



## Citizens Advisory Committee Meeting Agenda

Thursday, October 20, 2011, 5:30 to 6:30 p.m., followed by the Transportation Forum at Alameda CTC Offices, 1333 Broadway, Suite 300, Oakland

**Please Note: This meeting will be held on the second floor of the Alameda CTC, in Suite 220. The Transportation Forum will be held in Suite 300 on the third floor.**

### Meeting Outcomes:

- Approve CAC Bylaws and calendar for fiscal year 2011-2012
- Receive updates on Alameda CTC and CAC outreach efforts
- Discuss CAC outreach goals and objectives
- Receive an update on the Countywide Transportation Plan and Transportation Expenditure Plan (CWTP-TEP) development
- Actively participate in the North County Transportation Forum

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

Cynthia Dorsey

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

Public

5:40 – 5:45 p.m. **3. Approval of June 16, 2011 and July 21, 2011 Minutes**

Cynthia Dorsey

[03 CAC Meeting Minutes 061611.pdf](#) – Page 1

[03A CAC Meeting Minutes 072111.pdf](#) – Page 5

5:45 – 5:50 p.m. **4. Approval of CAC Bylaws and Calendar**

CAC Members

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

[04A FY11-12 Draft CAC Calendar.pdf](#) – Page 17

5:50 – 6:15 p.m. **5. Staff Overview of Outreach Materials and Website Report**

Staff and MIG

[05 Strategic Communications Plan.pdf](#) – Page 19

[05A AlamedaCTC Design Guidelines.pdf](#) – Page 57

[05B Memo Website and ConstantContact Analytics.pdf](#) –

Page 83

[05C Glossary.pdf](#) – Page 93

- 6:15 – 6:20 p.m. **6. CAC Outreach Goals and Objectives** |  
Cynthia Dorsey [06 Memo from Chair Outreach.pdf](#) – Page 95
- 6:20 – 6:25 p.m. **7. CAC Member/Outreach Reports** |  
CAC Members [07 CAC Roster.pdf](#) – Page 97  
[07A CAC Supervisorial Districts Map.pdf](#) – Page 99  
[07B Roberts Rules of Order Summary.pdf](#) – Page 101
- 6:25 – 6:30 p.m. **8. Staff Reports** |  
Staff **A. Countywide Transportation Plan and Transportation Expenditure Plan**  
*A presentation of these materials will occur at the Transportation Forum.*  
[08A CWTP-TEP Overview.pdf](#) – Page 105  
[08A1 Regional SCS-RTP CWTP-TEP Process.pdf](#) – Page 107  
[08A2 CWTP-TEP Public Outreach Dates.pdf](#) – Page 131
- 6:30 – 8:30 p.m. **9. North County Transportation Forum & Open House**  
CAC Members, [09 North County Transportation Forum Flyer.pdf](#) –  
Staff, and Public **Page 133**
- 8:30 p.m. **10. Adjournment** |

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

### Next Meeting:

Date: January 19, 2012 – Central County Transportation Forum

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

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

### Staff Liaisons:

Tess Lengyel, Deputy Director of  
Policy, Public Affairs and Legislation  
(510) 208-7428  
[tlengyel@alamedactc.org](mailto:tlengyel@alamedactc.org)

Liz Brazil, Contract Compliance and  
Outreach Analyst  
510-208-7419  
[lbrazil@alamedactc.org](mailto:lbrazil@alamedactc.org)

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

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

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

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**Alameda CTC Citizens Advisory Committee Meeting Minutes  
Thursday, June 16, 2011, 5:30 p.m., 1333 Broadway, Suite 300, Oakland**

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Attendance Key (A = Absent, P = Present)

Members:

<u>P</u> Barry Ferrier, Chair	<u>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>P</u> Meredith Brown	<u>A</u> Roop Jindal	<u>A</u> Gerarda Stocking
<u>A</u> Norbert Castro	<u>A</u> Dimitris Kastriotis	<u>A</u> Brenda Walker
<u>P</u> Val Chinn	<u>P</u> Audrey LePell	<u>A</u> Ronald Washington
<u>P</u> Joseph Collier	<u>P</u> Pilar Lorenzana-Campo	<u>A</u> Darren White
<u>P</u> Frances Hilliard	<u>A</u> Harpal Mann	<u>P</u> Hale Zukas
<u>A</u> Joseph Hilson	<u>P</u> John Repar	
	<u>A</u> Frank Rose	

Staff:

<u>A</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

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**1. Welcome and Introductions**

Chair Barry Ferrier called the meeting to order at 5:40 p.m. The meeting began with introductions and a review of the meeting outcomes.

**2. Public Comment**

There were no public comments.

**3. Approval of April 21, 2011 Minutes**

*Audrey LePell moved to approve the April 21, 2011 minutes as written. Frances Hilliard seconded the motion. The motion carried unanimously (12-0).*

**4. Election of Chair and Vice Chair**

*Francis Hilliard nominated Cynthia Dorsey for chair. Val Chinn seconded the motion. The motion passed unanimously (12-0).*

*Audrey LePell nominated Barry Ferrier as vice chair. Val Chinn seconded the motion. The motion passed unanimously (12-0).*

Tess Lengyel stated that the roles and responsibilities of CAC officers are listed on page 5 of the agenda packet. She suggested that the chair and vice chair review the document in the

packet, and staff will further explain roles and responsibilities during the committee training session.

### **5. Approval of CAC Bylaws and Calendar**

Tess explained that staff restructured the CAC membership and updated the bylaws primarily in response to the recent merger of the Alameda County Transportation Improvement Authority (ACTIA) and the Alameda County Congestion Management Agency (ACCMA). She stated that the committee structure changed due to the new configuration of the 22-member Alameda CTC board. Tess explained that the new committee structure, which the Commission adopted in May and is reflected in the new bylaws. She said that for the CAC, each Commission member will appoint a member. For example, since Cynthia Dorsey and Hale Zukas were both appointed by Supervisor Carson, one will stay with Supervisor Carson, and the other will be appointed by another commissioner. Tess stated that the merger also provided an opportunity to make the bylaws between the agency's four community advisory committees as uniform as possible.

#### *Suggested edits to the CAC Bylaws:*

- Article 1.6 Citizens Advisory Committee (CAC or "Committee): Make a change to reflect that the CAC works with the community and shares with the Commission.
- Article 1.7 – Citizens Watchdog Committee (CWC): Clarify that the CWC is only a definition.
- Article 2.2.2: Update the first sentence to "...reports, and some agencies' publications."
- Article 3.5 Attendance: Change "during the fiscal year" to "during a fiscal year."

Tess informed the committee that staff will work with the Commission directly and ask for reappointments to the committee. She stated that staff will look at members' attendance (who is actively serving on the committee) and willingness to continue to actively serve. Tess told the members that a redlined version of the bylaws will come to the committee in July for approval.

### **6. Discussion of Overall CAC Year Plan for Communications and Outreach**

Tess led the discussion on the overall CAC plan for communications and outreach for the coming year. She stated the activities currently underway at the agency: The Countywide Transportation Plan (CWTP) is in full swing and the first draft of the plan will be complete in September. The Transportation Expenditure Plan (TEP) is expected to be placed on the November 2012 ballot. Alameda CTC has a modified team coming on board in July for Media Services and one task is to create a new Communications Plan. Tess said that the Communications Plan will establish goals and document the Alameda CTC communications and outreach efforts. Another task of the Media Services team is to provide further enhancements to the Alameda CTC website. Tess stated that the current website was a temporary site put in place after the merger of ACTIA and ACCMA.

She stated this is a good opportunity for the CAC members to be involved in providing input and ideas on the Communications Plan and to set achievable goals for the CAC. She reviewed the memo on CAC outreach goals for fiscal year 2011-2012.

*Questions/feedback from the members:*

- A member suggested that the CAC can form a subcommittee to address the additional approaches to performing outreach for the committee.
- What is the responsibility for the Commission in terms of transportation goals? Tess stated that the Alameda CTC Board members perform many duties in support of the agency, including some of the same things as CAC such as attending the Transportation Forums and hosting and attending workshops regarding the CWTP-TEP. The members suggested that the City Councils can promote communications and discuss transportation at their meetings; however, it's not being done. The chair suggested that CAC members can get this item on the city council agendas. Tess stated that the CAC chair can share comments at the Alameda CTC meeting.
- A member mentioned that the bylaws (Article 2.2.2) state that one of the roles and responsibilities of a CAC member is to bring the ideas from the public to the Alameda CTC. The member said that the CAC members are not bringing comments from the public to the CAC. Tess stated that this has always been a role of the CAC since 1986. Cynthia Dorsey reminded the committee that the CAC meeting time has been diminished, and the members currently do not have enough time to share the public needs in the meeting. Committee members and staff suggested that the members can submit the public needs in writing, and Alameda CTC will include the information in the agenda packet. That way CAC members can read it in advance and vote on any items at the meeting.
- For people without computers, Barry suggested that Alameda CTC send letters to keep them informed.

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

Tess introduced staff member Liz Brazil and stated that she has some background in performing business outreach. She stated that Liz's role has been expanded to include business outreach efforts on behalf of the CAC and the Commission. Liz led the discussion on outreach sign-up opportunities. She listed the following community events that members can commit to attend during the upcoming months.

- June 30 and July 7 – Alameda County Fair
- August 6-7 – Fremont Festival of the Arts
- August 27-28 – Oakland Chinatown Street Fest 2011
- September 11 – Solano Avenue Stroll
- September 17 – Hayward Art and Wine Festival
- September 18 – Newark Days Information Fair

Liz requested the members sign up for an event before leaving the meeting. She informed the committee that she will contact them to allow for sign-up opportunities. No members signed up.

Lou Hexter from MIG reviewed the Alameda CTC website analytics and e-news database report with the committee.

#### **8. Committee Leadership Training**

Lou Hexter held a Committee Leadership Training for CAC and staff that covered being an effective committee member, time management, effective communication and decision making.

#### **9. Members Reports**

Audrey LePell inquired if Alameda CTC contributed to the Route 680/Route 84 project in Niles Canyon. Staff said that this project belongs to Caltrans, and Alameda CTC did not contribute. Audrey informed the committee that the League of Women Voters magazine stated that Alameda County got an F in ozone and a D in particulate matter. She thought that the purpose of the ACCMA is to prevent these things from happening. Pilar Lorenzana-Campo stated that ozone and particulate matter levels are affected by land-use decisions and are related to greenhouse gas emissions.

Meredith Brown informed the committee of an outreach event being held by the Alameda County Democratic Lawyers Club with the Robert Raburn, Chris Peoples, and Joe Young at Everett and Jones restaurant on June 17.

Cynthia Dorsey stated that AC Transit has a meeting scheduled on June 26 to discuss schedule changes.

#### **10. Staff Reports**

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

Tess encouraged the members to review the information in the packet.

##### **B. Other**

Tess stated that Alameda CTC projects a savings of \$3 million in fiscal year 2011-2012 on staffing and consultants fees due to the merger of ACTIA and ACCMA.

#### **11. Adjournment**

The meeting adjourned at 7:45 p.m.





**Alameda CTC Citizens Advisory Committee Meeting Minutes**  
**Thursday, July 21, 2011, 5:30 p.m., 33997 Alvarado Niles Road, Union City**

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Attendance Key (A = Absent, P = Present)

Members:

<u>P</u> Cynthia Dorsey, Chair	<u>A</u> Brad Hottle	<u>A</u> Frank Rose
<u>P</u> Barry Ferrier, Vice Chair	<u>A</u> Alton Jefferson	<u>P</u> Clara Sample
<u>A</u> Meredith Brown	<u>P</u> Roop Jindal	<u>A</u> Nicholas Sebastian
<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>A</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>P</u> John Repar	<u>P</u> Hale Zukas

Staff:

<u>P</u> Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation	<u>P</u> Angie Ayers, Acumen Building Enterprise, Inc.
<u>P</u> Liz Brazil, Contract Compliance and Outreach Analyst	

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**1. Welcome and Introductions**

Chair Cynthia Dorsey called the meeting to order at 5:40 p.m. The meeting began with introductions.

**Guests present:** Lisa Garcia; Hugh McNamara; Diane Shaw, CAWG; Sharon Powers, PAPCO

**2. Public Comment**

There were no public comments.

**3. Approval of June 16, 2011 Minutes**

*Members did not make a motion to approve the June 16, 2011 minutes.*

**4. Approval of CAC Bylaws and Calendar**

*Suggested edits/feedback to the CAC Bylaws:*

- Article 1.6 Citizens Advisory Committee (CAC or "Committee): Change "... CAC keeps the Commission ..." to "... CAC keeps the Commission and public ..." The members did not agree on these edits, and staff agreed to work with the chair and vice chair on the wording and bring the item back to the committee.
- Article 5.3 Quorum: Change the quorum from 50 percent back to 33percent. Tess Lengyel informed the members that the size of the committee has been reduced to 22 members. As an agency, if we can't get a quorum, we need to ask ourselves if the

committee is clear on its responsibilities. The new bylaws state that a quorum for the CAC is 50 percent plus one member.

*Members did not make a motion to approve the CAC Bylaws and Calendar.*

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

Liz Brazil reviewed the Alameda CTC website analytics and e-news database report with the committee. She explained that the total number of visits is down because Alameda CTC did not generate a newsletter, and it's the beginning of summer; however, people visiting the website are staying longer. The total growth for the month of July for the Constant Contact database is 52 people. Going forward, Alameda CTC will perform additional analysis to provide more data.

Cynthia encouraged the committee to visit the website and send the link to friends and family. If everyone refers the link to one person, it will help to increase the number of visits.

#### **6. CAC Outreach Goals and Objectives**

Liz led the discussion on outreach opportunities. Staff sent a letter to CAC members to request participation in several community outreach events from July through September 2011. Liz listed the following community events that members can commit to attending in the upcoming months.

- August 6-7 – Fremont Festival of the Arts
- August 27-28 – Oakland Chinatown StreetFest 2011
- September 11 – Solano Avenue Stroll
- September 17 – Hayward 2011 Street Party
- September 18 – Newark Days Community Information Fair

She requested that members sign up for the Fremont Festival of the Arts and the Oakland Chinatown StreetFest. Liz stated that Alameda CTC is a sponsor and will be at the events from 10 a.m. to 5 p.m. Val Chinn and Cynthia signed up for the events.

Members requested an explanation of the e-notifier feature on the website. Staff explained that the e-notifier allows participants to receive updates about new and updated meetings, events, news, etc. A member requested to remove the limitation on the number of e-notifier selections. Currently, the service limits the number of RSS feed e-mails people can receive to five subscription e-mails.

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

Cynthia Dorsey reviewed the memo from the chair and requested that members review the document and provide input.

##### *Outreach Survey*

Liz led the discussion on the CAC members' outreach survey. The goal of the survey is to determine how to best support the CAC members' outreach efforts and to learn more about the types of outreach and tools that CAC members are interested in. Staff sent the survey to

the CAC members on July 14, 2011 and will collect the comments to share with the committee. The chair encouraged the members to complete the form in the packet and return it to Alameda CTC.

#### *Member Reports*

- Audrey LePell said on July 26, Caltrans will have a project meeting for Route 84 in Sunol and Fremont.
- Audrey invited interested members to review a copy of the League of Women Voters flyer *Transactions* after the meeting.
- Cynthia announced that AC Transit fares will increase effective August 1, and the information is posted on the AC Transit website.

### **8. Staff Reports**

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

Tess Lengyel mentioned that the committee will receive a presentation on the Countywide Transportation Plan and Transportation Expenditure Plan (CWTP-TEP) after the CAC meeting at the Transportation Forum. She stated that the evaluation of projects and programs for the draft CWTP is complete, and Alameda CTC will distribute the first CWTP draft in September 2011. Tess described the outreach being developed in the fall. Alameda CTC will hold five workshops around the county similar to the workshops in the spring. The second polling effort will take place during October.

The members inquired if the next five workshops will be at the same locations. Tess stated that is the recommendation; however, Alameda CTC will determine the availability of the locations. Barry Ferrier mentioned that the turnout of the workshops in the spring was low and encouraged the committee to assist in increasing the attendance at the workshops.

### **9. South County Transportation Forum and Open House**

The members adjourned to the South County Transportation Forum and open house at 6:30 p.m.

### **10. Adjournment**

The forum adjourned at 9 p.m.

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## 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 previously 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. Alameda CTC has now assumed responsibility for the sales tax.

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

**1.4 Bicycle and Pedestrian Advisory Committee (BPAC).** The Alameda CTC 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 or “Committee”).** The Alameda CTC Committee that serves as a liaison group between the Alameda CTC and the members’ respective communities.

Appointed by the Commission, the CAC keeps the public informed of the progress of Measure B

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programs and projects, and discusses local community transportation concerns, as well as provides feedback to members' respective communities [to the CAC and the Commission](#).

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**1.7 Citizens Watchdog Committee (CWC).** The Alameda CTC Committee of individuals created by the ACTIA Board, as required by Measure B, with the assistance of the League of Women Voters and other citizens groups, and continued by the Commission. The Committee reports directly to the public and is charged with reviewing all expenditures of the agency. Citizens Watchdog Committee members are 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.

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**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 now 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 Organizational Meeting.** The annual regular meeting of the CAC in preparation for the next fiscal year's activities.

**1.16 Paratransit Advisory and Planning Committee (PAPCO).** The Alameda CTC 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.

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**1.17 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, and some agencies' publications. Encourage subscribers to use the e-newsletter and e-notifer on the Alameda CTC website.

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**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 during a fiscal year may be cause for removal from the Committee. However, a member removed from the Committee may be reappointed by an appointing party.

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

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

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

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

**3.6.4** [The member appointment is terminated by the Commission.](#)

**3.7 Vacancies.** An appointing party shall have the right to appoint [\(subject to approval by the Commission\)](#) 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.

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**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 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 or as necessary to fill a vacancy. 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. In the event of multiple nominations, the vote shall be by ballot. 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. The time allotted for 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 [five](#) 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.

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**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.

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**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 Commission and/or 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**

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**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.

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**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 [each meeting](#), 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 CAC meetings will comply with the requirements 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. Members of the public may address the CAC 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.

Deleted: All meetings shall be open to the public, except for closed sessions permitted by the Brown Act.

**7.4 Meeting Notices.** Meeting notices shall be in writing and shall be issued [via](#) U.S. Postal Service, 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.

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**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 vote taken 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 these bylaws conflict with the 2000 Alameda County Transportation Expenditure Plan, California state law, or any action lawfully taken by

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ACTIA or the Alameda CTC, the conflicting provision in the Expenditure Plan, state law, or the lawful action of ACTIA or 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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**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***

*Alameda CTC Offices, 1333 Broadway, Suite 300, Oakland, CA 94612 (510) 208-7400*

- Regional and Countywide Transportation Planning Activities Update
- Countywide Bicycle and Pedestrian Program Update
- Free Shuttle Programs
- I-80 Integrated Mobility Corridor Project Update
- East Bay Rapid Bus Transit Update
- I-880 High Occupancy Vehicle (HOV) Lanes Update
- BART Oakland Airport Connector

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

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

- Regional and Countywide Transportation Planning Activities Update
- East Bay Greenway Project Update
- Senior Travel Training Programs
- I-880 Corridor Improvement Update
- I-238 Project Update
- Lewelling Project Update

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

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

- Regional and Countywide Transportation Planning Activities Update
- Alamo Trail Canal Update
- WHEELS Program
- Route 84 Expressway Update
- I-580 Corridor Update

***June 21, 2012 – CAC Organizational Meeting***

*Alameda CTC 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



## **Alameda County Transportation Commission**

# **Strategic Communications Plan, Fiscal Year 2011-2012**

**FINAL DRAFT September 9, 2011**

**Alameda County Transportation Commission  
Strategic Communications Plan  
DRAFT September 6, 2011**

**Table of Contents**

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Appendix A: Outreach Strategies to Ethnic Communities in Alameda County

Appendix B: New Media Strategy

Appendix C: E-Newsletter Schedule and Implementation



## 1.0 Introduction and Background

This Strategic Communications Plan provides strategic direction regarding outreach and information dissemination related to Alameda County Transportation Commission's (Alameda CTC's) funding mechanisms, its projects and programs, and administration and legislative advocacy. This plan specifies outreach, education and involvement opportunities regarding projects and programs delivered by the Alameda CTC.

### 1.1. Purpose and Organization of Document

This plan is organized from broad to specific. Section 2.0 outlines the overall goals of the communications program. Section 3.0 lists the target audience groups to whom the Alameda CTC will be communicating about its programs and project. Section 4.0 describes the key messages that will be communicated – through a wide variety of communications tools – to the audience groups. Section 5.0 describes the main communications tools, and Section 6.0 provides the details of the topics, tools, and timing of the communications activities.

### 1.2. Brief History of Alameda CTC

On July 22, 2010, the Alameda CTC was created through approval of a Joint Powers Agreement (JPA) by both the Alameda County Transportation Improvement Authority (ACTIA) and the Alameda County Congestion Management Agency (ACCMA) Boards of Directors.

The merged agency serves as the county's transportation planning, funding, and sales tax authority, providing streamlined methods for project and program delivery process. The Alameda CTC plans, funds, and delivers programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County.

Alameda CTC's mission is to "Plan, fund and deliver transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County." The Alameda CTC accomplishes this mission through:

1. *Public Service*: Serve the public in the development and delivery of transportation programs and projects
2. *Accountability*: Plan, fund and deliver programs and projects in an open, transparent, efficient and effective manner
3. *Relationships*: Foster cooperative relationships/partnerships with federal, state, regional, local partners and other stakeholders

## 2.0 Strategic Communications Goals

Across Alameda County, people who drive, ride transit or paratransit, bike, and walk access Alameda CTC's projects and programs every day. Alameda County residents and businesspeople

are not necessarily aware of the mission and function of the Alameda CTC, nor how transportation improvements are funded.

The overarching goal of this Strategic Communication Plan is to ensure that the residents and businesses served by Alameda CTC's projects and programs come to know that Alameda CTC and voter-approved funds play a key role in making and keeping communities vibrant and livable. There are a number of supporting communications goals that support the overarching goal, as follows:

1. Celebrate Alameda CTC's achievements (including ACTIA's and ACCMA's individual accomplishments) over the past 10 years.
2. Depict a clear vision of Alameda CTC's direction for the future and a compelling justification for additional projects and programs to meet the County's growing and diverse transportation needs.
3. Offer a steady stream of relevant, engaging, and pertinent information to targeted audiences through a variety of communications mechanisms.
4. Expand Alameda CTC's existing communications mechanisms to encompass feedback- and interaction-based tools (social media).
5. Reinforce key messages through every communications piece to create a cohesive picture of Alameda CTC's mission and programs and a foundation of community awareness and support for Alameda CTC's funding initiatives.
6. Cross-purpose all applicable communications pieces across all applicable communications mechanisms to create a fully integrated and leveraged communications program.
7. Build, expand, and sustain relationships with key agency partners, stakeholder groups, advocates, community members, and media outlets to promote mobility. Engage appropriate partner organizations and stakeholder groups to carry Alameda CTC's message to their respective constituents.
8. Reach, inform, educate, and engage a wide spectrum of Alameda County residents and business representatives reflective of the county's demographic profile.
9. Fully integrate the communications key messages into Alameda CTC's existing business- and community-based outreach programs.

10. Reinforce the Alameda CTC’s values and organizational “persona” via an emphasis on the people who comprise the agency and on the residents and businesses that derive benefits from the projects and programs delivered by Alameda CTC.

### **3.0 Target Audiences**

A “target audience” is, simply, the people or groups of people that will receive communications from Alameda CTC – and/or offer their opinions – about Alameda CTC’s projects and programs.

#### **3.1 Demographics of Alameda County**

With a population of over 1.5 million people, up 4.6 percent since the 2000 US Census, Alameda County is the 7th largest county in the state of California and second largest in the Bay Area. The majority of residents (59 %) are between the ages of 18 - 65, while roughly 30 % are under 18 and 11 % over 65.

