

Citizens Advisory Committee Meeting Agenda

**Thursday, January 20, 2011, 5:30 to 6:30 p.m., followed by the Transportation
Forum at Hayward City Hall at 777 B Street, Hayward, CA 94541**

Meeting Outcomes:

- Receive updates on Alameda CTC and CAC outreach efforts
- Receive an update on the Countywide Transportation Plan and Transportation Expenditure Plan (CWTP-TEP) development
- Actively participate in the 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 October 21, 2010 Minutes**

Barry Ferrier

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5:45 – 6:10 p.m. **4. Countywide Transportation Planning and Outreach**

Staff and MIG

Opportunities

Staff

[04A Memo CWTP-TEP Outreach Toolkit Training.pdf](#) –
(to be sent under separate cover)

[04A1 Presentation Outreach Toolkit.pdf](#) –

(to be sent under separate cover)

[04B Memo Regional SCS/RTP CWTP-TEP Process.pdf](#) –

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[04B1 CWTP-TEP-SCS Development Impl Schedule.pdf](#) –

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[04B2 ABAG Staff Report on SCS.pdf](#) – **Page 13**

[04B3 SCS Schedule.pdf](#) – **Page 21**

[04B4 CWTP-TEP Planning Web Page](#) – **Page 25**

[04B5 CAWG TAWG Meeting Minutes 121610.pdf](#) –

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- | | | |
|---|--|--|
| 6:10 – 6:15 p.m.
Staff and MIG
Staff | 5. Staff Overview of Outreach Materials and Website Report
<i><u>05 AlamedaCTC CAC Messaging Guide.pdf</u> – Page 33</i>
<i><u>05A AlamedaCTC Benchmarks of Success.pdf</u> – Page 35</i>
<i><u>05B Memo Website Analytics E-news.pdf</u> – Page 37</i>
<i><u>05C Directions and Glossary.pdf</u> – Page 45</i> | |
| 6:15 – 6:20 p.m.
Barry Ferrier | 6. CAC Outreach Goals and Objectives
<i><u>06 Chair Outreach Memo.pdf</u> – Page 47</i> | |
| 6:20 – 6:25 p.m.
CAC Members | 7. CAC Member/Outreach Reports
<i><u>07 CAC Calendar.pdf</u> – Page 49</i>
<i><u>07A CAC Roster.pdf</u> – Page 51</i>
<i><u>07B CAC Supervisorial Districts Map.pdf</u> – Page 53</i> | |
| 6:25 – 6:30 p.m.
Staff | 8. Staff Reports | |
| 6:30 – 8:30 p.m.
CAC Members,
Staff, and Public | 9. Central County Transportation Forum & Open House | |
| 8:30 p.m. | 10. Adjournment | |

Key: A – Action Item; I – Information/Discussion Item; full packet available at www.alamedactc.org

Next Meeting:

Date: April 15, 2011 – East County Transportation Forum

Time: 5:30 to 8:30 p.m.

Location: Dublin City Hall, 100 Civic Plaza, Dublin, CA 94566 (tentative)

Staff Liaison:

Tess Lengyel, (510) 267-6111, tlengyel@actia2022.com

Angie Ayers, (510) 267-6113, aayers@actia2022.com

Location Information: Hayward City Hall is located in downtown Hayward at 777 B Street, just one-fifth of a mile (approximately a three-minute walk) from the Hayward BART station. Visit the BART website (<http://www.bart.gov>) or (transit.511.org/) to plan your trip. For more information about Hayward City Hall, visit the City of Hayward website (<http://user.govoutreach.com/hayward/faq.php?cid=10773>).

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, October 21, 2010, 5:30 p.m., 1333 Broadway, Suite 200, Oakland

Attendance Key (A = Absent, P = Present)

Members:

<u>P</u> Barry Ferrier, Chair	<u>P</u> Frances Hilliard	<u>P</u> Clara Sample
<u>P</u> Cynthia Dorsey, Vice Chair	<u>P</u> Joseph Hilson	<u>A</u> Nicholas Sebastian
<u>A</u> Meredith Brown	<u>P</u> Alton Jefferson	<u>P</u> Mike Sedlak
<u>A</u> Norbert Castro	<u>P</u> Roop Jindal	<u>A</u> Gerarda Stocking
<u>P</u> Val Chinn	<u>A</u> Dimitris Kastriotis	<u>A</u> Brenda Walker
<u>P</u> Joseph Collier	<u>P</u> Audrey LePell	<u>A</u> Ronald Washington
<u>A</u> Emily Duncan	<u>P</u> Pilar Lorenzana-Campo	<u>A</u> Darren White
	<u>P</u> Frank Rose	<u>P</u> Hale Zukas

Staff:

<u>P</u> Christine Monsen, Executive Director	<u>P</u> Angie Ayers, Acumen Building Enterprise, Inc.
<u>P</u> Tess Lengyel, Programs and Public Affairs Manager	<u>P</u> Lou Hexter, MIG
<u>P</u> Keonnis Taylor, Programs Coordinator	

1. Welcome and Introductions

Chair Barry Ferrier called the meeting to order at 5:35 p.m. The meeting began with introductions and a review of the meeting outcomes.

Guests Present: *Rev. Daniel Buford, Allen Temple Baptist Church; Charles Hill Jr., NEPE-32X; Darlene Jones, AC Transit; Hakeim McGee, City of Oakland; Betty Mulholland, PAPCO; Sharon Powers, PAPCO; Sharon Sabathia; Sylvia Stadmire, PAPCO; and John Williams, UWBA*

2. Public Comments

There were no public comments.

3. Approval of July 15, 2010 Minutes

Audrey LePell moved to approve the minutes as corrected to add the word Festival after Hayward Zucchini on page 2. Roop Jindal seconded the motion. The motion carried 8-1; Hale Zukas abstained.

4. Staff Overview of Outreach Materials and Website Report

Keonnis Taylor reviewed the Alameda County Transportation Commission (Alameda CTC) messaging tips and benchmarks of success, which are the outreach targets that Alameda CTC uses to keep the community informed. CAC members reviewed a handout of outreach tracking events. The members suggested that staff distribute the outreach spreadsheet prior to the events taking place.

Lou Hexter gave a report on the website update. CAC members reviewed a handout of the Constant Contact Email Tracking report and a report showing the number of web pages viewed from September 1, 2010 to October 15, 2010 on the Alameda CTC website, and from July 1, 2010 to September 30, 2010 on the ACTIA website. The CAC members suggested that the time period reported for the Alameda CTC and ACTIA websites should be the same. Barry suggested that staff provide to the committee the website tracking reports in the agenda packet. Lou also informed the committee that a new e-newsletter will be available in November on the website.

5. CAC Outreach Goals and Objectives

Barry Ferrier stated that he had difficulty finding the e-notifier as well as problems finding the CAC meetings on the ACTIA calendar. Staff informed Barry that the website is in the process of being updated since the merger. The e-notifier is located under "Staying Informed" on the Alameda CTC website. Effective July 22, the ACTIA calendar stopped showing the community advisory meetings. They appear on the Alameda CTC website.

CAC members suggested that members e-mail to staff any website problems/issues instead of discussing them at the meeting. The committee should focus on discussing new ideas and new approaches.

The CAC meeting had many people from the public in attendance, and staff explained that the CAC hosts the Transportation Forum and begins the evening with its committee meeting. The general meeting agenda for the evening was explained as follows:

- 5:30 – 6:30 p.m. – CAC meeting
- 6:30 – 7:00 p.m. – Open house (exhibits showing various projects and programs within North County; this is an opportunity for the sponsors to answer questions and share information about resources and activities)
- 7:00 – 8:30 p.m. – Presentations on featured projects in North County

The CAC members provided the following feedback from the South County Transportation Forum:

- Since the forum is quarterly, make it more informative for the people attending by detailing how the projects relate to the people and the community.
- Give the speakers defined agenda topics and have a question-and-answer session after each speaker.
- Change the structure of the meeting to pique the interest of the people attending. For example, discussing engineering is great; however, a lay person may not be able to understand the technical information.
- A member stated that she invited many people to the forum and most attendees want to interact with speakers and others.

Barry inquired if the above feedback was received on the evaluation forms. Staff stated that they review all evaluations and will check. Barry wants a summary of the feedback because the committee can make changes if the evaluations reflect constructive information.

Members provided the following input on the structure of the Transportation Forum:

- A member suggested that the committee review the forum structure and make modifications to generate interest within the community.
- Another member suggested having questions/comments after each speaker. If Alameda CTC makes this change, how much time will the public have for questions? A time limitation will be required.
- When people sign-in, they can state what their interests are so Alameda CTC can continue to improve the Transportation Forums.
- The forums are annual for each planning area within Alameda County; Alameda CTC needs to ensure that communication takes place with the public on the topics. The Chair stated that the e-notifier can be used to communicate with the public.

6. CAC Member/Outreach Reports

Dr. Roop Jindal informed the committee that he attended the first Community Advisory Working Group (CAWG) meeting. Alameda CTC is updating the Countywide Transportation Plan and the Transportation Expenditure Plan (CWTP-TEP), and is seeking input and public support before going to the voters in 2012. Dr. Jindal suggested that staff include CAWG minutes in the next quarterly meeting packet. Staff confirmed that it's a good idea to include the CAWG minutes in the agenda packet.

7. Staff Reports

Tess Lengyel informed CAC that the Alameda CTC approved new per diems for the community advisory committee members. CAC member reviewed the per diem process outlined in the agenda packet. For each meeting members attend, up to two meetings per month, they will receive a \$50 per diem. This amount is meant to cover the transportation and other costs of meeting attendance.

Tess stated that Alameda CTC is merging. The agency is expanding out information sharing to incorporate both ACTIA and ACCMA projects. The projects being presented at the Transportation Forums will be more inclusive to reflect the Alameda CTC.

A member requested the Route 238 project be included on the January Transportation Forum since the next meeting will take place in Central County.

An attendee from the public inquired, whose idea was it to merge the two agencies? Is the funding for both agencies merged? Staff stated that these questions will be addressed at the Transportation Forum.

Barry informed the committee that Herb Crowell passed away in July.

Staff informed the committee that Emily Duncan, a CAC member, is running for City Council in the City of Union City in November.

8. Adjournment/Next Meeting

The meeting adjourned at 6:30 p.m. The next meeting is at 5:30 p.m. on January 20, 2011, at Hayward City Hall.



ACCMA ■ 1333 Broadway, Suite 220 ■ Oakland, CA 94612 ■ PH: (510) 836-2560
ACTIA ■ 1333 Broadway, Suite 300 ■ Oakland, CA 94612 ■ PH: (510) 893-3347

www.AlamedaCTC.org

Memorandum

DATE: December 29, 2010

TO: CWTP-TEP Technical Advisory Working Group
CWTP-TEP Community Advisory Working Group

FROM: Beth Walukas, Manager of Planning
Tess Lengyel, Manager of Programming and Public Affairs

SUBJECT: Review Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP) and Countywide Transportation Plan (CWTP)/Transportation Expenditure Plan Information

Recommendations:

This item is for information only. No action is requested.

Summary:

This item provides information on regional and countywide transportation planning efforts related to the updates of the Countywide Transportation Plan and Sales Tax Transportation Expenditure Plan (CWTP-TEP) as well as the Regional Transportation Plan (RTP) and the development of the Sustainable Community Strategy (SCS).

