

## Community Advisory Working Group Meeting Agenda

**Tuesday, October 7, 2010, 3 to 5 p.m.**  
**1333 Broadway, Suite 300, Oakland, CA 94612**

### Meeting Outcomes:

- Overview of Countywide Transportation Plan Update and Transportation Expenditure Plan Development (CWTP-TEP) and Introduction of Consultant Team
- Review Community Advisory Working Group (CAWG) roles and responsibilities
- Review the calendar and meeting schedule
- Provide feedback on the Countywide Transportation Plan Vision Statement

3:00 – 3:20 p.m.	<b>1. Welcome &amp; Introductions</b>	
3:20 – 3:25 p.m.	<b>2. Public Comment</b>	
3:25 – 3:45 p.m.	<b>3. Overview of CWTP Update and TEP Development and Introduction of the Consultant Team</b>	
	<i><u>03 Memo Overview of CWTP-TEP Development.pdf</u></i> – Page 1	
	<i><u>03A Preliminary Scope of Services.pdf</u></i> – Page 5	
	<i><u>03B Preliminary Development Impl Schedule.pdf</u></i> – Page 9	
	<i><u>03C Sustainable Communities Strategy Schedule.pdf</u></i> – Page 13	
	<i><u>03D Description of Committees.pdf</u></i> – Page 15	
	<i><u>03D1 CWTP-TEP Steering Committee Members.pdf</u></i> – Page 17	
	<i><u>03D2 TAWG Members.pdf</u></i> – Page 19	
	<i><u>03D3 CAWG Members.pdf</u></i> – Page 21	
3:45 – 3:50 p.m.	<b>4. Review of CAWG Roles and Responsibilities</b>	
	<i><u>04 Memo Review of CAWG Roles Responsibilities.pdf</u></i> – Page 23	
	<i><u>04A CAWG Roles Responsibilities.pdf</u></i> – Page 25	
3:50 – 4:00 p.m.	<b>5. Review of CAWG Ground Rules</b>	
	<i><u>05 Memo Review of CAWG Ground Rules.pdf</u></i> – Page 27	
4:00 – 4:15 p.m.	<b>6. Review of the Calendar and Meeting Schedule</b>	
	<i><u>06 Memo CAWG Preliminary Meetings Schedule.pdf</u></i> – Page 29	
4:15 – 4:30 p.m.	<b>7. Feedback on the Countywide Transportation Plan Vision Statement</b>	
	<i><u>07 Memo Feedback on Vision Statement.pdf</u></i> – Page 31	
	<i><u>07A Draft Vision Statement.pdf</u></i> – Page 33	
	<i><u>07B MTC Vision 2035.pdf</u></i> – Page 35	

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4:30 – 5:00 p.m.      **8. Other/Next Steps** I

5:00 p.m.              **9. Adjournment**

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

**Next Meeting:**

Date: December 2, 2010

Time: 3 to 5 p.m.

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

**Staff Liaisons:**

Beth Walukas, Manager of Planning  
(510) 350-2326  
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Affairs  
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CAWG Coordinator  
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**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 the Alameda CTC: <http://www.alamedactc.com/directions.html>.

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

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



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

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

## MEMORANDUM

**Date:** September 23, 2010

**To:** Community Advisory Working Group

**From:** Beth Walukas, Manager of Planning  
Tess Lengyel, Manager of Programs and Public Affairs  
Diane Stark, Senior Transportation Planner

**Subject:** **Overview of the Countywide Transportation Plan Update and Transportation Expenditure Plan Development and Introduction of Consultant Team**

### Recommendations

This is an informational item about the Countywide Transportation Plan (CWTP) update, development of the Sales Tax Transportation Expenditure Plan (TEP), and the roles of the consultant team selected by the Alameda County Transportation Commission (Alameda CTC) in completing these Plans.

### Summary

On September 23, 2010, the Alameda CTC approved a consultant team to update the CWTP and develop the TEP. A copy of the draft scope of services (Attachment A) and preliminary schedule (Attachment B) are attached, as well as the schedule for the development of the Regional Sustainable Communities Strategy (Attachment C), with which the plans will be coordinated.

### Discussion

Professional and technical planning services are required to support the update and adoption of Alameda County's CWTP, which is expected to be adopted by summer 2012, and develop a new Expenditure Plan for Alameda County's half-cent transportation sales tax measure that could be placed on the November 2012 ballot.

The CWTP will differ from previous plans in that it will include all elements of transportation needs in Alameda County, including capital, operating and maintenance requirements for a 25-year period. The TEP will be developed out of the CWTP development efforts and will serve as a funding mechanism for a portion of the CWTP. A Steering Committee of elected officials from the Alameda CTC has been meeting since May 2010. The Community Advisory Working Group (CAWG) and Technical Advisory Working Group (TAWG) have been formed with initial meetings in October 2010.

A Request for Proposals was released on July 1, 2010, for technical studies and outreach efforts. On September 23, 2010, the Alameda CTC selected a consultant team to update the CWTP and develop the TEP. A separate RFP has been issued for polling services related to the development of the TEP

**Background**

A sales tax reauthorization is currently being considered for the November 2012 ballot and the Regional Transportation Plan is scheduled for adoption in spring 2013. The Countywide Transportation Plan Update will be coordinated with any potential reauthorization, the 2013 Regional Transportation Plan, and the requirements of state climate legislation, Senate Bill (SB) 375.