Alameda County is home to ethnically diverse communities. The 2010 United States Census reported the racial makeup of Alameda County was:

- 43.0 % White
- 26.1 % Asian
- 22.5 % Hispanic or Latino
- 12.6 % African American
- 0.8 % Pacific Islander,
- 0.6 % Native American
- 10.8 % from other races, and
- 6.0 % from two or more races.

Approximately 30% of Alameda County residents are foreign born and 41% speak a language other than English in their homes. Alameda CTC’s communications and outreach efforts will be responsive to the diverse demographic makeup of Alameda County. Strategies to conduct outreach and communications to key ethnic communities in Alameda County are presented in Appendix A.

#### **3.2 Targeted Audience Groups and Organizations within the Targeted Audience Groups**

The target audience groups and key organizations within each group are presented in Table 1. The “group code” is an administrative marker for data organizational purposes. The information in Table 1 will be updated and refined as the communications plan is implemented. Target audiences will also be divided by geography, when applicable.

<b>Table 1</b>		
<b>Targeted Audience Groups and Organizations within the Targeted Audience Groups</b>		
<b>Group Code</b>	<b>Group</b>	<b>Sample Organizations within Group</b>
<b>B</b>	<b>Business</b> (includes Chambers of Commerce, Business Associations and Councils, Ethnic Chambers of Commerce, etc.)	Chambers of Commerce for all 13 cities in Alameda County East Bay Economic Development Alliance Northern CA Minority Supplier Development Council Pleasanton Downtown Association Real Estate Associations Tri Valley Business Council African American Business Council Black Economic Council Other business organizations/ associations
<b>C</b>	<b>Civic &amp; Community Groups</b> (includes Rotary Clubs, League of Women Voters, nonprofits, ethnic organizations such as the Oakland Black Caucus, Bike/Pedestrian Groups, etc.)	Bike Alameda East Bay Bicycle Coalition Kiwanis Clubs League of Women Voters (5 clubs) Public Policy Institute Rotary Clubs Sierra Club Spanish Speaking Citizens Foundation The Unity Council Urban Habitat Walk Oakland Bike Oakland Other Community and Civic Groups
<b>CAC</b>	<b>CAC Community Advisory Committees</b> (Alameda CTC)	Bike and Pedestrian Advisory Committee Citizens Advisory Committee Citizens Watchdog Committee Paratransit Advisory and Planning Committee
<b>E/G</b>	<b>Elected Official/Government Agency</b> (includes cities, counties, Parks & Recreation, transportation agency officials, Alameda County Health Department, Alameda County Social Services Agency, City of Oakland Commission on Aging, etc.)	Alameda County Board of Supervisors Alameda County Congressional Delegation Alameda County Public Health Department Alameda County Social Services Agency California Transportation Commission Mayors and City Council members of 14 cities Metropolitan Transportation Commission Special Districts State Officials Transit Operators Transportation Agency Officials Other elected officials and government agencies
<b>ED</b>	<b>Education</b> (includes K-12, high schools, college/universities, etc.)	Boards of Education Cal State East Bay Community colleges K-12 school districts University of California, Berkeley Other academic institutions
<b>F</b>	<b>Faith-based Organizations</b>	Churches and faith-based institutions
<b>H</b>	<b>Health Organizations</b> (includes hospitals, clinics,	Highland Hospital Kaiser Permanente

<b>Table 1 Targeted Audience Groups and Organizations within the Targeted Audience Groups</b>		
<b>Group Code</b>	<b>Group</b>	<b>Sample Organizations within Group</b>
	etc.)	Fruitvale/Native American Health Center Nursing Homes San Antonio Neighborhood Clinic Summit Medical Center
<b>M</b>	<b>Media</b>	Bay City News Service (wire) Bloggers Cable Television Community Newspapers Daily Newspapers Ethnic Media News Websites Radio Television
<b>S/PWD</b>	<b>Seniors/People with Disabilities</b> (includes senior centers, independent living centers, disability advocacy organizations, etc.)	Commissions on Aging Disability Rights California Disability Rights & Education Defense Fund (DREDF) Grey Panthers Independent Living Centers Jewish Community Center of the East Bay Local and Regional Agencies on Aging Senior Centers Other groups focused on seniors and individuals with disabilities
<b>O</b>	<b>OTHER</b> (catch all for those individuals/organizations not affiliated with above-named segments)	

#### 4.0 Key Messages

Key messages encompass the specific information being communicated to each audience group, coupled with the overarching project themes associated with that information. Key messages are presented in Table 2. Select key messages will be integrated into communications regarding projects and programs, and into broader messaging vehicles. Messages will be consistent, yet tailored to specific audience groups, as appropriate.

<p align="center"><b>Table 2</b> <b>Key Messages</b></p>				
<p><b>Alameda County Transportation Commission (CTC) plans, funds, and delivers transportation systems that provide...</b></p>				
<p><b>Economic vitality</b> (Jobs, Quality Lifestyle, Economy)</p>	<p><b>Community benefit</b> (Safety, Health, and Choices)</p>	<p><b>Best value for public funds</b> (Accountability and Involvement)</p>	<p><b>Environmental sustainability</b></p>	<p><b>Forward-thinking solutions</b> (Innovation)</p>
<p align="right"><b>... to Alameda County residents and businesses.</b></p>				
<ul style="list-style-type: none"> <li>Alameda CTC <b>creates local jobs</b> with locally governed transportation dollars.</li> <li>Alameda CTC <b>invests</b> in transportation systems to <b>attract and retain businesses</b>.</li> <li>Alameda CTC <b>fosters a vibrant and livable county</b> by improving mobility and access to work, education and recreation.</li> <li>Alameda CTC <b>supports the economy with efficient transportation systems</b> to move people and goods, and deliver services.</li> </ul>	<ul style="list-style-type: none"> <li>Alameda CTC supports a <b>suite of services to serve the spectrum of transportation needs</b> of Alameda County residents and businesses.</li> <li>Alameda CTC’s projects and programs <b>offer a range of choices</b>, allowing more people to safely walk, bike, and use transit.</li> <li>Alameda CTC supports roadway, highway, and transit service <b>improvements to reduce congestion, accidents, and pollution</b>.</li> <li>Alameda CTC supports expanded options to <b>improve the health, quality of life, and mobility of all</b> Alameda County residents.</li> </ul>	<ul style="list-style-type: none"> <li>Alameda CTC <b>spends tax dollars wisely</b> and delivers projects and programs efficiently.</li> <li>Alameda CTC incorporates a rigorous, <b>inclusive, and community-based process</b> to develop its programs, set its priorities, and plan for the future.</li> <li>Alameda CTC <b>actively engages</b> and coordinates with transportation <b>partners</b> to promote efficiency and effectiveness.</li> <li>Alameda CTC <b>leverages local funding to attract external dollars</b> (state and federal) to build and deliver projects and services.</li> <li>Alameda CTC’s on-going operations and maintenance funding reliably <b>supports local improvements with local dollars</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Alameda CTC plans, funds, and delivers project and programs to <b>increase safety, reduce congestion, and improve air quality</b>.</li> <li>Alameda CTC is working toward <b>reducing greenhouse gas emissions by expanding transportation choices</b> and improving access to jobs and housing.</li> </ul>	<ul style="list-style-type: none"> <li>Alameda CTC is <b>planning now to accommodate the future changes</b> in population demographics and the future needs of Alameda County residents and businesses.</li> <li>Alameda CTC is at the <b>forefront of transportation technology</b>, enabling Alameda County to achieve expanded capacity from its existing infrastructure.</li> <li>Alameda CTC’s legislative <b>advocacy ensures representation</b> of Alameda County in regional, state, and federal policies, initiatives, and funding.</li> </ul>
<p><b>Alameda CTC’s mission is to plan, fund, and deliver transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County.</b></p>				

## 5.0 Communications Materials and Delivery Mechanisms

The communications materials and delivery mechanisms are the ways that the key messages are conveyed to the target audiences. The methods are selected based on the perceived preferences of specific audience groups, yet a single method may be appropriate for many audiences. The Alameda CTC will integrate a range of communication tools and delivery methodologies to assist in disseminating information to these various segments comprising the Alameda CTC's overall audience.

### 5.1 Communications Materials

#### Website

As an active outreach tool, the Alameda CTC's website provides public access to information regarding agency projects, programs, initiatives, and activities. The website allows transparency regarding the spending and oversight of local transportation sales tax dollars. The Alameda CTC's website is undergoing major upgrades concurrent with the communications activities described in this plan.

#### e-Newsletter

The *Alameda CTC Reports* e-newsletter is a bi-monthly electronic publication. Copies are accessible on demand at the Alameda CTC's website and viewers can also subscribe to have the e-newsletter e-mailed to them upon publication release. This easy-to-access, electronic periodical eliminates the cost of postage and reduces paper waste. However, for those without internet access, the e-news is also available in hardcopy. Hardcopies of the current e-newsletter are distributed at various outreach events.

This publication also helps local agencies and jurisdictions receiving Measure B pass through funds to fulfill the requirement to publish information about how Measure B-funds are improving access and mobility in their communities. The e-news is sent out to a database of individuals, including elected officials, civic and community groups, and others as defined by the audience segments outlined in Section 3 of this communications plan.

#### Fact Sheets

Alameda CTC produces strategic fact sheets to emphasize key points concisely and to support outreach efforts around projects, programs, and special issues. Fact sheets are developed to illustrate key messages and to describe individual capital projects and programs. The fact sheets are distributed to elected officials, partner agencies, the general public, and the business community for general and specific outreach.

### **Articles for Publication**

The Alameda CTC will prepare short articles that affiliate or partner organizations can include in their respective newsletters or other communications to their constituencies. These affiliate organizations could include, for example, local Chambers of Commerce or civic organizations.

### **Public Service Announcements**

A public service announcement (PSA) is a type of advertisement featured on television, radio, print or other media intended to change the public interest, by raising awareness of an issue, affecting public attitudes, and potentially stimulating action. The scripts for PSAs will be developed for appropriate events and issues, in conjunction with other communications strategies.

### **Press Releases**

Alameda CTC periodically releases strategic press releases announcing newsworthy agency information and events. Releases are distributed to targeted media outlets and aim to inform the public of pertinent activities and news updates.

### **Annual Report**

Published each spring, this publication captures an annual retrospective of the Alameda CTC's projects, programs, and financial information. The report seeks to provide an interesting, informative focus, giving Alameda County voters an overview of the agency's yearly progress. This report is mailed out to all Alameda CTC's mailing lists, handed out at different outreach events, shared with legislators and other transportation agencies, and also placed on the website.

### **Legislative Program**

The Alameda CTC develops an annual Legislative Program that is approved by the Board, defining funding, regulatory, and administrative principles to guide the agency's legislative advocacy efforts each year. The Legislative Program provides strategy around the agency's legislative goals. The Program details the agency's major priorities, as well as its general funding priorities, providing context for project and program implementation, and an explanation of goals, challenges, and benefits.

The Legislative Program is the primary tool used in the agency's annual meetings with legislators in Washington, D.C. and Sacramento. It is used in targeted outreach to local, state and federal partners, as well as advocates. It is distributed to elected officials, partner agencies, and is also available to members of the public who are interested in the Alameda CTC's legislative work.

### **Executive Director's Report**

Each month, the Alameda CTC releases a report from the Executive Director detailing updates on all agency work, activities, and plans. Each area of the Alameda CTC's operations is



addressed, including information and updates on the agency’s capital improvement program, public involvement activities, financial updates, and planning.

### **PowerPoint Presentations and Messaging Documents**

The Alameda CTC’s outreach efforts often consist of presentations regarding specific projects and programs, as well as general agency information. Agency-wide PowerPoint presentation templates are used to help “brand” the agency, by way of consistent messaging and visuals. The templates allow consistency, while streamlining administrative processes.

The Alameda CTC has developed “talking points” to aid in consistent message delivery by staff and community advisory committees. These documents incorporate shared-agency messages and provide distinct information for each committee.

## **5.2 Communications Delivery Mechanisms**

Alameda CTC is committed to providing regular, accessible, and comprehensive information to the public regarding the administration of local transportation dollars and the delivery of local transportation improvements. The following describes a number of mechanisms by which the communications materials can be disseminated or delivered to the target audiences.

### **Public Outreach**

Alameda CTC has an extensive public outreach program. Some public outreach activities are conducted solely by Alameda CTC staff, and others are conducted by various Alameda CTC consultants and associates.

For example, the public is engaged – and public opinions solicited – through the Alameda CTC’s advisory committees. The Alameda CTC participates in various community events throughout Alameda County, providing table exhibits including handout materials, publications, and giveaways. The Alameda CTC hosts four major regional transportation forums throughout the year.

### **Media relations**

Media relations primarily involves the distribution of press releases regarding projects and events of the Alameda CTC to members of the media that would be interested in transportation-related issues. The Alameda CTC maintains consistent and ongoing outreach to local transportation reporters to educate and inform them of the activities of the Alameda CTC.

The Alameda CTC updates its media list twice a year. Press releases reach newspapers including dailies, weeklies and regional papers; television; cable and radio stations. Ethnic-targeted media is included in the media list. The Alameda CTC also reaches out to transportation blog sites and local news websites.

### **Partner Outreach**

There are a number of Alameda County based agencies that are recipients of Alameda CTC funding, and are partners to the agency in delivering projects and programs around the county. An integral step in building public awareness of the Alameda CTC will be to leverage the relationships with these partners in both media and outreach activities.

Potential ways this can be accomplished include, for example, requesting that partner organizations send an email blast, social media post, website post, or other communications piece that transmits Alameda CTC's key messages and materials to their own respective constituency.

### **Social media**

Over the past several years, the line between traditional media and social media has blurred. With the ever-growing popularity of social media, newsworthy information can often be heard through social media venues. For this reason, this plan takes a cohesive approach to seamlessly integrating the way Alameda CTC communicates news and stories.

To keep pace with the changing media landscape, the Alameda CTC will engage in activities related to new Web 2.0 tools and technology, as presented in Appendix B, New Media Strategy. Several social media outlets (for example, Facebook, Twitter, Google+, etc) are available for networking, public relations, and exposure with regard to businesses, community groups, agencies, and individuals. The Alameda CTC will incorporate strategic social media opportunities into its agency outreach program.

## **6.0 Recommended Communications Strategies**

One of the key strategies to building public awareness about Alameda CTC is through communicating about the specific projects and programs it efficiently and effectively delivers. For this reason, the communications plan is organized around delivering timely information about major projects and programs that the average community member will recognize and support.

An overview of key program and project milestones over the course of the coming year is presented in Table 3. From this master schedule, a draft plan of recommended topics, key messages related to that topic, and distribution mechanisms is presented in Tables 4 through 7, per quarter.

From the year-long storyboard presented in Tables 4 through 7, an inventory of communications materials was extracted. This inventory, consisting of a series of lists, is presented in Tables 8 through 13.

**INSERT " Table 3**

**Master Schedule of Major Project and Program Milestones**

**11x17**

<b>Table 4a</b>	
<b>The following information outlined in Tables 4-7 reflects the Alameda CTC information and communication themes for each quarter</b>	
<b>Quarter</b>	<b>Theme</b>
July/Aug/Sept	Planning for the 21 <sup>st</sup> Century
Oct/Nov/Dec	Transportation Values
Jan/Feb/March	Transportation Drives Economic Vitality
April/May/June	Spring into Action: Expanding Opportunities

**Table 4**  
**Recommended Communications Topics and Strategies**  
**FY2011, First Quarter: July, August, September 2011**  
**Planning for the 21<sup>st</sup> Century**

Topics	Key Messages	Medium							Schedule	Coordinated Responsibility
		E-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets		
<b>PLANNING</b>										
Countywide Transportation Plan: Draft 1 available for review; Draft 2 underway; forums and workshops	<p><i>Best value for public funds</i></p> <ul style="list-style-type: none"> <li>CWTP reflects extensive input from public to set priorities for future.</li> <li>Example public input that changed plan's direction (?)</li> </ul>	Story in Sept 2011 e-newsletter about CWTP Draft 1; highlight importance of planning and key features of plan.	Press release: Draft 1 CWTP available for review; overview of key interesting features.		Blog: CWTP-TEP spokesperson highlighting what transportation related aspects are important to him/her as an Alameda County resident				Mid-Sept 2011	MIG with input from CWTP-TEP team
Transportation Expenditure Plan: Draft 1 underway; forums and workshops	<p><i>Best value for public funds</i></p> <ul style="list-style-type: none"> <li>Alameda CTC spends tax dollars wisely and delivers projects and programs efficiently.</li> <li>TEP process incorporates a rigorous, inclusive, and community-based process to help set its financial priorities.</li> </ul>	Story in Sept 2011 e-newsletter about TEP process; highlight importance of transportation systems and funding.		Notification article for various local newsletters				Sept/Oct 2011	MIG with input from CWTP-TEP team	
Countywide Bicycle and Pedestrian Plans: process underway	<p><i>Community benefit</i></p> <ul style="list-style-type: none"> <li>Plan will set priorities to offer a range of choices, allowing more people to walk and bike.</li> <li>Forward-thinking solutions</li> <li>Planning now will accommodate the future needs and desires of Alameda County residents</li> </ul> <p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>Alameda CTC supports the economy with efficient transportation systems to move people and goods, and deliver services. Less congestion helps in this goal.</li> <li>Less congestion results in increased safety, improved air quality, and reduced GHG emissions.</li> </ul>	Story in Sept 2011 e-newsletter		Notification article for various local newsletters				Mid-Sept 2011	MIG with input from Bike/Ped team	
Congestion Management Plan: draft available for review	<p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>Alameda CTC supports the economy with efficient transportation systems to move people and goods, and deliver services. Less congestion helps in this goal.</li> <li>Less congestion results in increased safety, improved air quality, and reduced GHG emissions.</li> </ul>	Story in Sept 2011 e-newsletter about CMP Draft		Notification article for various local newsletters				Sept 2011	MIG with input from CMP team.	

**Table 4**  
**Recommended Communications Topics and Strategies**  
**FY2011, First Quarter: July, August, September 2011**  
**Planning for the 21<sup>st</sup> Century**

Topics	Key Messages	Medium							Schedule	Coordinated Responsibility	
		E-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets			Exec Dir's Reports/ Annual Report
<b>PROGRAMMING</b>											
(N) Broadway Shuttle: one year anniversary of operation	<p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>Brought ## people to downtown Oakland for improved economic vitality</li> </ul> <p><i>Community benefit</i></p> <ul style="list-style-type: none"> <li>Free shuttle provides expanded mobility options</li> <li>Viable alternative to car-based transportation; removed ## (350) cars from road over past year</li> </ul> <p>Best value for public funds</p> <ul style="list-style-type: none"> <li>Alameda CTC actively engages and coordinates its transportation partners, including AC Transit</li> </ul> <p><i>Environmental sustainability</i></p> <ul style="list-style-type: none"> <li>Reduced GHG by ## (5?) tons over past year</li> </ul>									Sept 2011	MIG with input from AC Transit; Collaborate with Walk Oakland Bike Oakland (WOBO) to have Alameda CTC featured in their Oaklavia publicity
<b>PROJECTS</b>											
(N) I-80 Integrated Corridor Mobility project: construction begins	<p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>Enhancing productivity by alleviating traffic congestion on one of most congested segments in Bay Area</li> </ul> <p><i>Community benefit</i></p> <ul style="list-style-type: none"> <li>Traffic control for less congestion</li> <li>Better traveler information.</li> <li>Project expected to improve traffic flow</li> </ul> <p><i>Best value for public funds</i></p> <ul style="list-style-type: none"> <li>Getting most capacity from existing infrastructure</li> </ul> <p><i>Forward-thinking solutions</i></p> <ul style="list-style-type: none"> <li>ITS &amp; technology solutions to help solve I-80's chronic transportation congestion.</li> </ul>	Story in Sept 2011 e-newsletter: cool tech features and benefits of project	Press release: I-80 Integrated Corridor Mobility "groundbreaking" – offer photo-op of first camera being installed, new technology focus, etc						Mid/late-Sept 2011	MIG with input from project manager	
(S) BART Warm Springs Extension: groundbreaking for	<p><i>Community benefit</i></p> <ul style="list-style-type: none"> <li>Project offers a range of choices, allowing more people to walk, bike,</li> </ul>		Press release: story about Alameda CTC's						Sept 2011	MIG w/input from BART.	

**Table 4**  
**Recommended Communications Topics and Strategies**  
**FY2011, First Quarter: July, August, September 2011**  
**Planning for the 21<sup>st</sup> Century**

Topics	Key Messages	Medium							Schedule	Coordinated Responsibility
		E-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets		
line, track, station, systems construction (Sept?)	and use transit safely. <i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Alameda CTC actively engages and coordinates with transportation partners to promote efficiency &amp; effectiveness.</li> </ul>		role on project					part in making the project happen.		
<b>AGENCY TOPICS &amp; OTHER</b>										
Alameda CTC's first anniversary	<i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Merger has saved money and streamlined operations.</li> <li>Alameda CTC spends tax dollars wisely and delivers projects and programs efficiently.</li> </ul>		Press release: highlights and achievements over first year						August 2011	Drafted during previous contract; need to distribute.
South County Transportation Forum	<i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Alameda CTC incorporates a rigorous, inclusive, and community-based process to develop its programs, set its priorities, and plan for the future.</li> </ul>		Press release: announcement & invitation				Video clips of pertinent portions of presentations (pilot program)		July 2011	

**Table 5**  
**Recommended Communications Topics and Strategies**  
**FY2011, Second Quarter: October, November, December 2011**  
**Transportation Values**

Topics	Key Messages	Medium							Schedule	Responsibility
		e-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets		
<b>PLANNING</b>										
Countywide Transportation Plan: Draft 2 underway, then complete; forums and workshops; poll results	<p><i>Best value for public funds</i></p> <ul style="list-style-type: none"> <li>CWTP reflects extensive input from public to set priorities for future. Example of how public input influenced plan's direction.</li> </ul>	<p>Story in Nov 2011 e-newsletter: exciting developments from October forum and workshop(s): focus on people who attended, main points raised, etc.; results of poll</p>	<p>Press release: Alameda County voters (via poll) say " — "</p>						Nov 2011	CWTP-TEP project team: incorporate Alameda CTC key messages & protocols.
Transportation Expenditure Plan: Draft 1 underway, then complete; forums and workshops	<p><i>Best value for public funds</i></p> <ul style="list-style-type: none"> <li>Alameda CTC spends tax dollars wisely and delivers projects and programs efficiently.</li> <li>TEP process incorporates a rigorous, inclusive, and community-based process to help set its financial priorities.</li> </ul>		<p>Press release: Draft 1 TEP complete; highlight funding priorities, big ticket items, need for continued transportation funding. Point to A.Dao video/audio-cast.</p>						Mid-Dec 2011	
Congestion Management Plan: scheduled activities/milestones?	<p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>Less congestion means greater workplace productivity, less commute time, and reduced costs of goods and services</li> </ul> <p><i>Community benefit</i></p> <ul style="list-style-type: none"> <li>Less congestion will result in fewer accidents and less property damage, personal injury, and loss of life</li> </ul> <p><i>Environmental sustainability</i></p>	<p>Story in Nov 2011 e-newsletter: reducing congestion saves money.</p>							Nov 2011	



**Table 5**  
**Recommended Communications Topics and Strategies**  
**FY2011, Second Quarter: October, November, December 2011**  
**Transportation Values**

Topics	Key Messages	Medium							Schedule	Responsibility
		e-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets		
Countywide Bicycle and Pedestrian Plans: final draft plan available for review	<ul style="list-style-type: none"> <li>Less congestion results in better air quality and lower GHG loading.</li> <li><i>Community benefit</i></li> <li>Plan will set priorities to offer a range of choices, allowing more people to safely walk and bike.</li> <li><i>Best value for public funds</i></li> <li>Plan developed with a rigorous, inclusive, and community-based process</li> <li><i>Forward-thinking solutions</i></li> <li>Planning now will accommodate the future needs and desires of Alameda County residents</li> </ul>	Story in Nov 2011 e-newsletter about final draft plan preparation; highlight a key community member (walker/cyclist?) who has input heavily to process							Nov 2011	MIG with input from Bike/Ped team
<b>PROGRAMMING</b>										
<b>PROJECTS</b>										
(N) I-80 Integrated Corridor Mobility project: construction begins	<p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>Enhancing productivity on one of most congested segments in Bay Area</li> </ul> <p><i>Community benefit</i></p> <ul style="list-style-type: none"> <li>Traffic control for less congestion</li> <li>Better traveler information.</li> </ul> <p><i>Best value for public funds</i></p> <ul style="list-style-type: none"> <li>Getting most capacity from ex. infrastructure</li> </ul> <p><i>Forward-thinking solutions</i></p> <ul style="list-style-type: none"> <li>ITS &amp; technology solutions to help solve I-80's chronic transportation congestion.</li> </ul>								Mid-Oct 2011	Project manager or other Alameda CTC spokesperson.
(N) Webster Street SMART Corridor: construction underway	<p><i>Community benefit</i></p> <ul style="list-style-type: none"> <li>Traffic control for less congestion</li> <li>Better traveler information.</li> <li>Improved emergency response transport.</li> </ul> <p><i>Forward-thinking solutions</i></p>	Story in Nov 2011 e-newsletter: focus on cool tools (signal							Mid-Oct 2011	Project manager or other Alameda CTC spokesperson.

