



Citizens Advisory Committee Meeting Agenda

Thursday, June 16, 2011, 5:30 to 7:30 p.m.

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

Meeting Outcomes:

- Elect chair and vice chair for fiscal year 2011-2012
- Approve CAC bylaws and calendar for fiscal year 2011-2012
- Discuss overall CAC year plan for communications and outreach
- Receive an outreach update
- Receive Committee Leadership Training
- Hear CAC member reports

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 April 21, 2011 Minutes

Barry Ferrier [03 CAC Meeting Minutes 042111.pdf](#) – Page 1

5:45 – 5:55 p.m. 4. Election of Chair and Vice Chair

CAC Members [04 Officer Roles Responsibilities.pdf](#) – Page 5

5:55 – 6:05 p.m. 5. Approval of CAC Bylaws and Calendar

CAC Members [05 Memo CAC Bylaws.pdf](#) – Page 7

[05A Proposed CAC Bylaws.pdf](#) – Page 9

[05B Previous CAC Bylaws.pdf](#) – Page 17

[05C FY11-12 Draft Calendar.pdf](#) – Page 25

6:05 – 6:30 p.m. 6. Discussion of Overall CAC Year Plan for Communications and Outreach

CAC Members, Staff and MIG [06 List of CAC Goals.pdf](#) – Page 27

[06A Chair Outreach Memo.pdf](#) – Page 31

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- 6:30 – 6:35 p.m. **7. Staff Overview of Outreach Materials and Website Report** |
Staff and MIG [07 AlamedaCTC CAC Messaging Guide.pdf](#) – Page 33
[07A Memo Website Analytics E-news.pdf](#) – Page 35
[07B Outreach Sign Up Opportunities.pdf](#) – Handout
[07C Glossary.pdf](#) – Page 45
- 6:35 – 7:20 p.m. **8. Committee Leadership Training** |
MIG
- 7:20 – 7:25 p.m. **9. CAC Member/Outreach Reports** |
CAC Members [09 CAC Roster.pdf](#) – Page 47
[09A CAC Supervisorial Districts Map.pdf](#) – Page 49
- 7:25 – 7:30 p.m. **10. Staff Reports** |
Staff **A. Countywide Transportation Plan Transportation Expenditure Plan**
[10A CWTP-TEP Overview.pdf](#) – Page 51
[10A1 Regional SCS-RTP CWTP-TEP Process.pdf](#) – Page 53
- 7:30 p.m. **11. Adjournment** |

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

Next Meeting:

Date: July 21, 2011 – South County Transportation Forum

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

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

Staff Liaisons:

Tess Lengyel, Deputy Director of Policy,
Public Affairs and Legislation

(510) 208-7428

tlengyel@alamedactc.org

Liz Brazil, Contract Compliance and
Outreach Analyst

510-208-7419

lbrazil@alamedactc.org

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

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Alameda CTC Citizens Advisory Committee Meeting Minutes
Thursday, April 21, 2011, 5:30 p.m., Hayward City Hall, 777 B Street, Hayward, CA

Attendance Key (A = Absent, P = Present)

Members:

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

Staff:

<u>P</u> Arthur L. Dao, 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

1. Welcome and Introductions

Chair Barry Ferrier called the meeting to order at 5:30 p.m. The meeting began with introductions and a review of the meeting outcomes.

Guests Present: Shawn Costello, PAPCO; Katie Balh; Tom Blalock, BART; James Fong; Jane Lewis, PAPCO

2. Public Comment

There were no public comments.

3. Approval of October 21, 2010 Minutes

Members requested to correct the minutes to reflect that John Repar attended the meeting as a guest and to add Clara Sample to the attendance roster on the minutes template.

John Repar moved to approve the January 20, 2011 minutes as written. Joseph Collier seconded the motion. The motion carried unanimously (12-0).

4. Staff Overview of Outreach Materials and Website Report

Lou Hexter reviewed the Alameda CTC website analytics and e-news database report with the committee. He stated that total visits to the Alameda CTC website were up by 33 percent. He contributed the increase in traffic to the public workshops in Alameda County

for the Countywide Transportation Plan and Transportation Expenditure Plan (CWTP-TEP) and the number of Requests for Proposals issued by the Alameda CTC. Lou stated that the Constant Contact Database has grown to over 2,000 due to the certification lists.

Questions/feedback from the members:

- A member suggested that it would be good to know where the people in the contact list are from, which will allow the CAC members to focus on areas with lower numbers of contacts. Possibly, Alameda CTC can require the zip code when people sign in and/or sign up to show the demographics.
- A member stated that the bounce-back rate is very high. Lou responded that it's time to perform maintenance on the website/database, which is causing the bounce-back rate to be high.
- The committee requested that when Alameda CTC updates the tri-fold card to include the e-notifier and website address.

Chair Ferrier stated that CAC members should work on increasing the counts shown on the Alameda CTC Contacts Report, on page 12 in the packet.

5. Countywide Transportation Planning and Outreach Opportunities

Tess Lengyel gave an update on the Countywide Transportation Plan (CWTP), the Transportation Expenditure Plan (TEP), the Regional Transportation Plan (RTP) processes and the development of the Sustainable Communities Strategy (SCS). The highlights of the updates are follows:

- The Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) are responsible for producing the RTP and the SCS through 2040, has a role in integrating transportation and land use. She mentioned that these efforts are being reflected in the CWTP update.
- MTC issued a call for projects in March, and the Alameda County jurisdictions submitted applications to the Alameda CTC by April 12. Alameda CTC screened the applications and is developing a preliminary list of CWTP projects and programs to submit to MTC by April 29. Staff will present the CWTP and RTP projects and programs lists to Alameda CTC committees in May, and the selection process will culminate in a public hearing at the May 26 CWTP-TEP Steering Committee meeting, and a Steering Committee recommendation for approval by the Commission on the same day. Tess stated that the projects that move forward will be modeled via packages based on the vision and goals adopted by the CWTP-TEP Steering Committee in March.
- Alameda CTC completed the first poll in early March, and the results were encouraging for the sales tax measure renewal. The second poll will take place in the fall.
- Alameda CTC completed the five public outreach workshops in March. The outreach outcomes and the poll results validated each other.
- The first draft of the CWTP will be complete in September 2011, and the first draft of the TEP will be complete in November 2011.

- The Briefing Book gives a lot of detailed information on the development of CWTP-TEP.
- Alameda CTC is also developing transportation issue papers that will provide a detailed focus on transportation needs.

Tess stated that in May, Alameda CTC will begin looking at the financial projections and parameters for the sales tax renewal. She informed the committee members that if they sign up for e-notifier, they will know when staff adds new documents to the website for the CWTP-TEP.

Questions/feedback from members:

- Will local businesses benefit from the projects and programs submitted? Tess stated that the Alameda CTC has a Local Business Enterprise and Small Local Business Enterprise (LBE/SLBE) program and a high percentage of its contractors are local firms. She stated that every six months, Alameda CTC looks at the LBE/SLBE program to ensure Alameda CTC is utilizing local firms. She stated that Alameda CTC has goals for certification of local and small local businesses. These firms get 10 extra points for submitting proposals to Alameda CTC.
- A member stated that the perception of a small contractor in San Leandro is that it will not receive a contract award through the Alameda CTC. Tess noted that there is a lot of support for local business contracting and encouraged businesses to become certified with Alameda CTC or to simply sign up for upcoming contracting opportunities on the website.
- Do you have projects submitted for trails and maintenance of trails? Tess stated that a project was submitted for the Iron Horse Trail and East Bay Greenway Trail, and it will be included in the programmatic category.
- Who submitted applications on page 59 in the packet without sponsors? Tess stated that some of the projects came out of the outreach process. The list in the packet is a preliminary list.

Chair Ferrier stated that the workshop attendance was mentioned in the packet (page 89), and as an outreach committee, we can make these numbers larger with the next poll.

6. CAC Outreach Goals and Objectives

Chair Ferrier suggested that the Alameda CTC may want to use the Pennysavers advertisement to promote the CAC meetings and the Transportation Forums. He stated that 75,000 residential units receive the Pennysavers.

7. CAC Member/Outreach Reports

Chair Ferrier mentioned that he is a member of the Dumbarton Rail Policy Advisory Committee, and if you are interested in the Dumbarton Rail Corridor, he can provide you with a packet.

Audrey LePell mentioned that the I-880/I-92 corridor is a project of frustration. She stated that Caltrans changed a route coming from San Mateo and the Downtown Hayward sign is missing. Mission Boulevard is torn up, and many folks are complaining.

Cynthia Dorsey invited the committee to a public meeting on Wednesday, April 27 at 6 p.m. regarding the fare policy. If you can't attend the meeting, you can go to www.actransit.org and submit your comments.

8. Staff Reports

Tess stated that staff is recommending changes to the committee structure and will submit a proposal to the Commission in May that will come to the CAC at its June meeting. She mentioned that staff will also review and modify the community advisory committee bylaws for the four committees to be consistent in structure and language. CAC members will review the CAC Bylaws at the June CAC meeting.

9. Adjournment

The meeting adjourned at 6:30 p.m. to the East County Transportation Forum and open house. The next meeting is at 5:30 p.m. on June 16, 2011, at the Alameda CTC offices.

Roles and Responsibilities of CAC Officers

At the end of each fiscal year, CAC elects two new officers to serve a one-year term from July through June, including a CAC Chair and a CAC Vice-Chair. Officers receive a great deal of support from staff, and the position does not require prerequisite experience. Every month, staff draws up agendas with the input of the Chair and Vice Chair. The agenda planning session is also a chance to discuss how the meeting will be run and to strategize. Staff will also assist with writing notes for any presentation Officers have to make to other committees or meetings.

Roles and responsibilities of each officer are outlined below and the estimated time commitment per month is 4-5 hours

CAC Chair

- Provides overall leadership to CAC
- Facilitates the monthly CAC meetings to ensure full and fair participation from all members
- Weighs in on all decisions of CAC and provides opinion
- Participates in a monthly planning session with staff to plan the next month's agenda
- Participates with staff to plan CAC-sponsored events
- Participates in all subcommittees
- Provides monthly reports to the Commission
- Eligible for up to three per diems per month for CAC, Commission and committee meetings

CAC Vice Chair

- Provides overall leadership to CAC
- Assists the CAC Chair to ensure full and fair participation from all Committee members
- Participates in a monthly planning session with staff to plan CAC's agenda
- Participates in a monthly planning session with staff to plan the next month's agenda
- Participates in all subcommittees
- Eligible for up to three per diems per month for CAC, Commission and committee meetings

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MEMORANDUM

To: Citizens Advisory Committee (CAC)

From: Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation

Date: June 7, 2011

Subject: Updated CAC Bylaws

Recommendation

Staff recommends that the CAC review and approve the updated CAC Bylaws (Attachment 05A).

Summary

Typically, the CAC reviews its bylaws at the organizational meeting in June of every year. At that time, both staff and the CAC can update the bylaws to reflect current practices and conditions, or to improve committee functioning. This year, staff is proposing substantial revisions, primarily in response to the recent merger of the Alameda County Transportation Improvement Authority (ACTIA) and the Alameda County Congestion Management Agency (ACCMA). This merger provided an opportunity to standardize the bylaws between the agency's four community advisory committees.

This memo details the major changes proposed to the bylaws. Attached are both the new proposed bylaws (Attachment 05A) and the current bylaws (Attachment 05B), for comparison.

