



## Citizens Advisory Committee Meeting Agenda

Thursday, February 21, 2013, 5:30 to 7:30 p.m.

Alameda CTC, 1333 Broadway, Suite 300, Oakland, CA 94612

### Meeting Outcomes:

- Receive an update on Alameda CTC projects and programs
- Discuss Measure B1 election outcomes
- Discuss Alameda CTC communications efforts
- Discuss CAC outreach roles

### 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 July 26, 2012 Minutes

Barry Ferrier

[03 CAC Meeting Minutes 072612.pdf](#) – Page 1

### 5:45 – 6:15 p.m. 4. Update on Alameda CTC Projects and Programs

Staff

[04 Presentation Capital Projects and Pass-through Fund Grant Programs.pdf](#) – Page 7

### 6:15 – 6:30 p.m. 5. Discussion on Measure B1 Election Outcomes

Staff

### 6:30 – 6:40 p.m. 6. Discussion on Alameda CTC Communications Efforts

Staff

CAC Members

[06 Memo Website and ConstantContact](#)

[Analytics 070112-093012.pdf](#) – Page 25

[06A Memo Website and ConstantContact](#)

[Analytics 100112-123112.pdf](#) – Page 33

### 6:40 – 7:10 p.m. 7. CAC Outreach Roles

Staff

[07 Memo From Chair on Outreach.pdf](#) – Page 41

Staff and CAC members will discuss current and upcoming Alameda CTC activities and CAC future outreach roles.

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7:10 – 7:20 p.m. **8. CAC Member/Outreach Reports** |

CAC Members      [08 CAC Roster.pdf](#) – Page 43  
                         [08A CAC Supervisorial Districts Map.pdf](#) – Page 45  
                         [08A1 Glossary.pdf](#) – Page 47  
                         [08A2 Joe Collier Obituary.pdf](#) – Page 49

7:20 – 7:30 p.m. **9. Staff Reports** |

Staff                [09 Memo and Attachments OBAG Funding Program.pdf](#) – Page 51

7:30 p.m. **10. Adjournment**

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

**Next Meeting:**

Date: April 18, 2013 **(Tentative)**

Time: 5:30 to 7:30 p.m.

Location: Alameda CTC Offices, 1333 Broadway, Suite 300, Oakland, CA 94612

**Staff Liaisons:**

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

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

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

**Location Information:** Alameda CTC is located in Downtown Oakland at the intersection of 14<sup>th</sup> Street and Broadway. The office is just a few steps away from the City Center/12<sup>th</sup> Street BART station. Bicycle parking is available inside the building, and in electronic lockers at 14<sup>th</sup> and Broadway near Frank Ogawa Plaza (requires purchase of key card from [bikelink.org](http://bikelink.org)). There is garage parking for autos and bicycles in the City Center Garage (enter on 14<sup>th</sup> Street between Broadway and Clay). Visit the Alameda CTC website for more information on how to get to Alameda CTC:

<http://www.alamedactc.org/directions.html>.

**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, July 26, 2012, 5:30 p.m., 1333 Broadway, Suite 300, Oakland**

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Attendance Key (A = Absent, P = Present)

Members:

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

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 Barry Ferrier called the meeting to order at 5:35 p.m. The meeting began with introductions.

**Guest(s) present:** Heather Barber, Alameda CTC; Matthew Bruno, Don Edwards San Francisco Bay National Wildlife Refuge; Dev Bhatia; Jack Dain; Mike Dubinsky, Alameda CTC Citizens Watchdog Committee (CWC); Jo Ann Lew, CWC and Union City Planning Commission; Hugh MacNamara, Union City Senior Commission

Cynthia Dorsey informed the group that during the agenda planning for the July meeting, she and Barry decided the committee can immediately implement the following methods to make the CAC meetings more efficient:

- Ensure the agenda only contain items that the committee can cover within the hour of the CAC meeting.
- Assign a timekeeper for each meeting to keep the meeting on track. Cynthia requested each member speak no longer than two minutes.

### 2. Public Comment

There were no public comments.

### 3. Approval of June 21, , 2012 Minutes

*Audrey LePell moved to approve the June 21, 2012 minutes. Mark Posson seconded the motion. The motion carried unanimously (11-0).*

#### 4. CAC Outreach Goals and Objectives

Barry Ferrier led the discussion on the CAC outreach goals and objectives. He mentioned that at the last meeting, committee members made a decision to determine the best venue and focus for the CAC meetings and the transportation forums going forward. Staff stated that the CAC will meet and host the North County Transportation Forum on October 18, 2012. The content and location of the transportation forum may be different. The CAC members explored various ideas and suggested that the October transportation forum take place in a public place that is not Alameda CTC offices.

The CAC members provided the following input on where to hold the October transportation forum:

- Select a transit-accessible location to capture the interest of people during commute hours, such as:
  - Ed Roberts Campus. Signs can be placed at BART stations to attract the commuters as an audience.
  - The Senior Center at the Fruitvale BART station.
- Hold the forum at:
  - Berkeley City Hall, Oakland City Hall, or Peralta College where it can be televised.
  - Berkeley Senior Center at Shattuck.

Members provided additional suggestions for locations to hold the transportation forums and for ways to perform outreach:

- Combine the transportation forums with other events.
- Hold the transportation forums at various senior centers in Alameda County.
- Hold the transportation forums at various community centers around Alameda County.
- Webcast the transportation forums, possibly using a live feed.
- Record the transportation forums and post them on the Alameda CTC website.
- Video record the transportation forums and show them on local television stations.
- Post the transportation forums on the city calendars in Alameda County.
- Contact property management companies to place information in their newsletters.
- Contact the Fremont Festival of India to perform outreach.
- Contact homeowners associations to perform outreach via their newsletters or to have Alameda CTC attend an event. The members will provide contact information to Alameda CTC staff.

Tess Lengyel informed the CAC members that the Alameda CTC is talking to many businesses, organizations, and citizens to educate them about the Transportation Expenditure Plan for the new sales tax measure. Laurel Poeton requested CAC members email her of events they wish for Alameda CTC to assist in supporting. Members will also email Laurel the outreach tracking log that shows their outreach efforts. Refer to Attachment A for the CAC Outreach Subcommittee July 23, 2012 meeting notes, which provide ideas on how to make outreach more effective.

Staff stated that the CAC will have the opportunity to review the Strategic Communications Plan for fiscal year 2012-2013 in October. Alameda CTC created this plan to guide the communication efforts for the agency and the community advisory committees for the year.

## **5. CAC Member/Outreach Reports**

Francis Hilliard stated that she distributed the CAC minibooklets at the Royal Merritt Homeowners Association meeting, Oakland Public Library, and Lucky's store on East 18<sup>th</sup> Street.

Mark Posson stated that he posted the South County Transportation Forum Flyer at the Pleasanton Public Library.

Cynthia Dorsey distributed information at the Newark Rotary and the Black Elected Officials meeting.

Barry Ferrier stated that he posted the South County Transportation Forum Flyer at various locations in South County. He also distributed the *Access Alameda* guide to various offices.

Joseph Collier stated that he distributed the South County Transportation Forum Flyer at various locations.

Many of the members identified outreach events for the Alameda CTC to participate in and will email the information to Laurel Poeton.

## **6. Staff Reports**

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

Laurel Poeton requested the CAC members review the materials in the packet for this agenda item.

## **7. Adjournment**

The meeting adjourned to the South County Transportation Forum.

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## Citizens Advisory Committee Outreach Subcommittee July 23, 2012 Meeting Notes

At the June 21, 2012 Citizens Advisory Committee (CAC) meeting, members provided the following feedback on how to perform effective outreach on behalf of the Alameda CTC and how to use the committee members' time more efficiently. The CAC Outreach Subcommittee was formed to continue these discussions and met on July 23, 2012.

At these two meetings, CAC members discussed the following ideas on how to make their outreach more effective:

1. What should the CAC support or do for the new measure?
  - a. Contact the Rotary and Kiwanis Clubs.
  - b. Pass out educational materials related to the 2012 Transportation Expenditure Plan (TEP).
  - c. Identify two organizations where Alameda CTC staff can appear on their agenda and/or a CAC member can hand out materials to educate the public.
  - d. Receive talking points from Alameda CTC on a small card similar to the minibooklet. Staff noted that talking points for the new measure are included in the Communications Toolkit, which was distributed to CAC members at the April 2012 meeting.
  - e. Request that Alameda CTC create a one-page fact sheet that will provide highlights of the 2012 TEP and highlights of the projects in every area of the county. The goal is to show the public what the 2000 Measure B accomplished and what the 2012 measure will accomplish (show the public how their tax dollars are being and/or will be used). Staff noted that the Communications Toolkit has a general fact sheet for the 2012 TEP and fact sheets that show the projects in each area of the county.
  - f. Add the use of technology to promote and educate the public on the upcoming measure.
2. Brainstorm to determine how to use everyone's valuable time.
3. Make the CAC meeting more efficient.
  - a. Three to four weeks prior to each CAC meeting, the chair, vice chair, and staff will hold an agenda planning meeting. During this meeting, the chair and vice chair will ensure the agenda will only include items that the committee can cover within the hour of the CAC meeting.

4. The committee members said that people do not go to public meetings, and they need another method to get the word out.
  - a. Create a Webinar to assist with the outreach efforts and to include the presentations made at the Transportation Forums.
  - b. Broadcast the transportation forums.
  - c. Post PowerPoint's to the website after forums.
5. Create more flexibility on the Alameda CTC website.
  - a. Make the website easy to update and use.
  - b. Make important documents easier to locate.
6. Use the existing infrastructure to assist with outreach efforts.
  - a. Contact the cities, City Managers Association, and Alameda County Conference of Mayors and clubs.
  - b. Provide a list of already scheduled outreach efforts to CAC members.
7. Create a platform where CAC members can participate in the meetings via a phone conference call or Skype. Staff informed the group that to comply with the Brown Act, the person who participates in the meeting via a conference call or Skype must post the agenda wherever they are and make the area accessible for others to attend.
8. Instead of having a transportation forum in each planning area, Alameda CTC can focus on organizations such as the Rotary and Kiwanis Clubs in each planning area and keep them informed. Staff noted that Alameda CTC is performing outreach at these organizations in conjunction with the transportation forums.
9. Does the Alameda CTC have a Strategic Communications Plan that includes goals, target audiences, and key messages? Staff informed the group that the Strategic Communications Plan for fiscal year 2012-2013 is in progress. Staff noted that the key messages were given to the committee at the April 19, 2012 CAC meeting. Staff will provide a copy of the key messages at the July 26, 2012 meeting. Staff also noted that Alameda CTC reviewed the Strategic Communications Plan for fiscal year 2011-2012 with the CAC in October 2011.
10. Post the schedules of events on the website. Staff noted that in the past, Alameda CTC provided a schedule of events in the CAC agenda packets.
11. Does the Alameda CTC have a Facebook page or Twitter feed? Staff noted that Alameda CTC has both. The group mentioned if each CAC member "likes" Alameda CTC on Facebook and "follows" us on Twitter that would be another good outreach tactic and make our social media efforts more effective.