*Schedule and Process*

Development of these efforts requires technical, political, public and stakeholder engagement and is anticipated to occur over a two year period as shown in Attachment B. Three committees have been established to provide guidance for the Plans and to include those interested in participating in the process. The three committees are the Steering Committee, a Technical Advisory Working Group and Community Advisory Working Group, as defined in Attachment D.

*Scope of Work*

The CWTP and Regional Transportation Plan will require the County to meet greenhouse gas (GHG) emission reduction targets set by the State of California under SB 375 in September 2010. Projects and programs included in the TEP will be drawn from the CWTP. Plans development will require working with the 15 local jurisdictions, 6 transit operators, Caltrans District 4, the Port of Oakland, MTC and other stakeholders to identify projects and programs with the goal of meeting regional GHG emission reduction targets and developing an Expenditure Plan that can be approved by 2/3 of Alameda County voters. Attachment A provides an overview of the consultant services that will be implemented by the consultant team selected in September 2010. The final scope of services and contract is still being negotiated, and is anticipated to be completed by the end of October. In summary, the scope includes project management; analysis of existing relevant documents, policies and procedures; coordination with other on-going studies related to this effort; agency and stakeholder coordination; research and knowledge of best practices, including transportation policies and modeling; development of project and program scoring and screening criteria, cost estimating guides and performance measures; assistance in public outreach, including meeting attendance, facilitation and presentation; graphics development; preparation of technical memoranda; polling; and development of draft and final plans.

The consultant team will be responsible for updating the CWTP, which has previously focused on capital investments (including High Occupancy Vehicle and Toll lanes), local streets and roads and transit capital shortfalls, and has incorporated the County Bicycle and Pedestrian Plans, and develop the TEP. In order to address the requirements of SB 375 and other needs, additional areas of emphasis have been identified including: transit oriented

development/priority development areas, parking management, transportation systems management, and goods movement, as well as transit connectivity, maintenance and operations.

**Fiscal Impacts:**

Budgets have been approved by the ACCMA and ACTIA Boards in June 2010 for these efforts; there is no fiscal impact associated with this information item.

**Attachments:**

- A. Preliminary Scope of Services
- B. Preliminary Development Implementation Schedule
- C. Sustainable Communities Strategy Schedule
- D. Description of Committees and List of Committee Members: Steering Committee, Technical Advisory Working Group and Community Advisory Working Group

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## **Sales Tax Reauthorization and Countywide Transportation Plan Update Preliminary Scope of Services**

### **Background**

The CWTP and Regional Transportation Plan will require the County to meet GHG emission reduction targets being set by the State of California under SB 375 in September 2010. Plans development will require working with the 15 local jurisdictions, 6 transit operators, Caltrans District 4, the Port of Oakland, MTC and other stakeholders to identify these projects and programs with the goal of meeting regional GHG emission reduction targets and to develop an Expenditure Plan that can be approved by 2/3 of Alameda County voters.

Services required for a consultant contract include project management; analysis of existing relevant documents, policies and procedures; coordination with other on-going studies related to this effort; agency and stakeholder coordination; research and knowledge of best practices, including transportation policies and modeling; development of project and program scoring and screening criteria, cost estimating guides and performance measures; assistance in public outreach, including meeting attendance, facilitation and presentation; graphics development; preparation of technical memoranda; polling; and development of draft and final plans.

The successful consultant team will be required to tightly coordinate the update of the Countywide Transportation Plan and development of the Expenditure Plan with other relevant planning efforts and agencies, including, but not limited to, regional efforts on development of the Bay Area Sustainable Communities Strategy, regional transit planning efforts, on-going Countywide Bicycle and Pedestrian Plans updates, and with other consultants and agencies involved in the development of these Plans. This coordination will include work with the steering committee of elected officials, technical advisory working groups, community advisory committees, staff and public.

The consultant team will be responsible for updating the Countywide Transportation Plan which has previously focused on capital investments (including High Occupancy Vehicle and Toll lanes), funding local streets and roads and transit capital shortfalls, and has incorporated the County Bicycle and Pedestrian Plans. In order to address the requirements of SB 375 and other needs, additional areas of emphasis have been identified including: transit oriented development/priority development areas, parking management, transportation systems management, and goods movement, as well as transit connectivity, maintenance and operations. The consultant team will gather information from MTC, the cities, the County, transit districts and will be required to provide supporting technical documentation for the elements identified in the current Countywide Transportation Plan as well as the proposed new areas of emphasis.

### **Technical Analysis and Coordination**

To most effectively identify the countywide transportation needs, costs and project and program implementation effectiveness, technical analysis and coordination with other studies

will be required to evaluate existing conditions, identify needed improvements, develop cost estimates, identify priority projects and programs, and develop best practices and design guidelines for certain transportation investment efforts.

This effort will support and be done in relation to California's climate change legislation and the development of the regional Sustainable Communities Strategy, which requires the region to reduce greenhouse gas emissions, and the Regional Transportation Plan update.

The technical analysis will encompass all transportation modes and identify existing conditions, needed improvements, costs and policies necessary to implement the improvements, methods for evaluation and development of a high priority list of capital, operating and maintenance needs, as well as performance measures. All high priority projects and programs must be consistent with what will eventually be included in the Regional Transportation Plan.