**Table 5**  
**Recommended Communications Topics and Strategies**  
**FY2011, Second Quarter: October, November, December 2011**  
**Transportation Values**

Topics	Key Messages	Medium								Schedule	Responsibility		
		e-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets	Exec Dir's Reports/ Annual Report				
(significant milestone?)	ITS & technology solutions to help maximize capacity and smooth traffic flow.	coordination, traffic monitoring, emergency communication s) being installed /A							for the 21 <sup>st</sup> Century": presentation about project and cool tools.				
(S) I-680 Sunol Express Lanes: one-year overview of operations (lanes opened 9/20/10)	<i>Economic vitality</i> <ul style="list-style-type: none"> <li>Decreased congestion for greater workplace productivity; less commute time</li> </ul> <i>Environmental sustainability</i> <ul style="list-style-type: none"> <li>Reduced vehicular emissions, improved air quality, reduced GHG</li> </ul>		Press release: present stats from one year operation to-date of southbound lanes – focus on beneficial results.	Op-ed: why express lanes are a good thing for the Bay Area – focus on beneficial results.	Spokesperson (frequent driver/user?) giving a one-year overview of I-680 express lanes and why they're are a good thing for the Bay Area – focus on beneficial results.					Oct 2011	MIG with assistance from Alameda CTC project manager		
(C) Rte92/I-880 Interchange: construction complete Fall 2011	<i>Economic vitality</i> <ul style="list-style-type: none"> <li>Decreased congestion for greater workplace productivity; less commute time</li> <li>Local funding for local projects that create local jobs</li> </ul> <i>Community benefit</i> <ul style="list-style-type: none"> <li>Less congestion, improved traffic flow</li> </ul> <i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Leverage local funding (\$3.5M) to maximize external funding (\$149M).</li> </ul> <i>Environmental sustainability</i> <ul style="list-style-type: none"> <li>Reduced vehicular emissions, improved air quality, reduced GHG</li> </ul>	Story in Nov 2011 e-newsletter: construction complete, invitation to ribbon-cutting(?), project benefits	Press release: construction complete, invitation to ribbon-cutting(?), project benefits							Nov(?) 2011			
<b>AGENCY TOPICS &amp; OTHER</b>													
North County Transportation Forum	<i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Alameda CTC incorporates a rigorous, inclusive, and community-based process to develop its programs, set its priorities, and plan for the future.</li> </ul>		Press release: announcement & invitation						Video clips of pertinent portions of presentations		Oct 2011		
ACTIA/ACCMA	<i>Best value for public funds</i>	Story in Nov			Blog: A.Dao	LinkedIn/Facebo				Fact sheet:	Story in	Mid-Nov 2011	MIG

**Table 5**  
**Recommended Communications Topics and Strategies**  
**FY2011, Second Quarter: October, November, December 2011**  
**Transportation Values**

Topics	Key Messages	Medium							Schedule	Responsibility	
		e-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets			Exec Dir's Reports/ Annual Report
audit results	<ul style="list-style-type: none"> <li>Revenue: Alameda CTC leverages local funding to attract external dollars.</li> <li>Expenditures: Alameda CTC spends tax dollars and delivers projects and programs efficiently</li> </ul>	2011 e-newsletter: financial integrity, transparency.			commentary on ACTIA/ACCMA audit and results.	ok/Twitter posts; point to blog		economics and finances in transportation in Alameda County (including ACTIA/ACCM A audit results)	FY10/11 Annual Report: financial integrity, transparency, cost savings of ACTIA/ACCMA merger.		
Alameda CTC in Northern Alameda County	<i>Economic well-being Community well-being Best value for public funds</i>			Overview article for local newsletters				Fact sheet: Overview of projects and impact ACTIA, ACCMA, and Alameda CTC has had on north county		Oct 2011	MIG
Technology and Cool Tools Improve Alameda County Transportation	<i>Forward-thinking solutions</i> <ul style="list-style-type: none"> <li>Alameda CTC is at the forefront of transportation technology, enabling Alameda County to achieve expanded capacity from its existing infrastructure.</li> </ul>							Fact sheet: Overview of intelligent transportation solutions and how they are being used in Alameda County.		Oct 2011	MIG

**Table 6**  
**Recommended Communications Topics and Strategies**  
**FY2011, Third Quarter: January, February, March 2012**  
**Transportation Drives Economic Vitality**

Topics	Key Messages	Medium							Schedule	Responsibility	
		e-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets			Exec Dir's Reports/ Annual Report
<b>PLANNING</b>											
Countywide Transportation Plan and Transportation Expenditure Plan complete and approved	<i>Economic vitality</i> <i>Community benefits</i> <i>Best value for public funds</i> <i>Environmental sustainability</i> <i>Forward-thinking solutions</i>	Story in January e-newsletter	Press release: CWTP-TEP approved. Highlight funding priorities, big ticket items, etc.		CWTP-TEP spokesperson talking about the importance of transportation funding: what it means to people in Alameda Co (walker, biker, truck driver, building contractor, small business owner, etc.	LinkedIn/Facebook/Twitter posts about TEP approval; point to video/audio-cast.			CWTP-TEP approved. Highlight funding priorities, big ticket items, etc.	Jan 2012	
<b>PROGRAMMING</b>											
(C)East Bay Greenway	<i>Community benefit</i> <ul style="list-style-type: none"> <li>Alameda CTC's projects and programs offer a range of choices, allowing more people to safely walk, bike, and use transit.</li> </ul> <i>Environmental Sustainability</i> <ul style="list-style-type: none"> <li>More bike/ped means fewer cars with decreased emissions, improved air quality, and less GHG</li> </ul>	Story in March e-newsletter: focus on getting out and about					Central County Regional Transportation Forum ("Building for the Future"): presentation about East Bay Greenway		Jan 2012		
Agreements executed for Vehicle Registration Fee (VRF) and Measure B	<i>Economic vitality</i> <ul style="list-style-type: none"> <li>Alameda CTC creates local jobs with locally governed transportation dollars.</li> </ul> <i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Alameda CTC leverages local funding to attract external</li> </ul>	Story in March e-newsletter with highlights	Press release (best value and accountability)					Highlights of both programs.	Jan 2011	MIG with input from Alameda CTC	

**Table 6**  
**Recommended Communications Topics and Strategies**  
**FY2011, Third Quarter: January, February, March 2012**  
**Transportation Drives Economic Vitality**

Topics	Key Messages	Medium										Schedule	Responsibility
		e-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets	Exec Dir's Reports/ Annual Report				
	<ul style="list-style-type: none"> <li>dollars</li> <li>Alameda CTC spends tax dollars and delivers projects and programs efficiently.</li> </ul>												
Compliance audits submitted by all jurisdictions	<ul style="list-style-type: none"> <li><i>Best value for public funds</i></li> <li>Revenue: Alameda CTC leverages local funding to attract external dollars.</li> <li>Expenditures: Alameda CTC spends tax dollars and delivers projects and programs efficiently</li> </ul>	Story in Jan 2012 e-newsletter	Press release: compliance audits substantiated by all jurisdictions			LinkedIn/Facebook/Twitter posts about compliance audit approval					Pride in compliance audit approval; highlights of accomplishments, reiterate Alameda CTC's accountability.	Jan 2012	MIG with input from Alameda CTC
Alameda CTC is improving public transit in Alameda County	<ul style="list-style-type: none"> <li><i>Community benefit</i></li> <li>Alameda CTC's programs allow more people to walk, bike, and use transit safely.</li> <li><i>Environmental sustainability</i></li> <li>Transit is an environmentally sustainable transportation solution.</li> </ul>	Story in March 2012 e-newsletter: transit still robust and important in Alameda County		Blog: Spokesperson (Anthony Rogers?) talking about how Alameda CTC's funding has provided invaluable support to transit in Alameda County.		LinkedIn/Facebook/Twitter posts: point people to blog.					Fact sheet: What an efficient transit system does for Alameda County.	Feb 2012	
State Transportation Improvement Program (STIP) Funding	<ul style="list-style-type: none"> <li><i>Best value for public funds</i></li> <li>Alameda CTC actively engages and coordinates with transportation partners to promote efficiency and effectiveness.</li> </ul>	Story in Jan 2012 e-newsletter: overview of STIP funding process, Alameda CTC advocacy									Overview of STIP funding process, Alameda CTC advocacy	Jan 2012	MIG
<b>PROJECTS</b>													
(C) Hesperian/Lewelling Blvd: construction complete and	<ul style="list-style-type: none"> <li><i>Community benefit</i></li> <li>Reduced congestion, additional traffic capacity</li> <li>Wider sidewalks and bike lanes improve safety</li> </ul>	Story in Jan 2011 e-newsletter: ribbon-cutting, before/after	Press release: invitation to ribbon-cutting, announcement of project			LinkedIn/Facebook/Twitter posts: announcement of ribbon-	Central County Regional Transportation Forum ("Building for the Future"):				Recipients of e-newsletter	Mid-Jan 2012	MIG with input from ACPWA

**Table 6**  
**Recommended Communications Topics and Strategies**  
**FY2011, Third Quarter: January, February, March 2012**  
**Transportation Drives Economic Vitality**

Topics	Key Messages	Medium							Schedule	Responsibility	
		e-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets			Exec Dir's Reports/ Annual Report
ribbon-cutting ceremony	<ul style="list-style-type: none"> <li>Streetscape improvements make neighborhood more pleasant</li> <li><i>Environmental Sustainability</i></li> <li>Reduced congestion leads to reduced GHG and better air quality</li> </ul>	photos, focus on benefits.	completion			cutting LinkedIn/Facebook/Twitter posts: point to video clips.	presentation. Video clips of Hesperian/Lewelling presentation at Central County Forum. Video clips of ribbon-cutting ceremony.				
(C) I-880/Rte 262 Mission Blvd Interchange reconstruction begins on Phase 1B/2 (Nov 2011)	<p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>Local funding for local projects that create local jobs</li> <li><i>Community benefit</i></li> <li>Less congestion, improved traffic flow</li> <li><i>Best value for public funds</i></li> <li>Leverage local funding (\$3.5M) to maximize external funding (\$149M).</li> </ul>	Story in Jan 2012 e-newsletter: overview of benefits of interchange/HOV work to date; projections of future benefits.				LinkedIn/Facebook/Twitter posts: point to video clips.	Updated fact sheet – outlining facts (in present fact sheet format) and adding benefits of project.		Mid-Jan 2012		
(S) Route 84 connector between I-880 and Mission Blvd: groundbreaking, construction begins	<p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>SR 84 in Fremont is a major east-west connector</li> <li>Additional lanes will alleviate congestion on I-580 and I-680 and will offer alternative route choices</li> </ul> <p><i>Economic vitality</i></p> <ul style="list-style-type: none"> <li>Reduces congestion so more people can shop</li> <li><i>Community benefit</i></li> <li>Allows people to walk safely cross Davis St on new pedestrian bridge.</li> <li><i>Environmental sustainability</i></li> <li>Reduces congestion for improved air quality and less</li> </ul>	Photo in March 2012 e-newsletter of project or groundbreaking	Press release: start of construction, and comments on benefits of project						Feb 2012		
(C) Westgate Parkway Extension: pedestrian bridge update (significant milestone?)	<ul style="list-style-type: none"> <li>Reduces congestion so more people can shop</li> <li><i>Community benefit</i></li> <li>Allows people to walk safely cross Davis St on new pedestrian bridge.</li> <li><i>Environmental sustainability</i></li> <li>Reduces congestion for improved air quality and less</li> </ul>	Story in May e-newsletter: construction update								Late-Mar or early-May 2012	

**Table 6**  
**Recommended Communications Topics and Strategies**  
**FY2011, Third Quarter: January, February, March 2012**  
**Transportation Drives Economic Vitality**

Topics	Key Messages	Medium							Schedule	Responsibility	
		e-news	Press releases	Articles	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets			Exec Dir's Reports/ Annual Report
	GHG										
<b>AGENCY TOPICS &amp; OTHER</b>											
Central County Transportation Forum	<i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Alameda CTC incorporates a rigorous, inclusive, and community-based process to develop its programs, set its priorities, and plan for the future.</li> </ul>		Press release: announcement & invitation			LinkedIn/Facebook posts: invitation, follow-up, point to video clips.	Video clips of pertinent portions of presentations		Jan 2012		
Alameda CTC in central Alameda County	<i>Economic vitality</i> <i>Community benefit</i> <i>Best value for public funds</i>			Overview article for local newsletters				Fact sheet: Overview of projects and impact ACTIA, ACCMA, and Alameda CTC has had on central county. Show amount of projects and money in each area.	Jan 2012		MIG

**Table 7**  
**Recommended Communications Topics and Strategies**  
**FY 2011, Fourth Quarter: April, May, June 2012**  
**Spring into Action: Expand Opportunities**

Topics	Key Messages						Medium						Responsibility
	e-news	Press Releases	Article	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets	Exec Dir's Reports/ Annual Report	Schedule				
<b>PLANNING</b>													
Countywide Transportation Plan: final – June 2012	<ul style="list-style-type: none"> <li>Community benefit</li> <li>Expanded mobility options improve health, quality of life of Alameda Co residents.</li> <li>Best value for public funds</li> <li>CWTP reflects extensive input from public to set priorities for future.</li> </ul>	<p>Story in May e-newsletter: continue to highlight key features of plan, include testimonials from key elected/appointed people.</p>	<p>Press release: CWTP; overview of key important features, new directions</p>		<p>Blog: Mayor Green and/or Supervisor Haggerty on finalizing the CWTP-TEP</p>	<p>LinkedIn/Facebook/Twitter posts about CWTP</p>				June 2012	MIG with input from CWTP-TEP team.		
Transportation Expenditure Plan: final – June 2012	<ul style="list-style-type: none"> <li>Economic vitality</li> <li>Alameda CTC creates local jobs with locally governed transportation dollars.</li> <li>Best value for public funds</li> <li>Alameda CTC spends tax dollars wisely and strategically.</li> <li>TEP used a rigorous, inclusive, and community-based process to help set its financial priorities.</li> </ul>	<p>Story in May e-newsletter: highlight percentage allocations, major benefits to Alameda Co.</p>	<p>Press release: (in combination with CWTP press release)</p>			<p>LinkedIn/Facebook/Twitter posts about TEP</p>			June 2012	MIG with input from CWTP-TEP team.			
Countywide Bicycle and Pedestrian Plans: plan adopted (est. Mar 2012)	<ul style="list-style-type: none"> <li>Community benefit</li> <li>Plan will set priorities to allow more people to walk and bike.</li> <li>Forward-thinking solutions</li> <li>Planning now will accommodate the future needs and desires of Alameda County residents</li> </ul>	<p>Story in March e-newsletter: focus on getting out and about</p>		<p>Blog: Bike/ped advocate/spokes-person talking about plan</p>	<p>LinkedIn/Facebook/Twitter posts about plan; point followers to blog and video(s)</p>				Late-Mar 2012				
<b>PROGRAMMING</b>													
Update on Paratransit	<ul style="list-style-type: none"> <li>Community benefit</li> <li>Alameda CTC supports a suite of services to serve the spectrum of transportation needs of Alameda County residents and businesses.</li> </ul>	<p>Story in March e-newsletter: focus on getting out and about (seniors and disabled)</p>				<p>East County Transportation Forum presentation</p>			Mid-April 2012				
Ride-Stride-Arrive (walking and	<ul style="list-style-type: none"> <li>Community benefit</li> <li>Programs allow more people to</li> </ul>	<p>Story in March (May?) e-</p>							Late-Mar or early-May				



**Table 7**  
**Recommended Communications Topics and Strategies**  
**FY 2011, Fourth Quarter: April, May, June 2012**  
**Spring into Action: Expand Opportunities**

Topics	Key Messages	Medium							Schedule	Responsibility
		e-news	Press Releases	Article	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets		
biking challenges)	walk, bike, and use transit safely, as an alternative to cars <i>Environmental sustainability</i> <ul style="list-style-type: none"> <li>More bike/ped means fewer cars with decreased emissions, improved air quality, and less GHG</li> </ul>	newsletter: focus on getting out and about							2012	
Alameda CTC Support to Wheels & ACE in East County										
<b>PROJECTS</b>										
(E) Isabel Ave Rte 84/I-580 Interchange – groundbreaking	<i>Economic well-being</i> <ul style="list-style-type: none"> <li>East Alameda Co economy depends on highways to get people around and open up development opportunities.</li> <li><i>Best value for public funds</i></li> <li>Alameda CTC leverages local funding to maximize external funding.</li> </ul>	Photo of groundbreaking g plus small article in May issue.	Press release: groundbreaking, focus on benefits, overview of entire I-580 corridor improvements					April 2012		
(E) I-580 project and construction update (significant milestone?)	<i>Economic vitality</i> <ul style="list-style-type: none"> <li>East Alameda Co economy depends on highways to get people around and open up development opportunities.</li> <li><i>Best value for public funds</i></li> <li>Alameda CTC leverages local funding to maximize external funding.</li> </ul>				East County Transportation Forum presentation	Updated fact sheet – outlining facts (in present fact sheet format) and adding benefits of projects.		Mid-Apr 2012		
<b>AGENCY TOPICS &amp; OTHER</b>										
East County Transportation Forum	<i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Alameda CTC incorporates a rigorous, inclusive, and community-based process to develop its programs, set its priorities, and plan for the future.</li> </ul>		Press release: announcement & invitation			LinkedIn/Facebook/Twitter posts: invitation, follow-up, point to video clips.	Video clips of pertinent portions of presentations		April 2012	
Alameda CTC in eastern Alameda County	<i>Economic vitality</i> <i>Community benefit</i> <i>Best value for public funds</i>		Overview article for local newsletters				Fact sheet: Overview of projects and		April 2012	MIG

**Table 7**  
**Recommended Communications Topics and Strategies**  
**FY 2011, Fourth Quarter: April, May, June 2012**  
**Spring into Action: Expand Opportunities**

Topics	Key Messages	Medium							Schedule	Responsibility		
		e-news	Press Releases	Article	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets			Exec Dir's Reports/ Annual Report	
A Decade of Delivery: Measure B 2000 Makes its Mark	<i>Economic vitality</i> <i>Community benefits</i> <i>Best value for public funds</i> <i>Environmental sustainability</i> <i>Forward-thinking solutions</i>	Story in March 2012 e-newsletter: overview of past accomplishments	Press release: overview of Measure B and accomplishments		A. Dao blog: Measure B's role in promoting safety and community through good transportation	LinkedIn/Facebook/Twitter posts: point people to A. Dao blog.		impact ACTIA, ACCMA, and Alameda CTC has had on eastern county		March/April 2012		
Bicycle/pedestrian transportation overview	<i>Community benefit</i> <ul style="list-style-type: none"> <li>Expanded mobility options improve the health, quality of life, and community engagement of all Alameda County residents.</li> <li>Programs allow more people to walk, bike, and use transit safely.</li> </ul>							Fact sheet: overview of how Alameda CTC (and ACTIA/ACCMA) has promoted walking and bicycling throughout Alameda County.	April 2012	MIG w/input from bike/ped team		
Funding for transportation maintenance (post-winter pothole repair, for example)	<i>Best value for public funds</i> <ul style="list-style-type: none"> <li>Efficient maintenance and management has enabled Alameda County to get the most out of its existing transportation system.</li> </ul>				Blog: A. Dao (or local agency spokesperson?) giving examples of how Alameda CTC's funding has helped maintain existing transpo infrastructure.	LinkedIn/Facebook/Twitter posts: point to blog.		Fact sheet: overview of how Alameda CTC (and ACTIA/ACCMA) have funded maintenance activities that have resulted in better transportation at less cost than replacement options.	May 2012	Post on Alameda CTC website		
Beating Congestion and	<i>Economic vitality</i> <ul style="list-style-type: none"> <li>Less congestion means</li> </ul>	May issue: comprehensive						Fact sheet: Facts and	Jan 2012		MIG	

**Table 7**  
**Recommended Communications Topics and Strategies**  
**FY 2011, Fourth Quarter: April, May, June 2012**  
**Spring into Action: Expand Opportunities**

Topics	Key Messages	Medium							Schedule	Responsibility
		e-news	Press Releases	Article	Blogs	Social Media Posts	Videos/ Presentations	Fact Sheets		
Reducing Greenhouse Gases in Alameda County	<p>increased productivity, less commute time, and reduced costs of goods and services.</p> <p><i>Community benefit</i></p> <ul style="list-style-type: none"> <li>Less congestion has resulted in fewer accidents</li> </ul> <p><i>Environmental sustainability</i></p> <ul style="list-style-type: none"> <li>Less congestion means less emissions, improved air quality, and less GHG</li> </ul>	e overview of what Alameda CTC has done to reduce congestion and GHG – through a combination of projects and programs.					figures about congestion reduction and GHG targets and accomplishments.			
Program Compliance Report outcomes	<i>Community benefits</i> <i>Best value for public funds</i>				A.Dao blog: what Alameda CTC is delivering to cities and the county					
Preparatory activities for 2012 summer festivals and fairs										

<b>Table 8</b>		
<b>Inventory of Recommended Communications Pieces: Press Releases</b>		
(target three per month)		
<b>Topic</b>	<b>Target Distribution Date</b>	<b>Responsibility for Drafting</b>
South County Transportation Forum: announcement and invitation	July 2011	Drafted during previous contract
Alameda CTC's first anniversary: highlights and achievements over first year	July 2011	Drafted during previous contract; need to distribute
CWC Annual Report complete and available	Aug 2011	
Draft 1 CWTP available for review; overview of key interesting features.	Sept 2011	MIG w/input from CWTP-TEP project team
(S) BART Warm Springs Extension: groundbreaking for line, track, station systems construction; story about Alameda CTC's role on project	Sept 2011	MIG w/input from Alameda CTC project manager and BART
(N) I-80 Integrated Corridor Mobility "groundbreaking" – offer photo-op of first camera being installed, new technology focus, etc	Sept 2011	MIG with input from project manager.
I-680 Sunol Express Lanes: stats from one year operation to-date of southbound lanes – focus on beneficial results.	Oct 2011	MIG with assistance from Alameda CTC project manager.
North County Transportation Forum: announcement and invitation	Oct 2011	MIG
Rte92/I-880 Interchange: construction complete, invitation to ribbon-cutting(?), project benefits	Nov(?) 2011	MIG with input from project engineer – in conjunction with Caltrans?
Alameda County voters (via poll) say "___"	Nov 2011	MIG with input from CWTP-TEP team
Caldecott Tunnel Bore Breakthrough	Nov 2011	
Draft 1 TEP complete; highlight funding priorities, big ticket items, need for continued transpo funding. Point to A.Dao video/audio-cast.	Dec 2011	MIG w/input from CWTP-TEP project team
Topic TBD	Dec 2011	
Central County Transportation Forum: announcement and invitation	Jan 2012	MIG
Hesperian/Lewelling Blvd Interchange: invitation to ribbon-cutting, announcement of project completion	Jan 2012 (est)	MIG with input from ACPWA
Agreements executed for Vehicle Registration Fee (VRF) and Measure B: best value and accountability	Jan 2012	MIG with input from Alameda CTC
CWTP-TEP approved. Highlight funding priorities, big ticket items, etc.	Jan 2012	MIG w/input from CWTP-TEP team
Compliance audits substantiated by all jurisdictions	Jan 2012	MIG w/input from Alameda CTC
(S) Route 84 connector between I-580 and I-	Feb 2012	MIG w/input from project manager

<b>Table 8</b> <b>Inventory of Recommended Communications Pieces: Press Releases</b> (target three per month)		
<b>Topic</b>	<b>Target Distribution Date</b>	<b>Responsibility for Drafting</b>
680: groundbreaking, construction begins		
Topic TBD	Feb 2012	
A Decade of Delivery: Measure B 2000 Makes its Mark	Mar 2012	MIG w/input from Alameda CTC
Topic TBD	Mar 2012	
Topic TBD	Mar 2012	
East County Transportation Forum: announcement and invitation	April 2012	MIG
(E) Isabel Ave Rte 84/I-580 Interchange – groundbreaking; focus on benefits, overview of entire I-580 and Route 84 corridor improvements	April 2012	MIG w/input from Alameda CTC project manager
Topic TBD	April 2012	
Topic TBD	May 2012	
Topic TBD	May 2012	
Topic TBD	May 2012	
Countywide Transportation Plan and Transportation Expenditure Plan: final – overview of key important features, new directions	June 2012	MIG w/input from CWTP-TEP team
Topic TBD	June 2012	
Topic TBD	June 2012	

<b>Table 9</b>		
<b>Inventory of Recommended Communications Pieces: Blogs (Video, Audio, or Text)</b>		
(target one per month)		
<b>Topic</b>	<b>Target Distribution Date</b>	<b>Responsibility</b>
CWTP-TEP spokesperson highlighting what is important to him/her as an Alameda County resident	Sept 2011	MIG w/input from CWTP-TEP representative/ spokesperson
Topic TBD	Nov 2011	
Spokesperson (frequent driver/user?) giving a one-year overview of I-680 express lanes and why they're a good thing for the Bay Area – focus on beneficial results.	Oct 2011	
A. Dao video/audio cast about TEP, Alameda CTC funding, etc.	Dec 2011	
CWTP-TEP spokesperson on the importance of transportation funding: what it means to people in Alameda Co (walker, biker, truck driver, building contractor, small business owner, etc.	Jan 2012	
Spokesperson (Anthony Rogers?) talking about how Alameda CTC's funding has provided invaluable support to transit in Alameda County.	Feb 2012	
Bike/ped advocate/spokesperson talking about adoption of Countywide Bicycle and Pedestrian Plans	Mar 2012	MIG w/input from bike/ped spokesperson
A. Dao on Measure B's role in promoting safety and community through good transportation	April 2012	
A. Dao (or local agency spokesperson?) giving examples of how Alameda CTC's funding has helped maintain existing transpo infrastructure.	May 2012	
Mayor Green and/or Supervisor Haggerty on finalizing the CWTP-TEP	June 2012	MIG with input from CWTP-TEP team.