## Overview

### ACTIVE CAPITAL PROJECTS SUMMARY

- By Type of Project
- By Fund Type and Implementing Agency
- By Phase
- By Planning Area
- Milestone Updates

## Capital Projects by Type

Number of Projects	Project Type	Total Cost (\$ x Million)
7	Mass Transit	\$2,268
27	Highway	\$1,208
7	Local Streets & Roads	\$338
2	Bicycle & Pedestrian	\$26
<b>43</b>	<b>Active Projects</b>	<b>\$3,840</b>

Alameda CTC Semi-Annual Update

Presented to the CAC on February 21, 2013



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## Capital Projects by Fund Source

Number of Projects	Fund Source	Implemented by Alameda CTC	Implemented by Others
8	I-BOND	8	0
28	MEASURE B	12	16
7	OTHER*	7	0
<b>43</b>	<b>ALL</b>	<b>27</b>	<b>16</b>

\*Other = Non Measure B or I-Bond Funding

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## Capital Projects by Phase

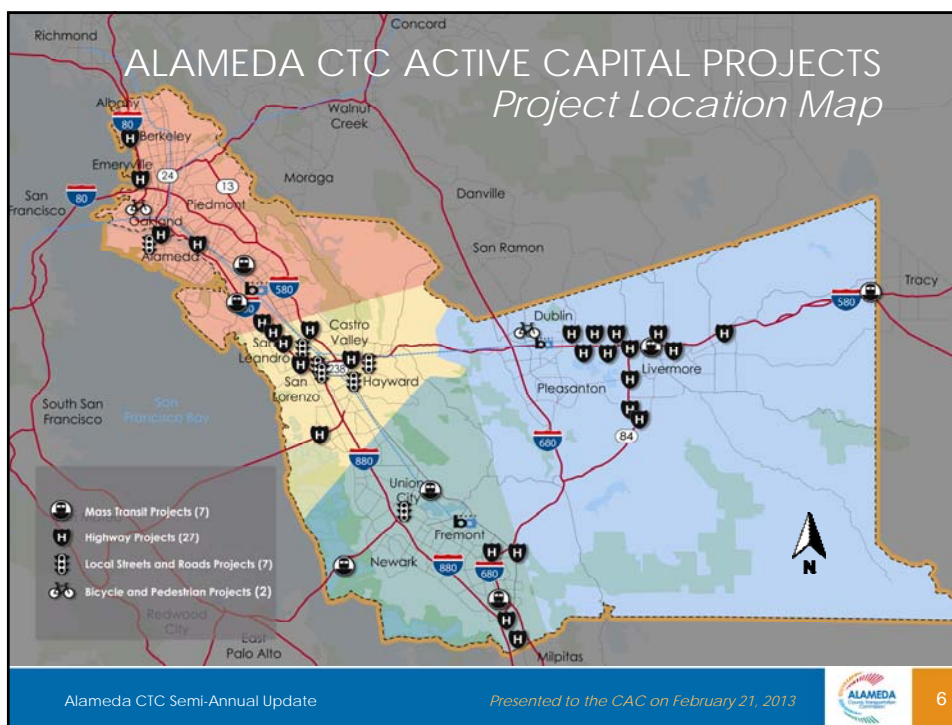
Number of Projects	Phase	Total Costs (\$ x Million)
4	Scoping	\$21
5	Preliminary Engineering / Environmental Studies	\$466
12	Design / ROW	\$590
17	Construction	\$2,534
5	Plant Establishment / Closeout / Various	\$229
<b>43</b>		<b>\$3,840</b>

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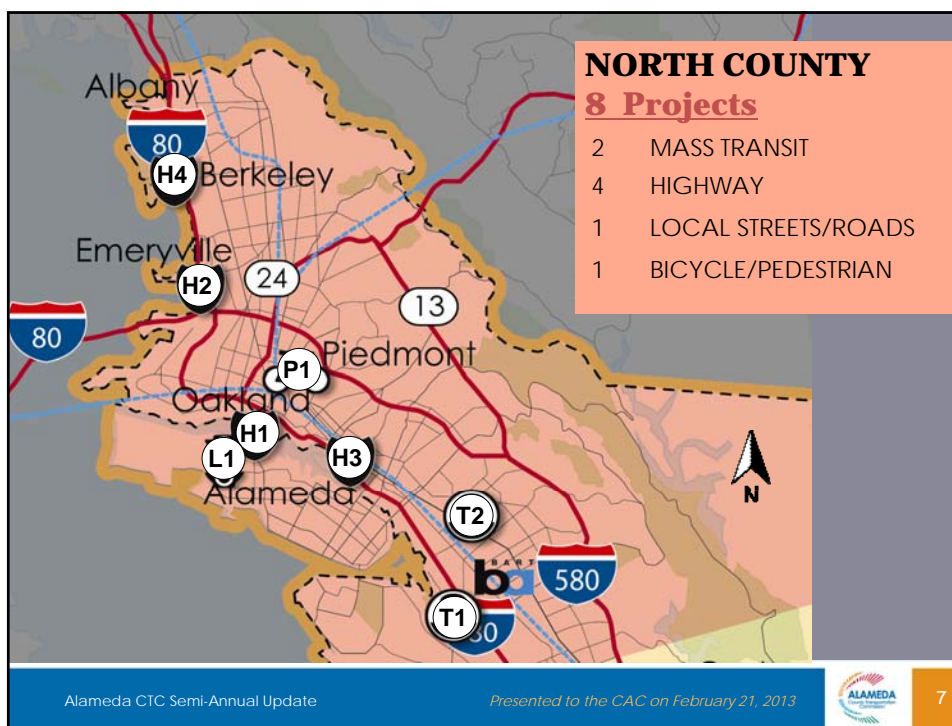


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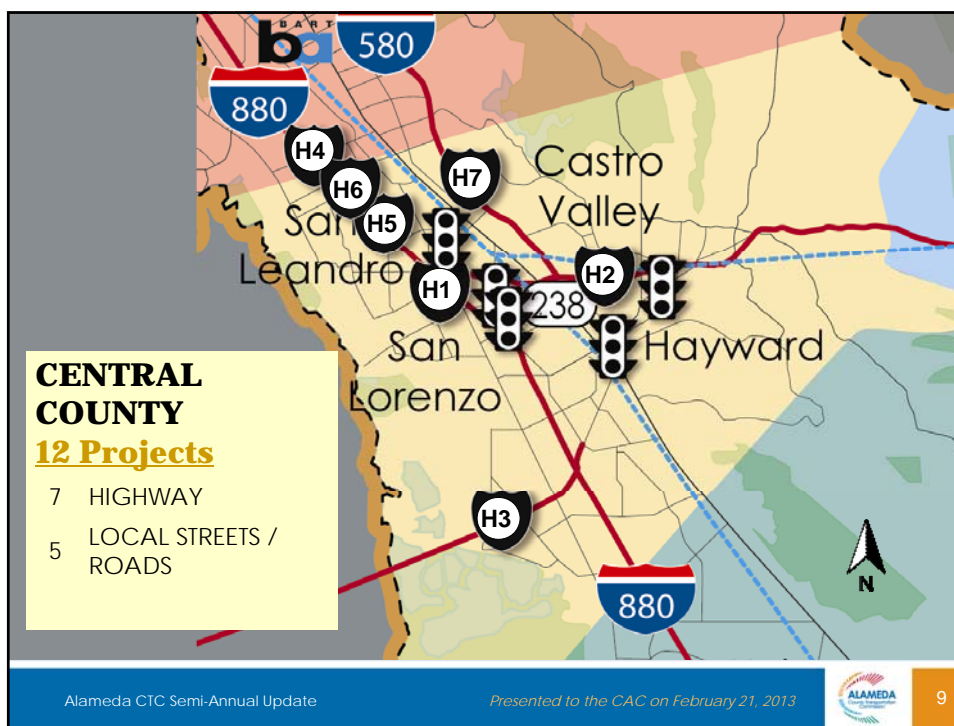
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North County – Active Project Status Update					
Map ID	APN#	Project Title	Current Phase	Construction Start	Construction End
T1	603.0	BART Oakland Airport Connector	CONST	Sep 2010	Dec 2013
T2	607.0	Telegraph Avenue Corridor Bus Rapid Transit	ENV/DESIGN	Jan 2014	Apr 2016
H1	610.0	I-880/Broadway-Jackson I/C Improvement (Study Only)	SCOPING	N/A	N/A
H2	791.0	I-80 Integrated Corridor Mobility	CONST	Jun 2011	Dec 2014
H3	717.0	I-880 North Safety and Operational Improvements	DESIGN / ROW	May 2013	May 2017
H4	765.0	I-80 Gilman (Study Only)	SCOPING	N/A	N/A
L1	740.0	Webster Street SMART Corridors	CONST	Sep 2012	Jun 2013
P1	604.0	Downtown Oakland Streetscape Improvement – 4C/4A/4B2	CONST	Sep 2007	Jun 2015
Note: Projects highlighted in orange are funded in whole or in part by 2000 Measure B funds					
Alameda CTC Semi-Annual Update Presented to the CAC on February 21, 2013					



Map ID	APN#	Project Title	Current Phase	Construction Start	Construction End
H1	507.0	Central Alameda County Freeway System Operational Analysis (Study Only)	SCOPING	N/A	N/A
H2	612.0	I-580 Castro Valley Interchange Improvements	PLANT EST.	Jun 2008	Jun 2011
H3	615.0	Route 92/Clawiter – Whitesell Interchange and Reliever Route	DESIGN/ROW	Jan 2014	Oct 2015
H4	730.0	I-880 Southbound HOV Lane – North Segment	CONST	Nov 2012	Jan 2015
H5	730.0	I-880 Southbound HOV Lane – South Segment	CONST	Sep 2012	Jan 2016
H6	730.0	I-880 Southbound HOV Lane – Landscaping / Hardscaping	DESIGN	TBD	TBD
H7	764.0	I-580 Soundwall Landscaping -San Leandro	CONST	Jul 2012	Apr 2013

*Note: Projects highlighted in orange are funded in whole or in part by 2000 Measure B funds*

Alameda CTC Semi-Annual Update Presented to the CAC on February 21, 2013



## Central County continued

Map ID	APN#	Project Title	Current Phase	Construction Start	Construction End
L1	506.0	Route 238/Mission-Foothill -Jackson Corridor Improvement	CONST	Jul 2010	Jul 2013
L2	509.0	Castro Valley Local Area Traffic Circulation Improvement	SCOPING	TBD	TBD
L3	613.0	Lewelling/East Lewelling Boulevard Widening	CONST	Jul 2009	Oct 2012
L4	617.1	Hesperian Boulevard/Lewelling Boulevard I/C Improvements	CONST	Jan 2010	Oct 2012
L5	619.0	E 14th St./Hesperian Blvd./150th St. I/C Improvements	DESIGN	Jan 2015	Jul 2016

*Note: Projects highlighted in orange are funded in whole or in part by 2000 Measure B funds*

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## SOUTH COUNTY 8 Projects

- 3 MASS TRANSIT
- 4 HIGHWAY
- 1 LOCAL STREETS / ROADS



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Presented to the CAC on February 21, 2013