Identified technical elements for the update of the Countywide Transportation Plan and development of the Expenditure Plan are listed below in alphabetical order. These elements build on the existing Countywide Transportation Plan and expand them.

- Countywide Bicycle and Pedestrian Plan updates: these are currently underway under a separate consultant contract and must be coordinated with this contract
- Goods Movement
- High Occupancy Vehicle and Toll lanes/Integrated Corridor Management/Intelligent Transportation Systems/local and county streets and roads needs: these are currently addressed in the 2009 Countywide Transportation Plan and 2009 Regional Transportation Plan and must be coordinated with this contract
- Local, County, and Regional Roadway Connectivity, Maintenance and Operations
- Parking Management
- Transit-oriented Development / Priority Development Areas (TOD/PDA), including best practices and design guidelines: this effort may be coordinated with MTC/ABAG's Focus effort and the development of the Sustainable Communities Strategy
- Transit System Connectivity, Maintenance and Operations, including the needs of senior and disabled transportation: this effort may be coordinated with MTC's Regional Transit Sustainability Study
- Transportation System Management / Transportation Demand Management (TSM/TDM): this is currently addressed in the Congestion Management Program and should be coordinated with the CMA's Guaranteed Ride Home Program.

A brief summary of all identified technical elements is provided below:

#### ***Countywide Bicycle and Pedestrian Plans***

This element is under development and the definition of projects and programs will be coordinated and incorporated into the draft and final plans. This includes coordinating the cost



estimating guide and evaluating projects and programs through the same process as all the other technical efforts.

### ***Goods Movement***

This element will address goods movement issues related to trucking, rail, air cargo and marine transportation in Alameda County and will also assess top trading partners and commodities, key goods movement corridors (including the impact of the current truck ban on I-580), major freight generators, trade flows and truck parking. This element will highlight countywide goods movement issues and needs as well as recommended policies, programs and projects.

### ***High Occupancy Vehicle and Toll lanes/Integrated Corridor Management/Intelligent Transportation Systems***

This element will help ensure a maximum use of the existing roadway system through operational and other improvements such as completing the high occupancy vehicle and toll lane networks, integrated corridor management/intelligent transportation systems and congestion pricing. This element will focus on identifying gaps and establishing priorities for completing the high occupancy vehicle and toll lane networks and integrated corridor management/intelligent transportation systems. This effort will build on the CMA and MTC's existing high occupancy vehicle and toll lane network, freeway and arterial performance and congestion pricing initiatives.

### ***Local, County, and Regional Roadway Connectivity, Maintenance and Operations***

This element will evaluate the current local, county and regional roadway system, identify areas where connections are needed or could be improved, such as between I-680 and I-880 and SR 84 between I-580 and I-680. This element will help ensure a maximum use of the existing roadway system through continuing to operate and maintain local streets and roadways.

### ***Parking Management***

This element will provide a countywide approach to breaking down barriers to and implementing parking management strategies, including parking pricing, that are flexible enough to be applied to each Alameda County jurisdiction. The focus will be on downtowns, neighborhoods and transit station areas in which a major investment has been made to provide regional and local transit. This element will study the existing countywide parking supply, demand and strategies, and will identify opportunities across the county for better parking management to encourage alternative modes of travel. This element will make recommendations for implementing pilot parking programs in the County in order to evaluate the effects of parking management strategies in various settings. A key outcome will be to develop Countywide Parking Management Guidelines and recommendations for ways local jurisdictions can incorporate the Guidelines into their general planning processes.

### ***Transit-Oriented Development/Priority Development Areas***

This element will identify transportation improvements that will provide a wider range of transportation options available at the potential and planned Priority Development Areas located in Alameda County. This element will encourage developing TODs/PDAs that create an

improved sense of place, quality of life, safety and security, and will act as a catalyst to generate local economic development opportunities, particularly within disadvantaged communities. A key outcome will be to develop a Countywide TOD/PDA Design Guidelines and recommendations for ways local jurisdictions can incorporate the Guidelines into their general planning processes.

### ***Transit System Connectivity, Maintenance and Operations***

This element will evaluate the current transit system in Alameda County, identify gaps in the transit service, and propose a seamless and efficient transit system, including all costs. This element must be coordinated with MTC's Transit Sustainability Study and include a countywide transit approach – including bus, train (all types), paratransit, ferry and shuttles – to ensure coordination among the transit providers in the county and to ensure that transit plays a vital role as an alternative transportation mode to automobile trips.

### ***Transportation System Management/Transportation Demand Management (TSM/TDM)***

This element will help ensure a maximum use of alternatives other than the single-occupant vehicle, and will recommend TSM/TDM projects and programs from a local, countywide and regional perspective aimed at reducing GHG emissions and congestion. This effort will build upon the CMA's existing Countywide Guaranteed Ride Home Program and other TSM/TDM programs being implemented in the region and in each jurisdiction and make suggestions for new ones, such as providing Ecopasses.

### ***Other Technical and Outreach Tasks***

To support identification of projects and programs for inclusion in the plans, a set of tools described below is required in the development, evaluation, and recommendation of projects and programs in the plans, and an effective approach in working with stakeholders and the public will be required.

