman
City of San Leandro	Councilmember Joyce Starosciak
City of Union City	Mayor Mark Green
AC Transit	Director Greg Harper
BART	Director Tom Blalock