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## South County – Active Project Status Update

Map ID	APN#	Project Title	Current Phase	Construction Start	Construction End
T1	602.0	BART Warm Springs Extension – Stage 1 & Stage 2	CONST	Sep 2009	Dec 2015
T2	606.0	Union City Intermodal Station	CLOSEOUT	Jun 2007	Mar 2012
T3	625.0	Dumbarton Rail Corridor	ENV	TBD	TBD
H1	501.0	I-880/ Mission Boulevard (Route 262) Interchange Completion	CONST	Jun 2012	Jan 2015
H2	710.4	I-680 Sunol Express Lanes – Southbound	CLOSEOUT	Oct 2008	Apr 2012
H3	721.0	I-680 Sunol Express Lanes – Northbound	SCOPING	TBD	TBD
H4	770.0	I-680/I-880 Cross Connector Studies (Study Only)	SCOPING	N/A	N/A
L1	505.0	I-880 to Mission Boulevard East-West Connector	DESIGN	Nov 2014	May 2017

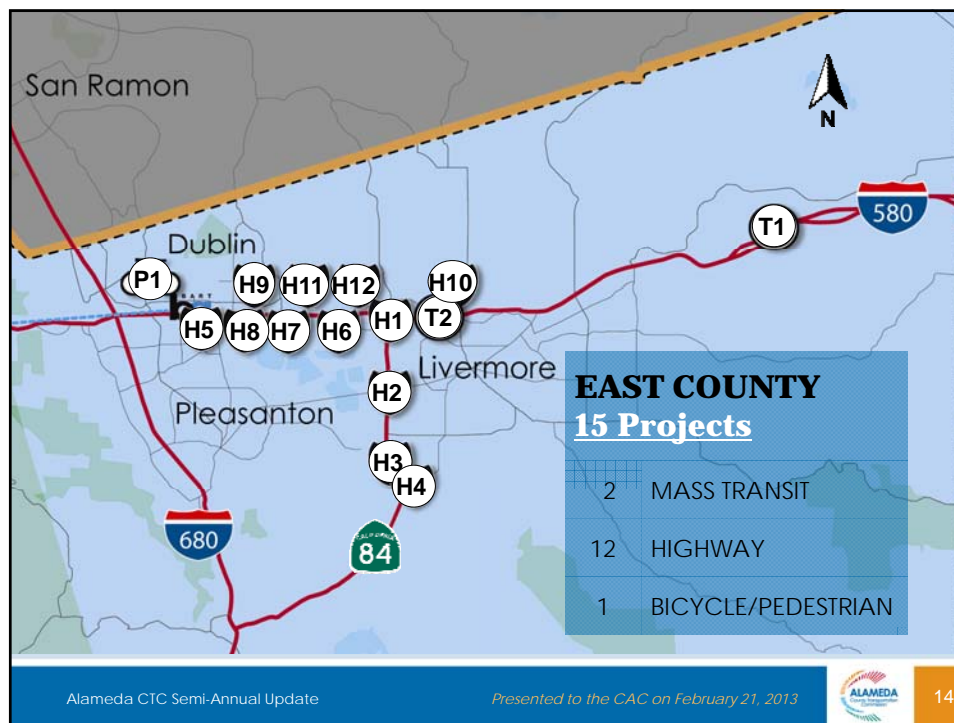
Note: Projects highlighted in orange are funded in whole or in part by 2000 Measure B funds

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## East County – Active Project Status Update

Map ID	APN#	Project Title	Current Phase	Construction Start	Construction End
T1	601.0	Altamont Commuter Express Rail	CONST	Various	Various
T2	626.0	I-580 Corridor/BART to Livermore Studies (Study Only)	ENV	N/A	N/A
H1	623.0	Isabel Avenue - Route 84/I-580 Interchange	CLOSEOUT	Jan 2009	Mar 2012
H2	624.1	Route 84 Expressway – North Segment	CONST	Mar 2012	Apr 2014
H3	624.2	Route 84 Expressway – South Segment	DESIGN/ROW	Feb 2015	Dec 2016
H4	624.3	Route 84 Expressway – Landscape	DESIGN	Mar 2016	Sep 2019
H5	720.3	I-580 Corridor Environmental Mitigation	N/A	Various	Various

Note: Projects highlighted in orange are funded in whole or in part by 2000 Measure B funds

Alameda CTC Semi-Annual Update

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## East County continued

Map ID	APN#	Project Title	Current Phase	Construction Start	Construction End
H6	720.4	I-580 Eastbound (HOT) Express Lane	DESIGN	Oct 2014	Nov 2015
H7	720.5	I-580 Eastbound HOV Lane – Segment 3 with Auxiliary (AUX) Lane	CONST	Nov 2012	Nov 2014
H8	723.0	I-580 Right of Way (ROW) Preservation	ROW	N/A	N/A
H9	724.0	I-580 Westbound HOV Lane – West Segment	CONST	Oct 2012	Nov 2014
H10	724.0	I-580 Westbound HOV Lane – East Segment	CONST	Nov 2012	Nov 2014
H11	724.0	I-580 Westbound HOV Lane – Landscaping	DESIGN	TBD	TBD
H12	724.1	I-580 Westbound Express (HOT) Lane	DESIGN	Nov 2014	Nov 2015
P1	609.0	Iron Horse Transit Route	DESIGN	Jun 2013	Jun 2014

Note: Projects highlighted in orange are funded in whole or in part by 2000 Measure B funds

Alameda CTC Semi-Annual Update

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## Milestone Update *(April 2012 - January 2013)*

Recently Achieved Milestones for 2000 Measure B  
Funded Projects:

- **BART Warm Springs Extension (APN 602.0)**
  - *BART held a Project Milestone Celebration on October 26, 2012, marking completion of the Stage 1 Subway tunnel*
- **Telegraph Avenue Bus Rapid Transit (APN 607.0)**
  - *FTA Record of Decision - June 2012*
- **Lewelling / East Lewelling Boulevard Widening (APN 613.0)**
  - *Construction substantially completed August 2012*
  - *Ribbon cutting ceremony held October 31, 2012*

Alameda CTC Semi-Annual Update

*Presented to the CAC on February 21, 2013*



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## Milestone Update (continued)

- **I-580 Eastbound HOV Segment 3 - Auxiliary Lane (APN 720.5)**
  - *Project advertised July 9, 2012; awarded November 16, 2012; construction activities expected to begin spring 2013*
- **I-580 Westbound HOV- East Segment (APN 724.0)**
  - *Project advertised June 25, 2012; awarded November 20, 2012; construction activities expected to begin spring 2013*
- **I-580 Westbound HOV- West Segment (APN 724.0)**
  - *Project advertised June 25, 2012; awarded October 29, 2012; construction activities expected to begin spring 2013*
- **I-880 Southbound HOV- North Segment (APN 730.0)**
  - *Project advertised June 25, 2012; awarded November 8, 2012; construction activities began January 2013*
- **I-580 Southbound HOV- South Segment (APN 730.0)**
  - *Project advertised June 18, 2012; awarded September 14, 2012; construction activities began January 2013*

Alameda CTC Semi-Annual Update

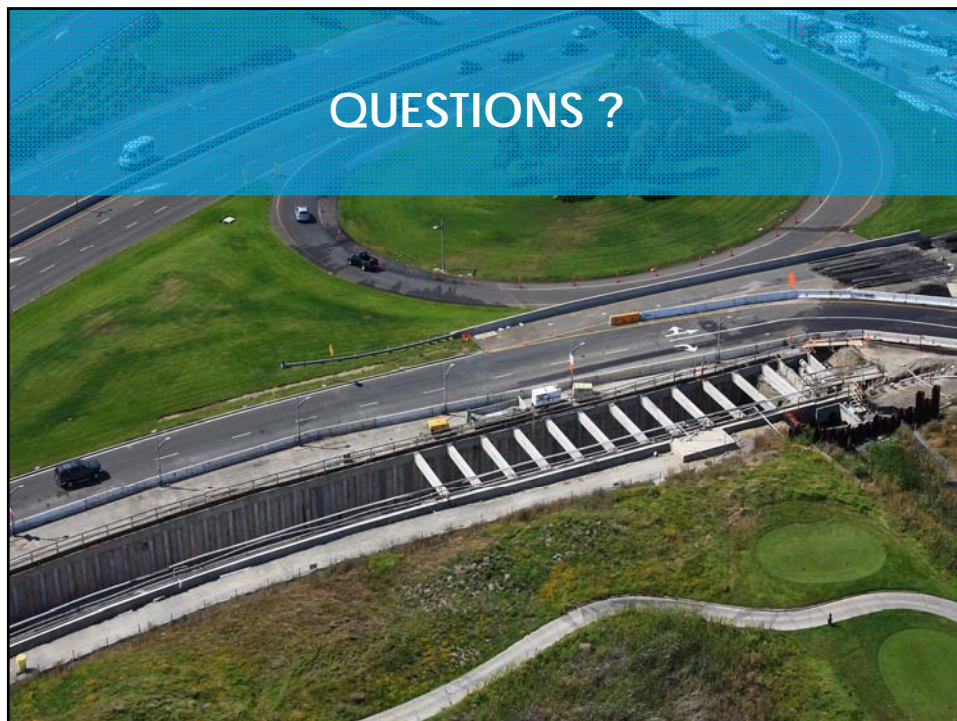
*Presented to the CAC on February 21, 2013*

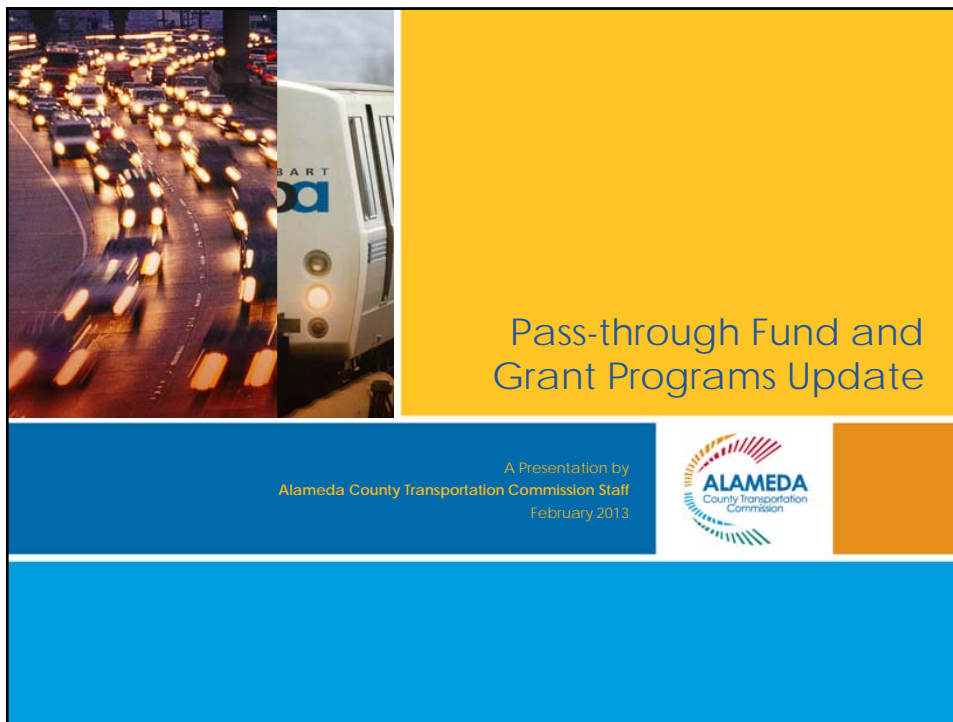


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## Milestone Update (continued)