Tools required for development of the plans include the following:

- Cost estimating guides
- Evaluation criteria for prioritizing and packaging transportation projects and programs
- Updating and running Alameda County's Transportation Model, including the greenhouse gas emissions reductions tool
- Evaluating and packaging projects and programs
- Developing draft and final plans
- Polling

Countywide Transportation Plan and Transportation Expenditure Plan  
Preliminary Development Implementation Schedule

Calendar Year 2010

Task	2010						FY2010-2011						2010	
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec		
Alameda CTC Committee/Public Process														
Steering Committee			Establish Steering Committee	Working meeting to establish roles/responsibilities, community working group	RFP feedback, tech working group	Update on Transportation/ Finance Issues	Approval of Community working group and steering committee next steps	No Meetings		Feedback from Tech, comm working groups	No Meetings	Expand vision and goals for County		
Technical Working Group								No Meetings		Roles, resp, schedule, vision discussion/ feedback	No Meetings	Education: Trans statistics, issues, financials overview		
Community Working Group								No Meetings		Roles, resp, schedule, vision discussion/ feedback	No Meetings	Education: Transportation statistics, issues, financials overview		
Public Workshops								No Meetings				No Meetings		
Agency Public Education and Outreach	Information about upcoming CWTP Update and reauthorization													
Alameda CTC Technical Work														
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level						Board authorization for release of RFPs	Pre-Bid meetings	Proposals reviewed	ALF/ALC approves shortlist and interview; Board approves top ranked, auth. to negotiate or NTP	Technical Work				
Polling											Baseline Poll Conducted			
Sustainable Communities Strategy/Regional Transportation Plan														
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013			Local Land Use Update P2009 begins & PDA Assessment begins					Green House Gas Target approved by CARB.		Start Round 1 Vision Scenario Assessment (How can we reach our Targets?) Establish Best Case Housing Target Establish Performance Targets				

Countywide Transportation Plan and Transportation Expenditure Plan  
Preliminary Development Implementation Schedule

Calendar Year 2011

		2011						FY2011-2012		2011			
Task		January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Alameda CTC Committee/Public Pro													
Steering Committee	Discuss feedback on key needs from committees		Review & adopt project/program applications, performance scoring and screening criteria				Evaluate first draft CWTP & committee feedback; review initial financial scenarios	Additional financial scenario discussions	No Meetings	1st Draft Transportation Expenditure Plan (TEP) , 2nd Draft CWTP			No Meetings
Technical Working Group	Identify key needs		Review project and program applications, scoring and screening criteria				Evaluate first draft CWTP and review initial financial scenarios	Additional financial scenario discussions	No Meetings	1st Draft Transportation Expenditure Plan (TEP) , 2nd Draft CWTP			No Meetings
Community Working Group	Identify key needs		Review project and program applications, scoring and screening criteria				Evaluate first draft CWTP and review initial financial scenarios	Additional financial scenario discussions	No Meetings	1st Draft Transportation Expenditure Plan (TEP), 2nd Draft CWTP			No Meetings
Public Workshops	Public Workshops in two areas of County: vision and needs; Central County Transportation Forum	Public Workshops in two areas of County: vision and needs		East County Transportation Forum					No Meetings		2nd round of public workshops in two areas of County: feedback on CWTP, B3; North County Transportation Forum	2nd round of public workshops in two areas of County: feedback on CWTP, B3	No Meetings
Agency Public Education and Outreach		Ongoing Education and Outreach through November 2012						Ongoing Education and Outreach through November 2012					
Alameda CTC Technical Work													
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level	Feedback on Technical Work, Modified Vision, Preliminary projects lists	First Draft CWTP using Scoring and Screening criteria		Work with feedback on CWTP and financial scenarios		Technical work refinement and development of Expenditure plan, 2nd draft CWTP							
Polling								Polling on possible Expenditure Plan projects & programs					
Sustainable Communities Strategy/If													
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013	Call for Transportation Projects		Round 1 Vision Scenario Results	Begin Round 2-Detailed Scenario (What can we realistically accomplish?)									

Countywide Transportation Plan and Transportation Expenditure Plan  
Preliminary Development Implementation Schedule

Calendar Year 2012

		2012					FY2011-2012						
Task		January	February	March	April	May	June	July	August	Sept	Oct	November	
Alameda CTC Committee/Public Pro													
Steering Committee		2nd Draft Exp Plan and Final CWTP	Finalize Plans				Adopt Draft Plans	Adopt Final Plans	Expenditure Plan on Ballot			VOTE: November 6, 2012	
Technical Working Group		2nd Draft Exp Plan and Final CWTP	Finalize Plans									VOTE: November 6, 2012	
Community Working Group		2nd Draft Exp Plan and Final CWTP	Finalize Plans									VOTE: November 6, 2012	
Public Workshops				Expenditure Plan City Council/BOS Adoption								VOTE: November 6, 2012	
Agency Public Education and Outreach		Ongoing Education and Outreach Through November 2012 on this process and final plans					Ongoing Education and Outreach through November 2012 on this process and final plans						
Alameda CTC Technical Work													
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level		Finalize Plans											
Polling						Go/No Go Poll for Expenditure Plan							
Sustainable Communities Strategy/													
Regional Sustainable Community Strategy Development Process - Final RTP in April 2013		Preferred SCS Scenario, Draft Financial Projections Released		Begin RTP Technical Analysis & Document Preparation								Draft RTP Released	