<b>Table 10</b>		
<b>Inventory of Recommended Communications Pieces: Fact Sheets/Issue Papers</b> (target 15 two- to four-page fact sheets)		
<b>Topic</b>	<b>Target Schedule</b>	<b>Responsibility for Drafting</b>
(N) I-80 Integrated Corridor Mobility project - updated fact sheet – outlining facts (in present fact sheet format) and adding benefits of project.	Sept 2011	Project Controls Team
(S) BART Warm Springs Extension: focus on Alameda CTC's part in making it happen	Sept 2011	Project Controls Team
Measure B and Economic Vitality	Sept 2011	MIG
Measure B and the Community	Sept 2011	MIG
Measure B and Public Funds	Oct 2011	MIG
Measure B and the Environment	Oct 2011	MIG
Measure B and the Future	Oct 2011	MIG
(N) Overview of projects and impact ACTIA, ACCMA, and Alameda CTC has had on north county	Oct 2011	MIG
Cool Tools in Transportation: How Technology Makes the Ride Smoother (overview of intelligent transportation solutions and how they are being used in Alameda County).	Oct 2011	MIG
Economics and Finances of Transportation in Alameda County (including ACTIA/ACCMA audit results)	Nov 2011	MIG
(C) Overview of projects and impact ACTIA, ACCMA, and Alameda CTC has had on central county.	Jan 2012	MIG
(C) I-880/Rte 262 Mission Blvd Interchange reconstruction	Jan 2012	Project Controls Team
Beating Congestion and Reducing Greenhouse Gases in Alameda County (facts and figures about congestion reduction and GHG targets and accomplishments)	Jan 2012	MIG
What an efficient transit system does for Alameda County.	Feb 2012	
(E) Overview of projects and impact ACTIA, ACCMA, and Alameda CTC has had on eastern county	April 2012	MIG w/input from Project Controls Team
Alameda CTC Promotes Walking and Bicycling: overview of how ACTIA, ACCMA, and Alameda CTC have promoted walking and bicycling throughout Alameda County.	April 2012	MIG w/input from bike/ped team
(E) I-580 construction update (including new IC at SR-84)	April 2012	Project Controls Team
Alameda CTC's (including ACTIA/ACCMA) funding for maintenance of transportation infrastructure.	May 2012	
(S) Overview of projects and impact ACTIA, ACCMA, and Alameda CTC has had on south county	June 2012	MIG
TBD		

**Table 11**  
**Inventory of Recommended Communications Pieces:**  
**Videos (optional, depending on pilot results) and Presentations**

<b>Topic</b>	<b>Target Date</b>
South County Transportation Forum: video clips of pertinent portions (pilot program)	Sept 2011
Broadway Shuttle: Alameda CTC staff person riding Free-B line; AND/OR interview(s) with businesses downtown and uptick in weekend business from B-line.	Sept 2011
North County Regional Transportation Forum ("Transportation for the 21 <sup>st</sup> Century"): presentation about I-80 Integrated Corridor Mobility project and cool tools	Oct 2011
North County Regional Transportation Forum ("Transportation for the 21 <sup>st</sup> Century"): presentation about Webster Street SMART Corridor: construction underway; presentation about project and cool tools	Oct 2011
Central County Regional Transportation Forum ("Building for the Future"): presentation about East Bay Greenway	Jan 2012
Central County Regional Transportation Forum ("Building for the Future"): presentation about Hesperian/Lewelling Blvd Interchange - construction complete and ribbon-cutting ceremony	Jan 2012
Central County Regional Transportation Forum ("Building for the Future"): Rte92/I-880 Interchange: construction complete	
Hesperian/Lewelling Blvd Interchange: video clips of ribbon-cutting ceremony.	Jan 2012
Central County Regional Transportation Forum ("Building for the Future"): presentation about I-880/Rte 262 Mission Blvd Interchange reconstruction: construction begins on Phase 1B	Jan 2012
Central County Regional Transportation Forum ("Building for the Future"): presentation about overall I-580 improvements	April 2012
East County Transportation Forum presentation about paratransit	April 2012



<b>Table 12</b> <b>Inventory of Recommended Communications Pieces: E-newsletter</b> (target bi-monthly)	
<b>Topic</b>	<b>Target Distribution Date</b>
CWTP Draft 1; highlight importance of planning and key features of plan	Sept 2011 – theme “Planning for the 21st Century”
TEP process; highlight importance of transportation systems and funding.	Sept 2011
Countywide Bicycle and Pedestrian Plans process & progress; overview of key recommendations and important features.	Sept 2011
Congestion Management Plan: Draft available for review	Sept 2011
I-80 Integrated Corridor Mobility project: cool tech features and benefits of project	Sept 2011
Countywide Transportation Plan: Draft 2 underway: exciting developments from October forum and workshop(s): focus on people who attended, main points raised, etc.; results of poll	Nov 2011 – theme “Transportation Values” (key message: funds spent wisely and efficiently)
Congestion Management Plan: how reducing congestion saves money	Nov 2011
Countywide Bicycle and Pedestrian Plans final draft: plan preparation; highlight a key community member (walker/cyclist?) who has input heavily to process	Nov 2011
Webster Street SMART Corridor, construction underway: focus on cool tools (signal coordination, traffic monitoring, emergency communications) being installed	Nov 2011
Rte92/I-880 Interchange: construction complete Fall 2011: construction complete, invitation to ribbon-cutting(?), project benefits	Nov 2011
ACTIA/ACCMA audit results: financial integrity, transparency	Nov 2011
Countywide Transportation Plan and Transportation Expenditure Plan approved	Jan 2012 – theme “Transportation Drives Economic Vitality” (key message: local money, local projects, local jobs)
Compliance audits substantiated by all jurisdictions	Jan 2012
Overview of STIP funding process, Alameda CTC advocacy	Jan 2012
Hesperian/Lewelling Blvd Interchange: construction complete and ribbon-cutting ceremony	Jan 2012
I-880/Rte 262 Mission Blvd Interchange reconstruction: overview of benefits of interchange/HOV work to-date; projections of future benefits.	Jan 2012
Countywide Bicycle and Pedestrian Plans: plan adopted: focus on getting out and about	March 2012 – theme “Spring into Action” (key message: community well-being)
Agreements executed for Vehicle Registration Fee (VRF) and Measure B	March 2012
A Decade of Delivery: Measure B 2000 Makes its Mark (overview of past accomplishments)	March 2012
(S) Route 84 connector between I-580 and I-680: photo plus caption of groundbreaking, construction begins	March 2012
Update on paratransit: focus on getting out and about (seniors and disabled)	March 2012
Improving transit in Alameda County: transit still robust and important and a great way to get out and about.	March 2012

**Table 12**  
**Inventory of Recommended Communications Pieces: E-newsletter**  
 (target bi-monthly)

<b>Topic</b>	<b>Target Distribution Date</b>
(C) East Bay Greenway: focus on getting out and about	March 2012
Ride-Stride-Arrive (walking and biking challenges): focus on getting out and about	May 2012 – theme “Expanding Opportunities” (key message: suite of services that serves spectrum of needs)
(E) Isabel Ave Rte 84/I-580 Interchange – groundbreaking photo	May 2012
(C) Westgate Parkway Extension: pedestrian bridge update (significant milestone?)	May 2012
Countywide Transportation Plan, final: continue to highlight key features of plan, include testimonials from key elected/appointed people.	May 2012
Transportation Expenditure Plan, final: highlight percentage allocations, major benefits to Alameda Co.	May 2012
Reducing Greenhouse Gases in Alameda County: overview of what Alameda CTC has done to reduce congestion and GHG – through a combination of projects and programs.	May 2012
Bike-to-Work Day photos	May 2012
Preparation for July e-newsletter (new FY)	June 2012

## 7.0 Performance Measures

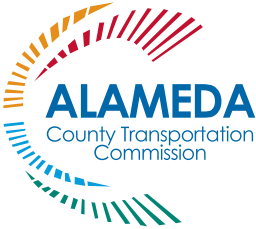
Measuring the efficacy of the communications program – by qualitative or quantitative criteria – will help prioritize the communications activities and will provide valuable feedback for future communications programs. Performance measures are traditionally tied to project goals. Several of the strategic communications goals presented in Section 2.0 are conceptual and do not lend themselves to measurement. Others are measurable, as presented in Table 13.

<b>Table 13</b>	
<b>Performance Measures</b>	
<b>Strategic Communications Goal</b>	<b>Performance Measures</b>
3. Offer a steady stream of relevant, engaging, and pertinent information to targeted audiences through a variety of communications mechanisms.	<p>As outlined in Tables 4 through 12, prepare and issue approximately:</p> <ul style="list-style-type: none"> <li>• Up to three press releases per month</li> <li>• Six (bi-monthly) e-newsletters</li> <li>• Monthly blog postings (once tool is activated)</li> <li>• Fifteen fact sheets</li> <li>• Several presentations and videos (3-5)</li> <li>• Several public service announcements (3-5)</li> <li>• Op-Eds pieces (1-2)</li> </ul>
4. Expand Alameda CTC's existing communications mechanisms to encompass feedback- and interaction-based tools (social media).	<ul style="list-style-type: none"> <li>• By the end of the fiscal year, have approximately 300 "followers" to Alameda CTC's Facebook/LinkedIn/Twitter presences.</li> </ul>
7. Build, expand, and sustain relationships with key agency partners, stakeholder groups, advocates, community members, and media outlets to promote mobility.	<ul style="list-style-type: none"> <li>• Develop and distribute approximately six short articles that partners and organizations can include in their respective newsletters and/or websites.</li> <li>• Advance relationships with key stakeholders within the diverse ethnic communities in Alameda County through translation and cultural adaption of select core materials for non-english speaking audiences.</li> </ul>
8. Reach, inform, educate, and engage a wide spectrum of Alameda County residents and business representative of the county's demographic profile.	<ul style="list-style-type: none"> <li>• Double the number of individuals in the Alameda CTC Constant Contact database that will receive the bi-monthly newsletter (and other communications, as appropriate), reflecting the diversity of Alameda County.</li> <li>• Conduct a pilot program to evaluate the feasibility of broadcasting portions of each quarterly transportation forum on the website via taped and archived videos.</li> </ul>

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# Brand Guidelines and Graphic Style Guide



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## overview

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Transportation plays a critical role in the life of every resident.

Whether riding along a bike path, driving on local streets or major highways, or commuting via BART or AC Transit, the transportation projects and programs of the Alameda County Transportation Commission (Alameda CTC) impact and enhance the mobility of every Alameda County resident.

In July 2010, Alameda CTC held its first Board meeting enacting the merger of the Alameda County Congestion Management Agency (ACCMA) and the Alameda County Transportation Improvement Agency (ACTIA), creating a joint powers authority whose members include the 14 Alameda County cities, the County of Alameda, AC Transit, BART, ACCMA and ACTIA.

Publically, this merger has created a new brand identity—one new agency name, one integrated mission, and a new logo.

Presenting a consistent brand presence—visually through logo use, branded look and feel, and with language and brand messaging—connects and attributes the projects, programs, work and achievements of this newly merger entity to the Alameda CTC.

These guidelines promote the continuity of the Alameda CTC brand.



## brand strategy and messaging

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### VISION

Alameda CTC's agency mission is to plan, fund and deliver a broad spectrum of transportation projects and programs to enhance mobility throughout Alameda County. The brand vision is similarly aspirational. It conveys dynamism, empowerment, innovation and a value for delivering effective service throughout the County.

### CORE PRINCIPLES

The core principles of the Alameda CTC support the brand vision and are reinforced in various ways and at various levels through effective brand implementation. The core principles for the Alameda CTC brand include:

- **Vitality** – The brand reflects the agency's efforts to support and stimulate the County economy by moving people and freight, attracting businesses, strengthening tourism and creating jobs through transportation dollars.
- **Community** – The brand champions community by advocating and developing mobility options and infrastructure to promote community engagement and services to serve the needs of Alameda County residents.
- **Value** – The brand reinforces the strategic and efficient use of public funds to increase positive outcomes and maximize project and program effectiveness.
- **Sustainability** – The brand conveys the agency's value for the environment—highlighting its work to improve safety, reduce congestion, improve air quality, and reduce greenhouse gases.
- **Forward-thinking** – The brand is innovative and future-minded. Alameda CTC is at the forefront of transportation technology, advocates for state and federal legislation, and plans with predicted demographic changes and future County needs in sight.



## implementation

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This graphic style guide provides a foundation for clear and consistent communication of the agency's identity. It includes required logo usage and graphic standards for color, typography, and branded elements that reinforce brand consistency and strength. Also included are sample templates for common communications applications. These guidelines have been carefully developed through detailed consideration of many factors—both functional and aesthetic.

### **THE BENEFITS OF USING THIS GUIDE**

The purpose of these style guidelines is to help achieve a consistent and coordinated visual identity in business, advertising and marketing materials for the Alameda CTC.

The uniform use of the Alameda CTC brand assets (logo, fonts, color palette and branded elements) will enhance the recognition and maximize the agency's investment in marketing and media placement. These guidelines are not intended to inhibit creativity or to increase the difficulty of production, but rather are provided to assist in communicating a consistent and positive identity for Alameda CTC.

### **HOW TO IMPLEMENT THE BRAND**

The Alameda CTC brand (logo, fonts, colors, branded elements) may be used by all Alameda CTC staff members and consultants involved in producing materials for internal and external communications.

The guide will assist staff members and graphic artists in bringing a consistent look and feel to all collateral materials.

To ensure success, all business and marketing materials created for Alameda CTC must comply with the style guidelines provided in this document.

## brand assets

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The assets, which make up the Alameda CTC brand, are the logo, tagline, fonts and color palette. The following pages set forth guidelines for using these components consistently and correctly.

### THE LOGO

The logo was developed to brand the Alameda CTC process with a strong, memorable identity. It represents a number of qualities that the commission embodies, including strength, organization and fluidity. The “swooshes” signify movement, efficiency and consistency; while the multi-color palette represents diversity not only of transportation options, but of the county as a whole.

### PROPER USE OF THE LOGO

The preferred usage of the the Alameda CTC logo is always full color on a white background (Figure 1). The logo may be used against a color background, using only colors from the required color palette (see below); provided the background is at least 50% of full color.

### THE COLOR PALETTE

A Pantone® color palette has been selected to create a distinctive look for Alameda CTC materials (Figure 2). Process CMYK color builds of the Pantone® colors are acceptable for print. RGB color builds may be used for monitor viewing. CMYK and RGB values are listed below.

<i>Pantone® Color</i>	<i>C - M - Y - K</i>	<i>R - G - B</i>
2945	10 - 45 - 0 - 14	0 - 105 - 170
145	0 - 45 - 100 - 8	229 - 142 - 26
187	0 - 100 - 79 - 20	196 - 18 - 48
562	85 - 0 - 50 - 31	0 - 133 - 118
299	85 - 19 - 0 - 0	0 - 157 - 220
123	0 - 24 - 94 - 0	255 - 196 - 37

### MINIMUM SIZE

The logo should be no smaller than 3/4" in height by 7/8" in length (Figure 3).

FIGURE 1



FIGURE 2

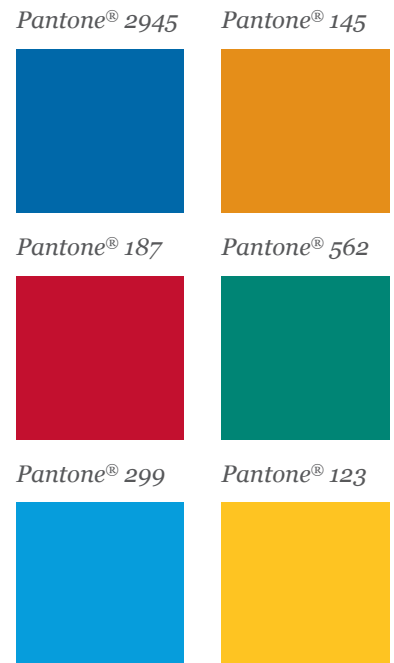


FIGURE 3



**THE LOGO IN ONE COLOR**

The logo can be displayed in one color, against a white background using a color from the required color palette (EXCEPT Pantone® 123) or black (Figure 4). One color logos should always appear against a white background.

**THE LOGO IN BLACK AND WHITE**

If the logo is to be printed in black and white only, two variations (besides 100% black) are also acceptable (Figure 5) — 50% logo on white background or white logo on black background.

**TYPOGRAPHY**

The preferred fonts for use in all Alameda CTC materials is Century Gothic (sans serif) and Georgia (serif).

Century Gothic Regular  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Georgia Regular  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

*Century Gothic Italic*  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

*Georgia Italic*  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Century Gothic Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Georgia Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Century Gothic Italic*  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

***Georgia Italic***  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

An acceptable substitution for Century Gothic for use on the web or in email marketing, is the Verdana font.

Verdana Regular  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Verdana Regular**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

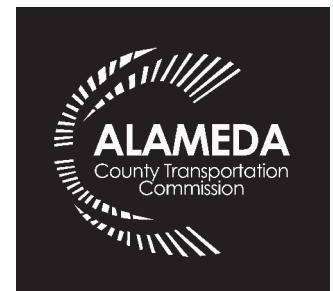
*Verdana Italic*  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

*Verdana Italic*  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

FIGURE 4



FIGURE 5



white logo on black background

## sample templates

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The Alameda CTC collateral templates should meet the needs of most print or online projects. While these templates are flexible, it is very important that brand integrity is preserved. Please adhere to the logo usage, color palette, typography and branded elements guidelines previously discussed in this document.

- Fact Sheet (front and back)
- Project Status Report (front and back)
- Report (cover and interior spread)
- Brochure
- Flyer
- Newsletter (print, front and interior)
- Newsletter (online)
- PowerPoint Presentation
- Memo (Word doc)
- Display
- Website
- Annual Report (cover and interior spread)

**Fact Sheet** (front) – Provides an overview of a specific Alameda CTC project or program. May includes tables, charts, graphs and maps to detail budgets, schedules, etc.

## Project Fact Sheet



### Project Title Goes Here

Project Number: ACTIA XXXXX | July 2011

#### PROJECT SPONSOR

Micheal Pope Executive Director  
Alzheimer's Services of the East  
Bay 2320 Channing Way Berkeley,  
CA 94704  
Tel: (510) 644-8292  
Fax: (510) 540-6771  
micheal@aseb.org

#### PROJECT UPDATE

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#### PROJECT STATUS

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To find out more about the  
program, please contact the  
Project Sponsor.



### Project Highlights

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**ALAMEDA COUNTY TRANSPORTATION COMMISSION**  
BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

Fact Sheet (back)

Project Fact Sheet

**Project Title Goes Here** | Project Number: ACTIA XXXXX | July 2011

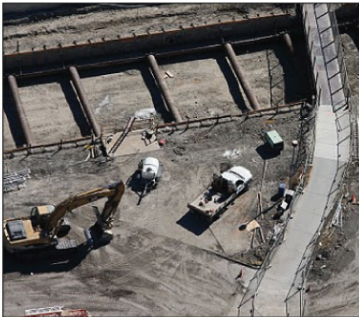
PROJECT COST ESTIMATE	
Cost Estimate by Phase (\$ X 1,000)	
Scoping	\$ X,XXX
PE/Environmental	\$ X,XXX
Final Design (PS&E)	\$ X,XXX
Right-Of-Way	\$ X,XXX
Utility Relocaton	\$ X,XXX
Construction	\$ X,XXX
Equipment Purchase	\$ X,XXX
<b>TOTAL EXPENDITURES</b>	<b>\$ X,XXX</b>

PROJECT FUNDING	
Funding by Fund Source (\$ X 1,000)	
Scoping	\$ X,XXX
PE/Environmental	\$ X,XXX
Final Design (PS&E)	\$ X,XXX
Right-Of-Way	\$ X,XXX
Utility Relocaton	\$ X,XXX
Construction	\$ X,XXX
Equipment Purchase	\$ X,XXX
<b>TOTAL REVENUES</b>	<b>\$ X,XXX</b>

PROJECT SCHEDULE								
Project Phase	Beg-End MM/YY	2010	2011	2012	2013	2014	2015	216
<i>Scoping</i>								
PE/Environmental	XX/YY - XX/YY							
Final Design (PS&E)	XX/YY - XX/YY							
Right-Of-Way	XX/YY - XX/YY							
<i>LTSS Contract</i>								
Construction	XX/YY - XX/YY							
Equipment Purchase	XX/YY - XX/YY							



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Alameda County Transportation Authority  
1333 Broadway, Suite 300 • Oakland, CA 94612 • [www.AlamedaCTC.org](http://www.AlamedaCTC.org)



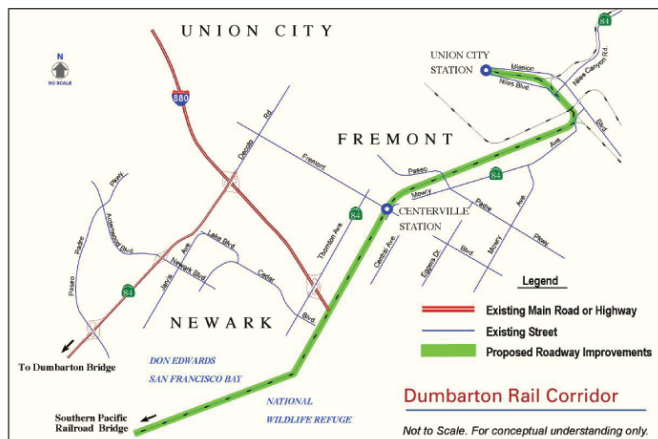
**Project Status Report** (front) – Provides timely updates on a specific Alameda CTC project or program. Less promotional in nature, more business-based. Includes descriptive text, and can include charts and tables.