Discussion:

In an effort to keep our various committees up to date on the regional and countywide planning processes, staff will be submitting monthly reports to ACTAC; the Planning, Policy and Legislation Committee (PPLC); the Alameda CTC Board; the Citizen's Watchdog Committee and PAPCO detailing what information is being discussed and reviewed by the CWTP-TEP Steering Committee and the CWTP-TEP Technical and Community Advisory Working Groups. Since our countywide planning efforts parallel the regional planning efforts, this report will also provide relevant information on regional processes. The purpose is to identify on a regular basis where input from Committee members is desired. All documents and agendas are posted on the Alameda CTC website.

Summary of Countywide Planning Efforts

The three year CWTP-TEP schedule showing countywide and regional planning milestones is attached (Attachment A). In the next three months, the CWTP-TEP Committees will be focusing on:

- finalizing the vision and goals;
- placing the CWTP-TEP update in context of Alameda County demographics and current performance of the transportation system. The Committees are currently reviewing and

providing comment on a Briefing Book, available on the Alameda CTC's website, that is intended to be an information and reference document and a point of departure for the discussion on transportation needs;

- discussing and identifying performance measures and a methodology for prioritizing improvements;
- identifying transportation needs and issues including review of a series of white papers identifying best practices and strategies;
- conducting polling for an initial read on voter perceptions;
- discussing and identifying how to do the call for projects, particularly how we can combine with the regional call and what kind of supplemental information we will need;
- coordinating with ABAG and local jurisdictions on defining the Vision Scenarios for the Sustainable Communities Strategy;
- defining a public participation approach and beginning public outreach efforts; and

Additionally, the Alameda CTC Board met on December 17, 2010 for its annual retreat. One of the key items discussed was the CWTP-TEP update. Staff is in the process of documenting the results of the discussion and will provide information at the meeting as it is available.

Summary of Regional Planning Efforts

We have been coordinating the CWTP-TEP efforts with work on the Regional Transportation Plan (RTP), the Sustainable Communities Strategy (SCS) and other Plans and direction being developed by the San Francisco Bay Conservation and Development Commission (BCDC) and the Bay Area Air Quality Management District (BAAQMD). In the first quarter of 2011, the regional efforts are focusing developing a SCS Vision Scenario, getting the word out to City Councils and Boards of Directors on what the SCS is, beginning the RHNA process, developing financial projections and a committed transportation funding policy, developing a call for projects, and completing the work on targets and indicators for assessing performance of the projects.

In the next three months, staff will be coordinating with the regional agencies and providing feedback on these issues, including:

- participating on the MTC/ABAG Regional Advisory Working Group (RAWG), which is in the process of defining performance targets and indicators with which to compare and evaluate the SCS land use scenarios, presenting information on how the Priority Development Area Assessment will be used in developing the Vision Scenarios; and seeking input on the initial Vision Scenario that is being developed. ABAG is working directly with the local jurisdiction Planning Directors to seek input from each local City Council or Board of Directors on the Vision Scenario in January and February 2011. Attachment B contains a draft staff report developed by ABAG for use by the local jurisdiction;
- participating on regional Sub-committees: on-going performance targets and indicators and the equity sub-committee which is being formed by MTC;

These activities will feed into our discussion on revenue and financial projections and availability and the discussion of transportation investment both new and existing that will begin around the early spring timeframe.

Key Dates and Opportunities for Input

The key dates shown in Attachment A are indications of where input and comment are desired. The major activities and dates are highlighted below by activity:

Sustainable Communities Strategy:

Presentation of SCS Vision Scenario information to local jurisdictions: January/February 2011

Detailed SCS Scenarios Released: July 2011

Preferred SCS Scenario Released/Approved: December 2011/January 2012

RHNA

RHNA Process Begins: January 2011

Draft RHNA Plan released: February 2012

Final RHNA Plan released/Adopted: July 2012/October 2012

RTP

Develop Financial Forecasts and Committed Funding Policy: February 2011

Call for RTP Transportation Projects and Performance Assessment: March 2011 - September 2011

Transportation Policy Investment Dialogue: October 2011 – February 2012

Prepare SCS/RTP Plan: April 2012 – October 2012

Draft RTP/SCS for Released: November 2012

Adopt SCS/RTP: April 2013

CWTP-TEP

Draft List of CWTP screened Projects and Programs: July 2011

First Draft CWTP: September 2011

TEP Program and Project Packages: September 2011

Draft CWTP and TEP Released: January 2012

Outreach: January 2012 – June 2012

Adopt CWTP and TEP: July 2012

TEP Submitted for Ballot: August 2012

Upcoming Meetings:

Committee	Regular Meeting Date and Time	Next Meeting
CWTP-TEP Steering Committee	4 th Thursday of the month, noon Location: Alameda CTC	January 27, 2011 February 24, 2011
CWTP-TEP Technical Advisory Working Group	1 st Tuesday of the month, 11:00 a.m. Location: Alameda CTC	January 4, 2011 February 1, 2011
CWTP-TEP Community Advisory Working Group	1 st Thursday of the month, 3:00 p.m. Location: Alameda CTC	January 6, 2011 February 3, 2011
SCS/RTP Regional Advisory Working Group	1 st Tuesday of the month, 9:30 a.m. Location: MetroCenter, Oakland	January 4, 2011 February 1, 2011
SCS/RTP Performance Target Ad Hoc Committee	Varies Location: MetroCenter, Oakland	January 11, 2011
SCS/RTP Equity Ad Hoc Committee	TBD	TBD

Fiscal Impacts: None.

Attachments:

Attachment A: Three Year CWTP-TEP Planning Schedule

Attachment B: ABAG Staff Report Template on SCS

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Countywide Transportation Plan and Transportation Expenditure Plan
Preliminary Development Implementation Schedule - Updated 12/22/10

Calendar Year 2010

Task	Meeting											
	2010						2011					
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Alameda CTC Committee/Public Process												
Steering Committee			Establish Steering Committee	Working meeting to establish roles/responsibilities, community working group	RFP feedback, tech working group	Update on Transportation/Finance Issues	Approval of Community working group and steering committee next steps	No Meetings		Feedback from Tech, comm working groups	No Meetings	Expand vision and goals for County?
Technical Advisory Working Group								No Meetings		Roles, resp, schedule, vision discussion/feedback	No Meetings	Education: Trans statistics, issues, financials overview
Community Advisory Working Group								No Meetings		Roles, resp, schedule, vision discussion/feedback	No Meetings	Education: Transportation statistics, issues, financials overview
Public Participation								No Meetings			Stakeholder outreach	
Agency Public Education and Outreach												
Alameda CTC Technical Work												
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level						Board authorization for release of RFPs	Pre-Bid meetings	Proposals reviewed	ALF/ALC approves shortlist and interview; Board approves top ranked, auth. to negotiate or NTP			Technical Work
Polling												
Sustainable Communities Strategy/Regional Transportation Plan												
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013			Local Land Use Update P2009 begins & PDA Assessment begins						Green House Gas Target approved by CARB.	Start Vision Scenario Discussions		Projections 2011 Base Case
												Adopt Voluntary Performance Targets
												Adopt methodology for Jobs/Housing Forecast (Statutory Target)

**Countywide Transportation Plan and Transportation Expenditure Plan
Preliminary Development Implementation Schedule - Updated 12/22/10**

Calendar Year 2011

Task	2011					2011					2011				
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec			
Alameda CTC Committee/Public Process															
Steering Committee	Adopt vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects	Review workshop outcomes, white paper issues, strategies and best practices, call for projects	No Meetings	Review Call for Projects outcomes; Discuss TEP funding strategies	No Meetings.	Project evaluation outcomes; outline of CWTP; TEP Strategies	No Meetings	1st Draft CWTP, TEP potential project and program packages		Review 2nd draft CWTP; 1st draft TEP	No Meetings			
Technical Advisory Working Group	Comment on vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects	Review workshop outcomes, white paper issues, strategies and best practices, call for projects	No Meetings	Review Call for Projects outcomes; Discuss TEP funding strategies	No Meetings.	Project evaluation outcomes; outline of CWTP; TEP Strategies	No Meetings	1st Draft CWTP, TEP potential project and program packages		Review 2nd draft CWTP; 1st draft TEP	No Meetings			
Community Advisory Working Group	Comment on vision and goals; begin discussion on performance measures, key needs	Continue discussion on performance measures, costs guidelines, call for projects	Review workshop outcomes, white paper issues, strategies and best practices, call for projects	No Meetings	Review Call for Projects outcomes; Discuss TEP funding strategies	No Meetings.	Project evaluation outcomes; outline of CWTP; TEP Strategies	No Meetings	1st Draft CWTP, TEP potential project and program packages		Review 2nd draft CWTP; 1st draft TEP	No Meetings			
Public Participation	Public Workshops in two areas of County: vision and needs; Central County Transportation Forum	Public Workshops in two areas of County: vision and needs	East County Transportation Forum				South County Transportation Forum	No Meetings		2nd round of public workshops in two areas of County; feedback on CWTP, B3; North County Transportation Forum	2nd round of public workshops in two areas of County; feedback on CWTP, B3	No Meetings			
Agency Public Education and Outreach	Ongoing Education and Outreach through November 2012														
Alameda CTC Technical Work	Ongoing Education and Outreach through November 2012														
Technical Studies/RFP/Work timelimes: All this work will be done in relation to SCS work at the regional level	Feedback on Technical Work, Modified Vision, Preliminary projects lists					Work with feedback on CWTP and financial scenarios		First Draft CWTP using Scoring and Screening criteria					Technical work refinement and development of Expenditure plan, 2nd draft CWTP		
Polling	Conduct baseline poll												Polling on possible Expenditure Plan projects & programs		
Sustainable Communities Strategy/Regional Transportation Plan															
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013	Release Vision Scenario		Detailed SCS Scenario Development				Release Detailed SCS Scenarios		Technical Analysis of SCS Scenarios		SCS Scenario Results/and funding discussions		Release Preferred SCS Scenario		
	Discuss Call for Projects		Call for Transportation Projects and Project Performance Assessment		Project Evaluation										
	Develop Draft 25-year Transportation Financial Forecasts and Committed Transportation Funding Policy														

**Countywide Transportation Plan and Transportation Expenditure Plan
Preliminary Development Implementation Schedule - Updated 12/22/10**

Calendar Year 2012

Task	2012											
	January	February	March	April	May	June	July	August	Sept	Oct	November	
Alameda CTC Committee/Public Process												
Steering Committee	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans				Adopt Draft Plans	Adopt Final Plans	Expenditure Plan on Ballot				VOTE: November 6, 2012
Technical Advisory Working Group	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans										VOTE: November 6, 2012
Community Advisory Working Group	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans										VOTE: November 6, 2012
Public Participation					Expenditure Plan City Council/BOS Adoption							VOTE: November 6, 2012
Agency Public Education and Outreach												
Ongoing Education and Outreach Through November 2012 on this process and final plans												
Alameda CTC Technical Work												
Technical Studies/RFP/Work timelimes: All this work will be done in relation to SCS work at the regional level		Finalize Plans										
Polling								Potential Go/No Go Poll for Expenditure Plan				
Sustainable Communities Strategy/Regional Transportation Plan												
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013	Approval of Draft SCS		Begin RTP Technical Analysis & Document Preparation									Prepare SCS/RTP Plan
												Release Draft SCS/RTP for review

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OneBayArea

Overview of the Sustainable Communities Strategy

November 23, 2010

To: Planning Directors

From: Ken Kirkey, ABAG Planning Director

Re: Overview of the Sustainable Communities Strategy

ABAG and MTC have prepared an Overview of the Sustainable Communities Strategy (SCS) that you can use for a presentation before your city council and/or board of supervisors. We hope you find this report useful in communicating with elected officials and general public that might not be familiar with the SCS. This presentation will allow Bay Area elected officials to be informed about the SCS process before the release of the SCS Vision Scenario by February 2011.