- I-80 Integrated Corridor Mobility (ICM) (APN 791.0)
  - *A groundbreaking ceremony was held fall 2012 celebrating the start of major construction*
  - I-80 ICM #4 - Adaptive Ramp Metering (APN 791.0)
    - Project advertised June 18, 2012; awarded September 10, 2012; construction activities began December 2012
  - I-80 ICM #5 - Active Traffic Management (APN 791.0)
    - Project advertised June 18, 2012; awarded October 12, 2012; construction activities began January 2013






## Pass-through Fund and Grant Programs Update

A Presentation by  
Alameda County Transportation Commission Staff  
February 2013




## A Brief History: Measure B

- Measure B half-cent sales tax approved by voters in 1986
- Alameda County was one of the first California Self-Help Counties
  - Self-help Counties generate approximately \$4 billion per year for California transportation and mobility
- In 2000: Measure B was reauthorized with 81.5% voter approval rate
- In 2002: Tax collection and program allocations began
- In 2004: Grant allocations began



Alameda CTC Semi-Annual Update      Presented to the CAC on February 21, 2013



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## Measure B-Funded Programs

### Pass-through Fund Program

- Allocates funds to 21 agencies/jurisdictions
- Funds four types of programs
  - *Local Street and Roads*
  - *Mass Transit*
  - *Special Transportation for Seniors & People with Disabilities (Paratransit)*
  - *Bicycle and Pedestrian Safety*
- Higher than anticipated tax revenues in FY 11-12
- Distributed \$60.5 million in FY 11-12

### Four Grant Programs

- Funds four types of programs
  - *Bicycle and Pedestrian Safety*
  - *Paratransit*
  - *Express Bus*
  - *Transit Center Development (TCD)*
- 121 projects awarded to date since 2004, totaling \$32.0 M
- \$32.0 M of Measure B funds leveraged \$87.4 M of other funds for a total investment of \$119.4 M
- Next Bicycle & Pedestrian, TCD and Express Bus Programs Call for Projects will be coordinated with the Federal One Bay Area Grant (OBAG)
- Next Paratransit Program Call for Projects anticipated in February 2013

Semi-Annual Capital Projects Update (October 2012)

Presented to the CAC on February 21, 2013



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## Measure B Pass-through Funds and Grants Distribution

60% of annual Measure B Revenues for five programs:

- Local Streets and Roads (22.34%)
- Mass Transit (21.92%)
  - Countywide Local and Feeder Bus Service (16.86%)
  - AC Transit Welfare to Work Program (1.46%)
  - Alameda/Oakland Ferry Service (0.78%)
  - Countywide Express Bus Service (0.70%)
  - Altamont Commuter Express (2.12%)
- Paratransit (10.45%)
- Bicycle and Pedestrian Safety (5%)
  - 25% regional planning and regional projects
  - 75% local jurisdictions
- Transit Center Development (0.19%)
  - Local Match
  - TOD-TAP

Alameda CTC Semi-Annual Update

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## Measure B Makes a Difference

Total Measure B Pass-through and Grant Funds  
Allocated from April 1, 2002 through June 30, 2012

Over \$602.8 million

121 Bicycle and Pedestrian,  
Express Bus, Paratransit and  
TOD Awards through  
June 30, 2012

Measure B Grants

\$32.0 million

Total with Other Funding  
Commitments to Grants

\$119.4 million

Pass-through Payments  
Distributed through June 30, 2012

FY 11-12 \$60,556,173

FY 10-11 \$56,857,026

FY 09-10 \$50,808,873

FY 08-09 \$54,501,184

FY 07-08 \$62,543,374

FY 06-07 \$61,176,456

FY 05-06 \$59,357,051

FY 04-05 \$54,404,793

FY 03-04 \$53,086,000

FY 02-03 \$49,455,451

FY 01-02 \$12,006,000

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## Pass-through Funding Distributions

Fiscal Year 11-12  
Pass-through Distributions

Measure B Pass Through Distribution	Amount (in millions)
Local Streets and Roads	\$24.0
Mass Transit	\$22.8
Paratransit	\$9.7
Bicycle and Pedestrian Safety	\$4.0
<b>TOTAL</b>	<b>\$60.5</b>



Alameda CTC Semi-Annual Update

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## Pass-through Fund Compliance Reporting Requirements

- Road miles served (*not applicable to transit agencies*)
- Population numbers (*not applicable to all projects*)
- Complete Streets Policy by June 2013
- Article in Recipient's or Alameda CTC's newsletter
- Website coverage of the project
- Signage about Measure B/VRF funding
- End-of-year independent audit due 12/27/12
- End-of-year compliance report due 12/31/12
- Audits and compliance reports posted on Alameda CTC web page

Alameda CTC Semi-Annual Update

Presented to the CAC on February 21, 2013



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## Grant Program Overview

- Competitive programs that improve transportation
  - 39 active projects
  - 82 complete projects
- Improve transportation access for the diverse population
- Provide improvements that encourage Alameda County residents to walk, bike, take public transportation and live in transit oriented developments



Alameda CTC Semi-Annual Update

Presented to the CAC on February 21, 2013



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## Bicycle and Pedestrian Countywide Discretionary Fund (CDF) Grant Program

- Updates to Countywide Pedestrian and Bicycle Plans
- City and County bicycle and pedestrian plans
- Gap closures
- Education and safety programs
- Capital projects



Alameda CTC Semi-Annual Update

Presented to the CAC on February 21, 2013



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## City of Fremont Irvington Area Pedestrian Improvement Project

- Fremont is constructing pedestrian improvements at six intersections along Fremont Boulevard, between Eugene Street and Washington Boulevard, in the Irvington District.
- Project elements include:
  - Installing ADA-compliant curb ramps
  - Constructing bulb-outs and expanded median islands to reduce crossing distance
  - Adjusting pedestrian push button heights and reach to improve accessibility for people using wheelchairs
- Project will improve pedestrian safety at signalized and non-signalized intersections



Alameda CTC Semi-Annual Update

Presented to the CAC on February 21, 2013



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## Express Bus Service Grant Program

- Expansion and enhancement of operations
- Express bus services
  - Dynamic message signage
  - Real-time information systems
  - Accessibility improvements



Alameda CTC Semi-Annual Update

Presented to the CAC on February 21, 2013



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## Livermore Amador Valley Transportation Authority Express Bus Operating Assistance

- Measure B supports the operation of LAVTA's only WHEELS Express Bus Service Routes:
  - Route 20X - Service between Pleasanton and Livermore
  - Route 70X - Service between Dublin and Walnut Creek
  - Route 12V - Service between Hacienda Road/I-580 and Airway Blvd/I-580
- Project increases transit connectivity to BART stations, transit centers, and local transit services
- Project expands and enhances express bus services countywide



Alameda CTC Semi-Annual Update

Presented to the CAC on February 21, 2013



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## Paratransit Gap Grant Programs

- Largest paratransit allocation of any Bay Area sales tax measure
- Approximately 1 million rides annually
- Wheelchair and Scooter Breakdown Transportation Service
- Hospital Discharge Services
- One-stop shopping for mobility solutions
- On-going city and Americans with Disabilities Act (ADA) paratransit programs



Alameda CTC Semi-Annual Update

*Presented to the CAC on February 21, 2013*



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## Senior Support Program of the Tri-Valley Volunteers Assisting Same Day Transportation and Escorts

- Provides volunteer escorts for seniors who cannot use public transportation independently.
- Volunteer drivers to use their personal vehicles to provide service to individuals in Alameda's East County
- Measure B funding helps the program
  - Develop policies and procedures
  - Recruit and train volunteers
  - Create outreach materials
  - Develop a volunteer database



Alameda CTC Semi-Annual Update

*Presented to the CAC on February 21, 2013*

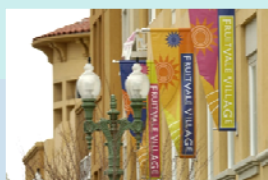


34

## Transit Oriented Development Grant Program



- Focus on residential and retail development near transit centers
- Mode shift away from cars to encourage walking, biking, and using public transportation
- Accessibility improvements



Alameda CTC Semi-Annual Update

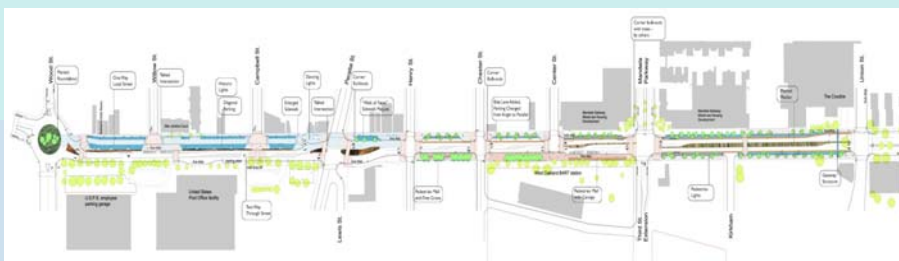
*Presented to the CAC on February 21, 2013*



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### City of Oakland West Oakland Seventh Street Transit Village Streetscape Project

- Improves bicycle and pedestrian access to the West Oakland BART Station
- Area beautification
- Enhances sense of community and transit oriented transportation



Alameda CTC Semi-Annual Update

*Presented to the CAC on February 21, 2013*



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15 October 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-Mail Marketing/Database Report

---

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 third quarter (July 1, 2012 – September 30, 2012), to the previous quarter (April 1, 2012 – June 30, 2012).

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

#### Key Findings:

- ✓ Total visits up more than 32% over previous period
- ✓ Absolute unique visitors up more than 15%
- ✓ Number of pageviews up over 16%
- ✓ Percentage of new visits declined by almost 13%
- ✓ Average time on site increased almost 13%

The past quarter has seen positive trends in website traffic, both in terms of total visits to the site and the number of pageviews. These increases seem to have been driven by contracting opportunities, interest in the updates to the Bicycle and Pedestrian Plans, and outreach done around the Transportation Expenditure Plan. Of particular note, pageviews for the TEP were up by more than 5,000% over the previous quarter, again reflecting a concerted public information and outreach effort.

### 2. Constant Contact Database and Email Tracking – These pages present data on the numbers of new contacts, removed contacts, overall growth and total database. They also indicate data on opens, click-throughs, bounces, etc., for the most recent emails sent via Constant Contact.