Background

New membership structure: With the merger of ACTIA and ACCMA, a new Commission was created with a new membership structure. The Alameda CTC has 22 members; therefore, staff recommended changes to the appointment structure and adjustments to the number of members on the CAC, to reflect the Commission's new structure. Approximately nine to 15 CAC members regularly attend each meeting and represent all districts and each area of the County. Based on this historic attendance rate, staff recommended a smaller committee (22 members versus 33), to allow more direct representation from the current Commission and a more focused and efficient effort in performing the work of the CAC.

At its May meeting, the Commission approved changing the CAC membership from 33 members to 22 members (one member per Alameda CTC Commission member).

Bylaws Revisions

Overall, the proposed updated bylaws contain essentially all of the sections from the current bylaws. Major changes include 1) the addition of new sections to further clarify and reflect current practices, and to make the bylaws consistent between the four community advisory committees; and 2) the deletion of sections to make the four sets of bylaws consistent. Another significant change is formatting, which staff has standardized for all committees.

The new, expanded, or updated sections include:

- Article 1 Definitions was updated and standardized with the other bylaws.
- Article 2 Purpose and Responsibilities was standardized and updated to include Article 2.1 Committee Purpose
- Articles 3.1 Number of Members and 3.2 Appointment were revised and standardized with the other bylaws and replace Article 3.2 Qualification for Membership and Article 3.3 Selection of Members.
- Article 4 Officers was standardized and shortened considerably and replaces the previous Article 5 Officers.
- Article 5 Meetings was standardized and replaces the previous Article 4 Meetings; the sequence of subarticles was adjusted during standardization.
- Article 5.6 Roberts Rules of Order is new.
- Article 7.3 Brown Act is new.
- Article 8.1 Per Diems replaces Article 8.3 Expenses.
- Article 8.2 Conflicts of Interest and Article 8.5 Conflict with Governing Documents replace Article 8.5 Conflict.
- Article 8.3 Amendments to Bylaws replaces Article 8.5 Amendments.
- Article 8.6 Staffing is new.

Deletions to standardize the bylaws include:

- Previous subarticle 2.1.4
- Previous 5.3 Removal and Resignation of Officers
- Previous 5.4 Vacancies in Offices
- Previous 5.5 Chair
- Previous 5.6 Vice Chair
- Previous 8.1 Rules of Order
- Previous Article 8.6 Member Materials

Fiscal Impacts

There are no fiscal impacts at this time.

Attachments

- 05A Proposed CAC Bylaws
- 05B Current CAC Bylaws



Citizens Advisory Committee Bylaws

Article 1: Definitions

1.1 Alameda County Transportation Commission (Alameda CTC). The Alameda CTC or "Commission" is a joint powers authority resulting from the merger of the Alameda County Congestion Management Agency ("ACCMA") and the Alameda County Transportation Improvement Authority ("ACTIA"). The 22-member Commission is comprised of the following representatives:

1.1.1 All five Alameda County Supervisors.

1.1.2 Two City of Oakland representatives.

1.1.3 One representative from each of the other 13 cities in Alameda County.

1.1.4 A representative from Alameda-Contra Costa Transit District ("AC Transit").

1.1.5 A representative from San Francisco Bay Area Rapid Transit District ("BART").

1.2 Alameda County Transportation Improvement Authority (ACTIA). The governmental agency responsible for the implementation of the Measure B half-cent transportation sales tax in Alameda County, as approved by voters in 2000 and implemented in 2002.

1.3 Appointing Party. A person or group designated to appoint committee members.

1.4 Bicycle and Pedestrian Advisory Committee (BPAC). The Alameda CTC Bicycle and Pedestrian Advisory Committee that reviews all competitive applications submitted to Alameda CTC for the Bicycle and Pedestrian Safety funds, along with the development and updating of the Alameda Countywide Pedestrian and Bicycle Plans. Serving as the countywide BPAC, the Committee also provides input on countywide educational and promotional programs, and other projects of countywide significance.

1.5 Brown Act. California's open meeting law, the Ralph M. Brown Act, California Government Code, Sections 54950 *et seq.*

1.6 Citizens Advisory Committee (CAC). The Alameda CTC Citizens Advisory Committee that serves as a liaison group between the Alameda CTC and the members' respective communities. Appointed by the Commission, the CAC keeps the Commission informed of the progress of Measure B programs and projects, and discusses local community transportation concerns, as well as provides feedback to members' respective communities.

1.7 Citizens Watchdog Committee (CWC). The Alameda CTC Citizens Watchdog Committee, a committee of individuals created by the ACTIA Board, as required by Measure B, with the assistance of the League of Woman Voters and other citizens groups. The Committee reports directly to the public and is charged with reviewing all expenditures of the agency. Citizens Watchdog Committee members are to be private citizens who are not elected officials at any level of government, nor individuals in a position to benefit in any way from the sales tax.

1.8 Expenditure Plan. The plan for expending Transportation sales tax (Measure B) funds, presented to the voters in 2000, and implemented in 2002.

1.9 Executive Director. The chief executive staff member of Alameda CTC who reports directly to the Commission.

1.10 Fiscal Year. July 1 through June 30.

1.11 Measure B. The measure approved by the voters authorizing the half-cent sales tax for transportation services collected and administered by the Alameda CTC and governed by the Expenditure Plan. The sales tax authorized by Measure B began on April 1, 2002 and extends through March 31, 2022.

1.12 Measure B Program. Transportation or transportation-related program specified in the Expenditure Plan for funding on a percentage-of-revenues basis or grant allocation.

1.13 Measure B Project. Transportation and transportation-related capital projects specified in the Expenditure Plan for funding in the amounts allocated in the Expenditure Plan.

1.14 1986 Measure B. The measure approved by the voters of Alameda County in 1986 to address major transportation needs and congestion in Alameda County, and implemented by the ACTA Board pursuant to the 1986 Expenditure Plan.

1.15 Paratransit Advisory and Planning Committee (PAPCO). The Alameda CTC Paratransit Advisory and Planning Committee that meets to address funding, planning, and coordination issues regarding paratransit services in Alameda County. Members must be an Alameda County resident and an eligible user of any transportation service available to seniors and people with disabilities in Alameda County. PAPCO is supported by a Technical Advisory Committee comprised of Measure B funded paratransit providers in Alameda County.

1.16 Planning Area. Geographic groupings of cities and of Alameda County for planning and funding purposes. North County: Alameda, Albany, Berkeley, Emeryville, Oakland, Piedmont; Central County: Hayward, San Leandro, unincorporated county (near Hayward); South County: Fremont, Newark, Union City; East County: Dublin, Livermore, Pleasanton, the unincorporated area of Sunol.

Article 2: Purpose and Responsibilities

2.1 Committee Purpose. The CAC purpose is to regularly inform, on behalf of the Alameda CTC, the communities in each Alameda County planning area about the progress of Measure B-funded transportation programs and projects.

2.2 Committee Roles and Responsibilities. The roles and responsibilities of the Committee are to:

2.2.1 Serve as a conduit of information back to the public ensuring that the programs, projects, policies, and goals of Alameda CTC are conveyed and understood.

2.2.2 Serve as a conduit for ideas and information coming from the public at large to the Alameda CTC, through written and oral reports. Encourage subscribers to use the e-newsletter and e-notifier on the Alameda CTC website.

2.2.3 Develop and maintain working relationships with community organizations and groups throughout Alameda County that are interested in and affected by the Measure B program.

Article 3: Members

3.1 Number of Members. The CAC will consist of 22 members.

3.2 Appointment. The Commission will make appointments in the following manner:

3.2.1 One member per Alameda CTC Commission member (22 total).

3.3 Membership Qualification. Each member must be an Alameda County resident.

3.4 Membership Term. Appointments shall be for two-year terms. There is no maximum number of terms a member may serve. Members shall serve until the Commission appoints their successors.

3.5 Attendance. Members will actively support committee activities and regularly attend meetings. Accordingly, more than three absences may be cause for removal from the Committee. However, a member removed from the Committee may be subject to reappointment by an appointing party.

3.6 Termination. A member's term shall terminate on the occurrence of any of the following:

3.6.1 The member voluntarily resigns by written notice to the chair or Alameda CTC staff.

3.6.2 The two-year term of a member expires and the member is not reappointed by the appointing party.

3.6.3 The member fails to continue to meet the qualifications for membership, including attendance requirements.

3.6.4 The member passes away or otherwise becomes incapable of continuing to serve.

3.7 Vacancies. An appointing party shall have the right to appoint a person to fill the vacant member position. Alameda CTC shall be responsible for notifying an appointing party of such vacancy and for urging expeditious appointment of a new member, as appropriate.

Article 4: Officers

4.1 Officers. The CAC shall annually elect a chair and vice chair. Each officer must be a duly appointed member of the CAC.

4.1.1 Duties. The chair shall preside at all meetings and will represent the CAC before the Alameda CTC Commission to report on CAC activities. The vice chair shall assume all duties of the chair in the absence of, or on the request of the chair.

4.2 Office Elections. Officers shall be elected by the members annually at the organizational meeting. An individual receiving a majority of votes by a quorum shall be deemed to have been elected and will assume office at the meeting following the election. Officers shall be eligible for re-election indefinitely.

Article 5: Meetings

5.1 Open and Public Meetings. All CAC meetings shall be open and public and governed by the Brown Act. Public comment shall be allowed at all CAC meetings. Comments by a member of the public in the general public comment period or on any agenda item shall be at the discretion of the chair.

5.2 Regular Meetings. The CAC will hold up to 5 meetings per year. Annually, at the Organizational Meeting, CAC shall establish the schedule of regular meetings for the ensuing year. Meeting dates and times may be changed and additional regular meetings scheduled during the year by action of CAC.

5.3 Quorum. For purposes of decision making, a quorum shall consist of at least half (50 percent) plus one of the total number of members appointed at the time a decision is made. Members will not take actions at meetings with less than 50 percent plus one member present. Items may be discussed and information may be distributed on any item even if a quorum is not present.

5.4 Special Meetings. Special meetings may be called by the chair or by a majority of the members on an as-needed basis. Attendance at special meetings is not counted as part of members' attendance requirement. Agenda item(s) for special meeting(s) shall be stated when the meeting is called, but shall not be of a general business nature. Specialized meetings shall be concerned with studies, emergencies, or items of a time-urgent nature. Agenda item(s) of a regular meeting may be tabled for further discussion and action at a special meeting, the time and location to be announced in the tabling motion. Notice of such meetings shall be given to all members at least 72 hours prior to such meetings and shall be published on the Alameda CTC's website and at the Alameda CTC office, all in accordance with the Brown Act. Media notices will be delivered at least 72 hours before the time of the meeting.

5.5 Agenda. All meetings shall have a published agenda. Action may be taken only on items indicated on the agenda as action items. Items for a regular meeting agenda may be submitted by any member to the chair and committee staff. The Alameda CTC Commission and/or the committee staff may also submit items for the agenda. Every agenda shall include provision for members of the public to address the Committee. The chair and the vice chair shall review the agenda in advance of distribution. Copies of the agenda, with supporting material and the past meeting minutes, shall be mailed to members and any other interested parties who request it. The agenda shall be posted on the Alameda CTC website and office and provided at the meeting, all in accordance with the Brown Act.

5.6 Roberts Rules of Order. The rules contained in the latest edition of "Roberts Rules of Order Newly Revised" shall govern the proceedings of the CAC and any subcommittees thereof to the extent that the person presiding over the proceeding determines that such formality is required to maintain order and make process, and to the extent that these actions are consistent with these bylaws.

5.7 Place of Meetings. CAC meetings shall be held at the Alameda CTC offices, unless otherwise designated by the Committee. Meeting locations shall be within Alameda County, accessible in compliance with the Americans with Disabilities Act of 1990 (41 U.S.C., Section 12132) or regulations promulgated there under, shall be accessible by public transportation, and shall not be in any facility that prohibits the admittance of any person, or persons, on the base of race, religious creed, color, national origin, ancestry, or sex, or where members of the public may not be present without making a payment or purchase.