Given the input we have received from various local jurisdictions, we expect this report will be used in different ways according to the specific needs of each city or county. Planning directors could (1) use it as a reference to develop their own reports; (2) use it as an attachment to their reports; or (3) edit and reformat this report to make it their own.

We would appreciate receiving any input from your elected officials on this SCS Overview presentation. We have created a folder for this input on the online collaboration sites (Basecamp) created for each county.

Should you have any questions about the report, please contact me (kennethk@abag.ca.gov) or the FOCUS regional planner for your county.

This staff report describes Senate Bill 375, the Sustainable Communities Strategy (SCS) and the effect of the law on local governments as well as the Bay Area as a region. This report is based on reports provided by the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG).

The SCS will be developed in partnership among regional agencies, local jurisdictions and Congestion Management Agencies (CMAs) through an iterative process. The regional agencies recognize that input from local jurisdictions with land use authority is essential to create a feasible SCS. The SCS does not alter the authority of jurisdictions over local land use and development decisions.

The purpose of this report is to provide council/board members with an overview of the SCS in relation to local land use policies, implementation needs, and quality of life, including key policy considerations for the City/County of (insert local information).

PURPOSE AND APPROACH

Senate Bill 375 became law in 2008 and is considered landmark legislation for California relative to land use, transportation and environmental planning. It calls for the development of a Sustainable Communities Strategy (SCS) in all metropolitan regions in California. Within the Bay Area, the law gives joint responsibility for the SCS to the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG). These agencies will coordinate with the Bay Area Air Quality Management District (Air District) and the Bay Conservation and Development Commission (BCDC).

The SCS integrates several existing planning processes and is required to accomplish the following objectives:

1. Provide a new 25-year land use strategy for the Bay Area that is realistic and identifies areas to accommodate all of the region's population, including all income groups;
2. Forecast a land use pattern, which when integrated with the transportation system, reduces greenhouse gas emissions from automobiles and light trucks and is measured against our regional target established by the California Air Resources Board (CARB).

The SCS is a land use strategy required to be included as part of the Bay Area's 25-year Regional Transportation Plan (RTP). By federal law, the RTP must be internally consistent. Therefore, the over \$200 billion dollars of transportation investment typically included in the RTP must align with and support the SCS land-use pattern. SB 375 also requires that an updated

eight-year regional housing need allocation (RHNA) prepared by ABAG is consistent with the SCS. The SCS, RTP and RHNA will be adopted simultaneously in early 2013.

The SCS is not just about assigning housing need to places or achieving greenhouse gas targets. The primary goal is to build a Bay Area which continues to thrive and prosper under the changing circumstances of the twenty-first century. By directly confronting the challenges associated with population growth, climate change, a new economic reality and an increasing public-health imperative, the SCS should help us achieve a Bay Area which is both more livable and more economically competitive on the world stage. A successful SCS will:

- Recognize and support compact walkable places where residents and workers have access to services and amenities to meet their day-to-day needs;
- Reduce long commutes and decrease reliance that increases energy independence and decreases the region's carbon consumption;
- Support complete communities which remain livable and affordable for all segments of the population, maintaining the Bay Area as an attractive place to reside, start or continue a business, and create jobs.
- Support a sustainable transportation system and reduce the need for expensive highway and transit expansions, freeing up resources for other more productive public investments;
- Provide increased accessibility and affordability to our most vulnerable populations;
- Conserve water and decrease our dependence on imported food stocks and their high transport costs.

In recognition of the importance of these other goals, ABAG and MTC will adopt performance targets and indicators that will help inform decisions about land use patterns and transportation investments. These targets and indicators will apply to the SCS and the RTP. The targets and indicators are being developed by the Performance Targets and Indicators Ad Hoc Committee of the Regional Advisory Working Group (RAWG), which includes local planning and transportation staff, non-profit organizations, and business and developers' organizations. The targets are scheduled for adoption early 2011 and the indicators will be adopted in spring 2011.

BUILDING ON EXISTING EFFORTS

In many respects the SCS builds upon existing efforts in many Bay Area communities to encourage more focused and compact growth while recognizing the unique characteristics and differences of the region's many varied communities. FOCUS Priority Development Areas (PDAs) are locally-identified and regionally adopted infill development opportunity areas near transit. The PDAs provide a strong foundation upon which to structure the region's first Sustainable Communities Strategy. PDAs are only three percent of the region's land area. However, local governments have indicated that based upon existing plans, resources, and incentives the PDAs can collectively accommodate over fifty percent of the Bay Area's housing need through 2035.

PDA's have been supported by planning grants, capital funding and technical assistance grants from MTC. The current RTP allocates an average of \$60 million a year to PDA incentive-related funding. Future RTPs, consistent with the SCS, will be structured to provide policies and funding that is supportive of PDA's and potentially other opportunity areas for sustainable development in the region.

PARTNERSHIP

To be successful, the SCS will require a partnership among regional agencies, local jurisdictions, Congestion Management Agencies (CMAs), transit agencies, and other regional stakeholders. MTC and ABAG are engaged in an intense information exchange with County-Corridors Working Groups throughout the Bay Area. These Groups are organized by county, by sub-regions within counties, and by corridors that span counties. They typically include city and county planning directors, CMA staff, and representatives of other key agencies such as transit agencies and public health departments. Working Group members are responsible for providing updates and information to their locally elected policymakers through regular reports like this one and eventually through recommended council or board resolutions which acknowledge the implications of the SCS for each jurisdiction.

Each county has established an SCS engagement strategy and the composition of a County/Corridor Working Group according to their needs and ongoing planning efforts. In the City of (insert local information) our working group includes (insert local county information here). The County/Corridor Working Groups provide an opportunity for all of the region's jurisdictions to be represented in the SCS process and to provide ongoing information to, and input from, local officials through staff reports by working group members (local planning staff) to their city councils and/or boards of supervisors as the SCS process evolves through 2011. In addition to the County-Corridor Working Groups, a Regional Advisory Working Group (RAWG), composed of local government representatives and key stakeholders provides technical oversight at the regional level.

PROCESS – SCS SCENARIOS

The final SCS will be the product of an iterative process that includes a sequence of growth and supportive transportation scenarios. Starting with an Initial Vision Scenario (February 2011), followed by more detailed SCS scenarios that refine the initial vision scenario (Spring and Fall 2011), and final draft (early 2012). For more information about the timeline, see *SCS Schedule – Attachment A*.

Initial Vision Scenario

ABAG and MTC will release an Initial Vision Scenario in February 2011 based in large part on input from local jurisdictions through the county/corridor engagement process and information collected by December 2010. The Vision Scenario will encompass an initial identification of

places, policies and strategies for long-term, sustainable development in the Bay Area. Local governments will identify places of great potential for sustainable development, including PDAs, transit corridors, employment areas, as well as infill opportunities areas that lack transit services but offer opportunities for increased walkability and reduced driving.

The Initial Vision Scenario will:

- Incorporate the 25-year regional housing need encompassed in the SCS;
- Provide a preliminary set of housing and employment growth numbers at regional, county, jurisdictional, and sub-jurisdictional levels;
- Be evaluated against the greenhouse gas reduction target as well as the additional performance targets adopted for the SCS.

Detailed Scenarios

By the early spring of 2011 the conversation between local governments and regional agencies will turn to the feasibility of achieving the Initial Vision Scenario by working on the Detailed Scenarios. The Detailed Scenarios will be different than the initial Vision Scenario in that they will take into account constraints that might limit development potential, and will identify the infrastructure and resources that can be identified and/or secured to support the scenario. MTC and ABAG expect to release a first round of Detailed Scenarios by July 2011. Local jurisdictions will provide input, which will then be analyzed for the release of the Preferred Scenario by the end of 2011. The County/Corridor Working Groups as well as the RAWG will facilitate local input into the scenarios through 2011. The analysis of the Detailed Scenarios and Preferred Scenario takes into account the Performance Targets and Indicators.

REGIONAL HOUSING NEEDS ALLOCATION

As described above, the eight-year RHNA must be consistent with the SCS. Planning for affordable housing in the Bay Area is one of the essential tasks of sustainable development. In the SCS, this task becomes integrated with the regional land use strategy, the development of complete communities and a sustainable transportation system. The process to update RHNA will begin in early 2011. The county/corridor engagement process will include discussions of RHNA, since both the SCS and RHNA require consideration of housing needs by income group. Cities will discuss their strategies for the distribution of housing needs at the county level and decide if they want to form a sub-regional RHNA group by March 2011. The distribution of housing needs will inform the Detailed SCS Scenarios. Regional agencies will take input from local jurisdictions for the adoption of the RHNA methodology by September 2011. The final housing numbers for the region will be issued by the State Department of Housing and Community Development (HCD) by September 2011. The Draft RHNA will be released by spring 2012. ABAG will adopt the Final RHNA by the end of summer 2012. Local governments will address the next round of RHNA in their next Housing Element update.

This is a condensed description of the RHNA process. Additional details about procedural requirements (e.g. appeals, revisions and transfers) and substantive issues (e.g. housing by income category and formation of subregions) will be described in a separate document.

REGIONAL TRANSPORTATION PLAN

The SCS brings an explicit link between the land use choices and the transportation investments. MTC and ABAG's commitment to the reduction of greenhouse gas emissions and provision of housing for all income levels translates into an alignment of the development of places committed to these goals and transportation, infrastructure and housing funding. The regional agencies will work closely with the CMAs, transportation agencies and local jurisdictions to define financially constrained transportation priorities in their response to a call for transportation projects in early 2011 and a detailed project assessment that will be completed by July/August 2011; the project assessment will be an essential part of the development of Detailed SCS Scenarios. The RTP will be analyzed through 2012 and released for review by the end of 2012. ABAG will approve the SCS by March 2013. MTC will adopt the final RTP and SCS by April 2013.

Regional agencies will prepare one Environmental Impact Report (EIR) for both the SCS and the RTP. This EIR might assist local jurisdictions in streamlining the environmental review process for some of the projects that are consistent with the SCS. Local jurisdictions are currently providing input for the potential scope of the EIR. Regional agencies are investigating the scope and strategies for an EIR that could provide the most effective support for local governments.

ADDITIONAL REGIONAL TASKS

MTC, ABAG and the Bay Area Air Quality Management District are coordinating the impacts of CEQA thresholds and guidelines recently approved by the Air District. The Air District is currently developing tools and mitigation measures related to the CEQA thresholds and guidelines to assist with development projects in PDAs. The four regional agencies will be coordinating other key regional planning issues including any adopted climate adaptation-related policy recommendations or best practices encompassed in the Bay Plan update recently released by BCDC.