To help clarify *how email addresses are removed from the database*: After each email is sent, we look at the report on the number of "bounces" – where the email was not received by our contacts. As

shown in the screen shot below, there are several reasons why the email may have bounced. We check the boxes next to: **Non-existent address**; **Other**; and **Blocked**; then click the “Remove” button at the bottom.

Constant Contact

Welcome to Constant Contact, Tess!

Home Email Social Campaigns SaveLocal NEW EventSpot Survey Contacts Library My Settings

Manage Contacts Reports Export Manage Bounces Activity Grow My Contact List

Contacts : Manage Bounces ?

Select an Email

Email: ACTC e-news September 2012 - 9/25/2012 [How do I manage my bounces?](#)

<input type="checkbox"/> Bounce Category	Bounce Count
<input type="checkbox"/> Non-existent address -- address doesn't exist or has been cancelled	270
<input type="checkbox"/> Undeliverable -- address's receiving server was temporarily unavailable	14
<input type="checkbox"/> Other -- Constant Contact couldn't determine the reason for the bounce	18
<input type="checkbox"/> Blocked -- the receiving server is blocking email from Constant Contact	42
<input type="checkbox"/> Mailbox Full -- email not accepted because the recipient's mailbox was full	6
<input type="checkbox"/> Vacation/Auto Reply -- bounce due to an automated vacation message (in this case, the email was delivered)	3

[View List](#) [Export](#) [Remove](#) [Do Not Mail](#)

## Key Findings:

### Database:

- ✓ Since our previous report in July, the total contact database has grown by a net of 278 contacts. As can be seen in the chart, there have been some significant purges of contacts due to regular maintenance and removal of bad addresses. The overall growth is a positive trend, reflecting a concerted effort to enroll mailing list participants at a range of public outreach events.

### Email Tracking:

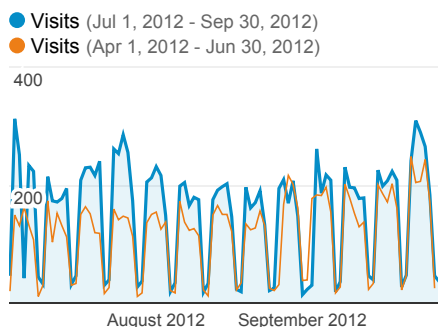
- ✓ As the chart indicates, there is an average open rate of close to 30% and a click rate of almost 14% for all emails sent over the past three months.
- ✓ Both the open rate and click rate are higher than the industry average for government agencies.

## CAC Report

Jul 1, 2012 - Sep 30, 2012

Compare to: Apr 1, 2012 - Jun 30, 2012

### Visits



### Pageviews



### Bounce Rate



### Visits



### Pages / Visit



### % New Visits



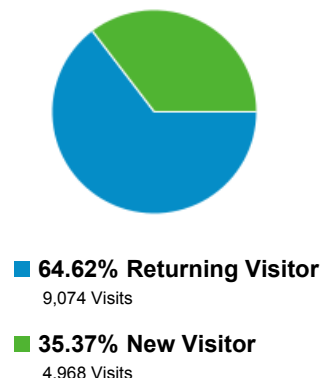
### Unique Visitors (+15.77%)



### Avg. Visit Duration



### Visits by Visitor Type



© 2012 Google

Visits (total number of visits to your site)

Unique Visitors (total number of unique visitors to your site)

Pageviews (total number of pages viewed on your site)

Pages per Visit (average number of pages viewed per visit)

Average Visit Duration (average visit length of all visitors)

Bounce Rate (percent of single-page visits)

New Visitors (percent of total visitors who visited your site for the first time)

## Pageviews Detail

Jul 1, 2012 - Sep 30, 2012  
Compare to: Apr 1, 2012 - Jun 30, 2012

### Pageviews by Page

Page	Pageviews
/ Home	
Jul 1, 2012 - Sep 30, 2012	13,629
Apr 1, 2012 - Jun 30, 2012	10,239
<b>% Change</b>	<b>33.11%</b>
/events/month/now Calendar	
Jul 1, 2012 - Sep 30, 2012	2,361
Apr 1, 2012 - Jun 30, 2012	2,724
<b>% Change</b>	<b>-13.33%</b>
/app_pages/view/4681 Projects	
Jul 1, 2012 - Sep 30, 2012	1,768
Apr 1, 2012 - Jun 30, 2012	2,651
<b>% Change</b>	<b>-33.31%</b>
/app_pages/view/18 Staff	
Jul 1, 2012 - Sep 30, 2012	1,308
Apr 1, 2012 - Jun 30, 2012	1,156
<b>% Change</b>	<b>13.15%</b>
/app_pages/view/3999 Contracting	
Jul 1, 2012 - Sep 30, 2012	1,241
Apr 1, 2012 - Jun 30, 2012	812
<b>% Change</b>	<b>52.83%</b>
/app_pages/view/4002 Careers	
Jul 1, 2012 - Sep 30, 2012	1,241
Apr 1, 2012 - Jun 30, 2012	1,170
<b>% Change</b>	<b>6.07%</b>
/news_items/index/2 Contracting Opportunities	
Jul 1, 2012 - Sep 30, 2012	1,236
Apr 1, 2012 - Jun 30, 2012	0
<b>% Change</b>	<b>100.00%</b>
/app_pages/view/5275 Updates to Bike and Ped Plans	
Jul 1, 2012 - Sep 30, 2012	1,234
Apr 1, 2012 - Jun 30, 2012	79
<b>% Change</b>	<b>1,462.03%</b>
/app_folders/view/ Admin	
Jul 1, 2012 - Sep 30, 2012	1,134
Apr 1, 2012 - Jun 30, 2012	821
<b>% Change</b>	<b>38.12%</b>
/app_pages/view/8084 2012 TEP	
Jul 1, 2012 - Sep 30, 2012	1,084

Apr 1, 2012 - Jun 30, 2012	21
<b>% Change</b>	<b>5,061.90%</b>

© 2012 Google



**Alameda County Transportation Commission**

Contacts Report  
10/10/2012

**Contact Counts**

	Prior	May	Jun	Jul	Aug	Sep	Oct	Overall
New Contacts	4824	46	237	262	177	210	344	6100
Removed Contacts	1452	1	0	383	0	8	331	2175
Do Not Mail List	95	5	0	0	1	12	1	114
Growth	3277	40	237	-121	176	190	12	3811
Total Contacts	3277	3317	3554	3433	3609	3799	3811	3811

**Key For Table**

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





## Alameda County Transportation Commission

Email Tracking Report  
10/10/2012

### Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	55965	13.9% (7767)	32.1% (15451)	18.8% (2912)	0.1% (19)
Last 3 months	5561	8.3% (464)	28.7% (1461)	13.6% (199)	0

### Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
10/1/2012	Media Advisory: Int'l Walk & Roll Day_100112	207	9.7% (20)	0	0	22.5% (42)	16.7% (7)	0
10/1/2012	Press Release: Walk+Roll_100112	207	7.2% (15)	0	0	18.2% (35)	8.6% (3)	0
10/1/2012	CommunityCalendar: North Co Transpo Forum_100112	157	7.0% (11)	0	0.6% (1)	26.0% (38)	0	0
9/28/2012	Press Release: OBAG Funding_092812	152	5.9% (9)	0	0	27.3% (39)	12.8% (5)	0
9/25/2012	ACTC e-news September 2012	3800	9.3% (353)	* 4 *	0.3% (13)	28.5% (983)	11.5% (113)	0
9/19/2012	Press Release: I-680_2YRAnniversary_091912	145	4.8% (7)	0	0	22.5% (31)	9.7% (3)	0
9/14/2012	OBAG Fact Sheet_091412	584	4.6% (27)	0	0.3% (2)	40.9% (228)	27.2% (62)	0
9/4/2012	Press Release: SafeRoutestoSchool_090412	174	6.9% (12)	0	0	17.3% (28)	10.7% (3)	0
8/30/2012	Press Release: CWCAnnualReport_083012_test	135	7.4% (10)	0	0.7% (1)	29.6% (37)	8.1% (3)	0
7/26/2012	Press Release: Rt84_Grdbreak_072612	12	0	0	0	66.7% (8)	0	0
7/23/2012	Media Advisory: South Co Transpo Forum July 26,2012	65	9.2% (6)	0	0	30.5% (18)	0	0
7/5/2012	ACTC e-news July 2012	2759	14.6% (402)	0	0.0% (1)	33.2% (782)	18.4% (144)	0.1% (1)
7/5/2012	Press Release: South Cty Transpo Forum_070512	99	11.1% (11)	0	0	29.5% (26)	0	0
6/6/2012	Press Release: BoardofSuppsOKTEP_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

### Key For Table

[Print Report](#)

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

31 January 2013

## 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-Mail Marketing/Database Report

---

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 fourth quarter (October 1, 2012 – December 31, 2012), to the previous quarter (July 1, 2012 – September 30, 2012).

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

#### Key Findings:

- ✓ Total visits down over 14% from the previous period
- ✓ Absolute unique visitors down more than 13%
- ✓ Number of pageviews down by 25%
- ✓ Percentage of new visits declined by only 1%
- ✓ Average time on site declined by about 10%

The overall performance of the website as measured by visits, visitors and page views was impacted by a number of factors: A ramping down from the high volume generated by Transportation Expenditure Plan (TEP) public outreach and presentations leading up to the November elections; and the Thanksgiving and Christmas holiday periods, typically low-traffic time periods. In addition, Alameda CTC launched its new website in July – which involved a great deal of staff time conducting updates – and promoted the new site actively. This helped drive the third quarter statistics higher.

The home, calendar and projects pages continue to have the highest number of pageviews. The number of website visits also tend to correlate with the number of contracting opportunities, and since these were down in Q4, we saw a reduction in pageviews not just for that part of the website (Opportunities and Contracting), but for the site overall. The Transportation Expenditure Plan webpage also saw a significant

decrease of pageviews in the period, likely because the election was held a third of the way through the quarter.

Despite these negative numbers, we would expect pageviews and visits to bounce back somewhat in the first quarter of 2013, as new contracting opportunities will be advertised and two e-newsletters are scheduled for distribution (January and March).

**2. Constant Contact Database and Email Tracking** – These pages present data on the numbers of new contacts, removed contacts, overall growth and total database. They also indicate data on opens, click-throughs, bounces, etc., for the most recent emails sent via Constant Contact.

### Key Findings:

#### Database:

- ✓ Since our previous report in October, the total contact database has grown by a net of 186 contacts. As the chart indicates, there have been almost no removal of addresses from the database. The overall growth is a positive trend, reflecting a concerted effort to enroll mailing list participants at a range of public outreach events.

#### Email Tracking:

- ✓ As the chart indicates, there continues to be an average **open rate** of close to 30%. The **click rate** as reported over the past three months shows very low numbers; however, this is largely due to the emails being substantially “contained information,” rather than “staged information” that would require the reader to click a link for additional content. The November e-newsletter still had a click rate of near 12%, which is typical for these and within the industry average for government agencies.