Article 6: Subcommittees

6.1 Establishment. The CAC may establish subcommittees when and as necessary or advisable to make nominations for office of the CAC, to develop and propose policy on a particular issue, to conduct an investigation, to draft a report or other document, or for any other purpose within the authority of the CAC.

6.2 Membership. CAC members will be appointed to subcommittees by the CAC or by the chair. No subcommittee shall have fewer than three members, nor will a subcommittee have sufficient members to constitute a quorum of the CAC.

Article 7: Records and Notices

7.1 Minutes. Minutes of all meetings, including actions and the time and place of holding, shall be kept on file at the Alameda CTC office.

7.2 Attendance Roster. A member roster and a record of member attendance shall be kept on file at the Alameda CTC office.

7.3 Brown Act. All meetings of the [committee title] will comply with the requirement of the Brown Act. Notice of meetings and agendas will be given to all members and any member of the public requesting such notice in writing and shall be posted at the Alameda CTC office at least 72 hours prior to each meeting. All meetings shall be open to the public, except for closed sessions permitted by the Brown Act. Members of the public may address [committee title] on any matter not on the agenda and on each matter listed on the agenda, pursuant to procedures set by the chair and/or committee.

7.4 Meeting Notices. Meeting notices shall be in writing and shall be issued by U.S. Mail, personal delivery, and/or email. Any other notice required or permitted to be given under these bylaws may be given by any of these means.

Article 8: General Matters

8.1 Per Diems. Committee members shall be entitled to a per diem stipend for meetings attended in amounts and in accordance with policies established by the Alameda CTC.

8.2 Conflicts of Interest. A conflict of interest exists when any Committee member has, or represents, a financial interest in the matter before the Committee. Such direct interest must be significant or personal. In the event of a conflict of interest, the Committee member shall declare the conflict, recuse him or herself from the discussion, and shall not vote on that item. Failure to comply with these provisions shall be grounds for removal from the Committee.

8.3 Amendments to Bylaws. These bylaws will be reviewed annually, and may be amended, repealed, or altered, in whole or in part, by a resolution adopted at a duly-constituted Committee meeting at which a quorum is present.

8.4 Public Statements. No member of the Committee may make public statements on behalf of the Committee without authorization by affirmative vote of the Committee, except the chair, or in his or her place the vice chair, when making a regular report of the Committee activities and concerns to the Alameda CTC.

8.5 Conflict with Governing Documents. In the event of any conflict between these Bylaws and the July 2000 Alameda County Transportation Expenditure Plan, California state law, or any action lawfully taken by the Alameda CTC, the Expenditure Plan, state law or the lawful action of the Alameda CTC shall prevail.

8.6 Staffing. Alameda CTC will provide all staffing to the Committee including preparation and distribution of meeting agendas, packets, and minutes; preparation of reports to the Alameda CTC Committees and Commission; tracking of attendance; and stipend administration.

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**BYLAWS
of
THE CITIZENS ADVISORY COMMITTEE
of the
ALAMEDA COUNTY TRANSPORTATION IMPROVEMENT AUTHORITY
ACTIA**

Article 1. Definitions

- 1.1 “Alameda County Transportation Improvement Authority” or “ACTIA” means the governmental agency established to carry out 2000 Measure B.
- 1.2 “Alameda County Transportation Authority” or “ACTA” means the governmental agency established to carry out 1986 Measure B.
- 1.3 “ACTIA Board” means the governing board of the Alameda County Transportation Improvement Authority, composed of 11 Alameda County officials.
 - 1.3.1 All five members of the Alameda County Board of Supervisors.
 - 1.3.2 Three representatives appointed by the Alameda County Mayors’ Conference from among the cities of Hayward, Fremont, Newark, Union City, Pleasanton, Livermore and Dublin.
 - 1.3.3 Two representatives appointed by the Alameda County Mayors’ Conference from among the cities of San Leandro, Oakland, Alameda, Albany, Berkeley, Emeryville and Piedmont.
 - 1.3.4 One representative designated by the Mayor of Oakland.
- 1.2 “Appointing Party” means (i) each of the individual members of the Alameda County Board of Supervisors, (ii) the Alameda County Mayors’ Conference, and (iii) the Mayor of Oakland.
- 1.4 “Brown Act” means California’s open meeting law, the Ralph M. Brown Act, California Government Code, Sections 54950 *et seq.*
- 1.5 “CAC” means the Citizens Advisory Committee.
- 1.6 “Expenditure Plans” collectively means the 15-year plan for expenditure of 1986 Measure B Tax revenues for transportation purposes, as amended from time to time by the ACTA Board (“1986 Expenditure Plan”), and the 20-year plan for expenditure of 2000 Measure B Tax revenues for transportation Programs and Projects, as amended from time to time by the ACTIA Board.

- 1.7 “Executive director” means the chief executive staff member of ACTIA who reports directly to the ACTIA Board.
- 1.8 “1986 Measure B” means the measure approved by the voters of Alameda County in 1986 to address major transportation needs and congestion in Alameda County, and implemented by the ACTA Board pursuant to the 1986 Expenditure Plan.
- 1.9 “2000 Measure B” means the measure approved by the voters of Alameda County in 2000 to address further transportation needs in Alameda County, and implemented by the ACTIA Board pursuant to the 2000 Expenditure Plan.
- 1.10 “Measure B Tax” means the half-cent sales tax for the transportation Projects and Programs set forth in the Expenditure Plans. The original Measure B Tax was collected during the period from 1987 to 2002; collection of the current Measure B Tax began on April 1, 2002, and will continue through March 31, 2022.
- 1.11 “Member” means a member of the CAC.
- 1.12 “Organizational Meeting” means the annual regular first meeting of the CAC.
- 1.13 “Program” means a transportation or transportation-related program specified in the 2002 Expenditure Plan for funding on a percentage-of-revenues basis or grant allocation.
- 1.14 “Project” means transportation and transportation-related construction projects specified in the 2002 Expenditure Plan for funding in the amounts allocated in the 2002 Expenditure Plan.

Article 2. CAC Purpose and Responsibilities

- 2.1 The specific CAC responsibilities are:
 - 2.1.1 To serve as a conduit of information back to the public ensuring that the programs, projects, policies, and goals of ACTA and ACTIA are conveyed and understood.
 - 2.1.2 To serve as a conduit for ideas and information coming from the public at large to the ACTIA Board, through written and oral reports. Encourage subscribers to use the e-newsletter and e-notifer on the ACTIA website.
 - 2.1.3 To develop and maintain working relationships with community organizations and groups throughout Alameda County that are interested in and affected by the Measure B program.
 - 2.1.4 Responsibilities will be annually adopted in a committee implementation plan.

Article 3. Members

3.1 Thirty-three (33) Members will be seated, each ACTIA Board member appointing three, to serve terms of two years.

3.2 Qualification for Membership. Each CAC member shall be a resident of Alameda County.

3.3 Selection of Members

3.3.1 Each ACTIA Board member shall select three Members to represent his or her area.

3.4 Term of Membership.

3.4.1 A Member shall serve a two-year term.

3.5 Termination of Membership.

3.5.1 A Member's term shall terminate on the occurrence of any of the following:

3.5.1.1 The Member voluntarily resigns by written notice to the CAC chair with copies to the Executive Director and the CAC.

3.5.1.2 The two-year term of a Member expires and the Member is not reappointed by the Authority member.

3.5.1.3 The Member fails to continue to meet the qualifications for membership, including attending at least two meetings annually.

3.5.1.4 The Member passes away or otherwise becomes incapable of continuing to serve.

3.6 Meeting Attendance: CAC members will be expected to actively support committee activities and regularly attend meetings. Accordingly, more than three absences will be cause for removal from the committee. However, a member removed from the committee may be subject to reappointment by an Authority Member.

3.7 Vacancies. An Appointing Party shall have the right to appoint (subject to approval by the ACTIA Board) a person to fill the unexpired term of any vacant Member position on CAC. CAC shall be responsible for notifying an Appointing Party of such vacancy and for urging expeditious appointment of a new member, as appropriate.

Article 4. Meetings

4.1 Open and Public; Public Comment. All meetings of CAC shall be open and public and governed by the Brown Act. Public comment shall be allowed at all CAC meetings. Comments by a member of the public in the general public comment period or on any agenda item shall be limited to five minutes per item. In the discretion of the chair, the time limit may be increased or reduced, but not to less than two minutes.

- 4.2 Regular Meetings. CAC will hold up to 5 meetings per year. Annually, at the Organizational Meeting, CAC shall establish the schedule of regular meetings for the ensuing year. Meeting dates and times may be changed and additional regular meetings scheduled during the year by action of CAC.
- 4.3 Special Meetings. Special meetings may be called by the chair or by a majority of the Members requesting the same in writing given to the chair, with copies to the vice chair and the Executive Director, specifying the matters to be considered at the special meeting. The chair or vice chair shall cause notice of a special meeting stating the matters to be considered to be given to all CAC members and posted and published in accordance with the Brown Act, at least 24 hours prior to any special meeting.
- 4.4 Agenda.
- 4.4.1 Only matters set forth on a posted and published agenda may be discussed or acted upon at a meeting.
- 4.4.2 Items for a regular agenda may be submitted by any Member not later than three weeks prior to the meeting or at such later time as may be permitted by the chair. Supporting material for an agenda item shall be submitted at the same time. The chair and vice chair shall review and approve the final agenda in advance of distribution and posting.
- 4.4.3 The agenda for a regular meeting shall be posted not less than 72 hours prior to the meeting; the agenda for a special meeting shall be posted not less than 24 hours prior to the meeting. Copies of the agenda, with supporting material and the prior meeting minutes, shall be mailed to members and any other interested parties who request it, not later than the time the agenda is required to be posted. CAC shall also endeavor to have the agenda posted on the ACTIA website, provided at the meeting, and otherwise made widely available.
- 4.4.4 Every agenda shall include the following items:
- 4.4.4.1 Change of date, time, or place of a future meeting and scheduling of additional meeting(s).
- 4.4.4.2 Review of member attendance
- 4.4.4.3 Provision for members of the public to address CAC.
- 4.5 Quorum. The presence at the meeting, in person or by communications equipment, of a 33% majority of the Members entitled to vote shall constitute a quorum for the transaction of business. The number of "members entitled to vote" shall not include any vacancies. Every act or decision done or made by the majority of the Members present at a meeting duly held at which a quorum is present shall be regarded as the action of CAC. Members present at a duly called or held meeting at which a quorum is present may continue to discuss agenda

items until adjournment, notwithstanding the withdrawal of enough Members to leave less than a quorum, but no action may be taken without a quorum present.

- 4.6 Place of Meetings. Meetings of CAC shall be held at any place within Alameda County as described in the CAC Calendar or, if no such place has been designated, at the offices of ACTIA. Meeting locations shall be accessible in compliance with the Americans with Disabilities Act of 1990 (41 U.S.C., Section 12132) or regulations promulgated there under, shall be accessible by public transportation, and shall not be in any facility that prohibits the admittance of any person, or persons, on the base of race, religious creed, color, national origin, ancestry, or sex, or where members of the public may not be present without making a payment or purchase.