# Project Status Report



## Dumbarton Rail Corridor | ACTIA 25

The project, as defined in the May 2004 Project Study Report (PSR), extends rail service from San Mateo County to the Union City Intermodal Station with three proposed East Bay stations. To address an anticipated funding shortfall for the project, the Policy Advisory Committee (PAC) adopted a phased implementation strategy and identified alternatives (including a Transportation System Management (TSM) alternative) to be evaluated in the Environmental Impact Statement/ Environmental Impact Report (EIS/EIR). In September 2008, the Metropolitan Transportation Commission (MTC) adopted the 3434 Strategic Plan, which advances \$91 million of funds associated with the Dumbarton project for completion of the BART Warm Springs Extension (WSX) project with repayment to occur from future San Francisco Airport Extension (SFO) revenues and future Alameda County State Transportation Improvement Program (STIP) dollars. Preliminary Engineering is 15% complete and an administrative draft of the EIS/EIR was completed in fall 2009, however the project has an estimated funding shortfall of \$400 million. Publication of the Draft EIS/EIR has been delayed pending the outcome of further service/operations and funding studies as directed by the PAC.



**RECENT ACTIVITIES:**

- The cost of the rail project has been revised, resulting in a significant shortfall for the project.
- A phased implementation plan is being developed that involves providing near-term bus service in the corridor while a longer-term implementation strategy for the rail project is developed.
- A funding application, that includes acquisition of the UPRR Oakland Subdivision, was submitted for the Countywide Transportation Plan Update.
- The PAC held a meeting on June 24, 2011 in San Carlos.

**UPCOMING ACTIVITIES:**

- Staff will continue to develop an implementation plan for the project that addressed the funding shortfall.

**Project Sponsor**  
 City of Newark, Funding Agreement with San Mateo County Transportation Authority (SMCTA)

**ACTIA Project Contact**  
 James O'Brien

**ACTIA Project Manager**  
 (510) 208-7464

**Project Description**  
 The project involves a rail connection from the Caltrain corridor on the San Francisco Peninsula to the Union City Intermodal Station, including upgrading the Dumbarton Rail Bridge, and/or providing other commuter improvements to relieve congestion in the Dumbarton Bridge Corridor.

Updated July 27, 2011

(continued on reverse side)

**ALAMEDA COUNTY TRANSPORTATION COMMISSION**  
BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

**Project Status Report** (back)

**Project Status Report**

**Dumbarton Rail Corridor** | Project Number: ACTIA 25 | July 2011

**PROJECT ISSUES**

ISSUE	ACTION PLAN
Project is underfunded and progress beyond the environmental phase is uncertain.	Develop an implementation strategy consistent with the new funding conditions.

**PROJECT COSTS (\$ x 1,000)**

COST ESTIMATE BY PHASE		FUNDING	
Scoping	\$ X,XXX	Scoping	\$ X,XXX
PE/Environmental	\$ X,XXX	PE/Environmental	\$ X,XXX
Final Design (PS&E)	\$ X,XXX	Final Design (PS&E)	\$ X,XXX
Right-Of-Way	\$ X,XXX	Right-Of-Way	\$ X,XXX
Utility Relocaton	\$ X,XXX	Utility Relocaton	\$ X,XXX
Construction	\$ X,XXX	Construction	\$ X,XXX
Equipment Purchase	\$ X,XXX	Equipment Purchase	\$ X,XXX
<b>TOTAL EXPENDITURES</b>	<b>\$ X,XXX</b>	<b>TOTAL REVENUES</b>	<b>\$ X,XXX</b>

State Funding Includes: ITIP - \$39 million  
 Regional Funding Includes: RM2 - \$134.9 million (includes \$91.0 million payback from Alameda County STIP)  
 Local funding Includes: SMCTA - \$50 million; VTA - \$44 million; ACCMA - \$14 million

**PROJECT SCHEDULE**

PE/Environmental	XX/YY - XX/YY						
Final Design (PS&E)	XX/YY - XX/YY						
Right-Of-Way	XX/YY - XX/YY	■					
Construction	XX/YY - XX/YY	■	■				
Equipment Purchase	XX/YY - XX/YY						

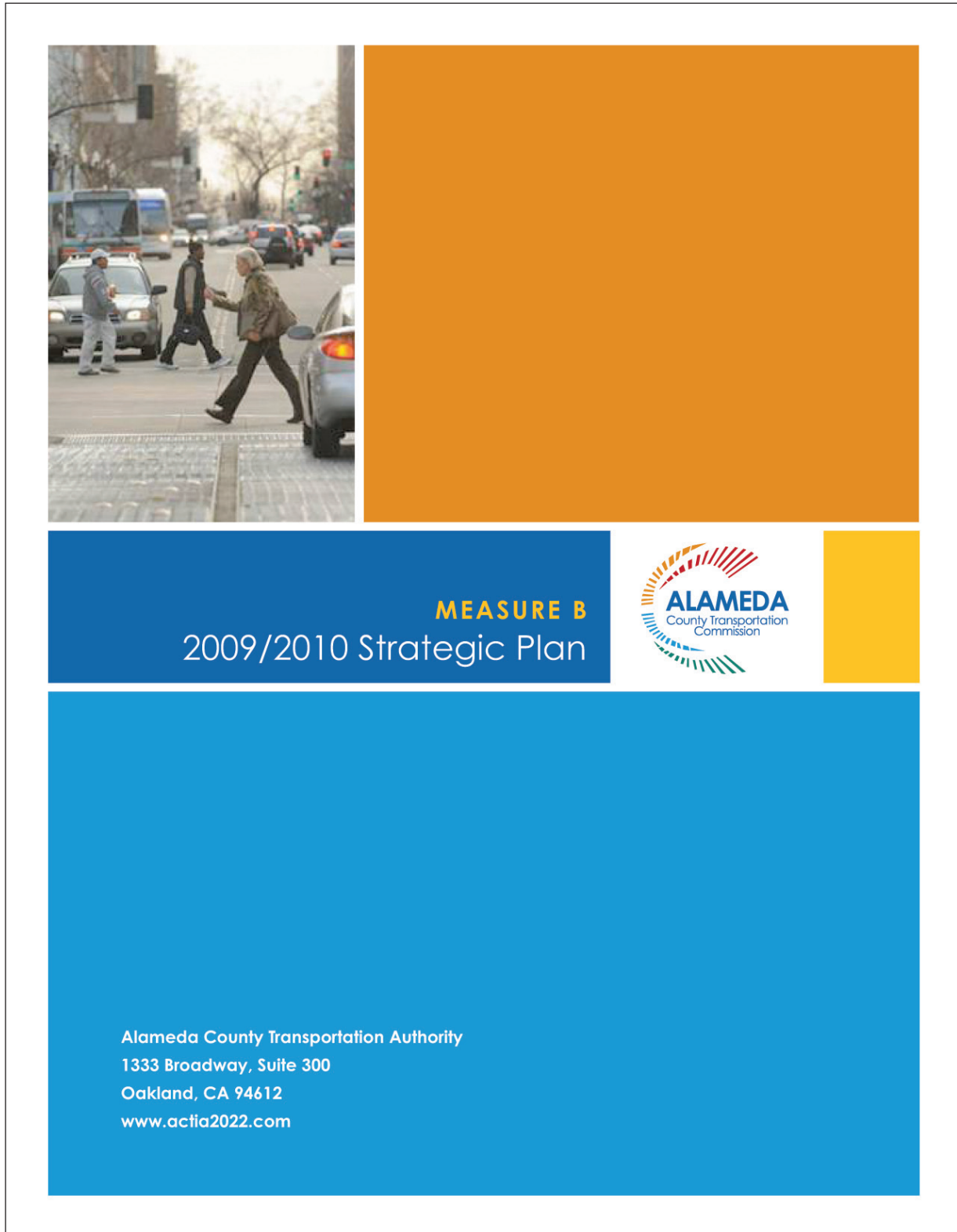
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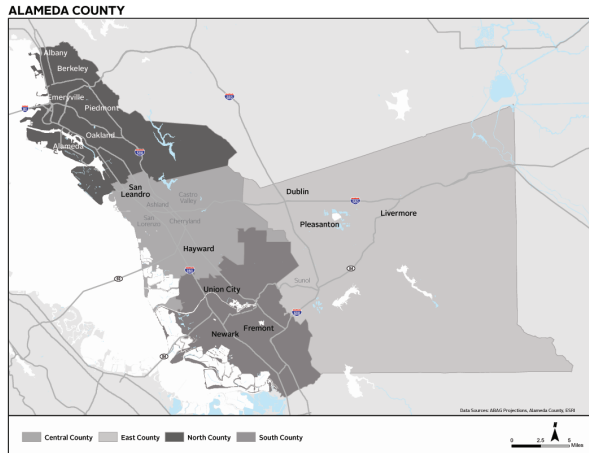


ALAMEDA COUNTY TRANSPORTATION COMMISSION  
BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

**Report** (cover) – Represents the contents of a multi-page report, summary or strategic plan.



**Report** (interior spread) – Contents of a multi-page report, summary or strategic plan, that rely mostly on text, diagrams, maps etc. Communicate information clearly by using the report interior template. Photos may be added, but it is preferred that it not interrupt the flow of content.

<div data-bbox="142 653 727 684" style="background-color: #0056b3; color: white; padding: 2px;">Report Chapter Title</div> <div data-bbox="147 774 326 932">  </div> <div data-bbox="147 936 310 953" style="font-size: 8px;">Cusdae net vii, officior sececa nusamet</div> <div data-bbox="342 770 727 957"> <p>ET, SI DI DITIONES UT MAGNIM FACCAE NOSTIS moles corum quam rehenima solut acerro ea dollector repenam utas quam intorpores eum inihictorios enitae voloraecerio ea simus que pore vitae cum sam, ommolore, cust am int, uteserfero quo derro modigni enducipsum intus sum abo. Dit vent alitas dolor siminist, as im hilgnatus autas endanis ulles quisi dest hilit et assit ventis cumquqi tesciisit, nonsequ iamet, optae volla que voleni dolentibus ex eum aditatis aut maxim sunt labori con comniet quissi as maios eossum alitia preperum equassit, omnia exerempores et rae porepelis aut expla dollesserschil eture nobitraq uatquamus aribus des sus comminil ipsae et exesto riatemq uaepudit derio. Nam nonsequatur mi, cumquam enturibus animilique quatur?</p> </div> <div data-bbox="147 974 326 1131">  </div> <div data-bbox="147 1136 310 1152" style="font-size: 8px;">Cusdae net vii, officior sececa nusamet</div> <div data-bbox="342 961 727 999"> <p>Et quaeabco. Odio cust pa nihiciatin pa quias dolor arum re nulpia volutes ciuntur autaeopro beriatempe nis expliti voluptur?</p> </div> <div data-bbox="342 1010 591 1029" style="text-align: center;"> <p><b>ET QUIS SUNT DOLUPTIA DOLORRO</b></p> </div> <div data-bbox="342 1033 727 1281"> <p>Derem as magni con re doluptaque nis doluptae eum qui ommodisi solo corpos nias eos culla volorem ex erum, qui cus, erit quo invendamet iuntibe rsperumquis magni alignat omnis essimaos amus, ipsamet quia quis res quia doloriberum nisque vellere sum quo dolorrore aligent iisiqui coreribus, id quam nempores dolorum, atur? Ipsam vellaut qui volo qui ullupta temquiamus re, tem. Upta simet occasanturio beri dus eume velitatus rehentet, aperumquis ullenda diosti ipid que eiusantum, sin eium samet ipsam dolut harum explabo receris velitatures est, ut inctibus abore maximus doluptatum ent, ipsam venimet voluptatur, voluptas quunt, verature, aut de omniend andantia coremp saesti omnimolorem ut vit repta prent lani officim repereptio beaquam velestem enda sae volorem erum recعات sitates tibus, con porecto eosini cus sedis idus natibus apellaborios voluptatur? Quis as repro omnihil ipsam harum aute plignis ea sant derita commodit vellabo repre, tempore sequare et repudit precus am a etur adit vanda quae nime nonse quodi dollaccat.</p> </div> <div data-bbox="342 1287 609 1306" style="text-align: center;"> <p><b>Udis dolupid uicisti qui quis volorest et lam</b></p> </div> <div data-bbox="342 1306 727 1373"> <p>temquo veres explita venditas explis delest, quatiuntio. Oluptia sinvel ipsae laceaquaspid molupta tendaeputa volorum quia qui ut militis evendent quossit debit quis exerro minturitis alibus, ute enisci reptiissi tem. Et quis sunt doluptia dolorro videnimus isiniat exped quatur?</p> </div> <div data-bbox="342 1379 727 1446"> <p>Porem eosaped qui aut voluptae dolestr uptatur repre derumqu untemo moluptaetas ipis nihil maion nam explam doluptas illiquias doloribus illa doluptas exerum nonsequati simus, con parum quasi dolum doluptatur?</p> </div>	<div data-bbox="894 653 1479 684" style="background-color: #0056b3; color: white; padding: 2px;">Report Chapter Title</div> <div data-bbox="894 770 1479 1220">  </div> <div data-bbox="894 1232 1278 1348"> <p>Unda id esent explandit aut remperit placcus aliquo ipid quae min re, ommolor epudandeliam erumque velit haruptatatem hici conecctio endus ne peratio. Otaque nimporerum repudae. Et vellaccum eatempe volorro esequo nim fugitatur? Upta quas sam aut occuppi busciae cupicipid quam volupta tivneni consedias nobitaqui officim uscisi et elum facias andentis as si sed quam auda simuscidem quam quae moditaest, officia-turi denim que de doloris consecabo. To magniendit voluptatur?</p> </div> <div data-bbox="894 1356 1099 1375" style="text-align: center;"> <p><b>Nam asim que quatiam verersp</b></p> </div> <div data-bbox="894 1373 1278 1457"> <p>Des volorum eum in nimporem sum rempore eum que explique il explab in explignatem adisque sintore qui ipsum nesequi beaturer re providendam ut odionse quiaetibus ex eum harumquam elendipidel experfere, sanis ipisti simus, aliqui sae porerer ionsequ istibus et quas veliquatessi doluptaturit imus cum, ut rest min nus, quiam dolum ressimia gnimaio.</p> </div>
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**ALAMEDA COUNTY TRANSPORTATION COMMISSION**  
 BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

**Brochure** – Provides general or introductory information about Alameda CTC, its projects, programs or other aspects of its mission. Typically, a tri-fold or 4-panel barrel-fold format.

**History of Alameda CTC**

**1986**

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**About the Commission**

**The Alameda CTC Commitment**

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**plan. fund deliver.**  
 a vibrant and livable  
 Alameda County

**ALAMEDA**  
 County Transportation  
 Commission

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 Transportation Authority  
 1333 Broadway, Suite 300  
 Oakland, CA 94612  
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AlamedaCTC.org

**Flyer** – Promotes an Alameda CTC activity, event or group. Typically includes date, time, location, key agenda items and topics.

**You are invited!**

**ALAMEDA**  
County Transportation  
Commission

**ALAMEDA COUNTY**

# South Transportation Forum

**Thursday, July 21, 2011**  
Ruggieri Senior Center  
33997 Alvarado Niles Road, Union City, CA 94587  
For Transit Access Information call 511 or visit 511.org.

**Come Hear About:**

- 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

**join us!**

**5:30 – 6:30 p.m.**  
Citizens Advisory  
Committee Meeting.  
This meeting is open  
to the public.


**6:30 – 7:00 p.m.**  
Open House and  
refreshments.


**7:00 – 8:30 p.m.**  
Formal Presentations will  
be held on all featured  
projects with an open  
Q & A period.

**Newsletter** (print, front) – Shares multiple news items and updates from Alameda CTC and/or other programs, projects or entities within. Multiple pages. Includes articles, images and graphics.

July 2011

9th ANNUAL  
Report to the Public





### Citizen's Watchdog Committee

## Report on Measure B Sales Tax Activities

**TOTAL ACTIA MEASURE B** revenues for the fiscal year 2009-2010 (FY 09-10) were \$105.1 million, including sales tax revenues of \$95.6 million. Audited expenditures for the same year totaled \$123.7 million, including \$6.3 million for administration, \$28.1 million for highways and streets, \$63.2 million for public transit and \$26.1 million for local transportation. Although the economic decline that began in 2008 resulted in lower revenues in FY 09-10, Alameda CTC has increased its sales tax revenues budget projection by \$12 million for FY 10-11 from \$90 million to \$102 million, based on updated Board of Equalization projections. This change will have a positive effect on many of the projects and programs funded by the Measure B half-cent sales tax.

As of March 31, 2011, the ACTIA Measure B fund balance was \$112.3 million, all of which is currently committed to capital projects and program expenditures. Ihilliquatem con reptat doluptatibus qui oditanti blataecum harum fugiatis ipiciat occum, optatur, ullab

**INSIDE**

- Merger of ACTIA and ACCMA

The Alameda County Congestion Management Agency (ACCMA) and the Alameda County Transportation Improvement Authority (ACTIA) have merged to become the Alameda County Transportation Commission.

2
- CWC Activities

A major role of the CWC is to keep the public informed about the progress of Measure B-funded programs and projects and the appropriate use of the funds.

3
- The Future of Transportation

If the Countywide Transportation Plan appears on the 2012 ballot, as anticipated, it will require a two-thirds majority of Alameda County voters to pass.

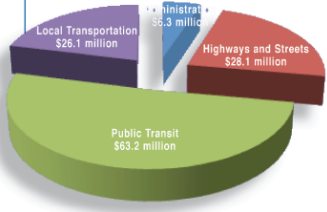
5
- Projects and Programs

Alameda CTC allocates Measure B funds, minus administrative costs, through two methods: 60 percent to local jurisdictions for programs and 40 percent to capital projects.

7

Financials At-a-Glance

FY 09-10 Expenditures:  
Total \$123.7 Million



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Newsletter (print, interior)

9th ANNUAL REPORT TO THE PUBLIC | JULY 2011



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**Sidebar Title**

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**Merger of ACTIA and ACCMA**

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2 | ALAMEDA COUNTY TRANSPORTATION COMMISSION

**Newsletter** (online) – Shares multiple news items and updates from Alameda CTC and/or other projects, programs or entities within. Distributed as email marketing with articles, images and graphics—as well as live links to relevant details and background information.

9th ANNUAL  
**Report to the Public**

ALAMEDA  
County Transportation  
Commission

July 2011


**IN THIS ISSUE...**

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If the Countywide Transportation Plan appears on the 2012 ballot, as anticipated, it will require a two-thirds majority of Alameda County voters to pass.

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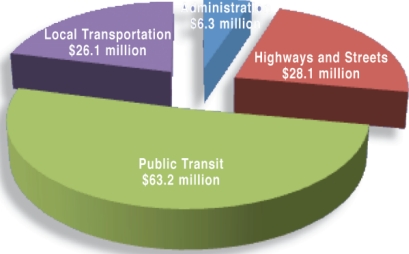


**CITIZENS WATCHDOG COMMITTEE**  
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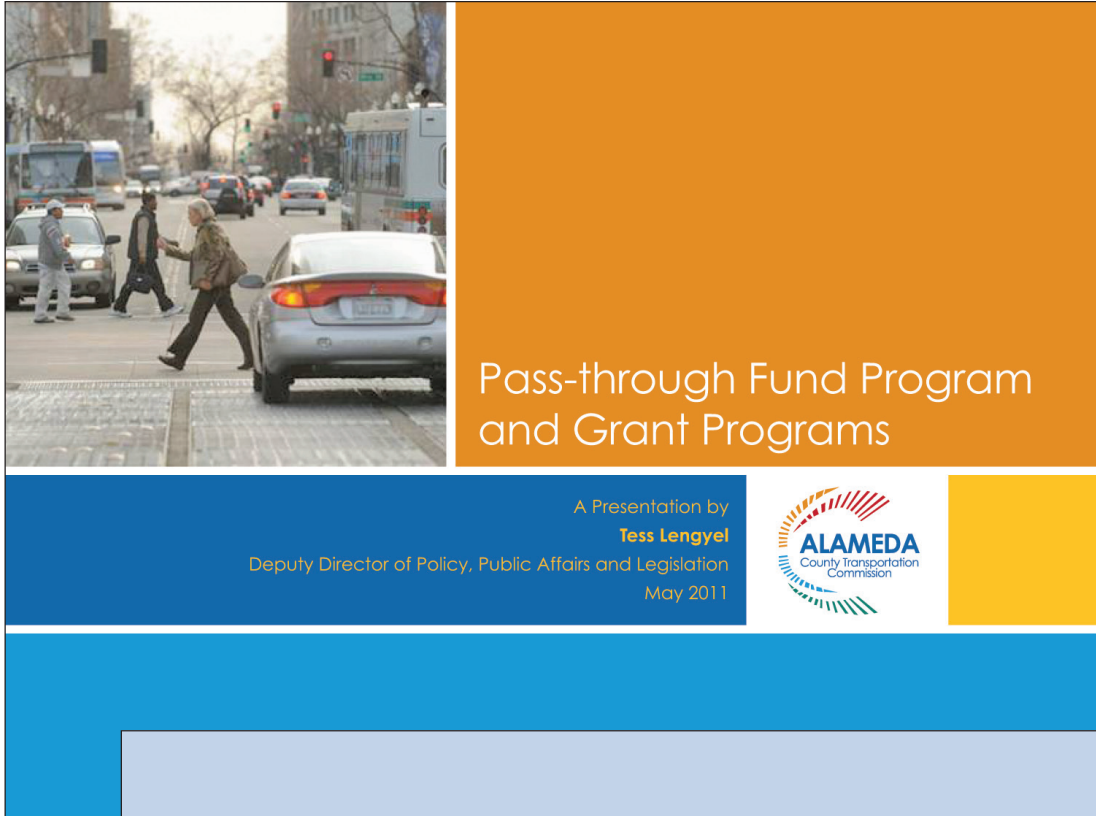
**Financials-at-a-Glance**  
FY 09-10 Expenditures:  
Total \$123.7 Million



Category	Amount
Public Transit	\$63.2 million
Highways and Streets	\$28.1 million
Local Transportation	\$26.1 million
Administration	\$6.3 million

Alameda CTC Offices  
1333 Broadway  
Suites 220 & 300  
Oakland, CA 94612  
Ph (510) 208-7400  
[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

**PowerPoint Presentation** – Presents a branded look so all presentations made and information shared by Alameda CTC visually connect to the agency.



## A Brief History

- Measure B half-cent sales tax approved by voters in 1986
- Alameda County is one of the first California Self-Help Counties
  - *Currently one of 19*
  - *Represents 80 percent of California's population*
  - *Self-Help Counties generate approximately \$4 billion per year for California transportation and mobility*
- In 2000: Measure B was reauthorized in November
- In 2002: Tax collection and program allocations began
- In 2004: Grant allocations began

Pass-through Fund Program and Grant Programs





**Memo** (Word doc) – Presents a simple template attributing Alameda CTC-authored communications and information to the agency.