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# Sustainable Communities Strategy (SCS): Planning Process

## Three Es, Goals and Targets

March 2010 — December 2010

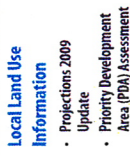
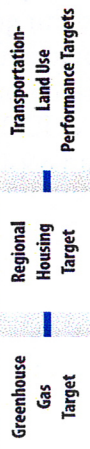
Economy + Environment + Equity

## Scenario Assessment

Round One: Vision Scenarios

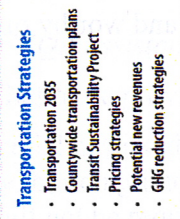
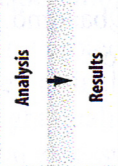
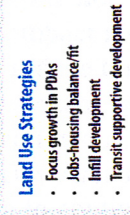
How Can We Reach Our Targets?

October 2010 — April 2011

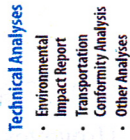


Base Case Scenario

Start Round One Vision Scenario



Draft Plan



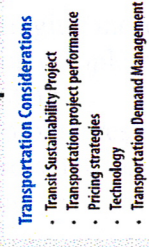
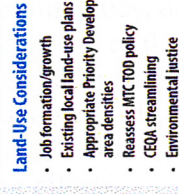
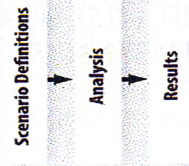
Final Plan

## Round Two: Detailed SCS Scenarios

What Can We Realistically Accomplish?

May 2011 — January 2012

25-year Growth Assignment Process/8-year Regional Housing Needs Assessment



Plan Technical Analysis and Document Preparation

February 2012 — April 2013

ABAG Regional Planning Committee

MIT Policy Advisory Council

Regional Advisory Working Group

Executive Working Group

County and Corridor Working Groups

Ongoing Public and Local Government Engagement (May 2010 through 2013)



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## **Countywide Transportation Plan Update and Sales Tax Reauthorization Committees**

Steering Committee: Comprised of 13 members from the Alameda CTC including representatives from the cities of Berkeley, Emeryville, Oakland, Hayward, Union City, Newark, Pleasanton, and Livermore 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 Steering Committee's next meeting is October 18, 2010, from 1:30-3:30 p.m. Upcoming agendas and attachments are available at [www.alamedactc.org](http://www.alamedactc.org) under the meetings calendar tab. See Attachment 03D1.

Technical Advisory Working Group: Comprised of agency staff representing all areas of the County and including planners and engineers from local jurisdictions, all transit operators in Alameda County, park districts, health, social services, law enforcement, and education representatives. 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. The first meeting of this Working Group is scheduled for October 5, 2010 from 11 a.m. to 1 p.m. at the Alameda CTC offices, Suite 300. See Attachment 03D2.

Community Advisory Working Group: Comprised of 27 members representing diverse interests throughout the County. Members were appointed by the Steering Committee at their July 19, 2010 meeting. The purpose of the Community Advisory Working Group is to provide input on the Countywide Transportation Plan and the Expenditure Plan, serve in an advisory capacity to the Steering Committee and share information with the Technical Advisory Working Group. The first meeting of this Working Group is scheduled for October 7, 2010 from 3 p.m. to 5 p.m. at the Alameda CTC offices, Suite 300. See Attachment 03D3.

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**Alameda County Transportation Commission  
Countywide Transportation Plan and Transportation Expenditure Plan  
Steering Committee**

	Title	First	Last	City/County/Branch	Planning Area Representation
1	Mayor	Mark	Green	City of Union City	Union City <i>(South)</i>
2	Councilmember	Kriss	Worthington	City of Berkeley	Berkeley <i>(North)</i>
3	Mayor	Ruth	Atkin	City of Emeryville	Emeryville <i>(North)</i>
4	Director	Tom	Blalock	BART	BART
5	Councilmember	Luis	Freitas	City of Newark	Newark <i>(South)</i> <i>Alternate</i>
6	Supervisor	Scott	Haggerty	Alameda County	Unincorporated <i>(East, South)</i>
7	Director	Greg	Harper	AC Transit	AC Transit
8	Councilmember	Olden	Henson	City of Hayward	Hayward <i>(Central)</i>
9	Mayor	Jennifer	Hosterman	City of Pleasanton	Pleasanton <i>(South)</i>
10	Mayor	Beverly	Johnson	City of Alameda	Alameda <i>(North)</i> <i>Alternate</i>
11	Mayor	Marshall	Kamena	City of Livermore	Livermore <i>(East)</i>

**Alameda County Transportation Commission**  
**Countywide Transportation Plan and Transportation Expenditure Plan**

<b>12</b>	Councilmember-At-Large	Rebecca	Kaplan	City of Oakland	Oakland <i>(North)</i>
<b>13</b>	Supervisor	Nate	Miley	Alameda County	Unincorporated <i>(North, Central, East)</i>
<b>14</b>	Councilmember	Larry	Reid	City of Oakland	Oakland <i>(North)</i>
<b>15</b>	Mayor	Tim	Sbranti	City of Dublin	Dublin <i>(East)</i> <i>Alternate</i>
<b>16</b>	Councilmember	Joyce	Starosciak	City of San Leandro	San Leandro <i>(Central)</i>
<b>17</b>	Vice Mayor	Robert	Wiekowski	City of Fremont	Fremont <i>(South)</i>