Article 5. Officers

- 5.1 Officers. The officers of CAC shall be a chair and a vice-chair, and such other officers as CAC may designate from time to time. Each officer must be a duly appointed Member of CAC. No Member may hold more than one office.
- 5.2 Election of Officers. Officers shall be elected by the members annually at the Organizational Meeting. Officers shall serve at the pleasure of CAC. An individual receiving a majority of votes shall be deemed to have been elected, and shall assume office at the meeting following the election, unless elected to fill a vacancy in which case the newly-elected officer shall assume office immediately. Officer terms are limited to two consecutive elections. However, a Member may be re-elected after at least one year of membership without holding an officer position.
- 5.3 Removal and Resignation of Officers. Any officer may resign from office (with or without resigning from CAC) at any time by giving written notice to the CAC chair, with copies to the CAC vice-chair and the Executive Director. A resignation shall take effect at the date of the receipt of that notice or at any later time specified in that notice; and, unless otherwise specified in that notice, acceptance of the resignation shall not be necessary to make it effective.
- 5.4 Vacancies in Offices. A vacancy in any office because of death, resignation, removal, disqualification or any other cause shall be filled in the manner prescribed in these bylaws for regular election to that office.
- 5.5 Chair. The chair shall preside at all meetings of CAC and shall make regular reports to the ACTIA Board.
- 5.6 Vice Chair. In the absence or disability of the chair, the vice chair shall perform all the duties of, have all the powers of, and be subject to all the restrictions upon, the chair. The vice chair shall have such other powers and perform such other duties as from time to time may be prescribed to him or her respectively by the CAC, the bylaws, or the Chair.

- 5.7 In the absence of the Chair or Vice-Chair at a meeting, the Members shall, by consensus, appoint one Member to preside over that meeting.

Article 6. Subcommittees

- 6.1 Establishment. CAC may establish subcommittees when and as necessary or advisable to make nominations for office of CAC, to draft a report or other document, or for any other purpose within the purview of CAC. CAC shall have no standing subcommittees.
- 6.2 Subcommittee Membership. CAC members shall be appointed to subcommittees by CAC, or by the chair, if CAC delegates the appointment of a particular subcommittee to the chair. No subcommittee shall have fewer than three members nor shall a subcommittee have sufficient members to constitute a quorum of CAC. The members of a subcommittee shall elect a chair from among their number.

Article 7. Records and Notices

- 7.1 Minutes. CAC shall cause to be kept at the offices of ACTIA a book of minutes of all meetings and actions of CAC and its subcommittees with the time and place of holding, the names of those present at CAC meetings and subcommittee meetings, and the proceedings.
- 7.2 Roster; Attendance Records. CAC shall cause to be kept at the offices of ACTIA a roster of Members and a record of Member attendance.
- 7.3 Notices. The CAC chair shall cause notice of all meetings of the Members required by the bylaws or by law to be given. Notices shall be in writing and shall be given by posting. The chair shall endeavor to cause meeting notices also to be given to CAC members by personal delivery, telecopier, US Mail, or email, and any other notice required or permitted to be given under these bylaws may be given by any of these means.

Article 8. General Matters

- 8.1 Rules of Order. The rules contained in the latest edition of “Robert’s Rules of Order” shall govern the proceedings of CAC and subcommittees thereof to the extent that the person presiding over the proceeding determines that such formality is required to maintain order and make process and to the extent said rules are not inconsistent with these bylaws or the Brown Act.
- 8.2 Public Statements. No member of CAC may make public statements on behalf of CAC without authorization by affirmative vote of CAC. An exception is when the chair, or in his or her place the vice chair, and only when making a regular report of CAC activities and concerns to the ACTIA Board.

- 8.3 Expenses. CAC members shall be entitled to a per diem stipend for meetings attended in amounts and in accordance with policies established by the ACTIA Board.
- 8.4 Conflict. In the event these bylaws conflict with any provision of the 2000 Measure B or the Brown Act, the conflicting provision in the 2000 Measure B or the Brown Act shall prevail. In the event these bylaws conflict with resolutions or motions of the ACTIA Board, the resolutions or motions of the ACTIA Board shall prevail.
- 8.5 Amendments. These bylaws may be amended, repealed or altered, in whole or in part, by a resolution adopted at a duly-constituted CAC meeting at which a quorum is present.
- 8.6 Member Materials. Before the first meeting of a new Member's term, the chair shall provide or cause to be provided to the new Member a copy of each of the following, together with such other materials as the chair may deem advisable for a new member to have: a roster of CAC Members; a roster of ACTIA Board members; the Expenditure Plans; these bylaws, as amended to date; the Brown Act as then in effect; and minutes, whether approved or not, of the most recent regular CAC meeting and any special CAC meetings held after the most recent regular meeting.

Certificate of Chair

I am the duly elected chair of the Citizens Advisory Committee for the Alameda County Transportation Improvement Authority ("CAC") and I hereby certify that the foregoing is a true and correct copy of the bylaws of CAC as of _____, 20__.

LAST UPDATED:

July 23, 2009

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**CAC Calendar of Meetings and Activities
FY 2011/2012**

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 21, 2011 – CAC Meeting and South County Transportation Forum

Ruggieri Senior Center, 33997 Alvarado-Niles Road, Union City, CA 94587 (510) 675-5495

- Regional and Countywide Transportation Planning Activities Update
- Bicycle Safety Education Programs
- Fremont Senior Mobility Programs
- BART Extension to Warm Springs and Irvington Station Update
- Union City Intermodal Station Update
- I-680 High Occupancy Toll (HOT) Express Lanes Update

October 20, 2011 – CAC Meeting and North County Transportation Forum

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

- **Subjects to be determined**

January 19, 2012 – CAC Meeting and Central County Transportation Forum

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

- **Subjects to be determined**

April 19, 2012 – CAC Meeting and East County Transportation Forum

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

- **Subjects to be determined**

June 21, 2012 – CAC Organizational Meeting

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

- Discuss overall year plan for communications and outreach for CAC
 - Develop goals
 - Determine what outreach CAC members can do
- Discuss CAC roles, responsibilities, and organization
- Approve CAC Bylaws
- Review and define CAC Calendar for FY 12/13
- Elect chair and vice-chair for FY 12/13
- Committee training

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MEMORANDUM

To: Citizens Advisory Committee (CAC)

From: Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation

Date: June 8, 2011

Subject: CAC Fiscal Year 2011-2012 Outreach Goals

Recommendation

Staff recommends that the CAC review and discuss fiscal year 2011-2012 (FY 11-12) outreach goals that CAC members can attain to effectively inform the public about Measure B programs and projects.

Background

Appointed by the Commission, the CAC keeps the Commission informed of the progress of Measure B programs and projects, and discusses local community transportation concerns, as well as provides feedback to members' respective communities. The CAC purpose is to regularly inform, on behalf of the Alameda CTC, the communities in each Alameda County planning area about the progress of Measure B-funded transportation programs and projects. The CAC, along with Alameda CTC and partners, hosts quarterly transportation forums throughout the County to help fulfill this charge.

FY 11-12 Outreach Goals

According to the CAC bylaws, the CAC has three main roles and responsibilities:

- Serve as a conduit of information back to the public ensuring that the programs, projects, policies, and goals of Alameda CTC are conveyed and understood.
- Serve as a conduit for ideas and information coming from the public at large to the Alameda CTC, through written and oral reports. Encourage subscribers to use the e-newsletter and e-notifier on the Alameda CTC website.
- Develop and maintain working relationships with community organizations and groups throughout Alameda County that are interested in and affected by the Measure B program.

Outreach is a main component in these responsibilities. This outreach complements the goals in the Alameda CTC Communications Plan, including the following strategic communications goals, specifically, goals 3, 7, and 9:

1. **Accessibility** - Publish all outreach meeting materials so they are fully accessible to suit all abilities and languages.
2. **Accountability** - Demonstrate accountability and fiscal responsibility to Alameda County taxpayers.
3. **Diversity** - Actively expand outreach and information sharing throughout the multi-ethnic communities in Alameda County.
4. **Multi Modal Transportation** - Promote multi-modal transportation solutions for an efficient and accessible transportation system that supports a healthy, sustainable and economically vibrant county.
5. **Participant Satisfaction** - Establish feedback opportunities at all outreach meetings and regarding all reports and publications.
6. **Quality/Efficiency** - Deliver high-quality, comprehensive, and cost-effective communications.
7. **Reach** - Diligently expand the number of contacts with agencies, organizations and members of the public through thoughtful, targeted outreach.
8. **Support** - Develop support for future funding of transportation system improvements.
9. **Visibility** - Enhance the visibility and awareness of Alameda CTC projects, programs and activities.

For FY 11-12, staff recommends that the CAC define measureable outreach goals per CAC member, objectives, and targets, such as the following, based on prior outreach goals/objectives that the chair and vice chair have supported, that tie into the Commission's strategic communications goals.

No.	Goal	Objective(s)	Target
1	Transportation Forum Outreach	Prior to the forums, highlight the following: <ul style="list-style-type: none"> • Direct access to project and program sponsors • Updates on local projects and programs • Information for local small businesses about contracting opportunities 	4 forums – distribute a minimum of 20 flyers prior to each event
2	E-newsletter Subscription Growth	Encourage people to subscribe to the newsletter.	12 people annually

3	Measure B Programs/Projects Presentations	Coordinate presentations to organizations and groups in your network.	1 presentation annually (minimum)
4	Outreach Materials Distribution	Distribute the following outreach materials: <ul style="list-style-type: none"> • CAC business cards • Newsletters (hard copy) • <i>Access Alameda</i> guides for paratransit service information • <i>Emergency Wheelchair and Scooter Breakdown Service</i> brochure • Annual reports 	12 business cards annually (minimum)
5	Outreach Messaging	Talk about Measure B to as many individuals and groups as possible, incorporating the CAC Outreach Speaking Points.	12 individuals and 2 groups annually (includes attendance at community events)
6	Website Traffic	Encourage people to visit the Alameda CTC website to find out What's New, to get Measure B program and project updates, and to subscribe to the e-notifier service.	Share website address with 10 people

Fiscal Impacts

There are no fiscal impacts at this time.

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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?



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 began in January 2011. These speaking points will be updated to reflect more changes as they occur at Alameda CTC.

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 in part 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 has 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, a council member from each city, 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. (To be developed)
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.

8 June 2011

Memorandum

TO: Barry Ferrier, Chair; Citizens Advisory Committee Members

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

RE: Alameda CTC Website Analytics and e-News Database 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). Please note that for the website statistics in Section 1A we compare the most recent time period of April 7, 2011 to June 7, 2011, and the prior 2-month period, February 4, 2011 to April 6, 2011 (intensive CWTP/TEP and business outreach). In Section 1B we compare the recent 2-month time period to a pre-CWTP/TEP outreach time period, November 28, 2010 to January 31, 2011.

1A. Website Report: Current Period vs. Prior 2 months

Key Findings:

- ✓ Total visits down 21% over previous period
- ✓ Absolute unique visitors down 29%
- ✓ Number of pageviews down 14%
- ✓ New visits down 19%
- ✓ Average pageviews slightly up; average time on site unchanged.

The decrease in overall traffic to the website is possibly due to the completion of the initial round of public workshops for the CWTP/TEP, which concluded at the end of March. There had been substantial outreach and publicity both for those workshops and for a series of contracting opportunities during that prior period.