UNIQUE LOCAL ROLE OF THE CITY OF (insert local jurisdiction) IN THE SUSTAINABLE COMMUNITIES STRATEGY

Suggested questions to be addressed by Local Planning Director

- *How do local planning efforts (i.e. General Plan, PDAs, Specific/Neighborhood Plans) relate to the SCS?*
- *What are the key local sustainable development issues/strategies that might be advanced through the SCS? (i.e. Employment growth, affordable housing, small town centers, schools)*
- *What are the key investments for a sustainable development path?*
- *How are local elected officials and staff participating in the regional SCS process?*

BENEFITS FOR ALL

The SCS provides an opportunity for the City of (insert local jurisdiction) to advance local goals as part of a coordinated regional framework. By coordinating programs across multiple layers of government, the SCS should improve public sector efficiency and create more rational and coordinated regulation and public funding. The SCS connects local neighborhood concerns—such as new housing, jobs, and traffic—to regional objectives and resources. As such, it is a platform for cities and counties to discuss and address a wide spectrum of challenges, including high housing costs, poverty, job access, and public health, and identify local, regional, and state policies to address them. It gives local governments a stronger voice in identifying desired infrastructure improvements and provides a framework for evaluating those investments regionally. In this way, the SCS rewards those cities whose decisions advance local goals and benefit quality of life beyond their borders—whether to create more affordable housing, new jobs, or reduce driving.

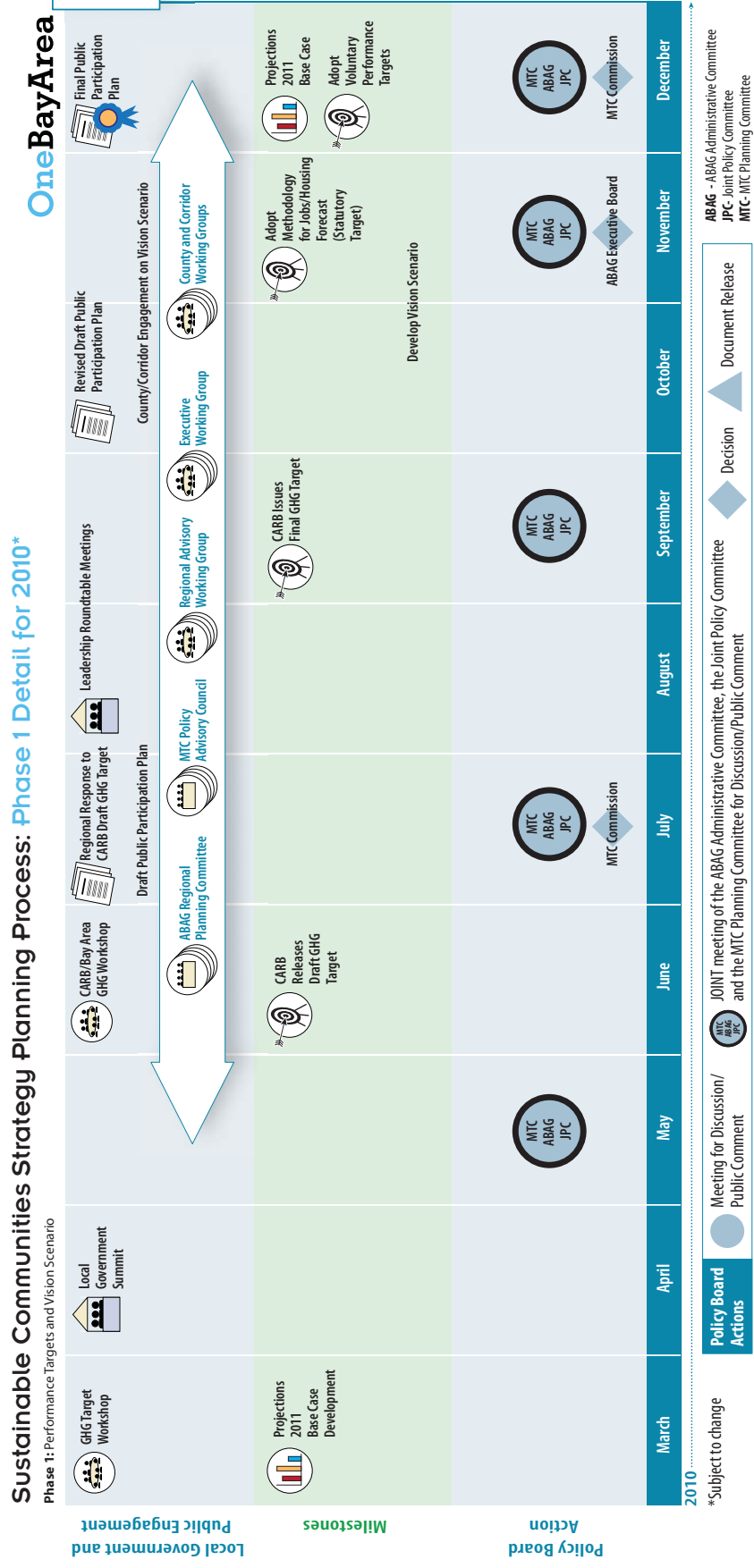
Regional agencies are exploring the following support for the SCS:

- Grants for affordable housing close to transit
- Infrastructure bank to support investments that can accommodate housing and jobs close to transit
- Transportation investment in areas that can significantly contribute to the reduction of greenhouse gas emissions through compact development
- Infrastructure investments in small towns that can improve access to services through walking and transit.

NEXT STEPS

- Regional agencies expect to release an initial Vision Scenario in early February 2011.
- City (or County) staff will subsequently provide a report to (insert local description) describing the overall approach, regional context, and local implications for the City of (insert local jurisdiction).
- City (or County) staff will seek Council feedback and response to the initial Vision Scenario to be share with regional agencies. This feedback will serve as a basis for the development of Detailed SCS Scenarios through July 2011.

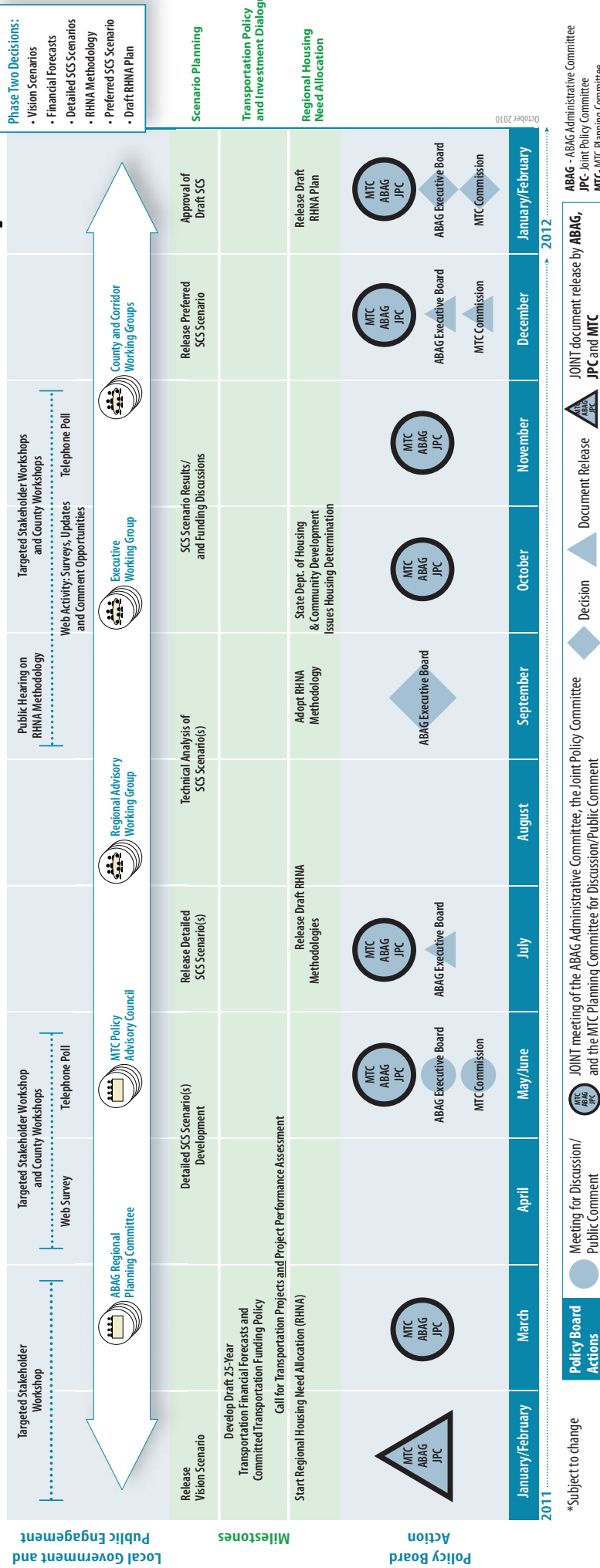
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Sustainable Communities Strategy Planning Process: Phase 2 Detail for 2011*

Phase 2: Scenario Planning, Transportation Policy & Investment Dialogue, and Regional Housing Need Allocation

One Bay Area



Phase Two Decisions:
 • Vision Scenarios
 • Financial Forecasts
 • Detailed SCS Scenarios
 • RHNA Methodology
 • Preferred SCS Scenario
 • Draft RHNA Plan

Scenario Planning

Transportation Policy and Investment Dialogue

Regional Housing Need Allocation

*Subject to change

Policy Board Actions
 Meeting for Discussion/
 Public Comment

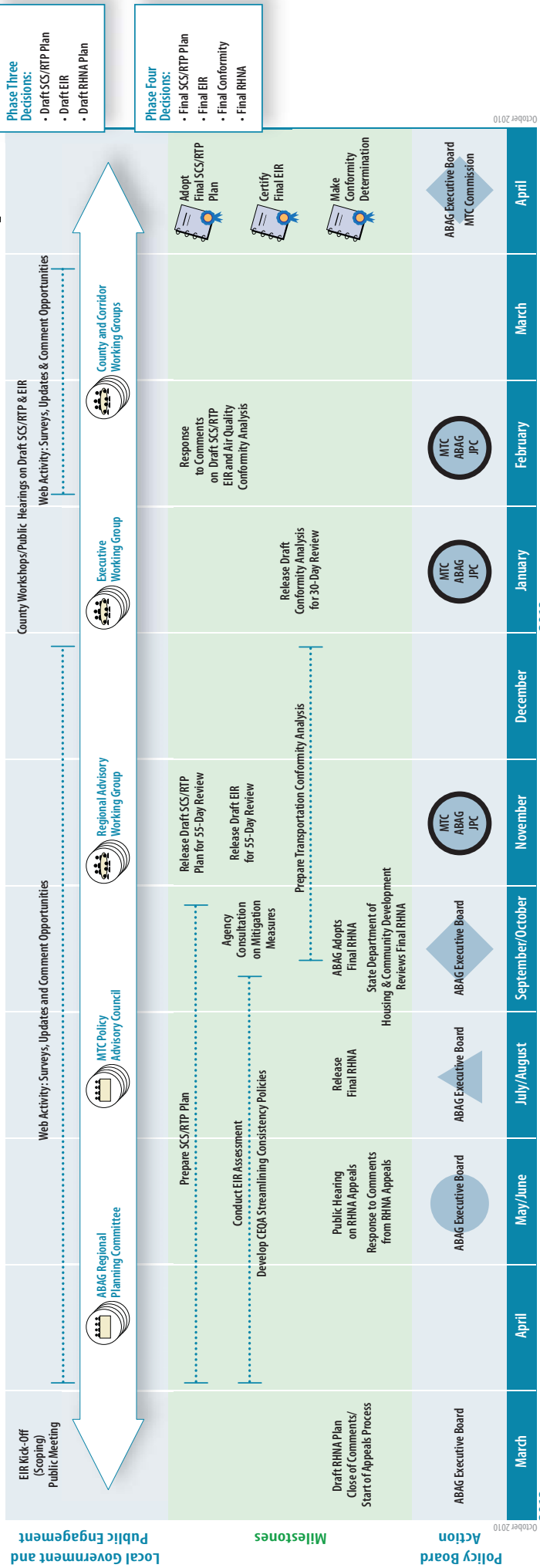
Decision
 Document Release
 JOINT meeting of the ABAG Administrative Committee, the Joint Policy Committee and the MTC Planning Committee for Discussion/Public Comment

JOINT document release by ABAG, JPC and MTC
 ABAG - ABAG Administrative Committee
 JPC - Joint Policy Committee
 MTC - MTC Planning Committee

Sustainable Communities Strategy Planning Process: Phases 3 & 4 Details for 2012-2013*

Phase 3: Housing Need Allocation, Environmental/Technical Analyses and Final Plans

Phase 4: Plan Adoption



*Subject to change

● Meeting for Discussion/
Public Comment

○ MTC ABAG JPC

◆ JOINT meeting of the ABAG Administrative Committee, the Joint Policy Committee and the MTC Planning Committee for Discussion/Public Comment

▲ Decision

◆ Document Release

ABAG - ABAG Administrative Committee
JPC - Joint Policy Committee
MTC - MTC Planning Committee

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SEARCH →

ALAMEDA CTC

CWTP/TEP Project

Related Content

- [About CWTP](#)
- [About TEP](#)
- [CWTP/TEP Project](#)
- [CWTP/TEP Project Library](#)
- [How to Get Involved](#)
- [Online Survey](#)
- [Plan Development Committees](#)
- [Project Meetings and Meeting Documentation](#)
- [Project Schedule and Process](#)

Welcome to the Alameda County Transportation Planning Page!