# Memorandum



PPLC Meeting 07/11/11 • Attachment xx

**To:** Planning, Policy and Legislation Committee (PPLC)  
**From:** Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation  
**Date:** July 11, 2011  
**Subject:** **Update on Pass-through Fund Agreements**

## **Recommendation**

This item is for information only regarding the pass-through fund agreements with six transportation agencies, Alameda County, and 14 local jurisdictions that expire in 2012. No action is recommended.

## **Background**

Local transportation agencies, Alameda County, and local jurisdictions receive Measure B “pass-through funds” for four types of programs: bicycle and pedestrian, local streets and roads, mass transit, and paratransit. Agencies include the Alameda-Contra Costa Transit District (AC Transit), Alameda/Oakland Transbay Ferry, Altamont Commuter Express, the Livermore Amador Valley Transit Authority (LAVTA), San Francisco Bay Area Rapid Transit District (BART), and Union City Transit; cities include Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, and Union City.

The Alameda County Transportation Improvement Authority (ACTIA) put agreements in place with these agencies/jurisdictions shortly after the measure began in 2000 as follows:

- Bicycle and Pedestrian Safety: Agreements with Alameda County and 14 cities began in 2002.
- Local Streets and Roads: Agreements with Alameda County and 14 cities began in 2002.
- Mass Transit: Agreements with five transit agencies began in 2002.
- Paratransit: Agreements with three transit agencies and 11 cities began in 2002. In 2003, ACTIA revised these agreements, and in 2007, ACTIA again revised the agreements with the agencies and cities.

The majority of these agreements expire in 2012.

**ALAMEDA COUNTY TRANSPORTATION COMMISSION**  
 BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

**Display** – Promotes and gives an overview of the agency and/or its projects, programs and activities as a tabletop display or booth placed prominently at events, exhibitions or tradeshows. Minimum height for display boards: 3 feet for tabletop displays; 6 feet for free-standing displays. (A triptych is shown here.)

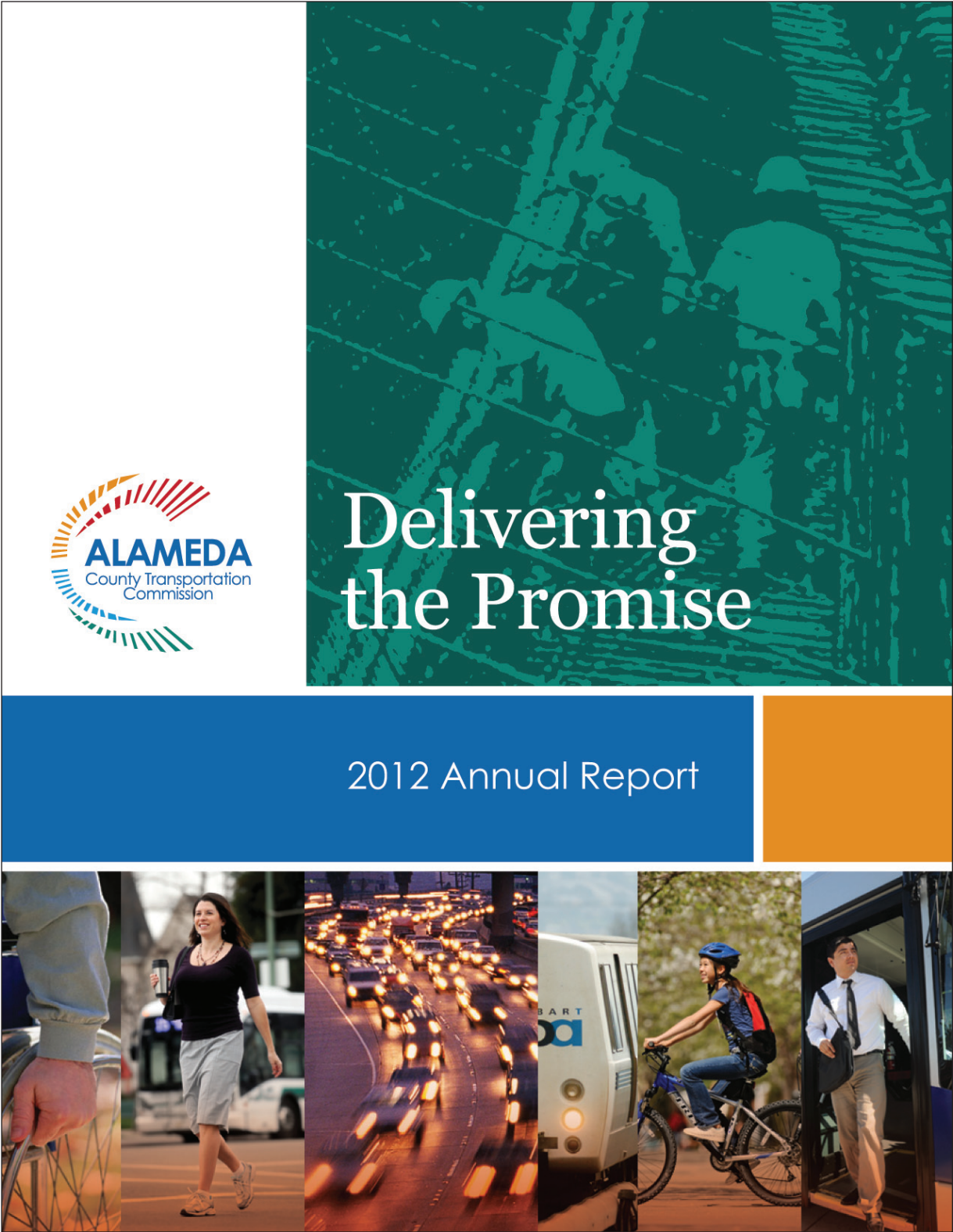
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**ALAMEDA COUNTY TRANSPORTATION COMMISSION**  
BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

**Website** – Presents an online overview of Alameda CTC and a reference point for all agency projects, programs and activities. Opportunity to promote agency and specifics by publishing links to the site.



**Annual Report** (cover) – A more sophisticated treatment is necessary for an annual report, typically targeted to officials, politicians and stakeholders.



Annual Report (interior spread)

Delivering the Promise Alameda CTC 2012 Annual Report



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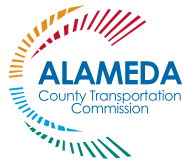
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**Alameda County Transportation Commission**  
1333 Broadway, Suite 300  
Oakland, CA 94612  
[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

6 October, 2011

## Memorandum

TO: Cynthia Dorsey, Chair, and Members of the Alameda CTC Citizens Advisory Committee

FR: Katie Balk, MIG, Inc.

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

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Attached for your review are reports on website “hits” for the Alameda CTC website ([www.alamedactc.com](http://www.alamedactc.com)) and on the e-newsletter database and “hits” (via ConstantContact). Please note that for the website statistics in Section 1 we compare the most recent month (September 4, 2011 to October 4, 2011) and the prior month (August 4, 2011 to September 3, 2011).

1. Website Report: Current 30-day period vs. prior 30-day period

**Key Findings:**

- ✓ Total visits up 29% over previous period
- ✓ Absolute unique visitors up 33%
- ✓ Number of pageviews up 8%
- ✓ New visits up 40%
- ✓ Average pageviews down by 17%
- ✓ Average time on site down almost 5%

In general, visits to the Alameda CTC website have risen in the recent month, both with a substantial increase in total visitors, well as in absolute unique visitors and new visits. The increase in new visits is a positive sign that we are reaching people who have not previously visited the Alameda CTC website. Although the average pageviews and the time spent on the site are down, this could be a result of visitors finding the information they are looking for more quickly and succinctly.

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

**Key Findings:**

- ✓ **Database:** Since our last report in late July, Alameda CTC staff and the Media/Public Relations Team continued maintenance efforts on the Constant Contact database, removing duplicates, bounces, etc., along with a focus on growing the list by adding contacts from a variety of

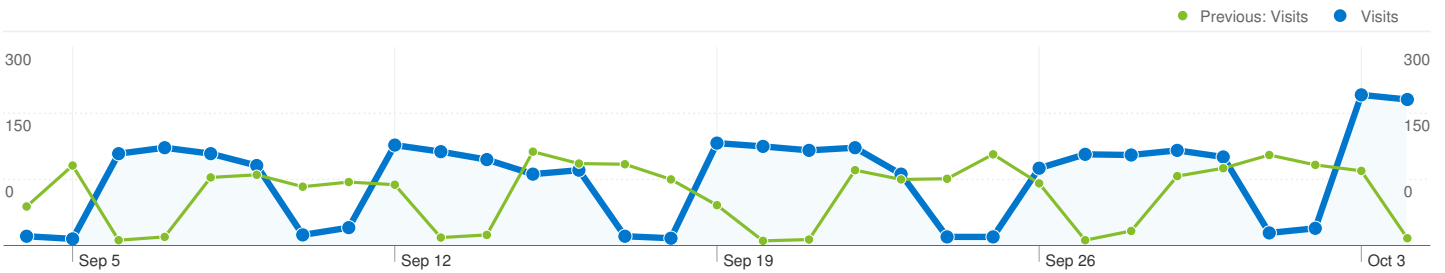
outreach sources. Our current total is 2,856 – up 513 from our last analytics report in July. We plan to continue our efforts in growing and maintaining the Constant Contact database.

- ✓ **Email Tracking:** Note that this report was generated on October 7, seven business days following the publication of the September 30th e-newsletter. There was a 32% rate of opens, which is the same rate from the previous e-newsletter sent in July.

As we reported in the July Analytics report there was an extensive “clean-up” of the database which resulted in a much lower bounce rate for the July e-newsletter. With the September issue of the e-newsletter we see that the bounce rate jumped back up to over 10%. This is likely due to the significant number of new users added to the database. It is our intention to continue to clean-up the Constant Contact database on a regular basis so that we maintain a bounce rate of 5%.

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





**Site Usage**

**3,180 Visits**

Previous: 2,464 (29.06%)

**38.68% Bounce Rate**

Previous: 41.15% (-6.01%)

**18,313 Pageviews**

Previous: 17,022 (7.58%)

**00:04:19 Avg. Time on Site**

Previous: 00:04:32 (-4.60%)

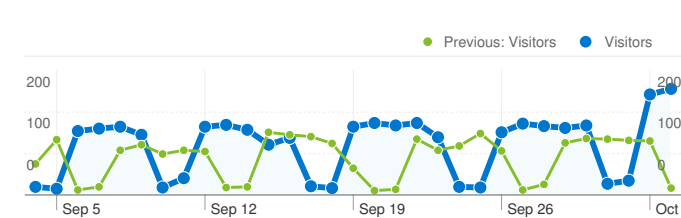
**5.76 Pages/Visit**

Previous: 6.91 (-16.64%)

**43.08% % New Visits**

Previous: 40.30% (6.90%)

**Visitors Overview**

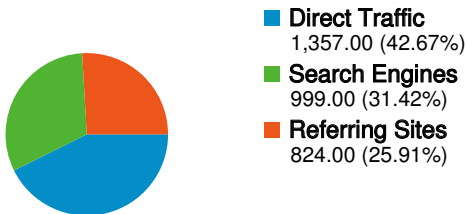


**Visitors**  
**1,745**

**Content Overview**

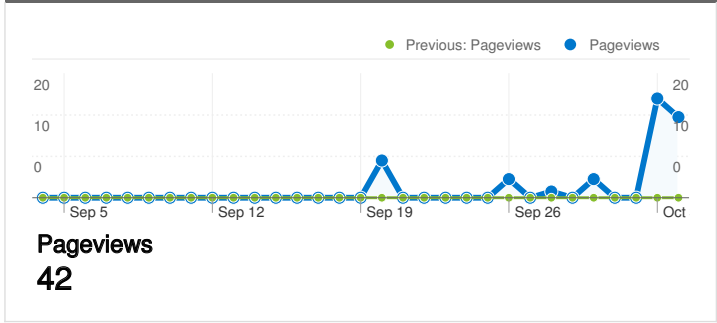
Pages	Pageviews	% Pageviews
/		
Sep 4, 2011 - Oct 4, 2011	2,917	15.93%
Aug 4, 2011 - Sep 3, 2011	2,576	15.13%
% Change	13.24%	5.25%
/events/month/now		
Sep 4, 2011 - Oct 4, 2011	1,192	6.51%
Aug 4, 2011 - Sep 3, 2011	506	2.97%
% Change	135.57%	118.97%
/app_pages/view/4681		
Sep 4, 2011 - Oct 4, 2011	583	3.18%
Aug 4, 2011 - Sep 3, 2011	69	0.41%
% Change	744.93%	685.36%
/app_folders/view/		
Sep 4, 2011 - Oct 4, 2011	512	2.80%
Aug 4, 2011 - Sep 3, 2011	656	3.85%
% Change	-21.95%	-27.45%
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**Traffic Sources Overview**

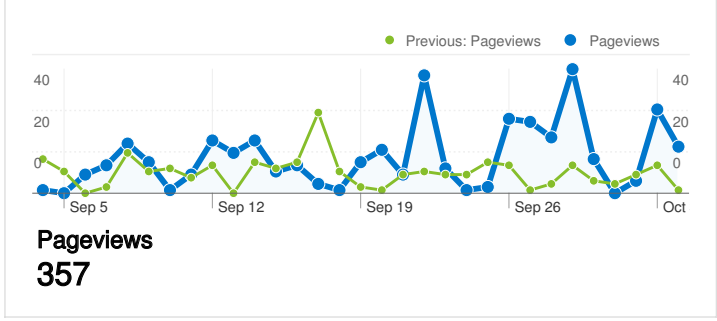


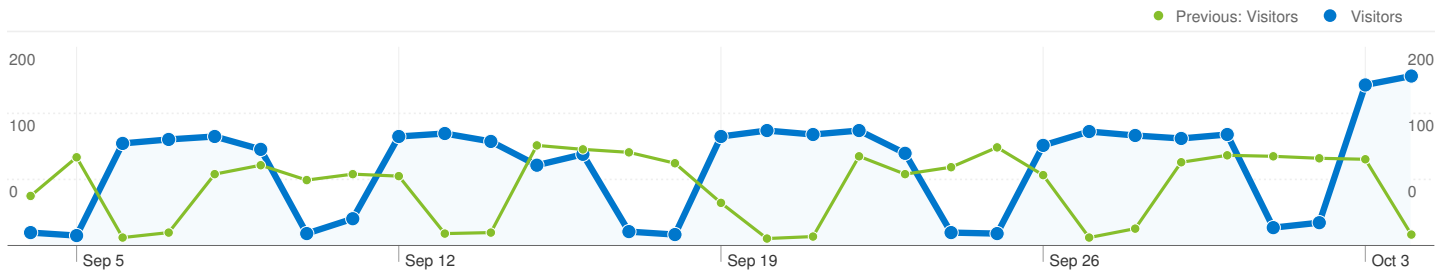
Sep 4, 2011 - Oct 4, 2011	481	2.63%
Aug 4, 2011 - Sep 3, 2011	398	2.34%
% Change	20.85%	12.33%

**Content Detail: /cwtv\_tep**



**Content Detail: /app\_pages/view/795**






**1,745 people visited this site**

 **3,180 Visits**

Previous: 2,464 (29.06%)

 **1,745 Absolute Unique Visitors**

Previous: 1,312 (33.00%)

 **18,313 Pageviews**

Previous: 17,022 (7.58%)

 **5.76 Average Pageviews**


Previous: 6.91 (-16.64%)

 **00:04:19 Time on Site**

Previous: 00:04:32 (-4.60%)

 **38.68% Bounce Rate**

Previous: 41.15% (-6.01%)

 **43.08% New Visits**

Previous: 40.30% (6.90%)

**Technical Profile**

Browser	Visits	% visits
<b>Internet Explorer</b>		
Sep 4, 2011 - Oct 4, 2011	1,971	61.98%
Aug 4, 2011 - Sep 3, 2011	1,664	67.53%
% Change	18.45%	-8.22%
<b>Firefox</b>		
Sep 4, 2011 - Oct 4, 2011	718	22.58%
Aug 4, 2011 - Sep 3, 2011	473	19.20%
% Change	51.80%	17.62%

Chrome		
Sep 4, 2011 - Oct 4, 2011	240	7.55%
Aug 4, 2011 - Sep 3, 2011	165	6.70%
% Change	45.45%	12.70%
Safari		
Sep 4, 2011 - Oct 4, 2011	181	5.69%
Aug 4, 2011 - Sep 3, 2011	133	5.40%
% Change	36.09%	5.45%
Android Browser		
Sep 4, 2011 - Oct 4, 2011	19	0.60%
Aug 4, 2011 - Sep 3, 2011	12	0.49%
% Change	58.33%	22.68%



[Print Report](#)

**Alameda County Transportation Commission**

Contacts Report  
10/7/2011

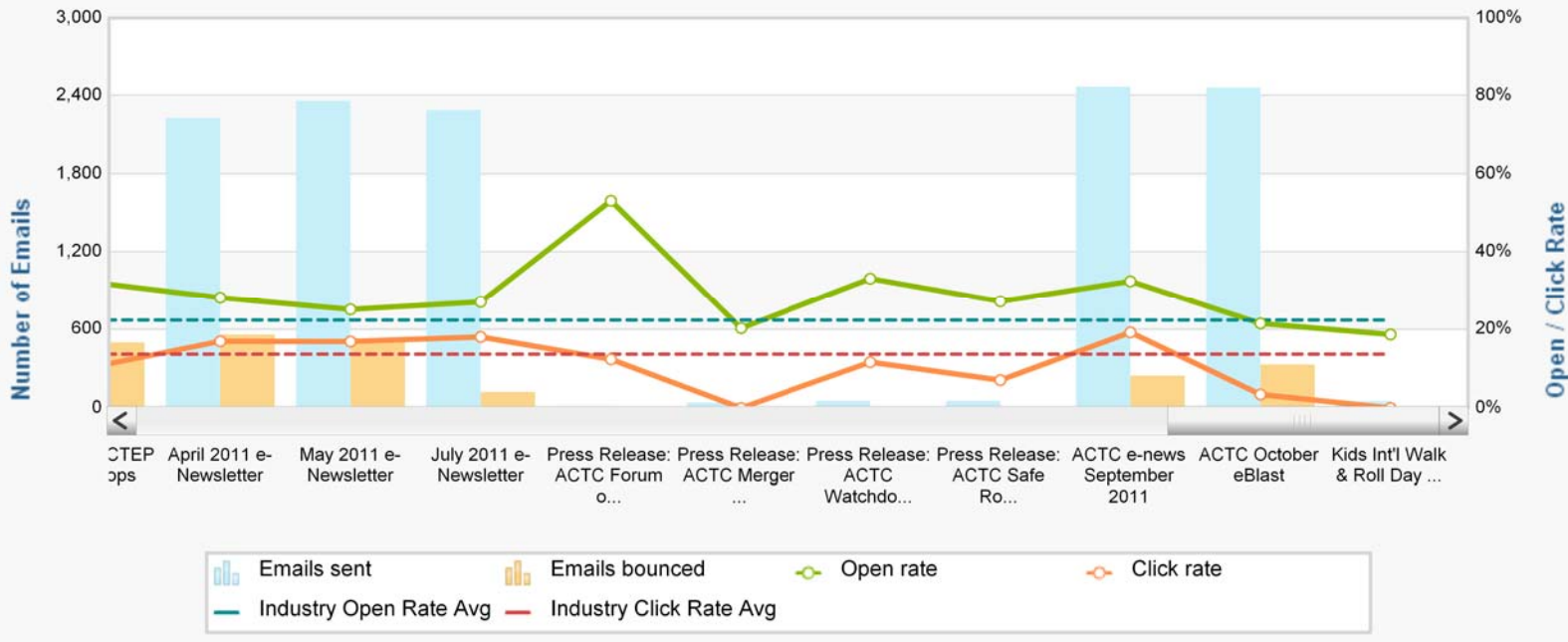
**Contact Counts**

	Prior	May	Jun	Jul	Aug	Sep	Oct	Overall
New Contacts	2364	1018	401	61	79	59	395	4377
Removed Contacts	117	1290	37	0	8	0	0	1452
Do Not Mail List	45	3	0	6	0	4	11	69
Growth	2202	-275	364	55	71	55	384	2856
Total Contacts	2202	1927	2291	2346	2417	2472	2856	2856

**Key For Table**

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

### Email Statistics





[Print Report](#)

### Alameda County Transportation Commission

Email Tracking Report  
10/7/2011

#### Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	34067	15.4% (5234)	31.5% (9079)	20.7% (1881)	0.1% (13)
Last 3 months	5145	11.6% (599)	27.2% (1238)	12.9% (160)	0.1% (1)

#### Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
10/3/2011	Kids Int'l Walk & Roll Day Oct. 5	54	1.9% (1)	0	0	18.9% (10)	0	0
10/3/2011	ACTC October eBlast	2465	13.6% (336)	1	0.2% (4)	21.7% (463)	3.5% (16)	0
9/30/2011	ACTC e-news September 2011	2473	10.1% (250)	2	0.4% (11)	32.7% (726)	19.4% (141)	0.1% (1)
8/31/2011	Press Release: ACTC Safe Routes to Schools Clears Hurdle	55	7.3% (4)	0	0	27.5% (14)	7.1% (1)	0
8/25/2011	Press Release: ACTC Watchdog Report on Trans Sales Tax	55	7.3% (4)	0	0	33.3% (17)	11.8% (2)	0
8/2/2011	Press Release: ACTC Merger Saves Taypayers Over \$3 Million	43	9.3% (4)	0	0	20.5% (8)	0	0
7/11/2011	Press Release: ACTC Forum on South County Improvements	15	0	0	0	53.3% (8)	12.5% (1)	0
7/8/2011	July 2011 e-Newsletter	2292	5.4% (123)	* 3 *	0.3% (6)	27.3% (592)	18.2% (108)	0
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

#### Key For Table

[Print Report](#)

<b>Sent</b>	The total emails sent, including bounces.
<b>Bounces</b>	Emails sent, but not received by your contacts.
<b>Bounced percent</b>	Number of bounced emails divided by the number sent.
<b>Spam Reports</b>	Number of complaints received from an email.
<b>Opt-outs</b>	Contacts who unsubscribed from your list.
<b>Opt-out percent</b>	Number of opt-outs divided by the number sent.
<b>Opens</b>	Emails your contacts received and viewed.

<b>Opened percent</b>	Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced).
<b>Clicks</b>	Contacts who clicked on a link within your email.
<b>Click-through percent</b>	Number of clicks divided by the number opened.
<b>Forwards</b>	Number of times the email was forwarded using the Forward Email to a Friend link.
<b>Forward Email to a Friend percent</b>	Number of forwarded emails divided by the number opened.
<b>Overall</b>	Totals since using Constant Contact.
<b>Last 3 months</b>	Totals for the last three months.