## CAC Report

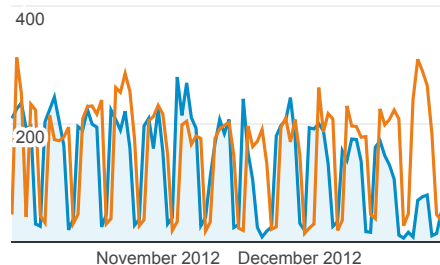
Oct 1, 2012 - Dec 31, 2012

Compare to: Jul 1, 2012 - Sep 30, 2012

### Visits

Oct 1, 2012 - Dec 31, 2012: ● Visits

Jul 1, 2012 - Sep 30, 2012: ● Visits



### Pageviews ( -25.40% )

Oct 1, 2012 - Dec 31, 2012

**52,112**

% of Total: 100.00% (52,112)

Jul 1, 2012 - Sep 30, 2012

**69,852**

% of Total: 100.00% (69,852)

### Bounce Rate ( -.96% )

Oct 1, 2012 - Dec 31, 2012

**39.50%**

Site Avg: 39.50% (0.00%)

Jul 1, 2012 - Sep 30, 2012

**39.88%**

Site Avg: 39.88% (0.00%)

### Visits ( -14.77% )

Oct 1, 2012 - Dec 31, 2012

**11,968**

% of Total: 100.00% (11,968)

Jul 1, 2012 - Sep 30, 2012

**14,042**

% of Total: 100.00% (14,042)

### Pages / Visit ( -12.47% )

Oct 1, 2012 - Dec 31, 2012

**4.35**

Site Avg: 4.35 (0.00%)

Jul 1, 2012 - Sep 30, 2012

**4.97**

Site Avg: 4.97 (0.00%)

### % New Visits ( -1.00% )

Oct 1, 2012 - Dec 31, 2012

**35.02%**

Site Avg: 35.02% (0.00%)

Jul 1, 2012 - Sep 30, 2012

**35.37%**

Site Avg: 35.37% (0.00%)

### Unique Visitors ( -13.31% )

Oct 1, 2012 - Dec 31, 2012

**5,001**

% of Total: 100.00% (5,001)

Jul 1, 2012 - Sep 30, 2012

**5,769**

% of Total: 100.00% (5,769)

### Avg. Visit Duration ( -10.37% )

Oct 1, 2012 - Dec 31, 2012

**00:04:49**

Site Avg: 00:04:49 (0.00%)

Jul 1, 2012 - Sep 30, 2012

**00:05:23**

Site Avg: 00:05:23 (0.00%)

### Visits by Visitor Type



■ **64.97% Returning Visitor**

7,776 Visits

■ **35.02% New Visitor**

4,192 Visits

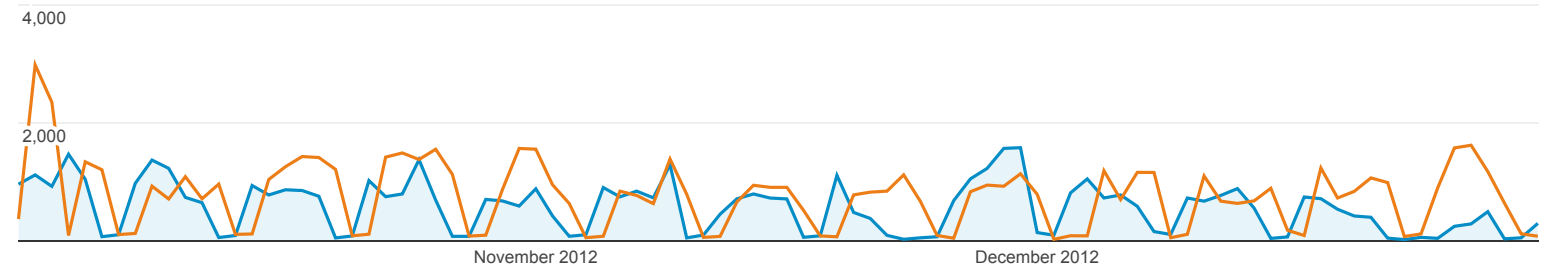
Oct 1, 2012 - Dec 31, 2012  
Compare to: Jul 1, 2012 - Sep 30, 2012

## Content Overview

change in % of pageviews: +0.00%

### Overview

Oct 1, 2012 - Dec 31, 2012: Pageviews  
Jul 1, 2012 - Sep 30, 2012: Pageviews



Pages on this site were viewed a total of 52,112 times

Pageviews: **-25.40%**  
52,112 vs 69,852

Unique Pageviews: **-21.86%**  
32,484 vs 41,569

Avg. Time on Page: **6.20%**  
00:01:26 vs 00:01:21

Bounce Rate: **-0.96%**  
39.50% vs 39.88%

% Exit: **14.24%**  
22.97% vs 20.10%

Page	Pageviews	% Pageviews
1. / Home		
Oct 1, 2012 - Dec 31, 2012	11,306	21.70%
Jul 1, 2012 - Sep 30, 2012	13,629	19.51%
% Change	-17.04%	11.20%
2. /events/month/now Calendar		
Oct 1, 2012 - Dec 31, 2012	2,418	4.64%
Jul 1, 2012 - Sep 30, 2012	2,361	3.38%
% Change	2.41%	37.28%
3. /app_pages/view/4681 Projects		
Oct 1, 2012 - Dec 31, 2012	1,242	2.38%
Jul 1, 2012 - Sep 30, 2012	1,768	2.53%
% Change	-29.75%	-5.84%
4. /app_pages/view/18 Staff		
Oct 1, 2012 - Dec 31, 2012	1,010	1.94%
Jul 1, 2012 - Sep 30, 2012	1,308	1.87%
% Change	-22.78%	2.50%
5. /app_pages/view/4134 Pass-through Payments		

Oct 1, 2012 - Dec 31, 2012		963		1.85%
Jul 1, 2012 - Sep 30, 2012		823		1.18%
% Change		17.01%		56.84%
6.	<a href="#">/app_folders/view/</a> Documents Library			
Oct 1, 2012 - Dec 31, 2012		925		1.78%
Jul 1, 2012 - Sep 30, 2012		1,134		1.62%
% Change		-18.43%		9.34%
7.	<a href="#">/news_items/index/2</a> Alameda CTC Contracting Opportunities			
Oct 1, 2012 - Dec 31, 2012		847		1.63%
Jul 1, 2012 - Sep 30, 2012		1,236		1.77%
% Change		-31.47%		-8.14%
8.	<a href="#">/app_pages/view/8084</a> 2012 Alameda County Expenditure Plan			
Oct 1, 2012 - Dec 31, 2012		744		1.43%
Jul 1, 2012 - Sep 30, 2012		1,084		1.55%
% Change		-31.37%		-8.00%
9.	<a href="#">/news_items/view/9500</a> What 's New			
Oct 1, 2012 - Dec 31, 2012		702		1.35%
Jul 1, 2012 - Sep 30, 2012		0		0.00%
% Change		100.00%		100.00%
10.	<a href="#">/app_pages/view/3999</a> Contracting			
Oct 1, 2012 - Dec 31, 2012		607		1.16%
Jul 1, 2012 - Sep 30, 2012		1,241		1.78%
% Change		-51.09%		-34.44%

[view full report](#)

## Alameda County Transportation Commission

Contacts Report  
1/28/2013

### Contact Counts

	Prior	Aug	Sep	Oct	Nov	Dec	Jan	Overall
New Contacts	5369	177	210	393	129	47	3	6328
Removed Contacts	1836	0	8	335	0	0	1	2180
Do Not Mail List	100	1	12	1	36	1	0	151
Growth	3433	176	190	57	93	46	2	3997
Total Contacts	3433	3609	3799	3856	3949	3995	3997	3997

### 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  
1/28/2013

### Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	69332	12.1% (8392)	31.2% (19022)	16.2% (3076)	0.1% (25)
Last 3 months	12480	4.8% (595)	28.2% (3355)	4.0% (134)	0.2% (6)

### Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/24/2013	New Chair and Vice Chair	321	6.2% (20)	0	0	27.2% (82)	1.2% (1)	0
12/5/2012	Press Release: B1_Fails_120512	354	2.5% (9)	0	0	31.0% (107)	3.7% (4)	0.9% (1)
12/4/2012	Press Release: Caldecott Medallion & Mayor Green_120412	187	2.1% (4)	0	0	24.0% (44)	0	0
11/29/2012	Press Release: B1_Recount_112912	205	1.5% (3)	0	0	30.2% (61)	1.6% (1)	1.6% (1)
11/29/2012	Copy of Invitation to Mayor Green Reception	9	11.1% (1)	0	0	75.0% (6)	0	0
11/27/2012	Invitation to Mayor Green Reception	1859	3.3% (62)	0	0.4% (7)	31.6% (567)	0	0.4% (2)
11/20/2012	Email Created 2012/11/20, 3:32 PM	1847	4.0% (73)	* 4 *	0.3% (6)	27.3% (485)	0	0.2% (1)
11/7/2012	e-BLAST_Measure B1-still counting_110712	3827	5.5% (212)	* 5 *	0.3% (12)	29.7% (1075)	1.7% (18)	0.1% (1)
11/5/2012	ACTC e-news November 2012	3871	5.5% (211)	* 11 *	0.4% (16)	25.4% (928)	11.9% (110)	0
10/31/2012	Press Release: County Roads Need Funds_103112	154	3.9% (6)	0	0	27.0% (40)	12.5% (5)	0
10/24/2012	CommunityCal: Cancel N Cty Forum_10-24-12	147	2.0% (3)	0	0	22.9% (33)	9.1% (3)	0
10/23/2012	Press Release: MTC_ExcellentInMotionAward_102312	154	3.9% (6)	0	0	23.6% (35)	11.4% (4)	0
10/18/2012	Copy Media Advisory: I-80 ICM Grdbreaking_10-18-12_TV	21	4.8% (1)	0	0	15.0% (3)	33.3% (1)	0
10/17/2012	Media Advisory: I-80 ICM Grdbreaking_10-17-12test	205	2.0% (4)	0	0	18.9% (38)	7.9% (3)	0
10/17/2012	Press Release: I-80 ICM Goes High-Tech_101712	205	4.9% (10)	0	0	24.1% (47)	14.9% (7)	0
10/16/2012	Email Created 2012/10/16, 12:23 PM	1	0	0	0	100.0% (1)	0	0
10/1/2012	Media Advisory: Int'l Walk & Roll Day_100112	207	9.7% (20)	0	0	23.5% (44)	15.9% (7)	0
10/1/2012	Press Release: Walk+Roll_100112	207	7.2% (15)	0	0	19.3% (37)	13.5% (5)	0
10/1/2012	CommunityCalendar: North Co Transpo Forum_100112	157	7.0% (11)	0	0.6% (1)	27.4% (40)	0	0
9/28/2012	Press Release: OBAG Funding_092812	152	5.9% (9)	0	0	28.0% (40)	15.0% (6)	0
9/25/2012	ACTC e-news September 2012	3800	9.3% (353)	* 4 *	0.3% (13)	28.8% (994)	11.8% (117)	0
9/19/2012	Press Release: I-680_2YRAnniversary_091912	145	4.8% (7)	0	0	23.2% (32)	9.4% (3)	0
9/14/2012	OBAG Fact Sheet_091412	584	4.6% (27)	0	0.3% (2)	40.9% (228)	27.2% (62)	0
9/4/2012	Press Release: SafeRoutestoSchool_090412	174	6.9% (12)	0	0	17.3% (28)	10.7% (3)	0
8/30/2012	Press Release: CWCAnnualReport_083012_test	135	7.4% (10)	0	0.7% (1)	29.6% (37)	8.1% (3)	0