Thank you for your interest in long-range planning for the future of our transportation system in Alameda County. Two major Plans are underway that guide future transportation improvements:

The [Alameda Countywide Transportation Plan \(CWTP\)](#) lays out a strategy for meeting transportation needs for all users in Alameda County. This plan includes projects and other improvements for: new and existing freeways, local streets and roads, public transit (paratransit, buses, rails, ferries) and facilities and programs to support bicycling and walking. Projects are required to be in the Countywide Transportation Plan to compete for funding on the regional, state and national level.

The [Transportation Expenditure Plan \(TEP\)](#) identifies the funding priorities for an extension of the existing Transportation Sales Tax, known as [Measure B](#). The TEP includes transportation infrastructure projects like roadway maintenance, bicycle, pedestrian, transit and paratransit improvements; and programs supporting biking, walking, transit and paratransit operations. The Transportation Expenditure Plan will be submitted to the voters of Alameda County for approval. If the plan appears on the 2012 ballot, as anticipated, it will a 2/3 majority to pass.

The [Countywide Bicycle and Pedestrian Plans](#) are currently being updated. Specific information about these efforts can found on the project website.



Transportation Plan Updates Underway

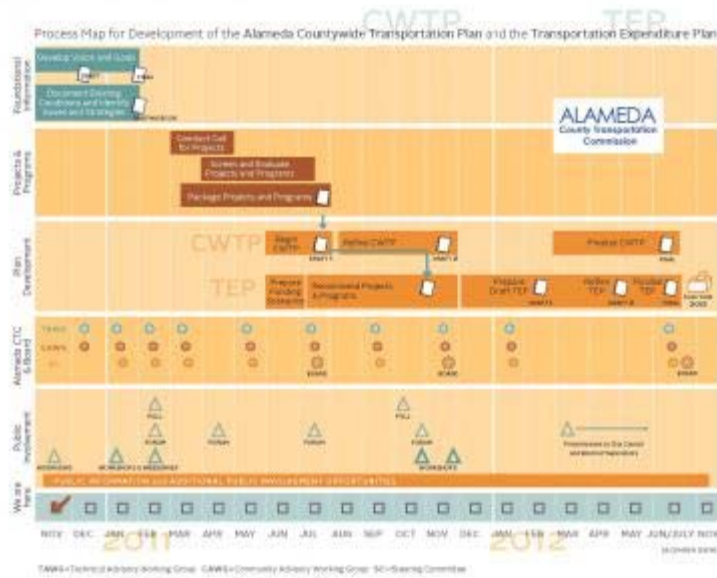
Alameda County Transportation Commission is currently updating the CWTP and developing the Transportation Expen Plan. A new sales tax measure is slated to be on the ballot in 2012. Currently, Measure B is a key source of funding for [transportation projects in Alameda County](#). Projects and programs for the TEP will be drawn from the CWTP.

To develop the Plans, Alameda CTC is working with a Steering Committee, Community Advisory Working Group and Technical Advisory Working Group. These [committees](#) include representatives from fifteen local jurisdictions, six transit operators, Caltrans District 4, the Port of Oakland, MTC and other community and agency stakeholders to identify and prioritize projects and programs.

Public input is important to this process

Learn how you can [participate in the planning process](#) and provide your input at essential project milestones.

CAC Meeting 1/20/11
Attachment 04B4



The process for developing the Countywide Transportation Plan and Transportation Expenditure Plan are depicted in the Process Map above. Click on the image to download as a pdf.

**Alameda CTC Community Advisory Working Group and
Technical Advisory Working Group Meeting Minutes
Thursday, December 16, 2010, 3 p.m., 1333 Broadway, Suite 300, Oakland**

Attendance Key (A = Absent, P = Present)

CAWG Members:

<u> </u> P Lindsay Arnold	<u> </u> P JoAnn Lew	<u> </u> P Carmen Rivera- Hendrickson
<u> </u> A Joseph Cruz	<u> </u> A Teresa McGill	<u> </u> P Anthony Rodgers
<u> </u> P Charissa Frank	<u> </u> P Gabrielle Miller	<u> </u> P Raj Salwan
<u> </u> A Arthur Geen	<u> </u> P Betsy Morris	<u> </u> P Diane Shaw
<u> </u> P Chaka-Khan Gordon	<u> </u> P Betty Mulholland	<u> </u> P Sylvia Stadmire
<u> </u> P Earl Hamlin	<u> </u> P Eileen Ng	<u> </u> P Midori Tabata
<u> </u> A Unique Holland	<u> </u> P Carli Paine	<u> </u> P Pam Willow
<u> </u> P Lindsay Imai Hong	<u> </u> P James Paxson	<u> </u> P Beth Wilson
<u> </u> P Roop Jindal	<u> </u> P Patrisha Piras	
<u> </u> P David Kakishiba		

TAWG Members Present: Aleida Andrino-Chavez; Ann Chaney; Keith Cooke; Robin Giffin; Wilson Lee; Pete Schultze-Allen; Iris Starr; Mike Tassano; Bob Vinn; Marnie Waffle; Bruce Williams;

Staff:

<u> </u> P Tess Lengyel, Programs and Public Affairs Manager	<u> </u> P Diane Stark, Senior Transportation Planner
<u> </u> P Beth Walukas, Manager of Planning	<u> </u> A Saravana Suthanthira, Senior Transportation Planner
<u> </u> P Joan Chaplick, MIG	<u> </u> P Cathleen Sullivan, Nelson/Nygaard
<u> </u> P Bonnie Nelson, Nelson/Nygaard	<u> </u> P Angie Ayers, Acumen Building Enterprise, Inc.

1. Welcome and Introductions

Tess Lengyel called the meeting to order at 3 p.m. Due to the size of the group, no introductions were made.

Guests Present: Dave Campbell, East Bay Bicycle Coalition; Diane Shaw; Matt Vander Sluis, Greenbelt Alliance; and Carolyn Verheyen, MIG, attended the meeting.

2. Public Comments

There were no public comments.

3. Review of CAWG and TAWG Meeting Minutes

The CAWG October 7, 2010 and TAWG October 5, 2010 meeting minutes were reviewed and approved by the members as written. Written comments were received on the October CAWG minutes that were not conveyed in the December 16 packet. The October CAWG minutes will be amended to add the following comment submitted by Carli Paine of

TransForm: To the Vision and Goals Statement, I had one more characteristic for Alameda County's transportation system that I wanted to add to the list that we developed at the end of yesterday's meeting: cost-effective.

4. Overview of Transportation in Alameda County as Background for Development of County Transportation Plan and Transportation Expenditure Plan

Tess stated that the purpose of the meeting is to develop a common understanding of Alameda County transportation and land use background for the development of the Countywide Transportation Plan (CWTP) and the Transportation Expenditure Plan (TEP). Staff wants to ensure that the Community Advisory Working Group (CAWG) is up to speed on Alameda County transportation needs and issues early in the process. Tess introduced the members of the consultant team who were present.

Bonnie Nelson of Nelson/Nygaard gave a presentation on Alameda County demographics and transportation in the county. Bonnie covered the roles and responsibilities of both CAWG and TAWG members in the CWTP-TEP process, the timeline, and next steps.

The presentation covered the following:

- Statistics on Alameda County household languages; percentage of households with zero vehicles; median household income
- Changing demographics; daily trips by mode of travel
- Future transportation demands
- Current transportation use and modes of travel in the four areas of Alameda County
- New requirements as part of the CWTP-TEP process: Greenhouse Gas Emissions (GHG); Vehicle Miles Traveled (VMT); new legislation to reduce GHG and VMT; the linkage of land use and GHG emissions; and why land use is important
- Highlights of each mode of travel along with the percentage of people using the mode. For example, 95 percent of people taking transit use AC Transit and BART public transit services.
- How projects get funded
- Results of past plans
- Planning in a new context

Bonnie informed the group that they will receive a Briefing Book before the next meeting, which will document existing conditions and much of what is in the meeting's presentation.

The members posed questions and provided the following input:

- Are the statistics current from 2010? Staff stated that the statistics are from 2009 and 2010, and the Briefing Book will list the sources.
- Is the growth in the number of trips disproportionate to the population? Staff stated that in 1960, households made five trips per day; in 1990, households made 10 trips per day.

- Why are we more mobile? Staff stated that one difference in our mobility is in the way we live; more people in the family are working today, kids have afterschool activities, and a person may have more than one job.
- Two observations were made regarding trips not referenced in the presentation: (1) Are we tracking the number of people working at home? People working at home create more local trips. (2) What time of day do the trips occur?
- Members stated that the presentations be posted online prior to the meeting. Staff indicated that they need to do a better job of this in the future and will post today's information as well as future information as it is available. Members are encouraged to sign up for e-notification of postings.
- Regarding rapid transit, making the trip faster does not equate to better service. It's more difficult for passengers because the service is poor due to AC Transit service cuts. Transit is losing continuity because passengers and drivers do not know where the lines are going. Alameda County needs reliability and continuity, and must make sure that the current service is maintained and serves the public.
- A \$25 billion transit shortfall was built into the last Regional Transportation Plan (RTP). We need to prevent that this time. Both AC Transit and LAVTA cut their services last year. Will we look at what is possible or look at the bare minimum of what we have now? Staff stated that the intent of the CWTP is a multi-modal plan and the idea is to look at the total view. We will create a document that shows a total funding need without constraints and demonstrates the need for advocacy.
- What funds can we generate in the next 50 or 60 years? Staff stated that it's important that we do not constrain ourselves with the funds we have today. We may be able to advocate for other funds.
- Who is accountable for the goals set for transportation receiving funds? Staff stated that we are all accountable. Staff explained that propositions have passed that make funding very difficult. Propositions 22 and 26 made a huge impact in the California deficit. Accountability in many ways belongs to the people that vote.
- Can the capital funds be released for operations? It currently takes two hours to get to downtown Oakland from Dublin, and before service cuts, the same trip took 45 minutes. Staff stated that it is very complicated to get the operating funds. Article 19 is very explicit for gas sales tax. California's State Legislature is looking at changing the Article.
- Currently, 60 percent of Measure B goes toward programs and 40 percent goes toward capital projects. Why are our capital investments nearly complete? How can we change this for programs? Staff stated that we are looking at tradeoffs for going forward with Measure B. The CWTP must be done regardless. Before the TEP is done, we will have polling results. Staff informed the group that the Measure B split in 1996 was 70 percent toward projects and 30 percent toward programs. In 2000, Measure B shifted to the current split of 60-40. In the beginning, we had good fortune because the economy was doing well, and we were able to get projects ready for development. Proposition 1B passed and that also gave us funding. Even when the economy dipped, projects had lower bids, which helped moved many to completion.