## Technical Advisory Working Group (TAWG)

	Planning Area	First Name	Last Name	Title	Business Name
1	North	Alex	Amoroso	Principal Planner Planning Department	City of Berkeley
2	North	Aleida	Andrino-Chavez	Transportation Planner	City of Albany
3	South	Marisol	Benard	New Haven Even Start Program Manager	New Haven Unified School District
4	East	Jaimee	Bourgeois	Senior Civil Engineer (Traffic)	City of Dublin
5	North	Ann	Chaney	Director of Community Development	City of Albany
6	South	Mintze	Cheng	Public Works Director	City of Union City
7	Central	Keith R.	Cooke	Principal Engineer Engineering & Transportation Department	City of San Leandro
8	South	Soren	Fajeau	Senior Civil Engineer	City of Newark - Engineering Division
9	East	Jeff	Flynn	Planning Director	Livermore Amador Valley Transit Authority
10	Central	Don	Frascinella	Transportation Manager Public Works Department, Engineering and Transportation Division	City of Hayward
11	East	Susan	Frost	Principal Planner	City of Livermore
12	South	Jim	Gannon	Manager of Transportation Services	Fremont Unified School District
13	East	Robin	Giffin	Senior Planner	City of Pleasanton
14	CW	Mike	Gougherty	Transportation/Environmental Planner/Analyst	Water Emergency Transporation Authority
15	South	Terrence	Grindall	Community Development Director, Departement of Planning	City of Newark
16	North	Diana	Keena	AICP Associate Planner, Planning and Building Department	City of Emeryville
17	Central	Paul	Keener	Senior Transportation Planner	Alameda County Public Works Agency
18	North	Obaid	Khan	Supervising Civil Engineer	City of Alameda - Public Works Department
19	South	Wilson	Lee	Transit Manager	City of Union City
20	South	Joan	Malloy	Economic and Community Develooppment Director	City of Union City

## Technical Advisory Working Group (TAWG)

	Planning Area	First Name	Last Name	Title	Business Name
21	CW	Gregg	Marrama	Department Manager, Capital Development and Control	BART
22	CW	Val	Menotti	Acting Department Manager, Planning	BART
23	North	Matt	Nichols	Principal Planner Public Works Department Transportation Division	City of Berkeley
24	Central	Erik J.	Pearson	Senior Planner Public Works Department, Planning Division	City of Hayward
25	South	James	Pierson	Transportation & Operations Director	City of Fremont
26	North	Peter	Schultze-Allen	Environmental Analyst Public Works Department	City of Emeryville
27	South	Jeff	Schwob	Planning Director	City of Fremont
28	North	Tina	Spencer	Director of Service Development and Planning	AC Transit
29	North	Iris	Starr	Senior Transportation Planner	City of Oakland
30	East	Mike	Tassano	City Traffic Engineer	City of Pleasanton
31	CW	Lee	Taubeneck	Deputy District Director - District 4	Caltrans - Division of Transportation Planning and Local Assistance
32	North	Andrew	Thomas	Planning Services Manager	City of Alameda - Community Development Department
33	North	Jim	Townsend	Trails Development Program Manager	East Bay Regional Park District (EBRPD)
34	East	Bob	Vinn	Assistant City Engineer	City of Livermore
35	East	Marnie	Waffle	Senior Planner	City of Dublin
36	North	Bruce	Williams	Senior Transportation Planner	City of Oakland
37	CW	Stephen	Yokoi	Office Chief, Office of Regional Planning - District 4	Caltrans - Division of Transportation Planning and Local Assistance
38	Central	Karl	Zabel	Operations and Development Supervisor	Hayward Area Recreation and Park District (HARD)
Alt	South	Farooq	Azim	Principal Civil Engineer	City of Union City
Alt	South	Carmela	Campbell	Planning Manager	City of Union City
Alt	North	Cory	LaVigne	Director of Service Development and Planning	AC Transit
Alt	Central	Larry	Lepore	Park Superintendent	Hayward Area Recreation and Park District (HARD)

## Community Advisory Working Group Members

The following individuals were approved to serve on the Community Advisory Working Group by the Steering Committee at their July 19, 2010, meeting, and are shown below within each category (in alphabetical order by organization). The planning areas are listed as C – Central, CW – Countywide, E – East, N – North, or S – South.

### Business (3 representatives)

- California Alliance for Jobs – Joseph Cruz, CW
- City of Fremont, Chamber of Commerce – Raj Salwan, S
- City of Oakland, Chamber of Commerce – Charissa Frank, N

*NOTE: James Paxson is also representing businesses as appointment by the East Bay Economic Development Alliance (see below). He is the General Manager of the Hacienda Business Park Owners Association in East County, providing representation countywide as well as for East County.*

### Civil Rights/Environmental/Social Justice/Faith-based Advocacy (6 representatives)

- ElderCare; Ponderosa Square Homeowners Association – Diane Shaw, S
- Genesis; Chorus Christi Catholic Church – Gabrielle Miller, N
- TransForm – Carli Paine, CW
- Transportation Justice Working Group – Chaka-Khan Gordon, CW
- United Seniors of Oakland and Alameda County – Eileen Ng, CW
- Urban Habitat – Lindsay Imai Hong, CW