1B. Website Report: Current Period vs. Fall Period (November 28, 2010 – January 31, 2011)

Key Findings:

- ✓ Total visits up 52% over Fall Period
- ✓ Absolute unique visitors up 62%
- ✓ Number of pageviews up 33%
- ✓ New visits up 8%

- ✓ Average pageviews and average time on site down (*perhaps due to visitors becoming more adept at finding the information they need more quickly*)

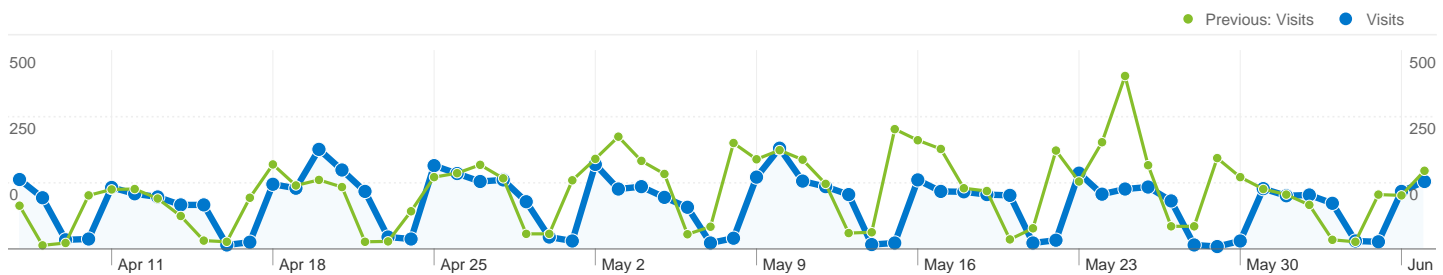
These statistics seem to reflect that the increase in traffic achieved through the Winter Period (outreach for both CWTP/TEP workshops and RFPs) has been sustained over the baseline Fall Period.

- 2. Constant Contact Database** – shows data on # new contacts, removed contacts, overall growth and total database.

Key Findings:

- ✓ In May, Alameda CTC staff and the Media/Public Relations Team performed significant maintenance on the Constant Contact database, removing duplicates, bounces, etc., along with continuing to add contacts from a variety of outreach sources. The net result is a slight reduction in the total number of contacts to just under 2,000.

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



Site Usage

 **7,084 Visits**


Previous: 8,990 (-21.20%)

 **36.87% Bounce Rate**

Previous: 42.36% (-12.95%)

 **34,640 Pageviews**


Previous: 40,554 (-14.58%)

 **00:03:01 Avg. Time on Site**

Previous: 00:03:03 (-0.83%)

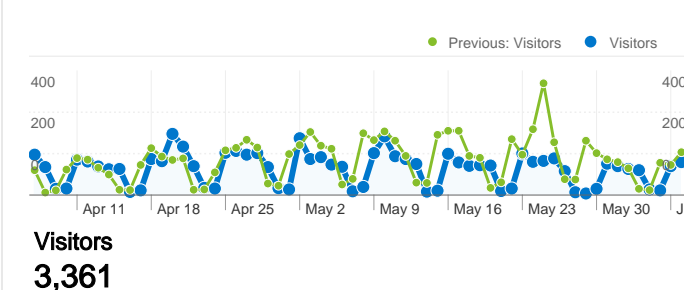
 **4.89 Pages/Visit**

Previous: 4.51 (8.40%)

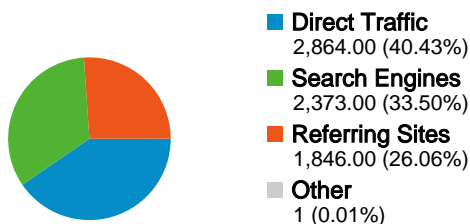
 **40.51% % New Visits**

Previous: 50.22% (-19.33%)

Visitors Overview

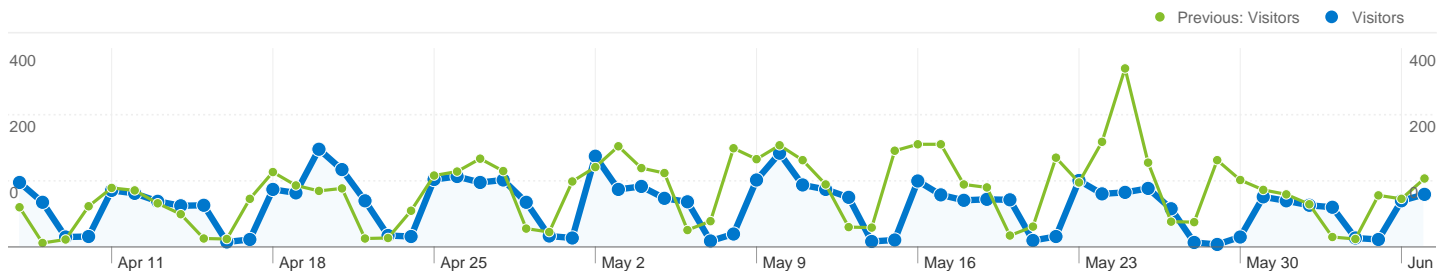


Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/		
Apr 7, 2011 - Jun 7, 2011	6,326	18.26%
Feb 4, 2011 - Apr 6, 2011	6,714	16.56%
% Change	-5.78%	10.31%
/app_pages/view/15 Opportunities		
Apr 7, 2011 - Jun 7, 2011	2,451	7.08%
Feb 4, 2011 - Apr 6, 2011	2,037	5.02%
% Change	20.32%	40.87%
/events/month/now Calendar		
Apr 7, 2011 - Jun 7, 2011	1,941	5.60%
Feb 4, 2011 - Apr 6, 2011	2,251	5.55%
% Change	-13.77%	0.95%
/news_sections/view/2 Contracting Opportunities		
Apr 7, 2011 - Jun 7, 2011	1,488	4.30%
Feb 4, 2011 - Apr 6, 2011	2,445	6.03%
% Change	-39.14%	-28.75%
/app_folders/view/		



3,361 people visited this site

 **7,084 Visits**

Previous: 8,990 (-21.20%)

 **3,361 Absolute Unique Visitors**

Previous: 4,726 (-28.88%)

 **34,640 Pageviews**

Previous: 40,554 (-14.58%)

 **4.89 Average Pageviews**

Previous: 4.51 (8.40%)

 **00:03:01 Time on Site**

Previous: 00:03:03 (-0.83%)

 **36.87% Bounce Rate**

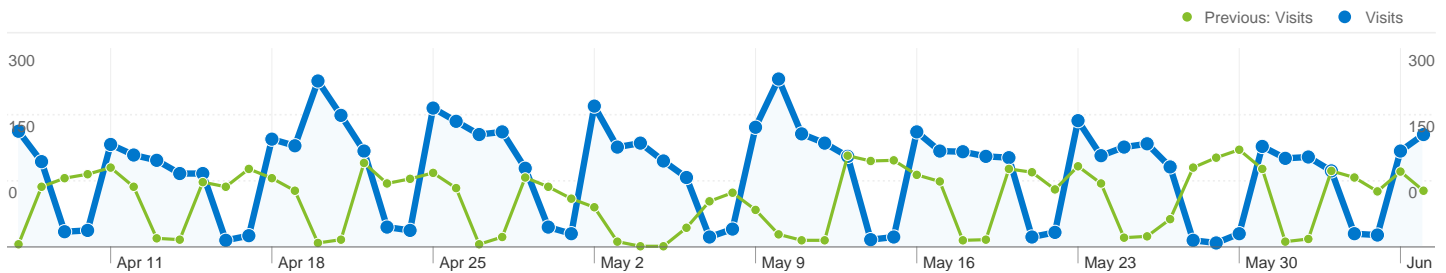
Previous: 42.36% (-12.95%)

 **40.51% New Visits**

Previous: 50.22% (-19.33%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Apr 7, 2011 - Jun 7, 2011	4,772	67.36%	Apr 7, 2011 - Jun 7, 2011	7,084	100.00%
Feb 4, 2011 - Apr 6, 2011	5,681	63.19%	Feb 4, 2011 - Apr 6, 2011	7,699	85.64%
% Change	-16.00%	6.60%	% Change	-7.99%	16.77%
Firefox			Cable		
Apr 7, 2011 - Jun 7, 2011	1,332	18.80%	Apr 7, 2011 - Jun 7, 2011	0	0.00%
Feb 4, 2011 - Apr 6, 2011	1,936	21.54%	Feb 4, 2011 - Apr 6, 2011	484	5.38%
% Change	-31.20%	-12.69%	% Change	-100.00%	-100.00%



Site Usage

7,084 Visits

Previous: 4,668 (51.76%)

36.87% Bounce Rate

Previous: 34.36% (7.31%)

34,640 Pageviews

Previous: 26,136 (32.54%)

00:03:01 Avg. Time on Site

Previous: 00:03:30 (-13.62%)

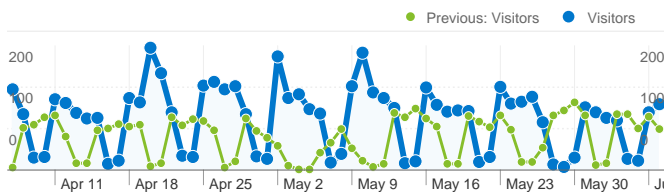
4.89 Pages/Visit

Previous: 5.60 (-12.66%)

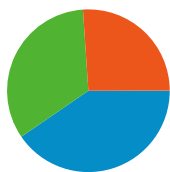
40.51% % New Visits

Previous: 37.23% (8.81%)

Visitors Overview


Visitors
3,361

Traffic Sources Overview



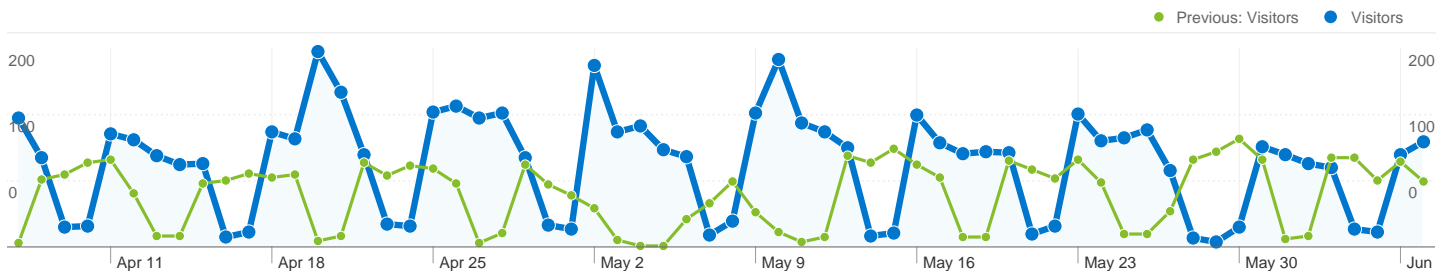
- **Direct Traffic**
2,864.00 (40.43%)
- **Search Engines**
2,373.00 (33.50%)
- **Referring Sites**
1,846.00 (26.06%)
- **Other**
1 (0.01%)

Content Overview

Pages	Pageviews	% Pageviews
/		
Apr 7, 2011 - Jun 7, 2011	6,326	18.26%
Nov 28, 2010 - Jan 31, 2011	4,556	17.43%
% Change	38.85%	4.76%
/app_pages/view/15 Opportunities		
Apr 7, 2011 - Jun 7, 2011	2,451	7.08%
Nov 28, 2010 - Jan 31, 2011	1,240	4.74%
% Change	97.66%	49.14%
/events/month/now Calendar		
Apr 7, 2011 - Jun 7, 2011	1,941	5.60%
Nov 28, 2010 - Jan 31, 2011	1,922	7.35%
% Change	0.99%	-23.80%
/news_sections/view/2 Contracting Opportunities		
Apr 7, 2011 - Jun 7, 2011	1,488	4.30%
Nov 28, 2010 - Jan 31, 2011	770	2.95%
% Change	93.25%	45.81%
/app_folders/view/		

Visitors Overview

Apr 7, 2011 - Jun 7, 2011
Comparing to: Nov 28, 2010 - Jan 31, 2011



3,361 people visited this site

 **7,084 Visits**


Previous: 4,668 (51.76%)