- How do we engage other citizens? Do we have a systems view? How much does it cost per household to travel in various modes? If we look at household costs, maybe we can build a case for allocation. Staff stated that we will engage in modeling efforts. The 2010 census data will not be available for us to use in our models because it's not instantaneously available, but to the extent it is available, the most recent Census data will be used. Staff will bring modeling information to the groups in February or March.

5. CWTP-TEP Process Map

Joan Chaplick of MIG reviewed the development schedule for the CWTP and TEP.

Questions/feedback from the members:

- Will CAWG review the draft scope of work for the polling? The RFP has been submitted to firms. The polling will be complete by February. In the January meeting, staff will ask for input on polling questions.
- A member stated that several letters were written to the board for a bus pass for middle school kids. When will staff share the letters? Staff stated that the letters have been forwarded to the Commission.
- The members mentioned that it would be helpful if the documents can be available online before the meeting.
- In terms of informing people, is Alameda CTC relying solely on CAWG and TAWG? Staff says they will use many methods to get the word out about the CWTP-TEP. Staff will keep members posted about outreach as dates are known and it is developed.
- Are there other ways to reach people not registered as voters and people who can't make it to workshops? Can members and staff go the schools? Staff stated that the Alameda CTC is developing an outreach toolkit. The polling will target registered voters because the measure will be on the ballot.
- When the consultant firm does the polling, will cell phones be called rather than land lines? Staff stated that the firm will determine this.
- Will the consultant firm do surveys in person? Can displays be setup in high-traffic areas? A member suggested sending surveys to congregations.
- What are we surveying? What are we looking for? Tess said she will personally respond to Betty Mulholland's questions.

6. Public Participation Approach, Outreach Update, Revised Draft Vision and Goals

Joan gave a presentation on the Public Participation Approach for the CWTP-TEP and highlights of the outreach conducted to date. She informed the group that Alameda CTC has conducted a series of interviews, and questions are in the agenda packet.

Staff requested that members provide feedback on the Draft Vision and Goals via e-mail to the staff liaisons listed on page 2 of the agenda.

7. Relationship Between Regional Transportation Plan, Sustainable Communities Strategy, and Countywide Transportation Plan

Due to time constraints, staff requested that the group review the documents in their packet.

8. Steering Committee, CAWG, and TAWG Update

Staff informed the group that future meetings will be oriented toward more discussion. Also, staff is requesting moving the CWTP-TEP Steering Committee meetings to the same day as the Commission meeting.

9. Adjournment

Member Patrisha Piras informed the group that copies of AARP Public Policy Institute's Planning Complete Streets For An Aging America are available at the meeting and at http://www.aarp.org/home-garden/livable-communities/info-08-2009/Planning_Complete_Streets_for_an_Aging_America.print.html

The meeting adjourned at 5 p.m.

Attachment

Attachment 3A: Joint CAWG and TAWG Meeting Written Comments by Agenda Item

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Citizens Advisory Committee (CAC) Outreach Speaking Points

Note: ACTIA has recently merged with the Alameda County Congestion Management Agency to create the Alameda County Transportation Commission (Alameda CTC). Outreach efforts for all agency projects and programs are anticipated to commence in January 2011. These speaking points will likely be updated to reflect that change.

Key Messages:

- Transportation is at the heart of everything we do. It connects us to each other, our communities, services, jobs, education, and recreation – the things that make up our lives.
- Alameda CTC works on behalf of Alameda County residents to improve access and mobility with accountability.
- Alameda CTC plans, funds and delivers transportation projects and programs to benefit the entire county, including administration of the transportation sales tax measure.
- Measure B local sales-tax dollars are YOUR dollars, mandated by voters to be used for transportation improvements throughout Alameda County.

Talking Points:

- The CAC hosts Transportation Forums throughout the County to provide direct public access to project and program sponsors.
- The CAC serves as a liaison between the Alameda CTC and the public.
- Alameda CTC exists *only* because the public voted to reauthorize Measure B in 2000, identifying 27 specific transportation projects and an array of programs that expand mobility and access throughout Alameda County.
- Alameda CTC encourages broad participation in the delivery and oversight of projects and programs funded by Measure B half-cent sales-tax dollars.
- Alameda CTC is the agency that allocates the local transportation sales tax dollars for transportation improvements in Alameda County, as well as plans, funds and delivers with regional, state and federal funds.
- Alameda CTC spends your tax dollars wisely and efficiently.
- Alameda CTC encourages and supports re-investing sales tax dollars into the Alameda County business community through contracts and grants.
- All meetings are OPEN TO THE PUBLIC.
- Measure B fund administration requires a 1% cap on administrative staff costs and a 4.5% cap on overall administrative costs.

Facts:

- The Alameda CTC is a newly merged agency of ACTIA and the Alameda County Congestion Management Agency made up of 22 elected officials, including all County Board of Supervisors, council members, cities, AC Transit and BART.
- Measure B half-cent sales tax provides almost \$100 million per year for local transportation improvements.
- Alameda CTC has four community advisory committees, inviting up to 90 members of the public to participate.

CAC Outreach Tools:

Keep these items in mind as you move about the community. There are many opportunities to get the word out, and many tools to help you.

Outreach Speaking Guide	Any message is more effective when everyone delivering it is on the same page. Use this guide for “elevator conversations” about Alameda CTC.
Public Transportation Forums	These quarterly events are the cornerstone for outreach. Use them effectively! Get the word out.
CAC Outreach Reporting Form	Log your individual CAC outreach, and make reporting easy and effective by filling out the simple form in your mailed agenda packet.
Committee Business Cards	Use these simple cards during your regular networking to spread the word about Transportation Forums, contracting opportunities, and other Alameda CTC information.
Newsletter Hardcopies	We distribute an electronic newsletter, but hard copies are still available for your distribution in your community. Readers may be directed to the website for electronic copies.
Annual Report	This colorful publication is a comprehensive snapshot of all projects and programs information each year.
CAC Recruitment Flyer	This one-page fact sheet gives all standard information about CAC, and includes an application to join the committee.

CAC meets five times per year, which includes hosting four Public Transportation Forums throughout Alameda County.

Outreach Benchmarks of Success

- Reach 50 targets per month / 150 per quarter/ 500 per year
 - Businesses, legislators, members of the public, community organizations
- Host 2 Speakers' Bureau Presentations per month
 - Speak at 2 Rotary Clubs in each planning area per year
 - Speak at 2 Chambers of Commerce in each planning area per year
 - Speak at 1 new organization per quarter
- Increase outreach database by 40 individuals or businesses per month
- Offer messaging delivery training to each community advisory committee
 - Committee Messaging Guides for BPAC, CAC, and PAPCO
- Participation in outreach activities by 20 Community Advisory committee members per quarter
- Increase Endorsements for Active Transportation campaign
- Increase Newsletter subscriptions by 50 targets per quarter

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14 January 2011

Memorandum

TO: Barry Ferrier, Chair; CAC Members

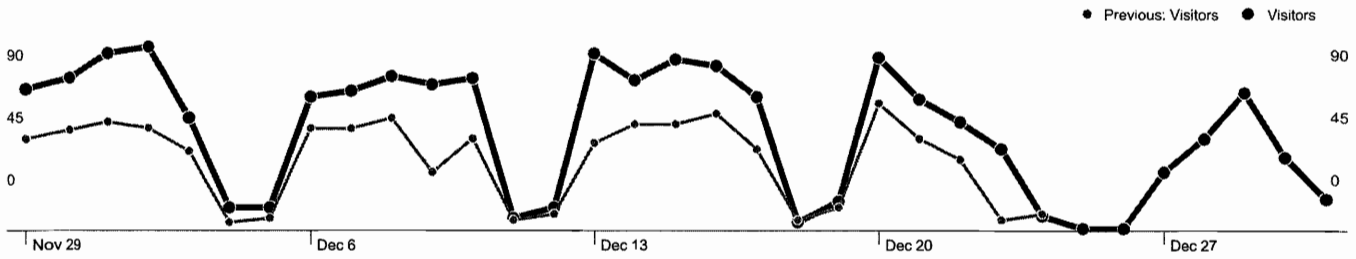
FR: Lou Hexter, MIG, Inc. *Lou Hexter*

RE: Alameda CTC Website Updates, Analytics and e-News Report

Attached for your review are reports on website "hits" for the Alameda CTC website (www.alamedactc.com) and on the e-newsletter database (via ConstantContact). We have also included a screen shot of the home page, and the e-notifier page, showing the addition of the e-newsletter sign-up to that page.

- 1. Visitors Overview** – shows data on # visits, unique visitors, # of pageviews, etc.
Key Findings:
 - ✓ Total visits up 77% over previous month
 - ✓ Absolute unique visitors up 78%
 - ✓ Average pageviews and average time on site down (*perhaps due to visitors becoming more adept at finding the information they need more quickly*)
 - ✓ New visits up 13%
- 2. Top Content** – shows data on # of unique pageviews, average time on page, etc.
Key Findings:
 - ✓ Pageviews and unique pageviews up 63% and 68% respectively
 - ✓ Average time on page down almost 4%
 - ✓ Report shows webpages in descending order of hits. So, home page got most # of pageviews, followed by Calendar, Opportunities, Our Staff, Contracting Opportunities, CWTP/TEP Project, etc.
- 3. Constant Contact Database** – shows data on # new contacts, removed contacts, overall growth and total database.

We will be happy to address any questions or suggestions that CAC members may have.