### Community Advisory Committees (4 representatives)

- Bicycle and Pedestrian Advisory Committee (BPAC) – Midori Tabata, Chair, CW
- Citizens Advisory Committee (CAC) – Dr. Roop Jindal, CW
- Citizens Watchdog Committee (CWC) – Joann Lew, Vice-Chair, CW
- Paratransit Advisory and Planning Committee (PAPCO) – Sylvia Stadmire, Chair, CW

### CWC Organizations (6 representatives)

- Alameda County Labor Council – Anthony Rodgers, CW
- Alameda County Taxpayer's Association – Art Geen, CW
- East Bay Bicycle Coalition – Elizabeth Morris, CW
- East Bay Economic Development Alliance – James Paxson, CW
- League of Women Voters, Miriam Hawley, CW
- Sierra Club – Patrisha Piras, CW

Education (3 representatives)

- Alameda County Office of Education – Unique S. Holland, CW
- Livermore Valley Joint Unified School District – Beth Wilson, E
- Oakland Unified School District, Board of Education – David Kakishiba, N

Health (3 representatives)

- Alameda County Public Health Department – Pam Willow, CW
- Davis Street Family Resource Center – Teresa McGill, C
- UC Berkeley Safe Transportation and Education Center (formerly UCB Traffic Safety Center) – Lindsay Arnold, CW

Seniors or People with Disabilities (2 representatives/1 each)

- Disabled Representative - Carmen Rivera-Hendrickson, E
- Senior Representative - Betty Mulholland, N



## MEMORANDUM

**Date:** September 23, 2010

**To:** Community Advisory Working Group

**From:** Beth Walukas, Manager of Planning  
Tess Lengyel, Manager of Programs and Public Affairs  
Diane Stark, Senior Transportation Planner

**Subject:** Review of CAWG Roles and Responsibilities

### Recommendations

It is recommended that the Community Advisory Working Group (CAWG) review the CAWG's roles and responsibilities for the Countywide Transportation Plan update and Transportation Expenditure Plan development.

### Summary

Attachment A describes the roles and responsibilities of the CAWG that were approved by the Steering Committee at their meeting on July 19, 2010.

### Discussion

CAWG members will provide input on the development of the Countywide Transportation Plan update and the development of the Transportation Expenditure Plan. Comprised of representatives of diverse communities, interests and businesses, the CAWG will serve the multi-modal needs of Alameda County to make transportation more accessible, efficient and sustainable. The CAWG is comprised of 27 members representing the following interests:

- Business
- Civil rights
- Education
- The environment
- Faith-based advocacy
- Health
- Public transit
- Seniors and people with disabilities
- Social justice

The CAWG will share information with the Technical Advisory Working Group (TAWG) and serve in an advisory capacity to the Steering Committee and the Commission.

**Attachments**

- A. CAWG Roles and Responsibilities

***Community Advisory Working Group (CAWG) Committee  
Roles and Responsibilities  
Overview of CWTP Update and Development of New Expenditure Plan***

The combined update of the Alameda County Countywide Transportation Plan (CWTP) and the development of a new Sales Tax Transportation Expenditure Plan (TEP) will require incorporation of new planning and technical elements into the CWTP, significant coordination amongst stakeholders, and outreach to the public. This new process for Alameda County aims to enhance the current countywide planning document by including all transportation operations, maintenance and expansion needs. The aim of incorporating all these elements into the CWTP is to ensure that all the true costs for transportation in Alameda County are captured in the plan so it can serve as a planning, funding and advocacy guidance document. The CWTP will include both short and long-range transportation needs, and an evaluation and prioritization process will be conducted as part of the planning process.

It is envisioned that the Expenditure Plan would naturally evolve from the development of the Countywide Transportation Plan and therefore, all projects and programs included in the CWTP and TEP will be required to go through an evaluation/scoring and screening process for inclusion in both plans.

Development of these plans will require technical, political, public and stakeholder engagement. Establishment of three committees to implement a two-year process will provide guidance for the plan and will be inclusive of those interested in the process. The three committees include the Steering Committee comprised of Alameda County Transportation Commission (Alameda CTC) members, a Technical Advisory Working Group (TAWG), and a Community Advisory Working Group (CAWG). This document identifies the composition, roles and responsibilities of the CAWG

***Community Advisory Working Group***

This committee will review the vision, projects, programs, of the CWTP and TEP. The CAWG will be advisory to the Steering Committee and will also receive information from and share information with the Technical Advisory Working Group.

***CAWG Membership***

CAWG comprised of members of the public and special interest and advocacy groups. Representation is non-duplicative, broad-based and equitably represents all areas of the county. Members will be residents in Alameda County, or work in a bona-fide Alameda County business. This committee seats twenty-seven members (27), including the following:

- Chairs and vice-chairs of ACTIA's current community advisory committees (4 total)
  - Citizen's Watchdog Committee (CWC)
  - Bicycle and Pedestrian Advisory Committee (BPAC)
  - Paratransit Advisory and Planning Committee (PAPCO)
  - Citizen's Advisory Committee (CAC)
- Representatives from following organizations that are part of the CWC (6 total)
  - League of Women Voters
  - East Bay Economic Development Alliance
  - Sierra Club
  - Alameda County Taxpayer's Association
  - East Bay Bicycle Coalition
  - Alameda County Labor Council

- Environmental and Faith-based Advocacy (6 total)
  - TransForm and other agencies
  - Faith based organizations
- Business (3 total)
  - Chambers of Commerce/business representation
  - California Alliance for Jobs
- Health (3 total)
- Education (3 total)
- Seniors or People with Disabilities (2 total)

### **CAWG Meetings**

The CAWG will be supported by staff from a core staff of Alameda CTC and broader outreach will be done to the public at-large during the development of the plans.