 **3,361 Absolute Unique Visitors**

Previous: 2,074 (62.05%)

 **34,640 Pageviews**

Previous: 26,136 (32.54%)

 **4.89 Average Pageviews**

Previous: 5.60 (-12.66%)

 **00:03:01 Time on Site**

Previous: 00:03:30 (-13.62%)

 **36.87% Bounce Rate**

Previous: 34.36% (7.31%)

 **40.51% New Visits**

Previous: 37.23% (8.81%)

Technical Profile

Browser			Connection Speed		
Visits	% visits		Visits	% visits	
Internet Explorer			Unknown		
Apr 7, 2011 - Jun 7, 2011	4,772	67.36%	Apr 7, 2011 - Jun 7, 2011	7,084	100.00%
Nov 28, 2010 - Jan 31, 2011	3,143	67.33%	Nov 28, 2010 - Jan 31, 2011	2,341	50.15%
% Change	51.83%	0.05%	% Change	202.61%	99.40%
Firefox			T1		
Apr 7, 2011 - Jun 7, 2011	1,332	18.80%	Apr 7, 2011 - Jun 7, 2011	0	0.00%
Nov 28, 2010 - Jan 31, 2011	967	20.72%	Nov 28, 2010 - Jan 31, 2011	698	14.95%
% Change	37.75%	-9.23%	% Change	-100.00%	-100.00%


[Print Report](#)

Alameda County Transportation Commission

Contacts Report

6/8/2011

Contact Counts

	Prior	Jan	Feb	Mar	Apr	May	Jun	Overall
New Contacts	1083	14	353	733	181	1018	51	3433
Removed Contacts	62	0	1	4	50	1290	0	1407
Do Not Mail List	27	3	6	6	3	3	0	48
Growth	994	11	346	723	128	-275	51	1978
Total Contacts	994	1005	1351	2074	2202	1927	1978	1978

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.


[Print Report](#)

Alameda County Transportation Commission

Email Tracking Report

6/8/2011

Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	26615	17.0% (4512)	32.8% (7241)	22.3% (1612)	0.2% (12)
Last 3 months	4595	24.0% (1104)	26.8% (936)	17.1% (160)	0

Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5/11/2011	May 2011 e-Newsletter	2363	22.8% (538)	0	0.1% (3)	25.4% (463)	17.1% (79)	0
4/18/2011	April 2011 e-Newsletter	2232	25.4% (566)	1	0.1% (3)	28.4% (473)	17.1% (81)	0
3/18/2011	March 24 CTEP Workshops eblast: Reminder	2022	25.0% (506)	* 4 *	0.3% (6)	32.5% (492)	10.4% (51)	0
3/7/2011	March 7 CTEP Workshops eblast: Reminder	1357	18.4% (250)	0	0.1% (1)	34.0% (376)	6.1% (23)	0.3% (1)
2/23/2011	Revised CTEP Workshops eblast: Reminder	1348	19.0% (256)	0	0.1% (2)	35.1% (383)	8.6% (33)	0.8% (3)
2/16/2011	Revised CTEP Workshops eblast	129	16.3% (21)	0	0.8% (1)	23.1% (25)	8.0% (2)	0
2/15/2011	CTEP Workshops eblast	560	15.7% (88)	0	0.5% (3)	43.6% (206)	15.5% (32)	0.5% (1)
1/20/2011	Jan 2011 e-news	998	21.3% (213)	0	0.3% (3)	31.2% (245)	20.8% (51)	0
11/18/2010	November 2010 Enews	988	20.2% (200)	* 1 *	0.2% (2)	34.8% (274)	24.5% (67)	0.4% (1)
9/30/2010	September 2010 -- DISTRIBUTION	985	18.7% (184)	0	0.1% (1)	32.7% (262)	27.9% (73)	0

Key For Table

[Print Report](#)

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

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Glossary of Acronyms

**CAC Meeting 06/16/11
Attachment 07C**

ABAG	Association of Bay Area Governments	MTC	Metropolitan Transportation Commission
ACCM	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

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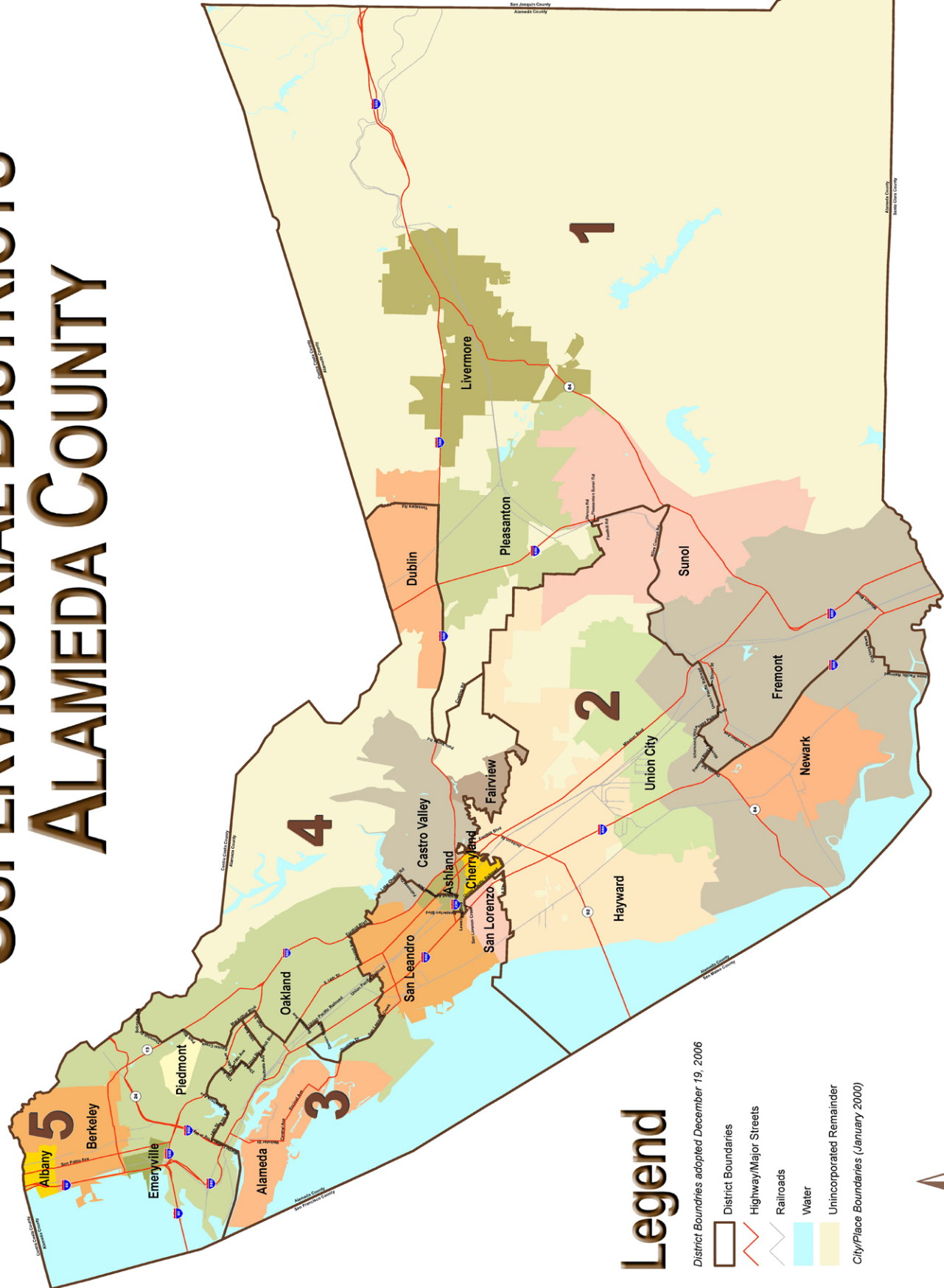
Alameda County Transportation Commission
Citizen Advisory Committee
Roster and Attendance
Fiscal Year 2010/2011

	Title	Last Name	First Name	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '10*
1	Mr.	Ferrier, Chair	Barry	Union City	Mayor Mark Green, Union City	Jan-04	Jan-10	Jan-12	0
2	Ms.	Dorsey, Vice-Chair	Cynthia	Oakland	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	0
3	Ms.	Brown	Meredith	Oakland	Supervisor Nate Miley, D-4	Apr-07	Apr-09	Apr-11	4
4	Mr.	Castro	Norbert	San Leandro	Councilmember Joyce Starosciak, San Leandro	Dec-07	Feb-10	Feb-12	4
5	Ms.	Chinn	Val	Hayward	Mayor Marshall Kamena, Livermore	Dec-99	Feb-10	Feb-12	0
6	Mr.	Collier	Joseph	San Leandro	Councilmember Joyce Starosciak, San Leandro	Dec-09		Dec-11	1
7	Ms.	Hilliard	Frances	Oakland	Supervisor Wilma Chan, D-3	Jun-02	Feb-10	Feb-12	1
8	Mr.	Hilson	Joseph	Hayward	Mayor Marshall Kamena, Livermore	Dec-06	Feb-11	Feb-13	4
9	Mr.	Hottle	Brad	Pleasanton	Mayor Jennifer Hosterman, Pleasanton	Oct-10		Oct-12	0
10	Mr.	Jefferson	Alton	San Leandro	Supervisor Wilma Chan, D-3	Sep-08	Sep-10	Sep-12	1
11	Dr.	Jindal	Roop	Hayward	Supervisor Scott Haggerty, D-1	Oct-03	Mar-10	Mar-12	1
12	Mr.	Kastriotis	Dimitris	Sunol	Supervisor Nadia Lockyer, D-2	Dec-07	Jan-10	Jan-12	4
13	Ms.	LePell	Audrey	Hayward	Supervisor Nadia Lockyer, D-2	May-04	Mar-11	Mar-13	0
14	Ms.	Lorenzana-Campo	Pilar	Oakland	Councilmember Rebecca Kaplan	May-10		May-12	1
15	Mr.	Mann	Harpal	Union City	Supervisor Nadia Lockyer, D-2	Mar-11		Mar-13	0
16	Mr.	Repar	John	Union City	Mayor Mark Green, Union City	Mar-11		Mar-13	0

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

	Title	Last Name	First Name	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '10*
17	Mr.	Rose	Frank	Oakland	Supervisor Nate Miley, D-4	Sep-08	Feb-11	Feb-13	1
18	Ms.	Sample	Clara	Union City	Mayor Mark Green, Union City	Sep-10		Sep-12	0
19	Mr.	Sebastian	Nicholas	Emeryville	Vice Mayor Rob Bonta, Alameda	Sep-07	Sep-09	Sep-11	4
20	Ms.	Stocking	Gerarda	Livermore	Supervisor Scott Haggerty, D-1	Oct-03	Mar-10	Mar-12	4
21	Ms.	Walker	Brenda	Oakland	Supervisor Nate Miley, D-4	Oct-09		Oct-11	4
22	Mr.	Washington	Ronald	Berkeley	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	4
23	Mr.	White	Darren	San Leandro	Councilmember Joyce Starosciak, San Leandro	Sep-08	Sep-10	Sep-12	4
24	Mr.	Zukas	Hale	Berkeley	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	1
25		Vacancy			Vice Mayor Rob Bonta, Alameda				
26		Vacancy			Vice Mayor Rob Bonta, Alameda				
27		Vacancy			Mayor Jennifer Hosterman, Pleasanton				
28		Vacancy			Mayor Jennifer Hosterman, Pleasanton				
29		Vacancy			Mayor Marshall Kamena, Livermore				
30		Vacancy			Councilmember Rebecca Kaplan				
31		Vacancy			Councilmember Rebecca Kaplan				
32		Vacancy			Supervisor Wilma Chan, D-3				
33		Vacancy			Supervisor Scott Haggerty, D-1				

SUPERVISORIAL DISTRICTS ALAMEDA COUNTY



Legend

District Boundaries adopted December 19, 2006

- District Boundaries
- Highway/Major Streets
- Railroads
- Water
- Unincorporated Remainder
- City/Place Boundaries (January 2000)



1:71,324



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Countywide Transportation Plan Update and Transportation Expenditure Plan Development Overview

The Alameda CTC is in the process of updating the Alameda County Countywide Transportation Plan (CWTP), a 25-year plan that lays out a strategy for addressing transportation needs for all users in Alameda County and feeds into the Regional Transportation Plan. The Alameda CTC is also developing a new Transportation Expenditure Plan (TEP) concurrently with the CWTP.