1,066 people visited this site

2,193 Visits

Previous: 1,235 (77.57%)

1,066 Absolute Unique Visitors

Previous: 598 (78.26%)

13,256 Pageviews

Previous: 8,091 (63.84%)

6.04 Average Pageviews

Previous: 6.55 (-7.73%)

00:03:36 Time on Site

Previous: 00:04:07 (-12.61%)

34.97% Bounce Rate

Previous: 34.09% (2.60%)

37.76% New Visits

Previous: 33.36% (13.18%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
Nov 29, 2010 - Dec 31, 2010	1,525	69.54%
Nov 1, 2010 - Nov 26, 2010	904	73.20%
% Change	68.69%	-5.00%
Firefox		
Nov 29, 2010 - Dec 31, 2010	442	20.16%
Nov 1, 2010 - Nov 26, 2010	225	18.22%
% Change	96.44%	10.63%

Connection Speed	Visits	% visits
Unknown		
Nov 29, 2010 - Dec 31, 2010	1,144	52.17%
Nov 1, 2010 - Nov 26, 2010	591	47.85%
% Change	93.57%	9.01%
Cable		
Nov 29, 2010 - Dec 31, 2010	386	17.60%
Nov 1, 2010 - Nov 26, 2010	243	19.68%
% Change	58.85%	-10.54%

Chrome

Nov 29, 2010 - Dec 31, 2010	146	6.66%
Nov 1, 2010 - Nov 26, 2010	56	4.53%
% Change	160.71%	46.82%

Safari

Nov 29, 2010 - Dec 31, 2010	77	3.51%
Nov 1, 2010 - Nov 26, 2010	47	3.81%
% Change	63.83%	-7.74%

SeaMonkey

Nov 29, 2010 - Dec 31, 2010	1	0.05%
Nov 1, 2010 - Nov 26, 2010	0	0.00%
% Change	100.00%	100.00%

DSL

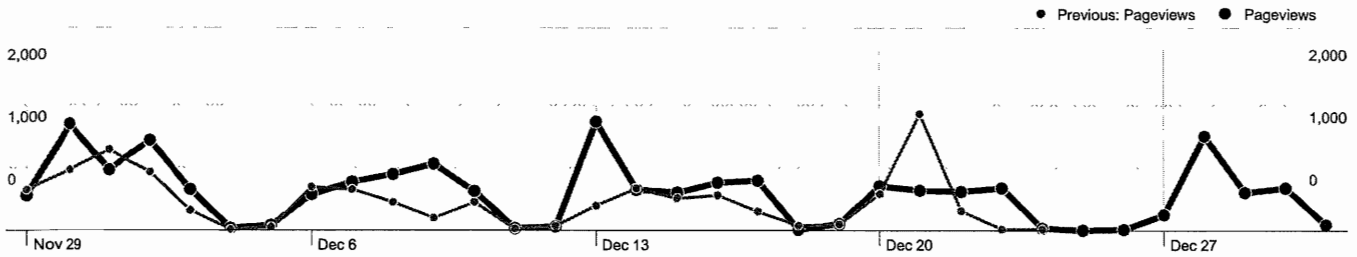
Nov 29, 2010 - Dec 31, 2010	330	15.05%
Nov 1, 2010 - Nov 26, 2010	233	18.87%
% Change	41.63%	-20.24%

T1

Nov 29, 2010 - Dec 31, 2010	304	13.86%
Nov 1, 2010 - Nov 26, 2010	161	13.04%
% Change	88.82%	6.33%

Dialup

Nov 29, 2010 - Dec 31, 2010	15	0.68%
Nov 1, 2010 - Nov 26, 2010	6	0.49%
% Change	150.00%	40.79%



1,161 pages were viewed a total of 13,256 times

Content Performance

Pageviews 13,256 Previous: 8,091 (63.84%)	Unique Pageviews 7,667 Previous: 4,562 (68.06%)	Avg. Time on Page 00:00:43 Previous: 00:00:45 (-3.81%)	Bounce Rate 34.97% Previous: 34.09% (2.60%)	% Exit 16.54% Previous: 15.26% (8.38%)	\$ Index \$0.00 Previous: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
<i>Home</i>						
November 29, 2010 - December 31, 2010	2,167	1,606	00:00:56	28.29%	30.55%	\$0.00
November 1, 2010 - November 26, 2010	1,190	938	00:01:02	30.09%	32.69%	\$0.00
% Change	82.10%	71.22%	-9.23%	-5.97%	-6.55%	0.00%
<i>Calendar</i>						
November 29, 2010 - December 31, 2010	887	478	00:00:22	28.89%	6.76%	\$0.00
November 1, 2010 - November 26, 2010	630	328	00:00:27	28.12%	7.14%	\$0.00
% Change	40.79%	45.73%	-20.06%	2.72%	-5.30%	0.00%
<i>Opportunities</i>						
November 29, 2010 - December 31, 2010	561	390	00:00:26	45.00%	15.86%	\$0.00
November 1, 2010 - November 26, 2010	257	176	00:00:52	33.33%	15.56%	\$0.00
% Change	118.29%	121.59%	-50.05%	35.00%	1.93%	0.00%
<i>(Web admin)</i>						
November 29, 2010 - December 31, 2010	555	48	00:00:15	0.00%	0.18%	\$0.00
November 1, 2010 - November 26, 2010	328	40	00:00:19	0.00%	0.61%	\$0.00
% Change	69.21%	20.00%	-21.88%	0.00%	-70.45%	0.00%
<i>our staff</i>						
November 29, 2010 - December 31, 2010	449	330	00:01:52	80.49%	39.87%	\$0.00

November 1, 2010 - November 26, 2010	259	203	00:02:04	87.50%	49.81%	\$0.00
% Change	73.36%	62.56%	-9.37%	-8.01%	-19.96%	0.00%
<i>Alameda CTC Contracting Opportunities</i>						
November 29, 2010 - December 31, 2010	395	268	00:00:26	47.69%	18.48%	\$0.00
November 1, 2010 - November 26, 2010	121	86	00:00:36	54.17%	37.19%	\$0.00
% Change	226.45%	211.63%	-26.25%	-11.95%	-50.31%	0.00%
<i>CWTP/TEP Project</i>						
November 29, 2010 - December 31, 2010	297	187	00:01:24	28.24%	22.22%	\$0.00
November 1, 2010 - November 26, 2010	175	42	00:00:51	45.00%	12.00%	\$0.00
% Change	69.71%	345.24%	66.95%	-37.25%	85.19%	0.00%
<i>Board</i>						
November 29, 2010 - December 31, 2010	281	208	00:01:10	78.05%	22.78%	\$0.00
November 1, 2010 - November 26, 2010	250	145	00:01:21	57.69%	20.00%	\$0.00
% Change	12.40%	43.45%	-14.22%	35.28%	13.88%	0.00%
<i>Construction Mgt. Svcs. RFP</i>						
November 29, 2010 - December 31, 2010	248	134	00:01:38	66.67%	39.11%	\$0.00
November 1, 2010 - November 26, 2010	0	0	00:00:00	0.00%	0.00%	\$0.00
% Change	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%
<i>About Us</i>						
November 29, 2010 - December 31, 2010	236	163	00:00:49	0.00%	13.98%	\$0.00
November 1, 2010 - November 26, 2010	161	117	00:01:08	40.00%	16.15%	\$0.00
% Change	46.58%	39.32%	-27.34%	-100.00%	-13.41%	0.00%
<i>What's New</i>						
November 29, 2010 - December 31, 2010	234	162	00:00:45	43.75%	18.80%	\$0.00
November 1, 2010 - November 26, 2010	150	106	00:00:35	36.36%	16.67%	\$0.00
% Change	56.00%	52.83%	27.01%	20.31%	12.82%	0.00%
<i>Advisory Committees</i>						
November 29, 2010 - December 31, 2010	226	154	00:01:22	52.94%	25.22%	\$0.00
November 1, 2010 - November 26, 2010	203	111	00:01:38	41.18%	14.78%	\$0.00
% Change	11.33%	38.74%	-16.56%	28.57%	70.66%	0.00%



[Print Report](#)

Alameda County Transportation Improvement Authority

Contacts Report
1/14/2011

Contact Counts

	Prior	Aug	Sep	Oct	Nov	Dec	Jan	Overall
New Contacts	1058	9	4	5	2	5	1	1084
Removed Contacts	61	0	0	1	0	0	0	62
Do Not Mail List	24	0	0	1	2	0	0	27
Growth	973	9	4	3	0	5	1	995
Total Contacts	973	982	986	989	989	994	995	995

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

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 - advisory committees
 - opportunities
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welcome

... to the Alameda County Transportation Commission! We are a newly-formed countywide transportation agency, resulting from a merger of the [Alameda County Congestion Management Agency \(ACCMA\)](#) and the [Alameda County Transportation Improvement Authority \(ACTIA\)](#). Our mission is to plan, fund and deliver a broad spectrum of transportation projects and programs to enhance mobility throughout Alameda County. This merger eliminates redundancies and creates efficiencies in planning, programs and project delivery and streamline legislative, policy and funding efforts.

stay informed!

Sign up for email notifications and get all the latest news delivered to your inbox.

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[opportunities](#)

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This website contains information for the Alameda CTC. For projects, programs, reports and archived information related to ACCMA or ACTIA, click on the appropriate buttons below left. For updates on transportation planning, click below.

ACCMA
alameda county congestion management agency

ACTIA
alameda county transportation improvement authority

PLANNING
transportation in alameda county
Find out more about the Countywide Transportation Plan and Expenditure Plan Development

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This free services includes a limit of five subscription e-mails. If you are interested in updates on more than 5 feeds, consider subscribing to one of our two aggregate feeds:

- All Website Updates - comprehensive feed that will keep you informed about all changes to this website including all content and all news
All Meetings - aggregate meetings feed that will keep you informed about all the meetings.

Subscribing to these keeps you up to date about everything that is going on on our website and you only use one subscription per each.

Subscription Email Address: [input]

Meetings:

- All Meetings
Alameda CTC Board Meetings
Bike and Pedestrian Advisory Committee
Paratransit Advisory and Planning Committee
Citizens Advisory Committee
Citizens Watchdog Committee
CWTP-TEP Steering Committee
CWTP-TEP Community Advisory Working Group
CWTP-TEP Technical Advisory Working Group
Planning, Policy, and Legislation Committee
Finance and Administration Committee
Programs and Projects Committee
Alameda County Transportation Advisory Committee

All Website Updates (news, meetings, content):

- All Website updates

News and Other Updates:

- What's New
Contracting Opportunities

Subscribe!

Note: These updates notify about the meeting material posted on the site. If you need a meeting reminder, please add the meeting to your personal calendar using "Add to my calendar" tool provided with each calendar event in the website's calendar.

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If you are not familiar with the RSS feeds, please read our RSS feeds how-to and then add up to five RSS feeds to your reader. Please note that we offer two aggregate feeds: comprehensive "All Website Updates," which will keep you informed about all changes to this website including all meetings and all news, and an aggregate meetings feed called "All Meetings." If you subscribe to one of these aggregate feeds, you do not need to subscribe to individual feeds for various committees or other news.

Guide to Acronyms

Meetings:

- All Meetings
Alameda CTC Board Meetings
Bike and Pedestrian Advisory Committee
Administration, Legislation and Finance Committee
Work Program Committee
Alameda Co. Climate Action Transportation Group
CWTP-TEP Steering Committee
CWTP-TEP CAWG
CWTP-TEP TAWG
Planning, Policy, and Legislation Committee
Finance and Administration Committee
Programs and Projects Committee
Alameda County Transportation Advisory Committee

All Website Updates (news, meetings, content):