**Key For Table**[Print Report](#)

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



# 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?

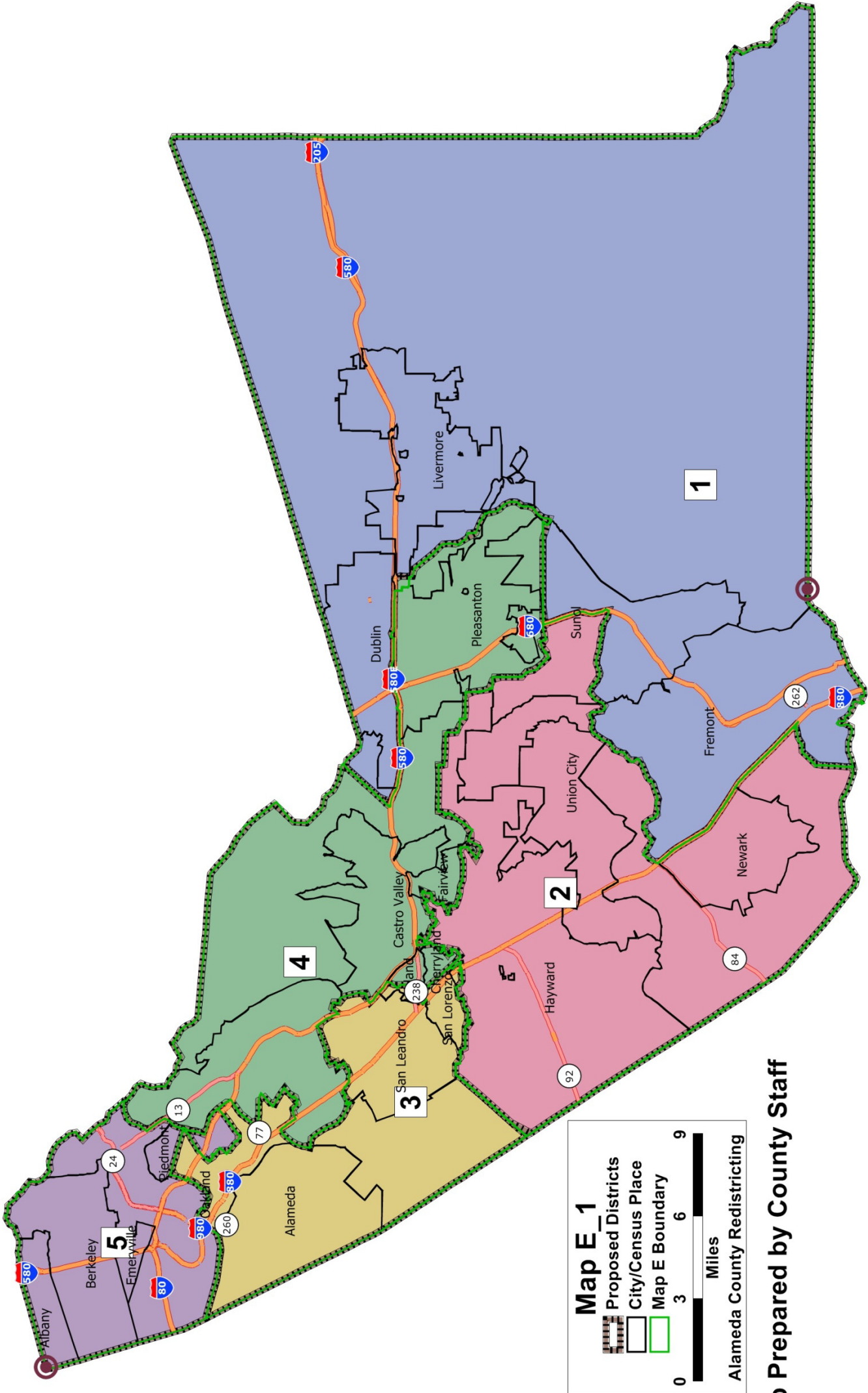
**Alameda County Transportation Commission**  
**Citizen Advisory Committee**  
**Roster - Fiscal Year 2012/2013**

CAC Meeting 02/21/13  
Attachment 08

	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 Carol Dutra-Vernaci	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 Vice Mayor Michael Gregory	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	Jan-13	Jan-15	1
7	Dr.	Jindal	Roop	Hayward	Alameda County Supervisor Scott Haggerty, D-1	Oct-03	Jan-12	Jan-14	0
8	Mr.	Jones	Dennis	Fremont	BART Director Tom Blalock	Apr-12		Apr-14	1
9	Ms.	LePell	Audrey	Hayward	City of Hayward Councilmember Marvin Peixoto	May-04	Jan-12	Jan-14	0
10	Mr.	Mann	Harpal	Union City	Alameda County Supervisor Richard Valle, D-2	Mar-11		Mar-13	0
11	Mr.	Murray	Al G.	Berkeley	City of Berkeley Councilmember Laurie Capitelli	Oct-12		Oct-14	0
12	Mr.	Posson	Mark	Pleasanton	City of Pleasanton Mayor Jerry Thorne	Jan-12		Jan-14	0
13	Ms.	Powell	Michelle	Fremont	City of Fremont Councilmember Suzanne Chan	Jan-12		Jan-14	0

**Alameda County Transportation Commission**  
**Citizen Advisory Committee**  
**Roster - 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>
14	Mr.	Scheuerman	John	Emeryville	City of Emeryville Councilmember Ruth Atkin	Sep-12		Sep-14	0
15	Ms.	Diane	Shaw	Fremont	AC Transit Director Greg Harper	Jul-12		Jul-14	0
16		Vacancy			Alameda County Supervisor Nate Miley, D-4				
17		Vacancy			City of Alameda Vacant				
18		Vacancy			City of Albany Mayor Peggy Thomsen				
19		Vacancy			City of Dublin Mayor Tim Sbranti				
20		Vacancy			City of Newark Councilmember 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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## Glossary of Acronyms

**CAC Meeting 02/21/13  
Attachment 08A1**

<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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Obituaries

## Former Planning Commissioner Joe Collier Has Died


The long-time San Leandro resident was active in civic and community affairs, and youth sports, including service as home score keeper for the Pirates football team.

By Tom Abate | [Email the author](#) | January 9, 2013



Flag as inappropriate

1 of 1



San Leandro civic, sports and community activist Joe Collier passed away January 6 at age 83. Credit courtesy Esther Collier

**Related Topics:** [Joe Collier](#), [Obituary](#), and [Pirates](#)

San Leandro resident Joe Collier, a meat salesman who was active in youth sports, civic affairs and the city planning commission, died Sunday,

January 6, at age 83.

An Air Force veteran who saw service during the Korean War, Collier was a member and former president of the Floresta Homeowner's Association among many other civic activities.

In the course of raising two children, he was active in all manner of youth sports, including the Babe Ruth and Floresta Baseball Leagues. For more than 30 years he was the scorekeeper for home games of San Leandro High's Pirates football team.

Collier served for 18 years on the San Leandro Planning Commission, including three years as chairman, and was on the Zoning Code Revision Commission.

Professionally, he was a meat salesman, representing producers to restaurants and other volume purchasers. He was a member of Teamsters Union, Local 70, and two locals of the Butchers Union, 120 and 85.

After his retirement in 1993, Collier worked for many years for Faria Brothers Hardware until it closed.

He and wife, Sylvia, had two children, Joe and Linda, and eight grandchildren, all born in San Leandro, and 11 great grandchildren.

After Sylvia died in 2004, Collier had a second romance with the former Esther Holcomb, now Collier, whose husband, Sam, had died in 2003.

The two had known each other since 1982 through many common civic and school activities, Esther said, and on July 29, 2006, they wed.

"We had six-and-a-half years of married bliss," she said.

Esther said Joe passed suddenly. They had stayed up on New Year's Eve to watch a movie and let midnight pass, intending to wake the next day for a family gathering. "I couldn't get him out of bed," Esther said.

Joe had suffered a stroke during the night and his descent from there was rapid and inexorable, until he passed at 12:25 am on January 6.

A memorial service will be held at 1 pm on Saturday, January 19, at Hilltop Community Church near the Hilltop Road exit on Interstate 80. His remains will be cremated.

Get San Leandro Patch delivered by email. Like us on Facebook. Follow us on Twitter @sanleandropatch. Or start your own blog

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**S Young**

11:50 am on Wednesday, January 9, 2013

What a great shock and loss for the San Leandro community. Joe Collier was a rock among men. He was an outstanding and supportive member of the San Leandro family. Our condolences to Esther and all of his family. Mayor Shelia Young

Flag as inappropriate

Reply

**tony santos**

1:32 pm on Wednesday, January 9, 2013

Along with Mayor Young, I have known Joe for many years and in fact, we spent many friday night playing poker and boy was he skilled. He will be missed. Tony Santos

Flag as inappropriate

Reply

**Barry Ferrier**

8:19 pm on Friday, January 25, 2013

Our condolences to Joe's family, from the Alameda County Transportation Commission's Citizens Advisory Committee and staff (CAC), which Joe had been a member of for a number of years. We will miss him.

Flag as inappropriate



## Memorandum

**DATE:** January 8, 2013

**TO:** Alameda County Technical Advisory Committee (ACTAC)

**FROM:** Beth Walukas, Deputy Director, Planning  
Matt Todd, Manager of Programming

**SUBJECT:** One Bay Area Grant (OBAG) Program Update

### Recommendation

This is an information item. No action is requested.

### Discussion

The OBAG program is funded with the Metropolitan Transportation Commission's (MTC) Cycle 2 Federal Surface Transportation Program (STP) and Congestion Mitigation and Air Quality (CMAQ) federal funding sources for the next four fiscal years (FY 2012-13 through FY 2015-16) addressed in MTC Resolution 4035. The OBAG program supports California's climate law, SB 375, which requires a Sustainable Communities Strategy to integrate land use and transportation to reduce greenhouse gas emissions. Per the OBAG requirements 70 percent of the funds must be used towards transportation projects within Priority Development Areas (PDAs).

MTC has requested the Alameda CTC provide an OBAG program recommendation by June 30, 2013, that meets the OBAG program requirements in the allocation of funding to local transportation priorities. The Alameda CTC has been provided with an OBAG programming target of \$63 million in STP and CMAQ funds. In addition to the OBAG funds, the Alameda CTC has been provided \$4.3 Million Regional SR2S funds and approximately \$3.8 Million of Priority Development Activities funds for PDA Planning and Implementation Technical Assistance Program (P&I TAP).