The following committees are involved in the CWTP-TEP development process:

Steering Committee: Comprised of 13 members from the Alameda CTC including representatives from the cities of Berkeley, Emeryville, Hayward, Livermore, Newark, Oakland, Pleasanton, and Union City, as well as Alameda County, BART and AC Transit. Mayor Mark Green of Union City is the chair and Councilmember Kriss Worthington of Berkeley is the vice-chair. The purpose of the Steering Committee is to lead the planning effort, which will shape the future of transportation throughout Alameda County. To view the meeting calendar, visit <http://www.alamedactc.org/events/month/now>.

Staff liaisons:

- Tess Lengyel, Deputy Director of Policy, Public Affairs, and Legislation, (510) 208-7428, tlengyel@alamedactc.org
- Beth Walukas, Deputy Director of Planning, (510) 208-7405, bwalukas@alamedactc.org

Technical Advisory Working Group (TAWG): Comprised of agency staff representing all areas of the County including planners and engineers from local jurisdictions, all transit operators in Alameda County, and representatives from the park districts, public health, social services, law enforcement, and education. The purpose of the Technical Advisory Working Group is to provide technical input, serve in an advisory capacity to the Steering Committee, and share information with the Community Advisory Working Group. To view the meeting calendar, visit <http://www.alamedactc.org/events/month/now>.

Staff liaisons:

- Beth Walukas, Deputy Director of Planning, (510) 208-7405, bwalukas@alamedactc.org
- Saravana Suthanthira, Senior Transportation Planner, (510) 208-7426, ssuthanthira@alamedactc.org

continued

Community Advisory Working Group (CAWG): Comprised of 27 members representing diverse interests throughout Alameda County including business, civil rights, education, the environment, faith-based advocacy, health, public transit, seniors and people with disabilities, and social justice. The purpose of the Community Advisory Working Group is to provide input on the Countywide Transportation Plan and the Transportation Expenditure Plan to meet the multi-modal needs of our diverse communities and businesses in Alameda County, serve in an advisory capacity to the Steering Committee, and share information with the Technical Advisory Working Group. To view the meeting calendar, visit <http://www.alamedactc.org/events/month/now>.

Staff liaisons:

- Tess Lengyel, Deputy Director of Policy, Public Affairs, and Legislation, (510) 208-7428, tlengyel@alamedactc.org
- Diane Stark, Senior Transportation Planner, (510) 208-7410, dstark@alamedactc.org



Memorandum

DATE: June 2, 2011

TO: Planning, Policy and Legislation Committee

FROM: Beth Walukas, Deputy Director of Planning
Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation

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

Recommendation

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

ACTAC; the Planning, Policy and Legislation Committee (PPLC); the Alameda CTC Board; the Citizen's Watchdog Committee; the Paratransit Advisory and Planning Committee; the Citizen's Advisory Committee; and the Bicycle and Pedestrian Advisory Committee receive monthly updates on the CWTP-TEP and RTP/SCS. The purpose of this report is to keep various Committee and Working Groups updated on regional and countywide planning activities, alert Committee members about issues and opportunities requiring input in the near term, and provide an opportunity for Committee feedback in a timely manner. CWTP-TEP Committee agendas and related documents are available on the Alameda CTC website. RTP/SCS related documents are available at www.onebayarea.org.

June 2011 Update:

This report focuses on the month of June 2011. A summary of countywide and regional planning activities for the next three months is found in Attachment A and a three year schedule for the countywide and the regional processes is found in Attachment B and Attachment C respectively. Highlights include MTC's performance assessment, Alameda CTC's evaluation of transportation investment packages, the process for moving from the recently released Initial Vision Scenario to the Alternative Land Use Scenarios that are scheduled to be released by ABAG in July, and development of an Alameda Countywide land use scenario.

1) MTC/ Alameda CTC Project and Program Evaluation

Both MTC and Alameda CTC have begun the performance assessment and evaluation of the projects and programs that were received in the Call for Projects and Programs approved by the Board at its May meeting.

2) Release of Initial Vision Scenario and Development of Alternative Scenarios

ABAG and MTC are seeking input on the Initial Vision Scenario between now and June 2011 to use in the development of Alternative Land Use Scenarios, which are anticipated to be released in **July 2011**. In addition to providing input on the development of the Alternative Land Use Scenarios through the CWTP-TEP Committees, two public workshops, hosted by MTC and ABAG, were held on **May 19 and May 24** in Berkeley and Oakland, respectively. A joint Supervisorial Districts 1 and 2 SCS workshop was held on **May 14, 2011**. Over 80 elected officials from the cities, transit districts, and other special districts attended and provided input.

3) RTP/SCS Work Element Proposals and

MTC continues to refine their proposals and guidance for the following work elements of the RTP/SCS:

- Developing 25-year financial forecasts; and
- Developing a transit capital, local streets and roads maintenance needs, and transit operation needs approach.

4) Upcoming Meetings Related to Countywide and Regional Planning Efforts:

Committee	Regular Meeting Date and Time	Next Meeting
CWTP-TEP Steering Committee	4 th Thursday of the month, noon Location: Alameda CTC	No June Meeting July 28, 2011
CWTP-TEP Technical Advisory Working Group	2 nd Thursday of the month, 1:30 p.m. Location: Alameda CTC	No June Meeting July 14, 2011
CWTP-TEP Community Advisory Working Group	1 st Thursday of the month, 3:00 p.m. Location: Alameda CTC	No June Meeting July 7, 2011
SCS/RTP Regional Advisory Working Group	1 st Tuesday of the month, 9:30 a.m. Location: MetroCenter, Oakland	June 7, 2011 July 5, 2011
SCS/RTP Equity Working Group	Location: MetroCenter, Oakland	June 8, 2011 July 13, 2011
SCS/RTP Housing Methodology Committee	10 a.m. Location: BCDC, 50 California St., 26th Floor, San Francisco	June 23, 2011 July 28, 2011

Fiscal Impact

None.

Attachments

Attachment A: Summary of Next Quarter Countywide and Regional Planning Activities
Attachment B: CWTP-TEP-RTP-SCS Development Implementation Schedule
Attachment C: One Bay Area SCS Planning Process

Summary of Next Quarter Countywide and Regional Planning Activities (June through August)

Countywide Planning Efforts

The three year CWTP-TEP schedule showing countywide and regional planning milestone schedules is found in Attachment B. Major milestone dates are presented at the end of this memo. In the June to August time period, the CWTP-TEP Committees will be focusing on:

- Coordinating with ABAG and local jurisdictions to provide comments on the Initial Vision Scenario and to define the Alternative Land Use Scenarios for the Sustainable Communities Strategy;
- Finalizing the issues papers that discuss challenges and opportunities regarding transportation needs in Alameda County, including a presentation of best practices and strategies for achieving Alameda County's vision beyond this CWTP update;
- Continuing the discussion on Transportation Expenditure Plan strategic parameters and funding scenarios;
- Evaluating transportation investment packages against a Future Land Use scenario;
- Reviewing the results of the evaluation and identifying a constrained transportation network;
- Developing countywide financial projections and opportunities that are consistent and concurrent with MTC's financial projections;
- Developing a Locally Preferred SCS land use scenario to test with the constrained transportation network; and
- Evaluating the constrained transportation network using the Locally Preferred SCS land use scenario.

Regional Planning Efforts

Staff continues to coordinate the CWTP-TEP with planning efforts at the regional level including the Regional Transportation Plan (MTC), the Sustainable Communities Strategy (ABAG), Climate Change Bay Plan and amendments (San Francisco Bay Conservation and Development Commission (BCDC)) and CEQA Guidelines (Bay Area Air Quality Management District (BAAQMD)).

In the three month period for which this report covers, MTC and ABAG are focusing on

- Receiving input on the Initial SCS Vision Scenario released March 11, 2011;
- Developing the Alternative SCS Scenarios based on that input;
- Conducting public outreach;
- Developing draft financial projections; and
- Conducting a performance assessment.

Staff will be coordinating with the regional agencies and providing feedback on these issues, through:

- Participating on the MTC/ABAG Regional Advisory Working Group (RAWG),
- Participating on regional Sub-committees (Equity sub-committee); and
- Assisting in public outreach.

Key Dates and Opportunities for Input

The key dates shown below 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 information to local jurisdictions: Completed

Initial Vision Scenario Released: March 11, 2011: Completed

Alternative SCS Scenarios Released: July 2011

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

RHNA

RHNA Process Begins: January 2011

Draft RHNA Methodology Released: September 2011

Draft RHNA Plan released: February 2012

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

RTP

Develop Financial Forecasts and Committed Funding Policy: Completed

Call for RTP Transportation Projects: Completed: Final list will be forwarded May 27, 2011

Conduct 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

Prepare EIR: December 2012 – March 2013

Adopt SCS/RTP: April 2013

CWTP-TEP

Develop Land Use Scenarios: May – July 2011

Call for Projects: Concurrent with MTC

Outreach: January 2011 - December 2011

Draft List of CWTP constrained 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

Calendar Year 2010

		2010						Meeting	2010				
Task	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	Information about upcoming CWTP Update and reauthorization												
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			
											Adopt methodology for Jobs/Housing Forecast (Statutory Target)	Projections 2011 Base Case	
												Adopt Voluntary Performance Targets	

Calendar Year 2011

	2011						FY2011-2012	2011					
Task	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	Performance measures, costs guidelines, call for projects and prioritization process, approve polling questions, initial vision scenario discussion	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update (draft list approval), project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects final list to MTC, TEP strategic parameters, land use, financials, committed projects	No Meetings.	Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Meeting moved to December due to holiday conflict	Review 2nd draft CWTP; 1st draft TEP	
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, briefing book, outreach	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update, project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects	No Meetings.	Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Review 2nd draft CWTP, 1st draft TEP, poll results update	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, briefing book, outreach	Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update	Outreach and call for projects update, project and program packaging, county land use	Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects	No Meetings.	Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection	No Meetings	1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion		Review 2nd draft CWTP, 1st draft TEP, poll results update	No Meetings	
Public Participation	Public Workshops in two areas of County: vision and needs; Central County Transportation Forum	Public Workshops in all areas of County: vision and needs		East County Transportation Forum			South County Transportation Forum	No Meetings		2nd round of public workshops in County: feedback on CWTP,TEP; North County Transportation Forum		No Meetings	
Agency Public Education and Outreach	Ongoing Education and Outreach through November 2012						Ongoing Education and Outreach through November 2012						
Alameda CTC Technical Work													
Technical Studies/RFP/Work timelines: 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	Technical work refinement and development of Expenditure plan, 2nd draft CWTP						
Polling	Conduct baseline poll									Polling on possible Expenditure Plan projects & programs	Polling on possible Expenditure Plan projects & programs		
Sustainable Communities Strategy/Regional Trar													
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013			Release Initial Vision Scenario	Detailed SCS Scenario Development			Release Detailed SCS Scenarios	Technical Analysis of SCS Scenarios; Adoption of Regional Housing Needs Allocation Methodology		SCS Scenario Results/and funding discussions		Release Preferred SCS Scenario	
	Discuss Call for Projects		Call for Transportation Projects and Project Performance Assessment		Project Evaluation		Draft Regional Housing Needs Allocation Methodoligy						
	Develop Draft 25-year Transportation Financial Forecasts and Committed Transportation Funding Policy												