- All Website Updates

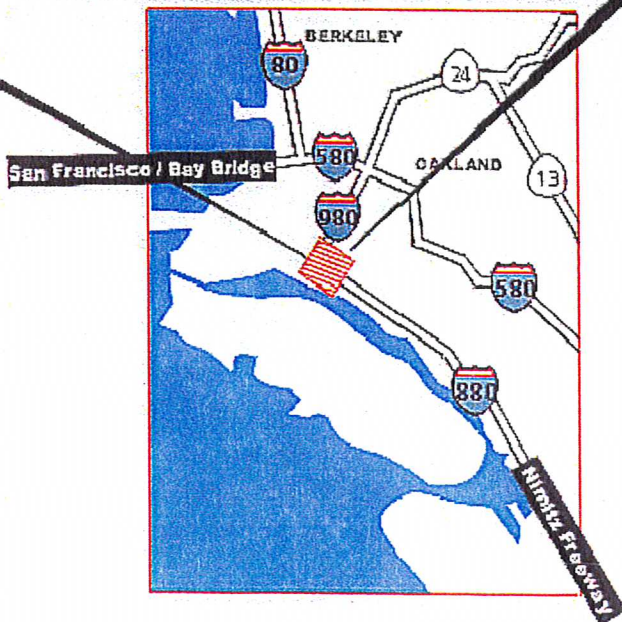
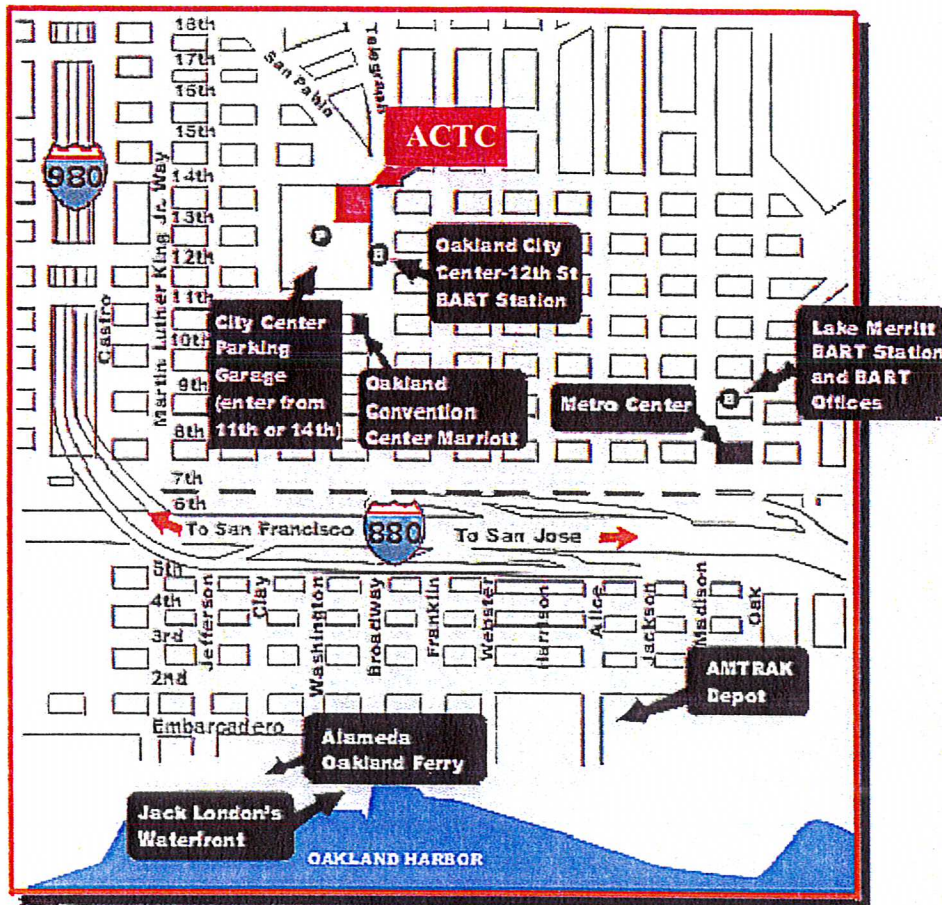
News and Other Updates:

- News
Contracting Opportunities

ALAMEDA County Transportation Commission

ACCOMA	▪ 1333 Broadway, Suite 220	▪ Oakland, CA 94612	▪ PH: (510) 836-2560
ACTIA	▪ 1333 Broadway, Suite 300	▪ Oakland, CA 94612	▪ PH: (510) 893-3347

www.AlamedaCTC.org



Public Transportation Access

BART: City/Center 12th Street Station

AC Transit:
Lines 1, 1R, 11, 12, 13, 14, 15, 18, 40, 51, 63, 72, 72M, 72R, 88, 314, 800, 801, 802, 805, 840

Auto Access

- Traveling South: Take 11th Street exit from I-980 to 11th Street
- Traveling North: Take 11th Street/Convention Center Exit from I-980 to 11th Street
- Parking: City Center Garage – Underground Parking, enter from 11th or 14th Street

Glossary of Acronyms

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

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?

**CAC Calendar of Meetings and Activities
FY 2010/2011**

CAC meets quarterly on the third Thursday from 5:30 to 8:30 p.m.

General Meeting Agenda

- 5:30 – 6:30 p.m. – CAC Meeting
- 6:30 – 7:00 p.m. – Open House
- 7:00 – 8:30 p.m. – Formal Presentations on featured projects and questions & answers

Annual Calendar of Meetings

July 15, 2010 – CAC Meeting and South County Transportation Forum

Ruggieri Center, 33997 Alvarado-Niles Road, Union City, CA 94587

- BART Warm Springs Extension
- Union City Internodal Station
- Newark Bicycle and Pedestrian Program
- Irvington Area Pedestrian Improvements
- Fremont Senior Mobility Programs
- I-680 Sunol Express Lanes
- Safe Routes to Schools
- Active Transportation
- Bicycle Safety Education Classes
- ACTIA Local Business Contract Equity Team

October 21, 2010 – CAC Meeting and North County Transportation Forum

ACTIA Offices, 1333 Broadway, Suite 300, Oakland, CA 94612

- Alameda CTC Introduction
- Oakland Transit Oriented Development Planning
- Mobility Management for Seniors and Disabled
- Alameda County Pedestrian Campaign
- AC Transit Bus Rapid Transit
- I-880/Broadway-Jackson Interchange Improvement Project
- ACTIA Community Advisory Committees
- ACTIA Local Business Contract Equity Team
- Active Transportation
- Alameda County Walking Campaign
- Oakland Public Works Department
- East Bay Bicycle Coalition
- BART Community Relations Department
- Safe Routes to Schools Program
- City of Oakland Paratransit for Elderly and Disabled

January 20, 2011 – CAC Meeting and Central County Transportation Forum

Hayward City Hall, 777 B Street, Hayward, CA 94541

- Introduction to Alameda CTC
- Alameda CTC and Local Transportation Plans
- East Bay Greenway
- Senior Travel Training
- I-880 Corridor Improvements
- Route 238 Improvements
- Lewelling/East Lewelling Project
- San Leandro FLEX Shuttle
- Hayward Paratransit Programs
- Hayward and San Leandro Public Works Departments
- Alameda CTC Bicycle and Pedestrian Plans and Programs
- Alameda CTC Community Advisory Committees

April 21, 2011 – CAC Meeting and East County Transportation Forum

Dublin City Hall, 100 Civic Plaza, Dublin, CA 94541

- Route 84 Expressway Update
- I-580 Corridor Improvements
- BART to Livermore Study
- Alamo Canal Trail
- Iron Horse Trail Feasibility Study
- LAVTA Wheels Senior Mobility
- Active Transportation
- Volunteer Ride Program

June 16, 2011 – CAC Organizational Meeting

ACTIA Offices, 1333 Broadway, Suite 300, Oakland, CA 94612

- Discuss CAC roles, responsibilities, and organization
- Approve CAC Bylaws
- Review and define CAC Calendar for FY 11/12
- Elect chair and vice-chair for FY 11/12

**Alameda County Transportation Commission
Citizen Advisory Committee
Roster and Attendance
Fiscal Year 2010/2011**

	Title	Last Name	First Name	Address	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '10*
1	Mr.	Ferrier, Chair	Barry	32212 Allison Drive	Union City	Mayor Mark Green, Union City	Jan-04	Jan-10	Jan-12	0
2	Ms.	Dorsey, Vice-Chair	Cynthia	233 Orange Street, Apt. 203	Oakland	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	0
3	Ms.	Brown	Meredith	476 Third Street	Oakland	Supervisor Nate Miley, D-4	Apr-07	Apr-09	Apr-11	2
4	Mr.	Castro	Norbert	1260 Ardmore Drive	San Leandro	Mayor Anthony Santos, San Leandro	Dec-07	Feb-10	Feb-12	2
5	Ms.	Chinn	Val	595 Blossom Way	Hayward	Mayor Marshall Kamena, Livermore	Dec-99	Feb-10	Feb-12	0
6	Mr.	Collier	Joseph	694 Douglas Drive	San Leandro	Mayor Anthony Santos, San Leandro	Dec-09		Dec-11	1
7	Ms.	Duncan	Emily	4447 Lagoon Court	Union City	Mayor Mark Green, Union City	Feb-10		Feb-12	1
8	Ms.	Hilliard	Frances	1830 Lakeshore Avenue, Apt. 311	Oakland	Supervisor Alice Lai-Bitker, D-3	Jun-02	Feb-10	Feb-12	1
9	Mr.	Hilson	Joseph	2553 Darwin Street	Hayward	Mayor Marshall Kamena, Union City	Dec-06	Dec-08	Dec-10	2
10	Mr.	Hottle	Brad	6268 Gibson Court	Pleasanton	Mayor Jennifer Hosterman, Pleasanton	Oct-10		Oct-12	0
11	Mr.	Jefferson	Alton	256 Lexington Avenue	San Leandro	Supervisor Alice Lai-Bitker, D-3	Sep-08	Sep-10	Sep-12	1
12	Dr.	Jindal	Roop	2481 Arf Avenue	Hayward	Supervisor Scott Haggerty, D-1	Oct-03	Mar-10	Mar-12	0
13	Mr.	Kastriotis	Dimitris	P.O. Box 327	Sunol	Supervisor Gail Steele, D-2	Dec-07	Jan-10	Jan-12	2
14	Ms.	LePell	Audrey	299 Ocie Way	Hayward	Supervisor Gail Steele, D-2	May-04	Jan-09	Jan-11	0
15	Ms.	Lorenzana-Campo	Pilar	2201 Broadway, Suite 502	Oakland	Councilmember Rebecca Kaplan	May-10		May-12	0
16	Mr.	Rose	Frank	10495 Royal Oak Road	Oakland	Supervisor Nate Miley, D-4	Sep-08		Sep-10	0
17	Ms.	Sample	Clara	4245 Comet Circle	Union City	Mayor Mark Green, Union City	Sep-10		Sep-12	0
18	Mr.	Sebastian	Nicholas	4 Anchor Drive, Apt. 422	Emeryville	Mayor Beverly Johnson, Alameda	Sep-07	Sep-09	Sep-11	2
19	Mr.	Sedlak	Mike	443 Los Rios Court	Pleasanton	Mayor Jennifer Hosterman, Pleasanton	May-10		May-12	0
20	Ms.	Stocking	Gerarda	1342 Fourth Street	Livermore	Supervisor Scott Haggerty, D-1	Oct-03	Mar-10	Mar-12	2

**Alameda County Transportation Commission
 Citizen Advisory Committee
 Roster and Attendance
 Fiscal Year 2010/2011**

	Title	Last Name	First Name	Address	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '10*
21	Ms.	Walker	Brenda	3460 Birdsall Avenue	Oakland	Supervisor Nate Miley, D-4	Oct-09		Oct-11	2
22	Mr.	Washington	Ronald	1910 Oxford Street Apt. 309	Berkeley	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	2
23	Mr.	White	Darren	482 Superior Avenue	San Leandro	Mayor Anthony Santos, San Leandro	Sep-08	Sep-10	Sep-12	2
24	Mr.	Zukas	Hale	2801 Milvia Street	Berkeley	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	0
25		Vacancy				Mayor Beverly Johnson, Alameda				
26		Vacancy				Mayor Beverly Johnson, Alameda				
27		Vacancy				Mayor Jennifer Hosterman, Pleasanton				
28		Vacancy				Mayor Marshall Kamena, Livermore				
29		Vacancy				Councilmember Rebecca Kaplan				
30		Vacancy				Councilmember Rebecca Kaplan				
31		Vacancy				Supervisor Alice Lai-Bitker, D-3				
32		Vacancy				Supervisor Gail Steele, D-2				
33		Vacancy				Supervisor Scott Haggerty, D-1				