## MEMORANDUM

**Date:** September 23, 2010

**To:** Community Advisory Working Group

**From:** Beth Walukas, Manager of Planning  
Tess Lengyel, Manager of Programs and Public Affairs  
Diane Stark, Senior Transportation Planner

**Subject:** Review of CAWG Ground Rules

### Recommendations

It is recommended that the Community Advisory Working Group (CAWG) review, provide input, and endorse the proposed CAWG meeting ground rules for the Countywide Transportation Plan update (CWTP) and Transportation Expenditure Plan (TEP) development.

### Summary

The ground rules are proposed in order to facilitate better meeting discussion and build consensus in developing an effective and successful CWTP and TEP.

### Discussion

The following are the proposed ground rules for the CAWG meeting:

- Arrive on time.
- If members will be absent from a meeting, please notify staff ahead of time.
- Set cell phones on vibrate or off.
  - If members must answer a call, move out of earshot of meeting.
- Refrain from having side conversations.
- Listen and respond courteously and respectfully.
- Be tolerant of other points of view.
- Let the speaker finish.
- Raise your hand or indicate that you wish to speak and respect the order of requests.
- Keep comments concise and, when possible, stay on topic.
- Strive for consensus, but it's okay to agree to disagree.

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## Community Advisory Working Group Preliminary Meetings Schedule

(Subject to change based upon the Consultant Team input)

	Meeting Date	Meeting Outcomes
1	October 7, 2010	<ul style="list-style-type: none"><li>• Introduce Consultant Team for the CWTP-TEP process</li><li>• Establish TAWG roles and responsibilities</li><li>• Review the calendar and meeting schedule</li><li>• Provide feedback on the Countywide Transportation Vision Statement</li></ul>
2	December 2, 2010	<ul style="list-style-type: none"><li>• Discuss education and outreach</li><li>• Receive an overview of transportation statistics</li><li>• Discuss transportation planning issues</li><li>• Receive an overview of financial scenarios</li></ul>
3	January 6, 2011	<ul style="list-style-type: none"><li>• Identify key transportation needs</li><li>• Discuss technical studies and work requirements</li><li>• Discuss preliminary polling</li><li>• Receive information on the public workshops</li></ul>

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## MEMORANDUM

**Date:** September 23, 2010

**To:** Community Advisory Working Group

**From:** Beth Walukas, Manager of Planning  
Tess Lengyel, Manager of Programs and Public Affairs  
Diane Stark, Senior Transportation Planner

**Subject:** Feedback on Countywide Transportation Plan Vision Statement

### Recommendations

It is recommended that the Community Advisory Working Group (CAWG) review and provide input on the Countywide Transportation Plan Vision Statement and concepts.

### Summary

At its May 2010 meetings, the Steering Committee reviewed and provided input on a draft vision statement for the Alameda Countywide Transportation Plan. The vision statement was based on input to concepts developed by the Steering Committee and their direction to model the vision statement on MTC's Regional Transportation Plan. The attached draft vision statement, Attachment A, incorporates their input. Working Group members are encouraged to provide comments during the meeting. Written comments should be submitted to Diane Stark at [dstark@accma.ca.gov](mailto:dstark@accma.ca.gov) by October 14, 2010.

### Discussion

The Steering Committee provided guidance that the vision statement for Alameda County transportation includes the following concepts:

- Healthy lifestyles
- Sustainability
- Livable communities
- Housing around transit
- Active transportation
- Transportation that serves needs over an age continuum
- Transportation alternatives
- Congestion relief
- Regional connections
- Transit

- Multimodal
- Transit operating funds

Two additional concepts of accountability and effectiveness were added to the vision. These concepts are included in the vision statement, Attachment A.

**Attachments**

- A. Draft Vision Statement, Alameda Countywide Transportation Plan
- B. MTC Vision Statement

## Draft Vision Statement for Alameda Countywide Transportation Plan

### **Sustainable, Accessible, Accountable and Effective**

Alameda County strives for a **SUSTAINABLE**, multi-modal transportation system that expands mobility options and economic opportunities. It supports transportation that is **ACCESSIBLE** for all sectors of society to efficient, connected and well maintained systems. Work is guided by principles of **ACCOUNTABILITY** to provide for livable communities, congestion relief, transit operating funds, and environmental preservation through **EFFECTIVE** and sound transportation investments.

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## MTC Vision -Transportation 2035

MTC's vision is based upon Three Es Principles of Sustainability: Economy, Environment, Equity

A prosperous and globally competitive **Economy**; a healthy and safe **Environment**; and **Equitable** opportunities for all Bay Area residents to share in well-maintained, efficient and connected regional transportation system.

Goals:

- Maintenance and Safety
- Reliability
- Efficient Freight Travel
- Security and Emergency Management
- Clean Air
- Climate Protection
- Equitable Access
- Livable Communities