Calendar Year 2012

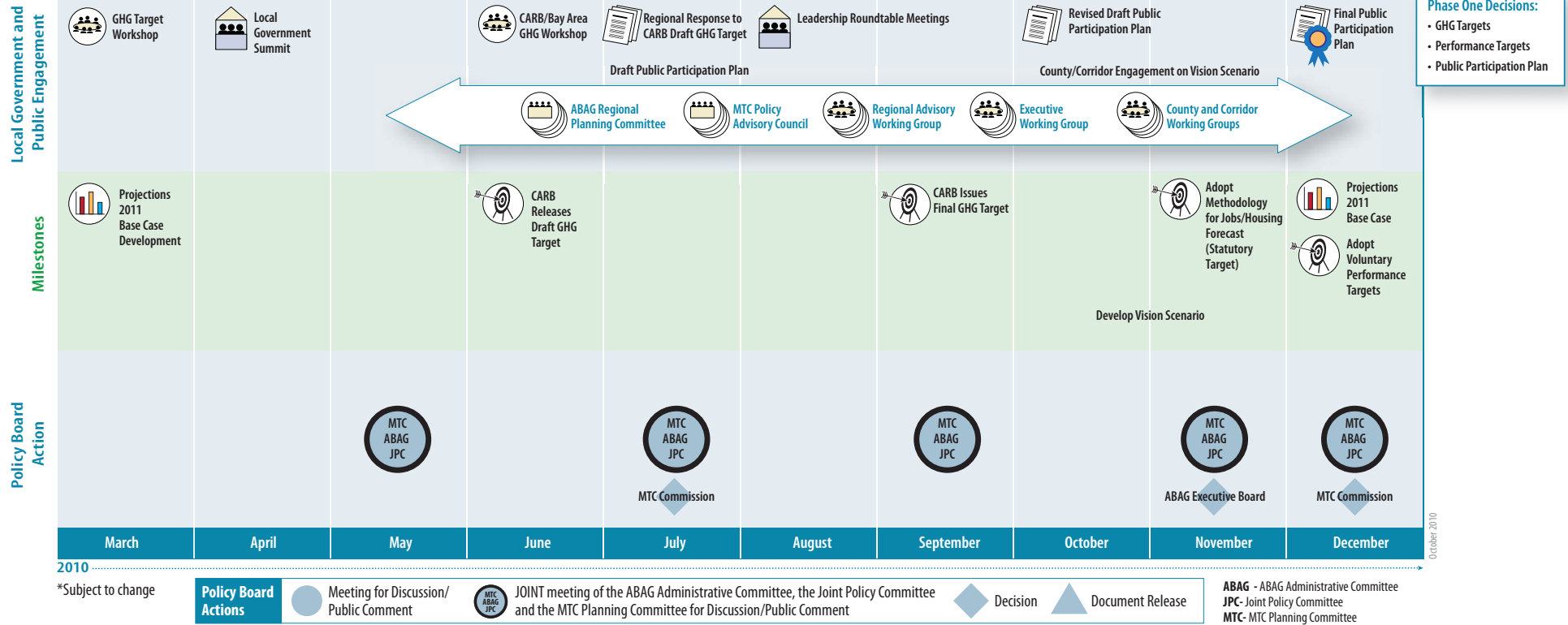
		2012					FY2011-2012				
Task	January	February	March	April	May	June	July	August	Sept	Oct	November
Alameda CTC Committee/Public Process											
Steering Committee	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed			Adopt Draft Plans	Adopt Final Plans	Expenditure Plan on Ballot			VOTE: November 6, 2012
Technical Advisory Working Group	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed								VOTE: November 6, 2012
Community Advisory Working Group	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed								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						Ongoing Education and Outreach through November 2012 on this process and final plans				
Alameda CTC Technical Work											
Technical Studies/RFP/Work timelines: 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 Trar											
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013	Approval of Preferred SCS, Release of Regional Housing Needs Allocation Plan		Begin RTP Technical Analysis & Document Preparation	Prepare SCS/RTP Plan							Release Draft SCS/RTP for review

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Sustainable Communities Strategy Planning Process: Phase 1 Detail for 2010*

Phase 1: Performance Targets and Vision Scenario

OneBayArea



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

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

OneBayArea

Phase Two Decisions:

- Vision Scenarios
- Financial Forecasts
- Detailed SCS Scenarios
- RHNA Methodology
- Preferred SCS Scenario
- Draft RHNA Plan

Scenario Planning

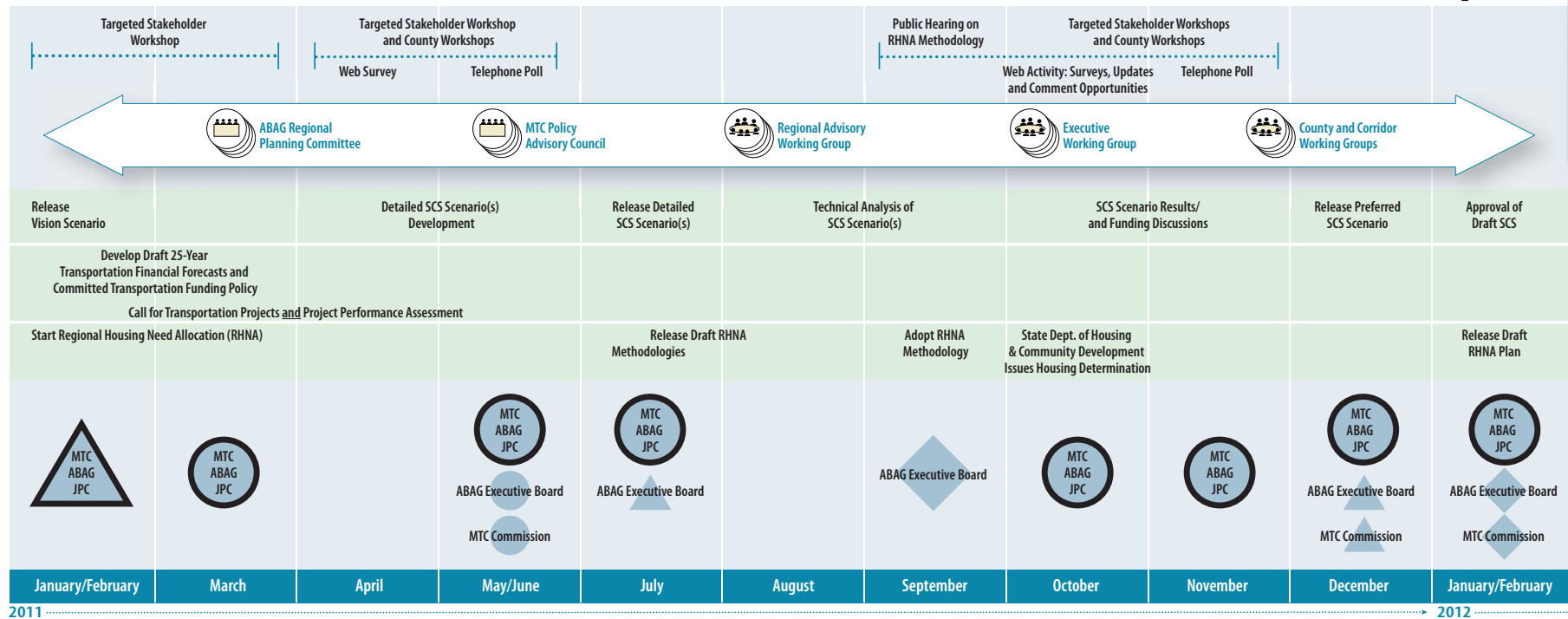
Transportation Policy and Investment Dialogue

Regional Housing Need Allocation

Local Government and Public Engagement

Milestones

Policy Board Action



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

OneBayArea

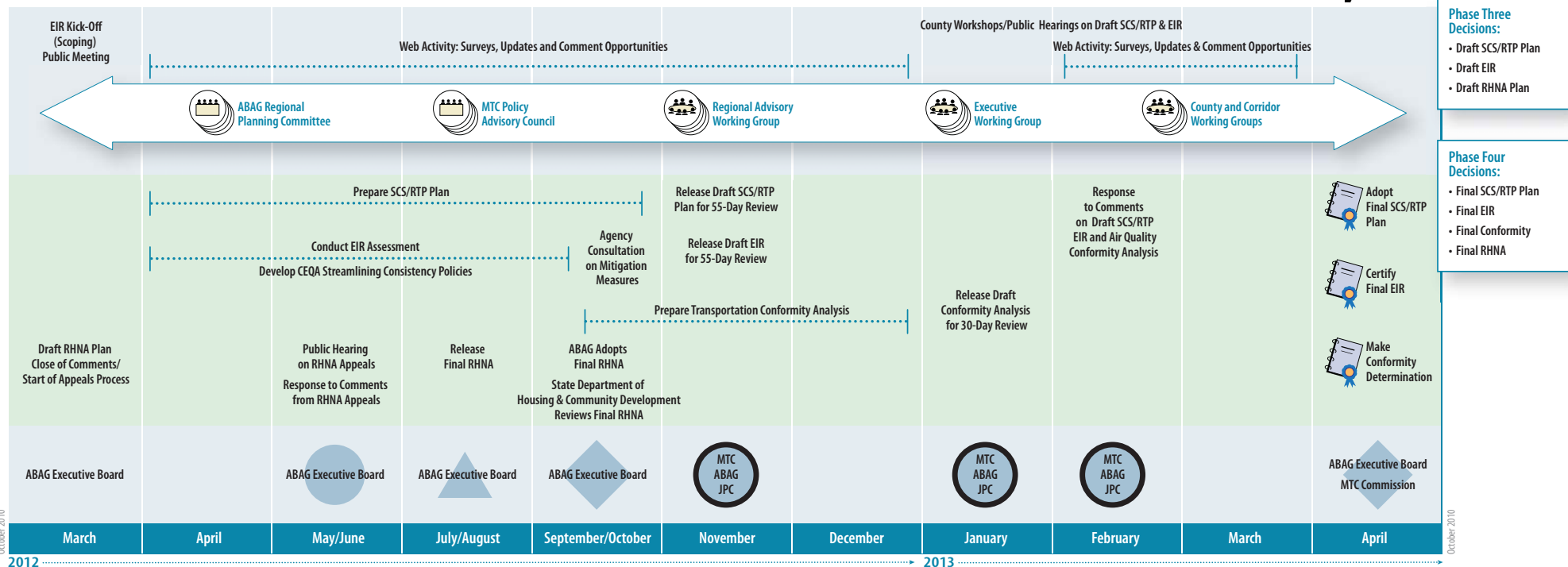
Phase 3: Housing Need Allocation, Environmental/Technical Analyses and Final Plans

Phase 4: Plan Adoption

Local Government and Public Engagement

Milestones

Policy Board Action



Phase Three Decisions:

- Draft SCS/RTP Plan
- Draft EIR
- Draft RHNA Plan

Phase Four Decisions:

- Final SCS/RTP Plan
- Final EIR
- Final Conformity
- Final RHNA

*Subject to change

Policy Board Actions

Meeting for Discussion/
Public Comment



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