## Glossary of Acronyms

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

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# CAC Outreach Planning and Review

## *Quarterly Committee Assessment*

### BACKGROUND

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

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

### GOALS & OBJECTIVES

#### WHAT is the Purpose of CAC?

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

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

1. Alameda County residents, voters, and commuters

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

## WHEN should CAC members perform outreach?

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

## HOW should CAC be providing outreach?

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

### *Considerations for Each Meeting*

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

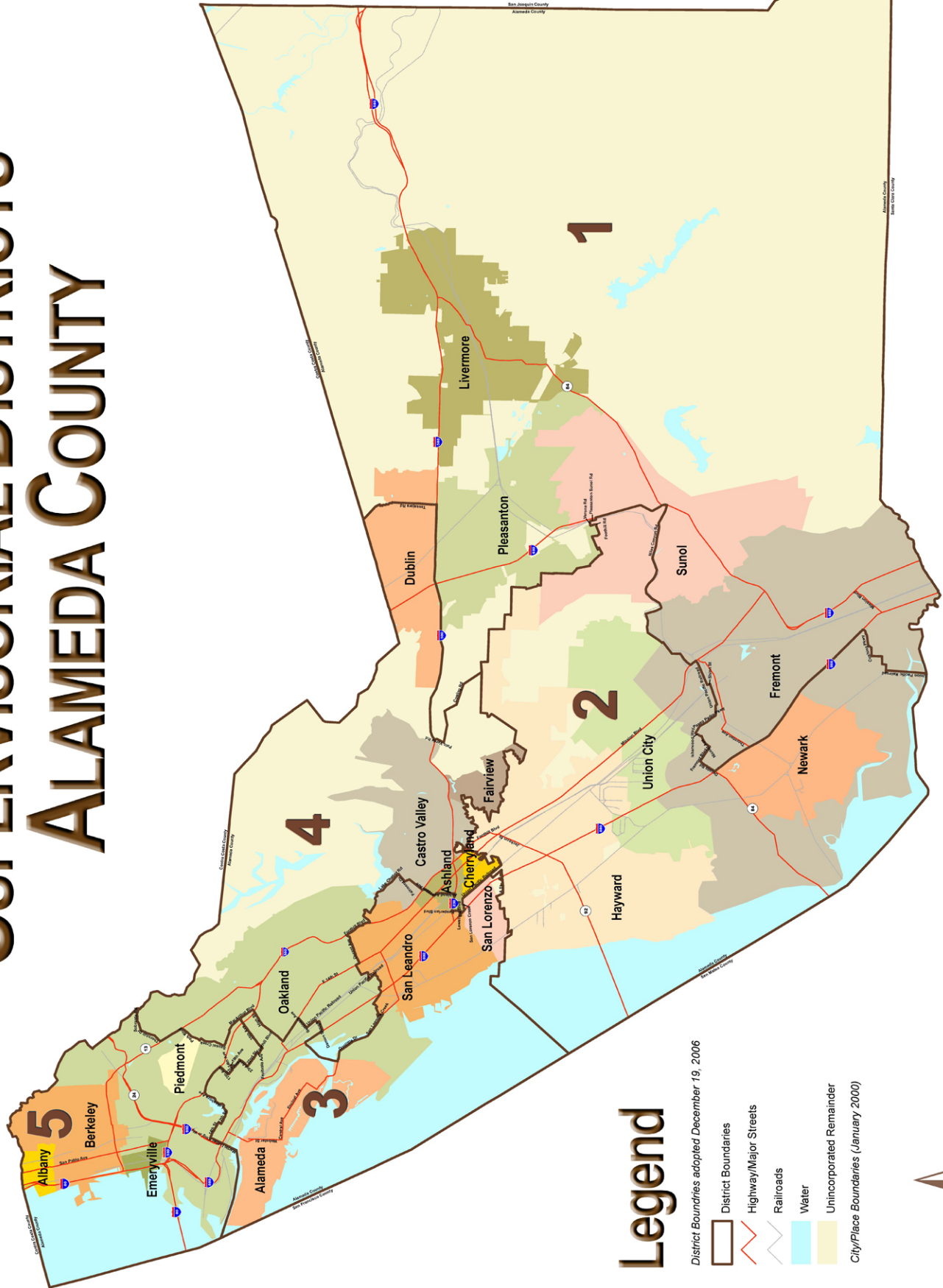
Alameda County Transportation Commission  
Citizen Advisory Committee  
Roster and Attendance  
Fiscal Year 2010/2011

	Title	Last Name	First Name	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '11*
2	Ms. Dorsey, Chair	Cynthia		Oakland	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	0
1	Mr. Ferrier, Vice-Chair	Barry		Union City	Mayor Mark Green, Union City	Jan-04	Jan-10	Jan-12	0
3	Ms. Brown	Meredith		Oakland	Supervisor Nate Miley, D-4	Apr-07	Apr-09	Apr-11	1
4	Mr. Castro	Norbert		San Leandro	Councilmember Joyce Starosciak, San Leandro	Dec-07	Feb-10	Feb-12	1
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	0
7	Ms. Hilliard	Frances		Oakland	Supervisor Wilma Chan, D-3	Jun-02	Feb-10	Feb-12	0
8	Mr. Hilson	Joseph		Hayward	Mayor Marshall Kamena, Livermore	Dec-06	Feb-11	Feb-13	1
9	Mr. Hottle	Brad		Pleasanton	Mayor Jennifer Hosterman, Pleasanton	Oct-10		Oct-12	1
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	0
12	Mr. Kastriotis	Dimitris		Sunol	Supervisor Nadia Lockyer, D-2	Dec-07	Jan-10	Jan-12	1
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 '11*
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	1
20	Ms.	Stocking	Gerarda	Livermore	Supervisor Scott Haggerty, D-1	Oct-03	Mar-10	Mar-12	1
21	Ms.	Walker	Brenda	Oakland	Supervisor Nate Miley, D-4	Oct-09		Oct-11	1
22	Mr.	Washington	Ronald	Berkeley	Supervisor Keith Carson, D-5	Feb-02	Mar-09	Mar-11	1
23	Mr.	White	Darren	San Leandro	Councilmember Joyce Starosciak, San Leandro	Sep-08	Sep-10	Sep-12	1
24		Vacancy			Vice Mayor Rob Bonta, Alameda				
25		Vacancy			Vice Mayor Rob Bonta, Alameda				
26		Vacancy			Mayor Jennifer Hosterman, Pleasanton				
27		Vacancy			Mayor Jennifer Hosterman, Pleasanton				
28		Vacancy			Mayor Marshall Kamena, Livermore				
29		Vacancy			Councilmember Rebecca Kaplan				
30		Vacancy			Councilmember Rebecca Kaplan				
31		Vacancy			Supervisor Wilma Chan, D-3				
32		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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# RobertsRules.org | Robert's Rules of Order - Summary Version

## For Fair and Orderly Meetings & Conventions

Provides common rules and procedures for deliberation and debate in order to place the whole membership on the same footing and speaking the same language. The conduct of ALL business is controlled by the general will of the whole membership - the right of the deliberate majority to decide. Complementary is the right of at least a strong minority to require the majority to be deliberate - to act according to its considered judgment AFTER a full and fair "working through" of the issues involved. Robert's Rules provides for constructive and democratic meetings, to help, not hinder, the business of the assembly. Under no circumstances should "undue strictness" be allowed to intimidate members or limit full participation.

The fundamental right of deliberative assemblies require all questions to be thoroughly discussed before taking action!

The assembly rules - they have the final say on everything!  
Silence means consent!

- Obtain the floor (the right to speak) by being the first to stand when the person speaking has finished; state Mr./Madam Chairman. Raising your hand means nothing, and standing while another has the floor is out of order! Must be recognized by the Chair before speaking!
- Debate can not begin until the Chair has stated the motion or resolution and asked "are you ready for the question?" If no one rises, the chair calls for the vote!
- Before the motion is stated by the Chair (the question) members may suggest modification of the motion; the mover can modify as he pleases, or even withdraw the motion without consent of the seconder; if mover modifies, the seconder can withdraw the second.
- The "immediately pending question" is the last question stated by the Chair! Motion/Resolution - Amendment - Motion to Postpone
- The member moving the "immediately pending question" is entitled to preference to the floor!
- No member can speak twice to the same issue until everyone else wishing to speak has spoken to it once!
- All remarks must be directed to the Chair. Remarks must be courteous in language and deportment - avoid all personalities, never allude to others by name or to motives!
- The agenda and all committee reports are merely recommendations! When presented to the assembly and the question is stated, debate begins and changes occur!

## The Rules

- **Point of Privilege:** Pertains to noise, personal comfort, etc. - may interrupt only if necessary!

- **Parliamentary Inquiry:** Inquire as to the correct motion - to accomplish a desired result, or raise a point of order
- **Point of Information:** Generally applies to information desired from the speaker: "I should like to ask the (speaker) a question."
- **Orders of the Day (Agenda):** A call to adhere to the agenda (a deviation from the agenda requires Suspending the Rules)
- **Point of Order:** Infraction of the rules, or improper decorum in speaking. Must be raised immediately after the error is made
- **Main Motion:** Brings new business (the next item on the agenda) before the assembly
- **Divide the Question:** Divides a motion into two or more separate motions (must be able to stand on their own)
- **Consider by Paragraph:** Adoption of paper is held until all paragraphs are debated and amended and entire paper is satisfactory; after all paragraphs are considered, the entire paper is then open to amendment, and paragraphs may be further amended. Any Preamble can not be considered until debate on the body of the paper has ceased.
- **Amend:** Inserting or striking out words or paragraphs, or substituting whole paragraphs or resolutions
- **Withdraw/Modify Motion:** Applies only after question is stated; mover can accept an amendment without obtaining the floor
- **Commit /Refer/Recommit to Committee:** State the committee to receive the question or resolution; if no committee exists include size of committee desired and method of selecting the members (election or appointment).
- **Extend Debate:** Applies only to the immediately pending question; extends until a certain time or for a certain period of time
- **Limit Debate:** Closing debate at a certain time, or limiting to a certain period of time
- **Postpone to a Certain Time:** State the time the motion or agenda item will be resumed
- **Object to Consideration:** Objection must be stated before discussion or another motion is stated
- **Lay on the Table:** Temporarily suspends further consideration/action on pending question; may be made after motion to close debate has carried or is pending
- **Take from the Table:** Resumes consideration of item previously "laid on the table" - state the motion to take from the table
- **Reconsider:** Can be made only by one on the prevailing side who has changed position or view
- **Postpone Indefinitely:** Kills the question/resolution for this session - exception: the motion to reconsider can be made this session
- **Previous Question:** Closes debate if successful - may be moved to "Close Debate" if preferred
- **Informal Consideration:** Move that the assembly go into "Committee of the Whole" - informal debate as if in committee; this committee may limit number or length of speeches or close debate by other means by a 2/3 vote. All votes, however, are formal.
- **Appeal Decision of the Chair:** Appeal for the assembly to decide - must be made before other business is resumed; NOT debatable if relates to decorum, violation of rules or order of business

- **Suspend the Rules:** Allows a violation of the assembly's own rules (except Constitution); the object of the suspension must be specified

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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](mailto:tlengyel@alamedactc.org)
- Beth Walukas, Deputy Director of Planning, (510) 208-7405, [bwalukas@alamedactc.org](mailto: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](mailto:bwalukas@alamedactc.org)
- Saravana Suthanthira, Senior Transportation Planner, (510) 208-7426, [ssuthanthira@alamedactc.org](mailto: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](mailto:tlengyel@alamedactc.org)
- Diane Stark, Senior Transportation Planner, (510) 208-7410, [dstark@alamedactc.org](mailto:dstark@alamedactc.org)



## Memorandum

**DATE:** September 29, 2011

**TO:** Citizens Advisory Committee

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

**SUBJECT:** **Review of First Draft Countywide Transportation Plan (CWTP) and Discussion of Transportation Expenditure Plan and Update on Development of Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP)**

### 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). In September, the administrative draft CWTP was released by the CWTP-TEP Steering Committee for evaluation and comment. The administrative draft report can be found on the Alameda CTC website at: [http://www.alamedactc.org/app\\_pages/view/3070](http://www.alamedactc.org/app_pages/view/3070).

The CWTP-TEP Steering Committee also approved TEP parameters. These and the administrative draft CWTP will be the basis from which a first draft of the TEP project list will be developed in October and November 2011. Both the CWTP and TEP will be modified based on comments received with the goal of presenting a draft of both Plans to the Commission at its retreat on December 16, 2011.

### Discussion

Ten separate committees receive monthly updates on the progress of the CWTP-TEP and RTP/SCS, including ACTAC, the Planning, Policy and Legislation Committee (PPLC), the Alameda CTC Board, the CWTP-TEP Steering Committee, the Citizen's Watchdog Committee, the Paratransit Advisory and Planning Committee, the Citizen's Advisory Committee, and the Bicycle and Pedestrian Advisory Committee, and the Technical and Community Advisory Working Groups. 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](http://www.onebayarea.org).

### October 2011 Update:

This report focuses on the month of October 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 Attachments B and C, respectively. Note that the regional schedule is being updated. Attachment A reflects the proposed revisions to the schedule while Attachment C does not. MTC will provide a revised Attachment C once the revised schedule is approved by the Commission. Highlights include continued work on the One Bay Area Alternative Land Use Scenarios and the development of the two transportation networks to support those scenarios by ABAG and MTC and the release of the administrative draft of the Alameda Countywide Transportation Plan, approval of TEP projects and program packaging parameters, and announcement of the fall 2011 outreach process.

#### *1) MTC/ABAG: Development of Alternative Land Use and Transportation Scenarios*

On August 26, 2011, ABAG released the One Bay Area SCS Alternative Land Use Scenarios, including three constrained scenarios: Core Concentration, Focused Growth, and Outer Bay Area Growth. These scenarios will be used to inform the development of the Preferred SCS. Two of the scenarios are based on unconstrained growth, assume very strong employment growth, and unconstrained funding to support housing affordability. The Alternative Land Use Scenario Report, revised September 1, 2011, presents the land use patterns for three scenarios: Core Concentration, Focused Growth, and Outer Bay Area Growth and assesses them based on economic growth, financial feasibility and reasonable planning strategies.

Concurrently, MTC has been working with the stakeholders to develop two transportation networks: Transportation 2035 and Core Capacity Transit networks. MTC staff will begin its scenario analysis and project performance assessment in September with results anticipated to be released in November and December.

#### *2) CWTP-TEP*

In September the CWTP-TEP Steering Committee, with input from CAWG and TAWG, released the administrative draft of the Countywide Transportation Plan for evaluation and comment and approved TEP parameters. Presentations will be made by staff at the October meetings to the advisory committee meetings about the CWTP and TEP. The administrative draft CWTP is found on the Alameda CTC website at [http://www.alamedactc.org/app\\_pages/view/3070](http://www.alamedactc.org/app_pages/view/3070). A draft list of Transportation Expenditure Plan projects and programs will be developed in October and November based on the administrative draft CWTP and the TEP parameters. Public outreach on the CWTP and TEP will occur in October and November as presented below. More details about meeting locations and agendas can be found on the Alameda CTC website. Additionally, Supervisor Carson will be hosting an SCS Summit on October 12<sup>th</sup>.

#### *3) Upcoming Meetings Related to Countywide and Regional Planning Efforts:*

<b>Committee</b>	<b>Regular Meeting Date and Time</b>	<b>Next Meeting</b>
CWTP-TEP Steering Committee	Typically the 4 <sup>th</sup> Thursday of the month, noon Location: TBD	October 27, 2011 November 17, 2011 December 1, 2011
CWTP-TEP Technical Advisory Working Group	2 <sup>nd</sup> Thursday of the month, 1:30 p.m. Location: Alameda CTC	October 13, 2011 November 10, 2011
CWTP-TEP Community Advisory	Typically the 1 <sup>st</sup> Thursday of the	October 6, 2011



<b>Committee</b>	<b>Regular Meeting Date and Time</b>	<b>Next Meeting</b>
Working Group	month, 2:30 p.m. Location: Alameda CTC	November 3, 2011
Joint Steering Committee and Community Advisory Working Group	Noon Location: Alameda CTC offices	October 7, 2011
SCS/RTP Regional Advisory Working Group	1 <sup>st</sup> Tuesday of the month, 9:30 a.m. Location: MetroCenter, Oakland	October 4, 2011 November 1, 2011
SCS/RTP Equity Working Group	2 <sup>nd</sup> Wednesday of the month, 11:15 a.m. Location: MetroCenter, Oakland	October 12, 2011 November 9, 2011
SCS Housing Methodology Committee	10 a.m. Location: BCDC, 50 California St., 26 <sup>th</sup> Floor, San Francisco	October 27, 2011
Northern Alameda County SCS Summit Hosted by Supervisor Keith Carson	1 p.m. Location: Alameda County Administrative Offices, 1221 Oak Street, 5 <sup>th</sup> Floor, Oakland	October 12, 2011
5 CWTP-TEP Public Outreach Meetings District 5/North Planning Area District 4/North Planning Area District 3/Central Planning Area District 2/South Planning Area District 1/East Planning Area	Time and Location 6:30 p.m., So. Berkeley Senior Center 6:30 p.m., East Oakland Senior Center 6:30 p.m., San Leandro Senior Center 6:30 p.m., Union City Sports Center 6:30 p.m., Dublin Civic Center Library	Date October 18, 2011 October 24, 2011 October 19, 2011 October 27, 2011 November 2, 2011
North County Transportation Forum	6:30 p.m. Alameda CTC offices	October 20, 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: OneBayArea SCS Planning Process  
Attachment D: Administrative Draft CWTP Power Point Presentation

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**Summary of Next Quarter Countywide and Regional Planning Activities  
(October 2011 through January 2012)**

Countywide Planning Efforts (CWTP-TEP)

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. During the October 2011 through January 2012 time period, the CWTP-TEP Committees will be focusing on:

- Coordinating with ABAG and local jurisdictions to provide comments on the Alternative Land Use Scenarios for the Sustainable Communities Strategy (SCS);
- Coordinating with the local jurisdictions to develop a draft Alameda County Locally Preferred SCS to test with the financially constrained transportation network in October;
- Responding to comments on the Administrative Draft CWTP;
- Refining the financially constrained list of projects and programs for the Draft CWTP;
- Developing the second draft CWTP;
- Refining the countywide 25-year revenue projections consistent and concurrent with MTC's 25-year revenue projections;
- Developing first draft Transportation Expenditure Plan (TEP) list of projects and programs;
- Conducting public outreach and a second poll; and
- Presenting the Draft CWTP and Draft TEP to the Steering Committee and Commission for approval.

Regional Planning Efforts (RTP-SCS)

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

- Conducting a scenario analysis of five land use options and two transportation network (Alameda CTC staff is providing input into both of these activities);
- Releasing the results of the scenario analysis and project performance assessment;
- Refining draft 25-year revenue projections;
- Finalizing maintenance needs and Regional Programs estimates; and
- Adopting a RHNA Methodology.

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);
- Developing a written response to the Alternative Land Use Scenarios;
- Developing local transportation network priorities through the CWTP-TEP process; and
- Assisting in public outreach.

### Key Dates and Opportunities for Input<sup>1</sup>

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  
Draft Alternative Land Use Scenarios Released: Completed (released August 26, 2011)  
Preferred SCS Scenario Released/Approved: March/May 2012

#### *RHNA*

RHNA Process Begins: January 2011  
Draft RHNA Methodology Released: December 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  
Conduct Performance Assessment: May 2011 - November 2011  
Transportation Policy Investment Dialogue: November 2011 – April 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 Alameda County Locally Preferred SCS Scenario: May 2011 – May 2012  
Call for Projects: Completed  
Administrative Draft CWTP: Completed  
Preliminary TEP Program and Project list: October 2011  
Draft CWTP and TEP Released: December 2011  
Plans Outreach: January 2011 – June 2012  
Adopt Final CWTP and TEP: May 2012  
TEP Submitted for Ballot: July 2012

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<sup>1</sup> Note that the regional schedule is being updated. Attachment A reflects the proposed revisions to the schedule while Attachment C does not. MTC will provide a revised Attachment C once the revised schedule is approved by the Commission.

Calendar Year 2010

Task	2010						Meeting FY2010-2011	2010				
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
<b>Alameda CTC Committee/Public Process</b>												
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											
<b>Alameda CTC Technical Work</b>												
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												
<b>Sustainable Communities Strategy/Regional Transportation Plan</b>												
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

Task	2011						FY2011-2012	2011				
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
<b>Alameda CTC Committee/Public Process</b>												
<b>Steering Committee</b>	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
<b>Technical Advisory Working Group</b>	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
<b>Community Advisory Working Group</b>	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
<b>Public Participation</b>	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
<b>Agency Public Education and Outreach</b>	Ongoing Education and Outreach through November 2012						Ongoing Education and Outreach through November 2012					
<b>Alameda CTC Technical Work</b>												
<b>Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level</b>	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					
<b>Polling</b>	<b>Conduct baseline poll</b>									Polling on possible Expenditure Plan projects & programs	Polling on possible Expenditure Plan projects & programs	
<b>Sustainable Communities Strategy/Regional Transportation Plan</b>												
<b>Regional Sustainable Community Strategy Development Process - Final RTP in April 2013</b>			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 Methodology					
	Develop Draft 25-year Transportation Financial Forecasts and Committed Transportation Funding Policy											

Calendar Year 2012

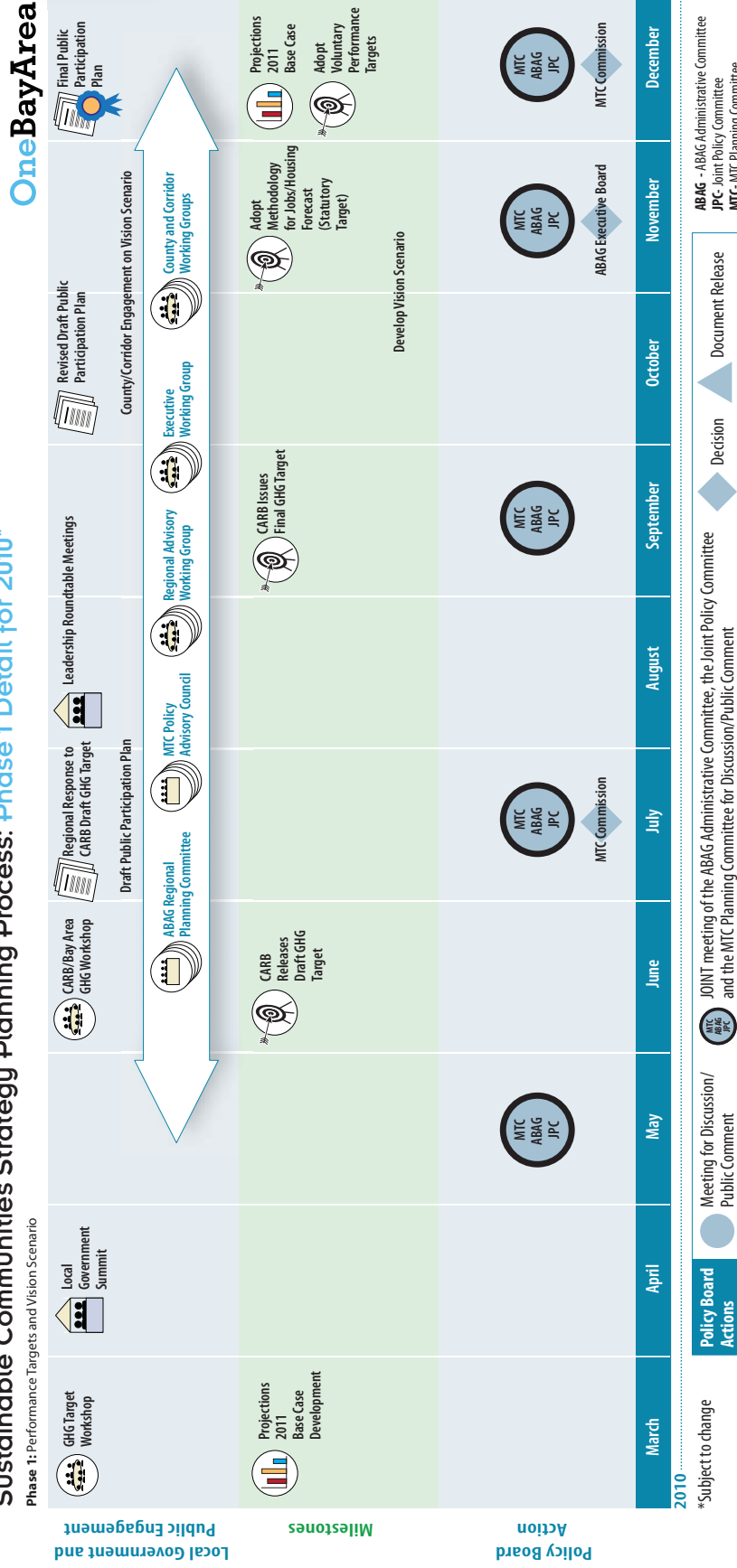
Task	2012						FY2011-2012				
	January	February	March	April	May	June	July	August	Sept	Oct	November
<b>Alameda CTC Committee/Public Process</b>											
Steering Committee	Full Draft TEP, Outcomes of outreach meetings	Finalize Plans	Meetings to be determined as needed	Adopt Draft Plans	Adopt Final 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				
<b>Alameda CTC Technical Work</b>											
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						
<b>Sustainable Communities Strategy/Regional Transportation Plan</b>											
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\*