### PDA Readiness Classification

As presented previously, the Alameda CTC's strategy for this four-year funding cycle is to use the OBAG program to invest in PDAs with a mature real estate market and completed advance planning activities. In October 2012, the Commission approved the PDA readiness categories and criteria. These were refined based on comments from Commission and ACTAC members, and breakpoints were identified and used to determine whether or not a PDA has a more active development market. The planning screen was refined to more accurately reflect whether or not a

PDA had completed the necessary planning and regulatory activities to facilitate future development.

At its December 2012 meeting, the Commission adopted a revised PDA readiness classification that used lower development activity thresholds than what had been presented at the November 2012 ACTAC meeting. Based on comments received from PPLC, ACTAC and others, use of the higher thresholds that were initially presented at the November 2012 ACTAC meeting was deemed to be too stringent and produced too few active PDAs. This may have resulted in too few eligible transportation projects from which to choose.

For a PDA to be considered active, 100 or more units must have been constructed since 2007 (including units that are currently under construction and will be complete by June 2013), 300 or more units must be built and/or in the pipeline (entitled or possessing a building permit), and some commercial development must have either been built since 2007 or is in the pipeline. Near-active PDAs are defined as those that have 100 or more units built or in the pipeline and have some commercial development either built since 2007 or in the pipeline.

Using these criteria, 17 PDAs are identified as active, 13 are identified as near active, and 13 are identified as needing planning support or having low or no development activity. Creating a somewhat larger pool of active PDAs will help ensure that there are enough eligible capital transportation projects while still focusing capital transportation investments in those PDAs that are most likely to experience housing and job growth within this four-year funding cycle. The PDA readiness classification adopted by the Commission at their December 2012 meeting is shown in Attachment A.

### OBAG Programming

The OBAG Programming Guideline elements were approved by the Commission at their October meeting. The guideline elements included programming categories, program eligibility, screening and selection criteria for the OBAG projects. The action also provided that additional fund sources allocated by the Alameda CTC be programmed in coordination with the OBAG process, with a focus on the PDA Supportive Transportation Investment and Safe Routes to School (SR2S) Categories.

At its December 2012 meeting staff presented OBAG selection and scoring criteria. The proposal included 60% of the evaluation criteria points towards project deliverability criteria and 40% towards MTC mandated OBAG criteria. After a significant amount of discussion the Commission approved the overall 60-40 weighting of the scoring criteria. The Commission also approved revisions to the distribution of the weighted scores among the 40 points assigned to the additional land use criteria mandated by OBAG. Attachment B enlists the final OBAG scoring criteria approved by the Commission in December.

### **Attachments**

Attachment A: PDA Readiness Classification  
Attachment B: Final OBAG Scoring Criteria



**PDA Readiness Classification****Active:**

- 300 units or more built or in the pipeline
- 100 units built since 2007
- Any amount of commercial built since 2007 or in the pipeline
- Planning, zoning, etc. complete

**Near Active:**

- 100 units or more built or in the pipeline
- Any amount of commercial built or in the pipeline
- Planning, zoning, etc. partially complete or in progress

PDA	Development Screens				Development Readiness	Planning Readiness	Overall Readiness Classification
	# Units Built	# Units Built + Pipeline	Commercial Sq. ft. Built	Commercial Sq. ft. Pipeline			
Oakland: TOD Corridors	533	4,986	87,792	285,750	Active	Active	Active
Oakland: Downtown and Jack London Square	2,106	3,346	220,820	3,007,885	Active	Active	Active
Dublin: Town Center	953	2,114	125,670	0	Active	Active	Active
Oakland: West Oakland	1,019	1,981	72,848	38,500	Active	Active	Active
Dublin: Transit Center/Dublin Crossing	674	1,800	15,000	1,700,000	Active	Active	Active
Union City: Intermodal Station District	811	1,784	9,000	43,700	Active	Active	Active
Emeryville: Mixed Use Core	739	1,517	522,780	200,000	Active	Active	Active
Dublin: Downtown Specific Plan Area	300	990	24,580	0	Active	Active	Active
Livermore: Downtown	116	837	19,911	7,500	Active	Active	Active
Hayward: The Cannery	427	767	80,000	4,000	Active	Active	Active
Fremont: Irvington District	447	721	9,200	6,830	Active	Active	Active
Berkeley: Downtown	240	662	60,000	26,600	Active	Active	Active
Oakland: Fruitvale & Dimond Areas	123	591	29,020	15,000	Active	Active	Active
Fremont: Centerville	311	559	61,000	58,000	Active	Active	Active
Berkeley: University Avenue	400	510	20,000	5,000	Active	Active	Active
Oakland: Coliseum BART Station Area	373	501	55,120	5,451	Active	Active	Active
Fremont: City Center	330	342	15,000	115,900	Active	Active	Active

*Continued on the following page.*

## PDA Readiness Classification, Continued

PDA	Development Screens					Development Readiness	Planning Readiness	Overall Readiness Classification
	# Units Built	# Units Built + Pipeline	Commercial Sq. ft. Built	Commercial Sq. ft. Pipeline				
Oakland: MacArthur Transit Village	56	1,194	165,000	1,452,500		Near Active	Active	Near Active
Livermore: Isabel Avenue/BART Station Planning Area	406	972	470,845	190,000		Active	Near Active	Near Active
Hayward: South Hayward BART Urban Neighborhood	0	857	0	78,484		Near Active	Active	Near Active
Pleasanton: Hacienda	0	506	680,580	117,700		Near Active	Active	Near Active
Alameda: Alameda Naval Air Station	200	500	0	140,000		Active	Near Active	Near Active
Fremont: South Fremont/Warm Springs	455	490	0	9,700		Active	Near Active	Near Active
Berkeley: San Pablo Avenue	81	319	14,000	33,500		Near Active	Active	Near Active
Albany: San Pablo Avenue/Solano Avenue Mixed Use Neighborhood	25	200	0	85,000		Near Active	Near Active	Near Active
San Leandro: Downtown TOD	0	200	82,000	0		Near Active	Active	Near Active
Hayward: Downtown	60	192	78,277	9,158		Near Active	Active	Near Active
Berkeley: South Shattuck	0	150	0	23,000		Near Active	Active	Near Active
Alameda County: East 14th Street and Mission Boulevard Mixed Use Corridor	135	135	31,500	0		Near Active	Active	Near Active
San Leandro: East 14th Street	119	119	144,000	28,000		Near Active	Active	Near Active
Newark: Dumbarton TOD	0	797	0	0		Needs Support	Active	Needs Support
Livermore: East Side PDA	0	510	67,364	187,537		Near Active	Needs Support	Needs Support
Alameda County: Castro Valley BART	19	59	36,280	0		Needs Support	Active	Needs Support
Oakland: Eastmont Town Center	24	57	0	99,000		Needs Support	Active	Needs Support
Alameda: Northern Waterfront	45	227	25,000	30,000		Needs Support	Active	Needs Support
Berkeley: Adeline Street	0	42	0	1,900		Needs Support	Needs Support	Needs Support
Berkeley: Telegraph Avenue	0	38	0	4,000		Needs Support	Active	Needs Support
Alameda County: Hesperian Boulevard	13	13	0	0		Needs Support	Active	Needs Support
Newark: Old Town Mixed Use Area	0	2	0	0		Needs Support	Needs Support	Needs Support
Alameda County: Meekland Avenue Corridor	0	0	0	0		Needs Support	Active	Needs Support
Hayward: Mission Corridor	0	0	0	75,350		Needs Support	Near Active	Needs Support
Hayward: South Hayward BART Station Mixed Use Corridor	0	0	0	1,391		Needs Support	Active	Needs Support
San Leandro: Bay Fair BART Transit Village	0	0	0	0		Needs Support	Needs Support	Needs Support



Index	Final OBAG Selection / Scoring Criteria	Proposed Weight
<i>Delivery Criteria</i>		
1	Transportation Project Readiness <ul style="list-style-type: none"> <li>Funding plan, budget and schedule</li> <li>Implementation issues</li> <li>Agency governing body approvals</li> <li>Local community support</li> <li>Coordination with partners</li> <li>Identified stakeholders</li> </ul>	25
2	Transportation Project is well-defined and results in a usable segment <ul style="list-style-type: none"> <li>Defined scope</li> <li>Useable segment.</li> <li>Project study report / equivalent scoping document</li> </ul>	10
3	Transportation project need / benefit / effectiveness (includes Safety) <ul style="list-style-type: none"> <li>Defined project need</li> <li>Defined benefit</li> <li>Defined safety and/or security benefits</li> </ul>	15
4	Sustainability (Ownership / Lifecycle / Maintenance) <ul style="list-style-type: none"> <li>Identify funding and responsible agency for maintaining the transportation project</li> <li>Transportation Project identified in a long term development plan</li> </ul>	5
5	Matching Funds <ul style="list-style-type: none"> <li>Direct Project Matching above Minimum required Local Match</li> </ul>	5
<i>Subtotal</i>		<i>60</i>

<i>Additional Land Use Criteria Mandated by OBAG</i>		
6	PDA Supportive Investments (Includes Proximate Access) <ul style="list-style-type: none"> <li>Transportation Project supports connectivity to Jobs/ Transit centers / Activity Centers for a PDA</li> <li>Transportation Project provides multi modal travel options</li> </ul>	5
7	Transportation Investment addressing / implementing planned vision of PDA <ul style="list-style-type: none"> <li>PDA transportation facility will be X% complete with project</li> </ul>	4
8	High Impact project areas.	
a	Housing Growth <ul style="list-style-type: none"> <li>Projected growth of Housing Units in PDA</li> </ul>	2

	b	Jobs Growth <ul style="list-style-type: none"> <li>Projected growth of Jobs in PDA</li> </ul>	2
	c	Improved transportation choices for all income levels <ul style="list-style-type: none"> <li>Proximity of alternative transportation mode project to a major transit or high quality transit corridor stop</li> </ul>	6
	d	PDA parking management and pricing policies <ul style="list-style-type: none"> <li>Parking Policies</li> <li>Other TDM strategies</li> </ul>	3
	e	PDA affordable housing preservation and creation strategies <ul style="list-style-type: none"> <li>Inclusionary zoning ordinance or in-lieu fee</li> <li>Land banking</li> <li>Housing trust fund</li> <li>Fast-track permitting for affordable housing</li> <li>Reduced, deferred or waived fees for affordable housing</li> <li>Condo conversion ordinance regulating the conversion of apartments to condos</li> <li>SRO conversion ordinance</li> <li>Demolition of residential structures ordinance</li> <li>Rent control</li> <li>Just cause eviction ordinance</li> <li>Others</li> </ul>	9
9		Communities of Concern (C.O.C.) <ul style="list-style-type: none"> <li>Transportation project mitigates the transportation need of the C.O.C.</li> <li>Relevant planning effort documentation</li> </ul>	4
10		Freight and Emissions <ul style="list-style-type: none"> <li>Project in PDA that overlaps or is collocated with populations exposed to outdoor toxic air contaminants as identified in the Air District's Community Air Risk Evaluation (CARE) Program or is in the vicinity of a major freight corridor</li> </ul>	5
<b>Subtotal</b>			<b>40</b>
<b>Total</b>			<b>100</b>

*Approved by Alameda CTC Board on 12/06/12*