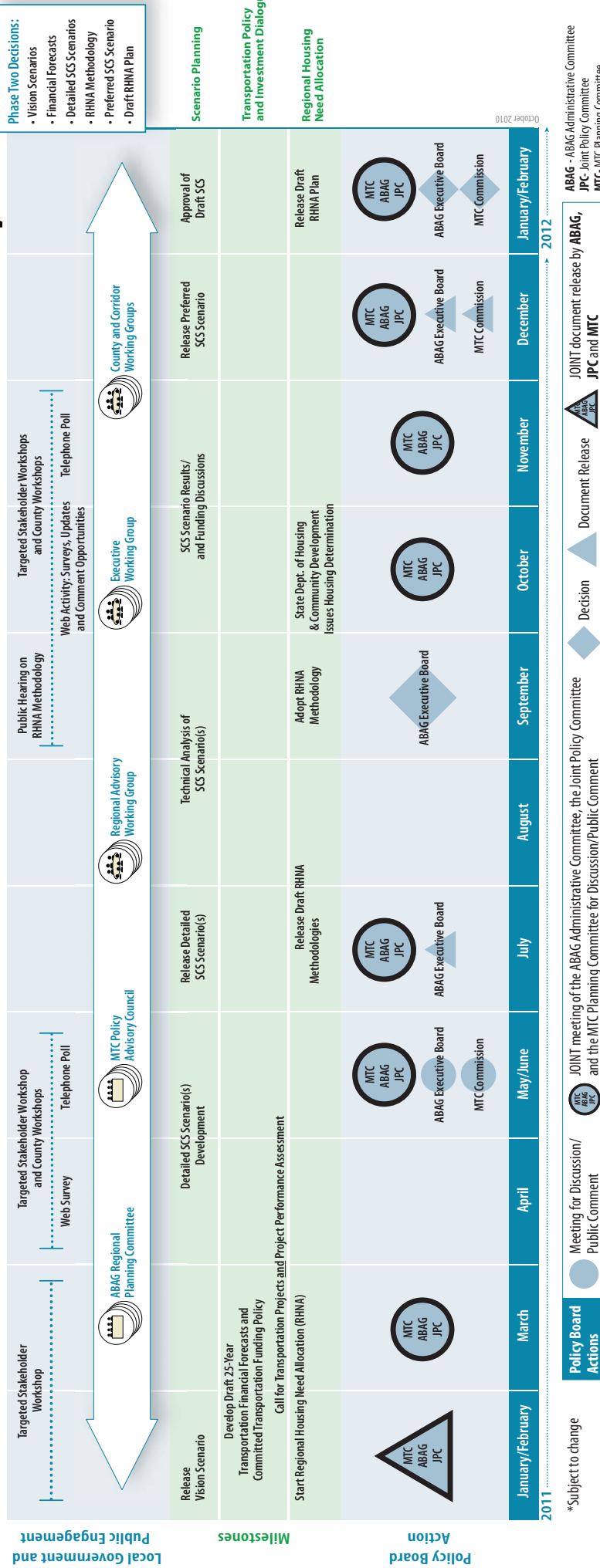
Phase 1: Performance Targets and Vision Scenario



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

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

## One Bay Area



\*Subject to change

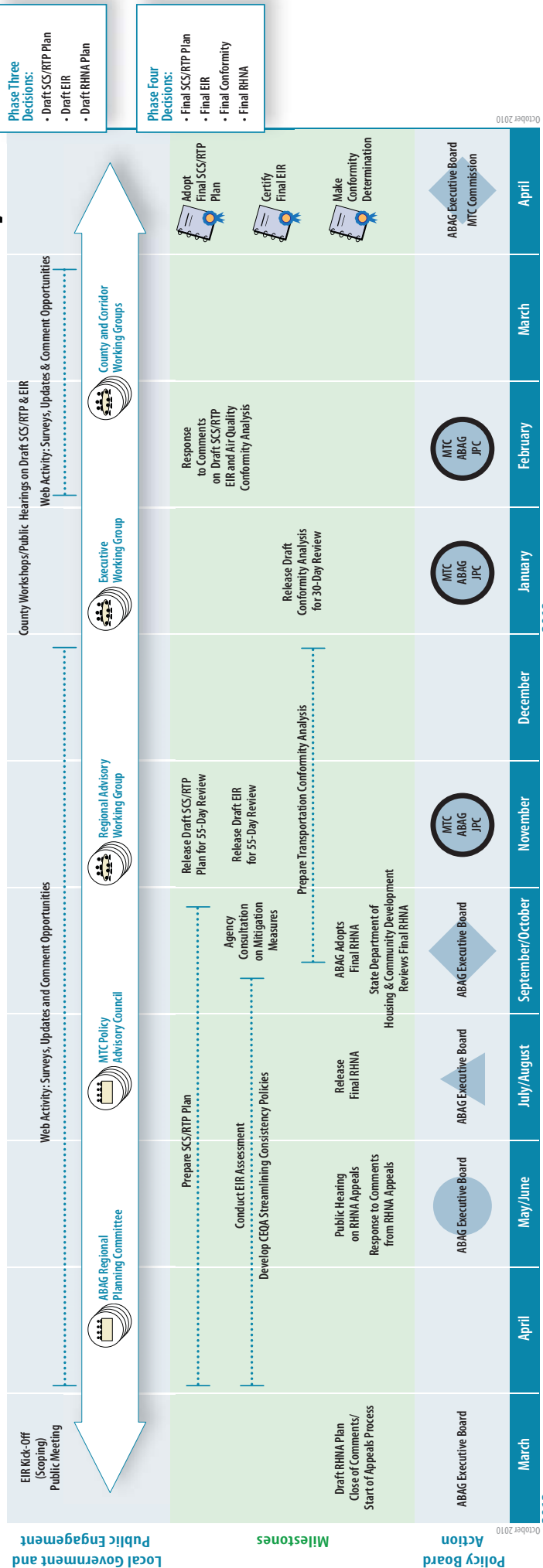
Policy Board Actions: Meeting for Discussion/Public Comment (Circle), Decision (Diamond), Document Release (Triangle), JOINT document release by ABAG, JPC and MTC (Triangle with ABAG, JPC, MTC logos)

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

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

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

Phase 4: Plan Adoption



\*Subject to change

● Meeting for Discussion/  
Public Comment

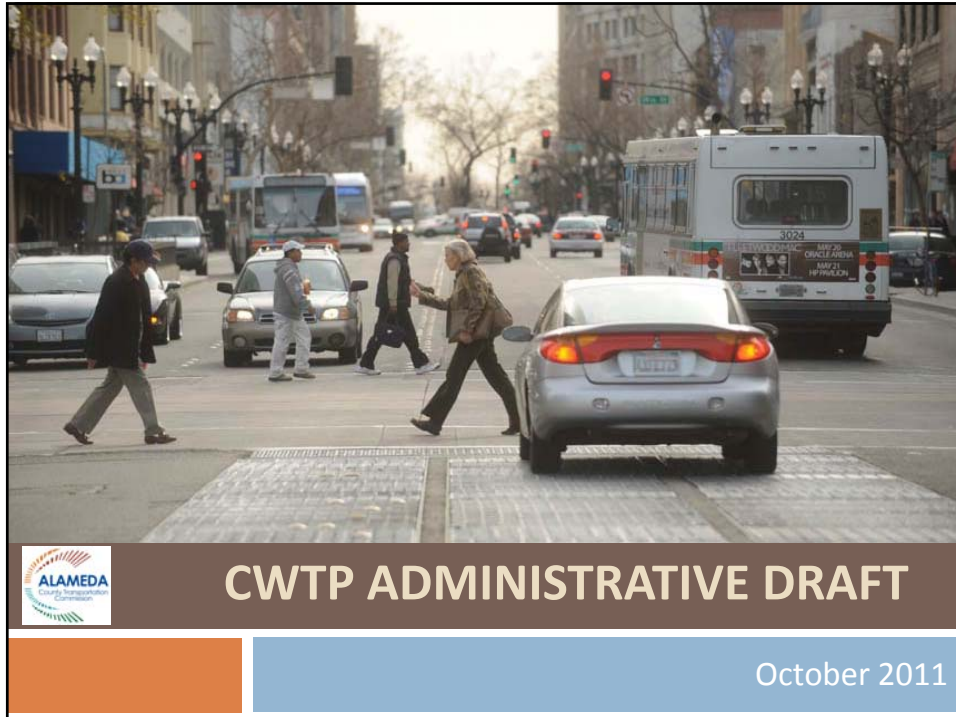
● Policy Board  
Actions

◆ Decision

◆ Document Release

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

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## SCS/RTP/CWTP-TEP Update

- Update for September 2011
  - Regional Planning Activities
    - Develop Land Use and Transportation Scenarios
    - Prepare for Scenario Analysis
    - Conduct Project Performance Assessment
  - Countywide Planning Activities
    - Release Administrative Draft CWTP
    - Approve TEP Parameters
    - Prepare for Next Round of Outreach and Second Poll



## Regional Planning Activities

- ABAG/MTC adopts five land use scenarios and two transportation networks (July 2011)
- Released Land Use Scenarios (August 2011)
  - 2 are unconstrained and assume:
    - Strong employment growth
    - Unconstrained funding to support affordable housing
  - 3 are constrained and are based on financial feasibility:
    - Core Concentration
    - Focused Growth
    - Outer Bay Area Growth
- Developing Transportation Networks (September 2011)
  - T2035 based
  - Core Capacity Transit



## Regional Schedule (Proposed)

- Finalize draft land use and transportation networks (September 2011)
- Conduct analysis (October 2011)
- Release project performance assessment results (November 2011)
- Release Scenario Analysis results (December 2011)
- Outreach/Define Preferred Scenario (January 2012)
- Conduct Analysis (February 2012)
- Release Results (March 2012)
- Approve Preferred Scenario (May 2012)
- By January 2012, counties must have approved local priorities



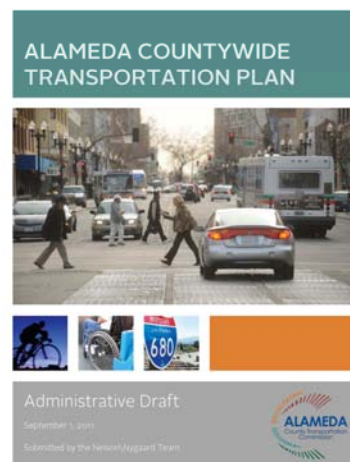
## Countywide Planning Activities

- Administrative Draft CWTP released (September 2011)
  - Will incorporate the outcomes of the Countywide Bicycle and Pedestrian updates underway
- \$6.8 Billion: 60% programs, 40% projects
  - Strongly supports transit operations and regional rail plan to move more people not cars
  - Establishes guarantees for transit, roadway, community based transportation plans, bike and pedestrian funding
  - Supports TOD, PDAs
  - Supports roadway and highway investments to address freight movement and congestion relief
  - Honors on-going commitments and legislative mandates



## Countywide Transportation Plan

- First “Administrative” Draft of the CWTP
- 7 Chapters
- New Format
- Draws on past work:
  - Briefing Book
  - Issue Papers
  - Performance Evaluation
  - Stakeholder Outreach



## Developing a Financially Constrained CWTP

- Total estimate of funding available to Alameda County as assigned by MTC: \$6.8 billion
- Call for projects resulted in \$13 billion
  - ▣ Capital project submissions: \$3.2 billion
  - ▣ Program requests: \$9.8 billion
- Fund requests were almost 100% over available funding amounts



## Financial Constraints in a New Context

- CWTP to address a new set of goals, different from previous CWTPs
- Consistent with SB 375 and supportive of the Sustainable Communities Strategy
- Consistent with other legislative mandated and adopted goals
  - ▣ Maintenance of transit and roads
  - ▣ Congestion relief to improve air quality
- Results will include broader list of projects and programs to support:
  - ▣ SB 375 and commitments to on-going investments and goals





## Considerations in Developing Financially Constrained List

- **Committed Projects:** As defined by MTC are fully funded or under construction and considered as part of baseline transportation network
- **Performance Evaluation:** used to identify relative performance of projects and programs in scenario packages against sustainability goals in adopted CWTP - a starting point
- **Projects Grouped:** Based on performance evaluation and on-going commitments
  - Group A – Measure B
  - Group B – High performing, low cost (under \$5 M) – “low hanging fruit”
  - Group C – Projects from policy and technical consensus processes (Reso. 3434, LATIP, etc.)
  - Group D – Other high performing projects, some high costs
  - Group E – All other projects, generally medium to low scoring



## Considerations *continued*

- **Projects identified in Tiers:**
  - Tier 1 – fully funded
  - Tier 2 – partially funded and have commitment to project phase implementation or project development
  - Vision – no discretionary funding proposed in this CWTP, but eligible for funding as it becomes available
- **Projects Moved into Vision Tier:**
  - Projects were moved into Vision funding from Group E if they were low performing and had less than 50% of outside funding identified
- **Program Performance:** Programs were allocated funding based upon CWTP goals, prior commitment, and the importance of new investment strategies to meet SB 375 goals
- **Equity**



## Baseline Funding Request: \$13 B

**Table 1: Baseline Funding Request  
Capital Projects and Programs**

	Capital Projects	Overall Program Requests	Total Amount by Planning area
North County	\$554		\$554
Central County	\$279		\$279
South County	\$1,112		\$1,112
East County	\$1,267		\$1,267
		\$ 9,868	
<b>Totals</b>	<b>\$3,212</b>	<b>\$9,868</b>	<b>\$13,080</b>

□ **MTC Assigned Funding: \$6.8 billion**



## Overall Funding Recommendation

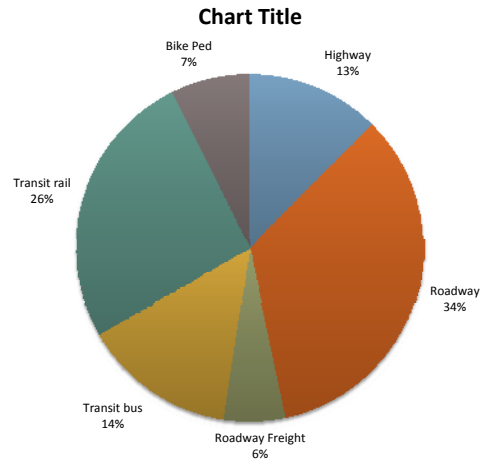
**Table 2: Proposed Financially Constrained First Draft Countywide Transportation Plan  
Capital Projects and Programmatic  
Capital Projects: 40%**

	Capital Projects	Programmatic Capital Projects	Total Amount by Planning area	Percent of Total by Planning Area	County Pop. Share
North County \$	390	\$ 750	\$ 1,140	42%	46%
Central County \$	150	\$ 200	\$ 350	13%	21%
South County \$	818	\$ 10	\$ 828	30%	18%
East County \$	395	\$ 10	\$ 405	15%	15%
<b>Totals \$</b>	<b>1,753</b>	<b>\$ 970</b>	<b>\$ 2,723</b>		

□ **Proposed Project and Programmatic Project Recommendation is 40% of MTC allocated funds**



## Proposed Funding for Capital and Programmatic Capital Projects: 40%

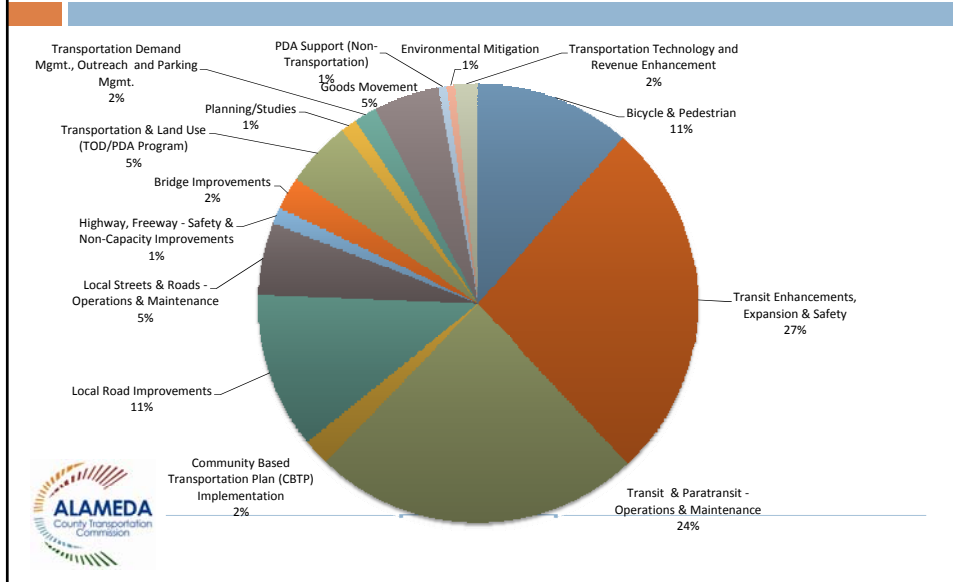


## Countywide Programs Recommendation: 60%

- 15 countywide Program Categories
- Program Request: \$9.8 billion
- Program Recommendation: \$4.1 billion
- **Program funding** recommendation represents **60%** of MTC allocated funds



## Proposed Program Funding: 60%



## Additional Analysis

- Additional analysis will be done in the next evaluation to address how investments support:
  - ▣ Low-income communities
  - ▣ Transit-oriented development
  - ▣ Priority development areas



## Countywide Planning Activities

- CWTP used as the basis to develop the TEP
- TEP Parameters approved by Steering Committee
  - Duration: Permanent with reconsideration every 20 years
  - Amount: Augment current tax; 1 cent beyond 2022
  - Division of funds between Programs and Projects: 60/40
  - Program Categories: Keep current and expand
  - Performance Measures: Yes
  - Flexibility: Yes
  - Distribution of Funds: Formula based, pass through, grants
  - Rainy Day Fund/Excess Funds: Yes



## Countywide Schedule

- Steering Committee approves Administrative Draft CWTP/TEP Parameters (September 2011)
- Second Round of CWTP Evaluation, Public Outreach and Develop First Draft TEP (October 2011)
- Steering Committee approves Second Draft CWTP/First Draft TEP (December 2011)
- Commission approves Final Draft CWTP-TEP (December 2011/January 2012)
- Final Round of Evaluation (March 2012)
- Steering Committee/Commission approves Final CWTP-TEP (May/June 2012)
- Submit TEP for ballot (July 2012)



## Public Outreach and Second Poll (October 2011)

- Key Public Outreach Dates:
  - October 18: District 5/North Planning Area
  - October 19: District 3/Central Planning Area
  - October 24: District 4/North Planning Area
  - October 27: District 2/South Planning Area
  - November 2: District 1/East Planning Area
- Conduct Second Poll
- Other Presentations
  - October 13: Bicycle/Pedestrian Advisory Committee
  - October 20: CAC/North County Transportation Forum
  - October 26: Paratransit Advisory and Planning Committee
  - November 7: Citizen's Watchdog Committee
  - October ACTAC, PPLC and Commission



## Questions?



**MEMORANDUM**

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to **Tess Lengyel, Beth Walukas and Diane Stark, Alameda CTC**

from **Carolyn Verheyen and Joan Chaplick, MIG**

re **Status Update on CWTP/TEP Community Outreach Workshop Schedule: Fall 2011**

date **9/29/2011**

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This memorandum provides a status update on the community workshop venues and dates confirmed for the Alameda Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan (TEP) outreach effort in Fall 2011. The dates and venues confirmed thus far are as follows:

**Tuesday, October 18, 2011****6:30 – 8:30pm**

District 5/North Planning Area  
South Berkeley Senior Center  
Multipurpose Room  
2939 Ellis Street, Berkeley

**Wednesday, October 19, 2011****6:30 – 8:30pm**

District 3/Central Planning Area  
San Leandro Senior Community Center  
Main Hall  
13909 East 14th Street, San Leandro

**Monday, October 24, 2011****6:30 – 8:30pm**

District 4/North Planning Area  
East Oakland Senior Center  
Multipurpose Room  
9255 Edes Avenue, Oakland

**Thursday, October 27, 2011****6:30 – 8:30pm**

District 2/South Planning Area  
Union City Sports Center  
Classrooms B and C  
31224 Union City Boulevard, Union City

**Wednesday, November 2, 2011****6:30 – 8:30pm**

District 1/East Planning Area  
Dublin Civic Center Library  
Community Room  
200 Civic Plaza, Dublin

All spaces are booked from 5:30 – 9:00 pm, with the workshops planned for 6:30 – 8:30 pm.

A date and venue for the District 3/Central Planning Area meeting in San Leandro is yet to be confirmed.





# You are invited!



## ALAMEDA COUNTY

# Transportation for the 21st Century

**Thursday, October 20, 2011**

Alameda CTC Offices

1333 Broadway, Suite 300, Oakland, CA 94612

For Transit Access Information call 511 or visit [511.org](http://511.org)

## Come hear about North County Projects and Programs:

- Regional and Countywide Transportation Planning Activities Update
- Countywide Bicycle and Pedestrian Program Update
- Free Shuttle Programs
- I-80 Integrated Mobility Corridor Project Update
- East Bay Rapid Bus Transit Update
- I-880 High Occupancy Vehicle (HOV) Lanes Update
- BART Oakland Airport Connector

## Join us!

**5:30 – 6:30 p.m.**

Citizens Advisory  
Committee Meeting

This meeting is open  
to the public

**6:30 – 7:00 p.m.**

Open House and  
refreshments

**7:00 – 8:30 p.m.**

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

# Presentations

- Regional and Countywide Transportation Planning Activities Update:** Planning activities are underway to create a vibrant and livable Alameda County through a connected and integrated multi-modal transportation system that promotes sustainability, access, transit operations, public health and economic opportunities.
- Countywide Bicycle and Pedestrian Program Update:** Hear about the countywide efforts to get more people walking and biking.
- Free Shuttle Programs – Free Bee on Broadway and Emeryville Free-8-to-Shuttle:** Learn about the free shuttle programs funded with Measure B half-cent sales tax and the Transportation Fund for Clean Air.
- I-80 Integrated Mobility Corridor Project Update:** The Interstate 80 Integrated Corridor Mobility (ICM) Project will integrate the transportation management systems of the I-80 corridor and the San Pablo Avenue corridor in Alameda and Contra Costa Counties. The project will employ State-of-the-Practice Intelligent Transportation System (ITS) tools to improve safety, mobility and trip reliability for all users.
- East Bay Rapid Bus Transit Update:** The project involves planned improvements to bus stations, shelters, lighting, signalization and other related enhancements. The project also involves purchasing buses. The planned improvements are intended to enhance bus reliability and to reduce travel time.
- I-880 High Occupancy Vehicle (HOV) Lane Update:** The project will widen the southbound I-880 mainline from Hegenberger to Marina Boulevard for a High Occupancy Vehicle (HOV) lane and will reconstruct the Davis Street and Marina overcrossings to accommodate the HOV lane and provide standard vertical clearance over the freeway.
- BART Oakland Airport Connector:** The BART Oakland Airport Connector (OAC) will provide a 3.2 mile Automated Guideway Transit (AGT) system to connect the BART Coliseum Station to the Oakland International Airport.

## Speakers' Bureau

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

## Interpretation Services

Please contact Alameda CTC by October 14 to request an interpreter.

如需要求Alameda CTC提供的中文翻譯服務，請在10月14日之前致電 (510) 208-7400。

Para solicitar servicios de interpretación, por favor llame Alameda CTC antes del 14 de octubre. Teléfono (510) 208-7400.

## Alameda CTC Members

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

Chair: Mayor Mark Green, City of Union City  
 Vice Chair: Supervisor Scott Haggerty, BOS District 1

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

